

Public Speaking and Debate 2



Review

Types of public speaking

Last semester, we covered the following speaking modes:

- A. Informative speeches
- B. Product Demonstration
- C. Ceremonial speeches
- D. Persuasive speeches
- E. Impromptu speeches

Types of public speaking

Match the speeches (1-13) to a type (A-E).
(Note: Some speeches can be more than one type.)

A. Informative speeches

B. Product Demonstration

C. Ceremonial speeches

D. Persuasive speeches

E. Impromptu speeches

1. Wedding speech.
2. Infomercial.
3. Asked to say something during a meeting.
4. Arguing to protect the environment.
5. Presenting a project plan in a business meeting to get support for it.
6. Accepting a movie award.
7. Presenting new features of a software made by your company to an existing customer.
8. Showing a customer how to enter data in your company's software product.
9. Presenting a scientific paper at a conference.
10. Telling a child a story with a message about how to behave in life.
11. Welcoming a new team member.
12. Teaching English in school.

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1. **C** Wedding speech.
2. **ABD** Infomercial.
3. **E** Asked to say something during a meeting.
4. **D** Arguing to protect the environment.
5. **D** Presenting a project plan in a business meeting to get support for it.
6. **C** Accepting a movie award.
7. **A** Presenting new features of a software made by your company to an existing customer.
8. **B** Showing a customer how to enter data in your company's software product.
9. **A** Presenting a scientific paper at a conference.
10. **D** Telling a child a story with a message about how to behave in life.
11. **C** Welcoming a new team member.
12. **A** Teaching English in school.

Informative speaking



The purpose of an informative speech is to pass **new information** from the speaker to the **audience**.

Put the steps you would take to develop a lecture (a example of an informative speech) in the correct order:

- A. Define the knowledge gap.
- B. Practice delivering the lecture.
- C. Research content.
- D. Perform an audience analysis.
- E. Define the objective of the lecture.
- F. Create slides while avoiding information overload.
- G. Remove information outside the knowledge gap (out of scope or already known).

Informative speaking



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Put the steps you would take to develop a lecture (a example of an informative speech) in the correct order:

1. **D** Perform an audience analysis.
2. **E** Define the objective of the lecture.
3. **A** Define the knowledge gap.
4. **C** Research content.
5. **G** Remove information outside the knowledge gap (out of scope or already known).
6. **F** Create slides while avoiding information overload.
7. **B** Practice delivering the lecture.

Demonstration



A demonstration is designed to teach the audience how to perform a **task** by **actually performing it on stage**.

Look at the following situations where you might have to give a demo. Which are easy and which are difficult? Why? What can you do to reduce the chance that a difficult demo goes wrong?

1. You are trying to sell a complex software product.
2. You are conducting an after-sales workshop to teach three new customers how to use a database software.
3. Making a video used to sell pans for cooking food.
4. You need to teach 500 people how easy it is to change a tyre on your company's new car model.

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Look at the following situations where you might have to give a demo. Which are easy and which are difficult? Why? What can you do to reduce the chance that a difficult demo goes wrong?

1. You are trying to sell a complex software product.
(Avoid demoing a complex product in a sales situation; mitigate by using a mock-up or at least a demo script.)
2. You are conducting an after-sales workshop to teach three new customers how to use a database software.
3. Making a video used to sell pans for cooking food.
4. You need to teach 500 people how easy it is to change a tyre on your company's new car model.
(Too many people; partly sales-oriented; mitigate by using a video set up and a volunteer, or just make a video and show that.)

Ceremonial speeches



Ceremonial speeches are given when you win an award, when you introduce someone, when you pay tribute to someone, when you give a testimonial, when you dedicate or commemorate an organization, and so on.

Which of the following aspects are important to consider when giving a ceremonial speech?

1. Having a structure involving an introduction, body and conclusion.
2. Mentioning every detail to make sure you cover everything you can think of.
3. Putting the event in a bigger context.
4. Be confident, be yourself, and always be positive.

Ceremonial speeches

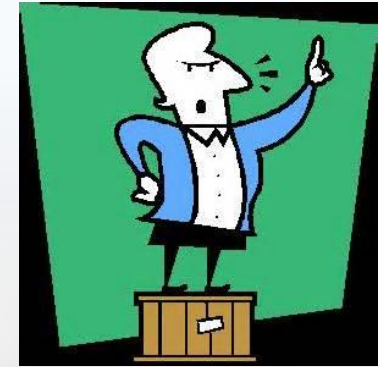


Ceremonial speeches are given when you win an award, when you introduce someone, when you pay tribute to someone, when you give a testimonial, when you dedicate or commemorate an organization, and so on.

Which of the following aspects are important to consider when giving a ceremonial speech?

1. Having a structure involving an introduction, body and conclusion. (No real structure required.)
2. Mentioning every detail to make sure you cover everything you can think of. (KISS keep it short and simple.)
3. Putting the event in a bigger context.
4. Be confident, be yourself, and always be positive.

Persuasive speeches



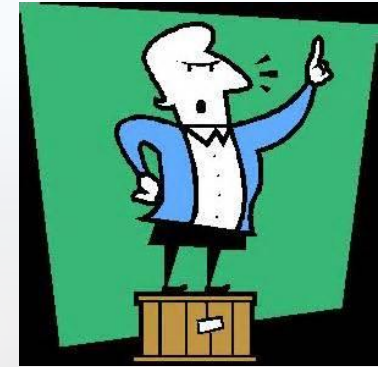
Persuasive speeches are aimed at shifting the **opinion or behaviour** of the audience.



What is the most important thing you need to start changing someone's mind?

- A. Having a good introduction and structure.
- B. Not making mistakes with your English.
- C. Creating a conflict in the audience's thinking.
- D. Being confident.

Persuasive speeches



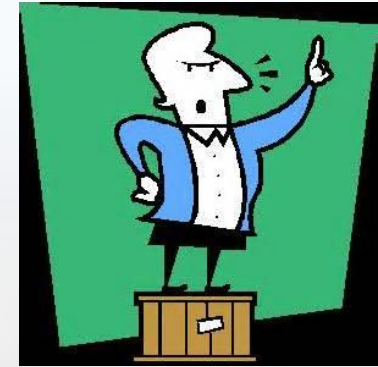
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Persuasive speeches



Persuading people requires connecting with them on an **emotional** level. Can you think of at least three techniques that can help you to do that?

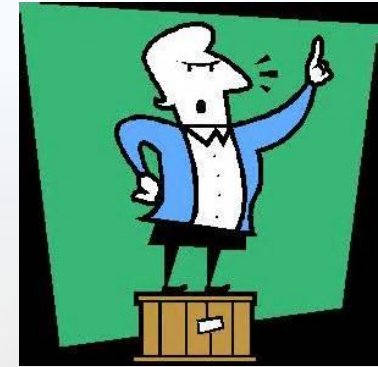


I have a dream
I have a dream
I have a dream

Aristotle
384-322 BC



Persuasive speeches



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storytelling



visual language



confidence



I have a dream
I have a dream
I have a dream

repetition



ethos
logos
pathos

Impromptu speeches



If you have **little time to prepare**, use the following method:

1. **Read the topic** and make sure you understand what it means to you. Decide what your position is and write down some thoughts you have.
2. Decide what your **message** is and write it as the last sentence.
3. Use a standard **pattern** as the first sentence.
4. Add some **stories** and/or **arguments** in the middle to get from the beginning to the message.
5. Start with “**Good afternoon ladies and gentlemen**” and end with “**thanks for your attention**”.

Impromptu speeches



Are the following statements **true or false**?

1. If you only have a limited time to speak and you run out of time, you should end the middle part as quickly as possible and jump straight to the end message.
2. If someone asks you a question you can't answer, it's okay to make up some story to answer, even if you're not sure whether it is true or not.
3. If you get stuck, repeat what you have already said before, using slightly different words.
4. The more impromptu speeches you give, the better you get at giving them.
5. When you give an impromptu speech, provide every detail about every argument you give.

Impromptu speeches



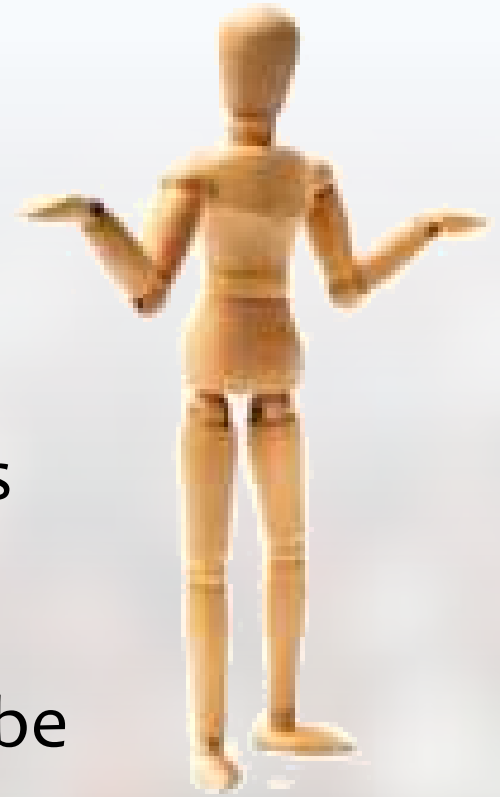
Are the following statements true or false?

1. **TRUE:** If you only have a limited time to speak and you run out of time, you should end the middle part as quickly as possible and jump straight to the end message.
2. **FALSE:** If someone asks you a question you can't answer, it's okay to make up some story to answer, even if you're not sure whether it is true or not.
3. **TRUE:** If you get stuck, repeat what you have already said before, using slightly different words.
4. **TRUE:** The more impromptu speeches you give, the better you get at giving them.
5. **FALSE:** When you give an impromptu speech, provide every detail about every argument you give.

Non-verbal communication

Non-verbal communication is **providing information without using words**; it includes vocal and body signals.

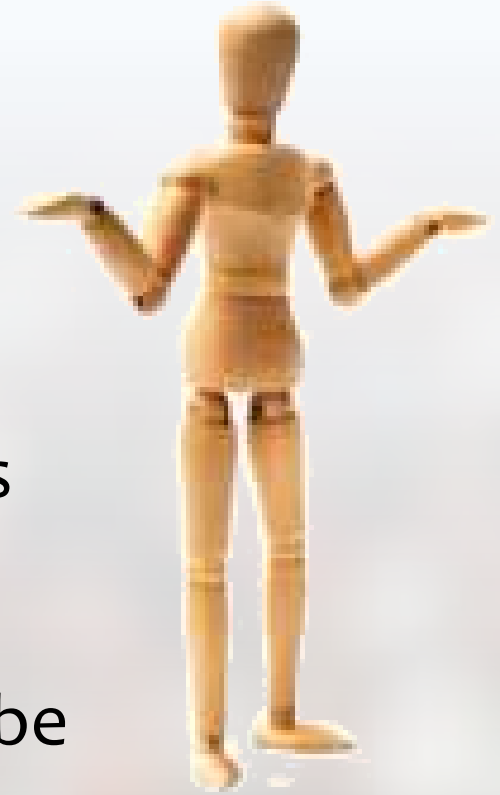
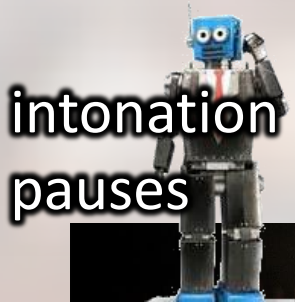
Can you think of at least five things that can be classified as non-verbal communication?



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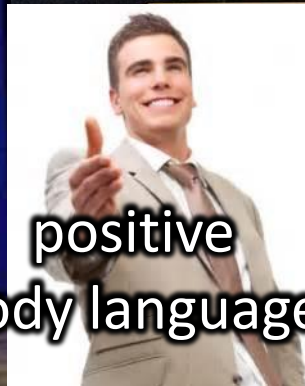
Can you think of at least five things that can be classified as non-verbal communication?



eye contact



pointing



Starting and ending a speech



To start a speech, it is useful to memorise and recite a **standard address and introduction**.

End on a high note, and if you have a **message**, use it as the last sentence and make sure it is worded in a powerful way.

Starting and ending a speech

- A. Title close
- B. Circular close
- C. Contrast close
- D. Invitation close
- E. Challenge close
- F. Quotation close

Which type of close (A-F) are the following examples (1-6)?

1. As yoga teacher T. K. V. Desikachar said: *“In stages, the impossible becomes possible”*.
2. In your next phone meeting, I want you to smile even if your colleagues can’t see your face; I promise it will greatly increase your persuasiveness.
3. Now that I taught you how to make a difference, apply it to your next TikTok post. I’m sure you can get 100,000 followers in less than a month.
4. After listening to my words, I think you will agree with me that “sustainability is the key to a bright future”.
5. As I said in the beginning of my speech, question your definition of success and add sustainability to your performance criteria to remain successful.
6. As I said in the beginning of my speech, our definition of success is flawed: we need to add sustainability to our performance criteria to remain successful.

Starting and ending a speech

- A. Title close
- B. Circular close
- C. Contrast close
- D. Invitation close
- E. Challenge close
- F. Quotation close

Which type of close (A-F) are the following examples (1-6):

1. **F-Quotation:** As yoga teacher T. K. V. Desikachar said: *“In stages, the impossible becomes possible”*.
2. **D-Invitation:** In your next phone meeting, I want you to smile even if your colleagues can’t see your face; I promise it will greatly increase your persuasiveness.
3. **E-Challenge:** Now that I taught you how to make a difference, apply it to your next TikTok post. I’m sure you can get 100,000 followers in less than a month.
4. **A-Title:** After listening to my words, I think you will agree with me that “sustainability is the key to a bright future”.
5. **B-Circular:** As I said in the beginning of my speech, question your definition of success and add sustainability to your performance criteria to remain successful.
6. **C-Contrast:** As I said in the beginning of my speech, our definition of success is flawed’ we need to add sustainability to our performance criteria to remain successful.