

PUBLIC SPEAKING

Lecture's Notes 12 : Speaking for Special Occasions and Purposes

LECTURE'S NOTES

LERISSA DANIELA, S.S., M.Pd.

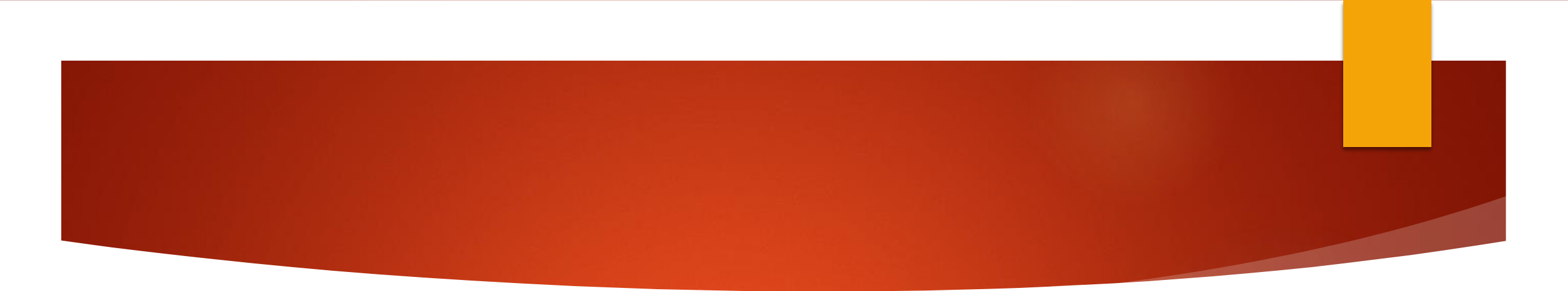
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- ▶ Hello ladies and gentlemen, welcome to the Public Speaking course with me Lerissa Daniela. I am a lecturer of the English Literature Department at Jakarta International University in Indonesia.
 - ▶ Today, in this lecture twelve, I am going to continue with the topic entitled Speaking for Special Occasions and Purposes. Let's get started.

Topics

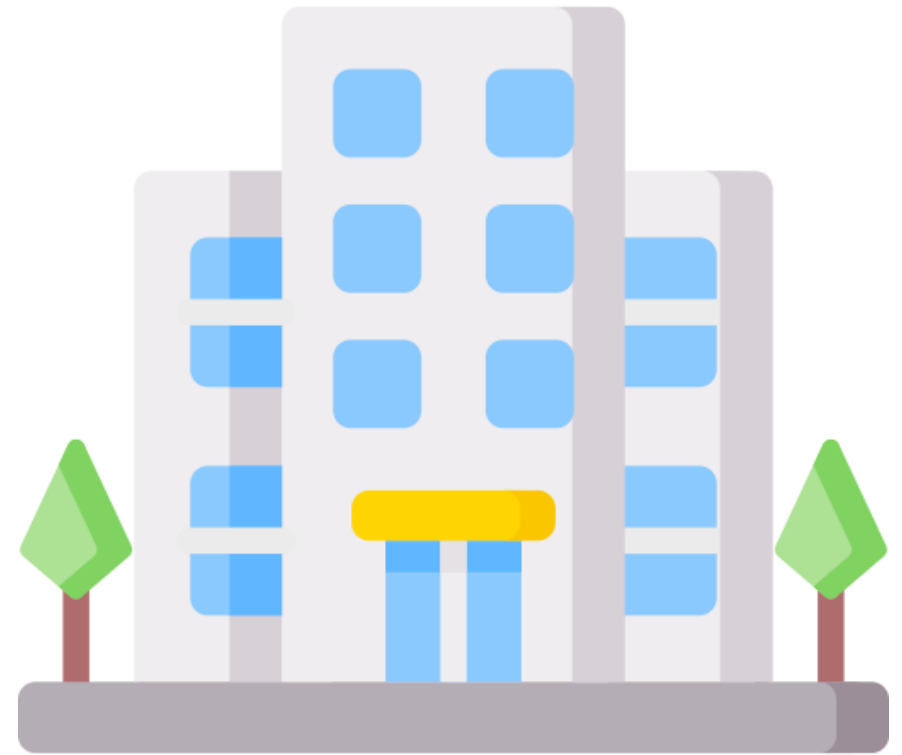
Speaking in the workplace

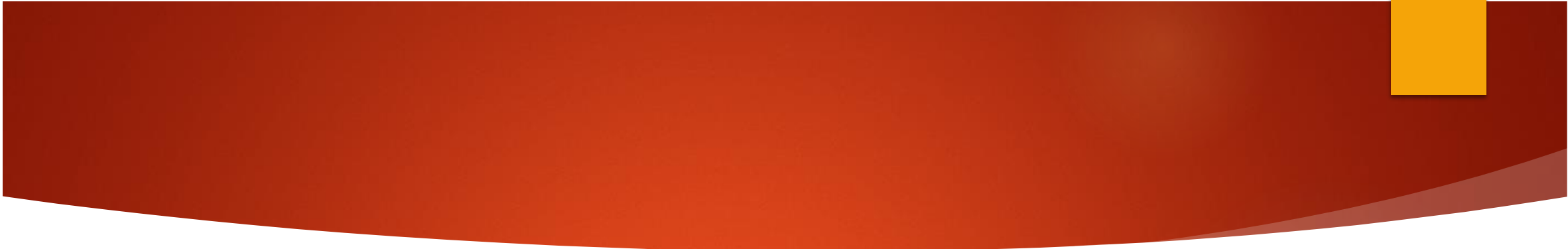
Ceremonial speaking

After-dinner speaking

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- ▶ In this chapter, we discuss the various types of speeches that may be called for on special occasions, and we examine the specific and unique audience expectations for each one. First, we will discuss two speaking situations that are likely to occur in the workplace. Then we will turn our attention to several types of ceremonial speeches and the humorous after-dinner speech.

Public Speaking in The Workplace



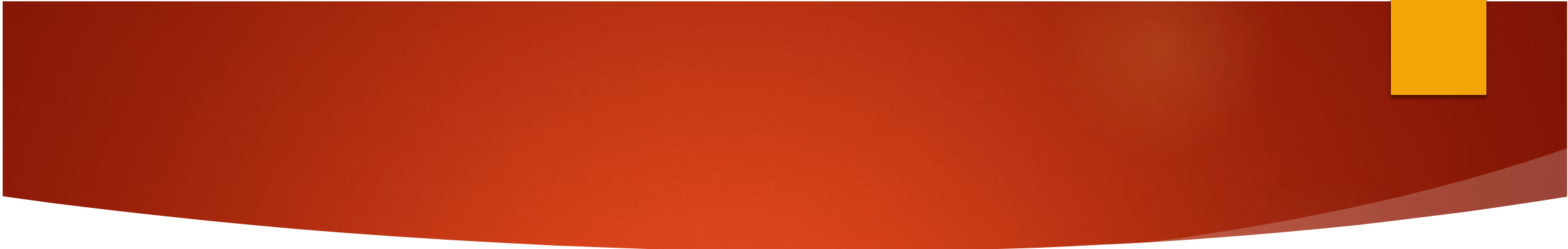
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- ▶ In many careers and professions, public speaking is a daily part of the job. Workplace audiences may range from a group of three managers to a huge auditorium filled with company employees. Presentations may take the form of routine meeting management, reports to company executives, training seminars within the company, or public-relations speeches to people outside the company. The occasions and opportunities are many, and chances are good that you will be asked or expected to do some on-the-job public speaking in the course of your career.

1. GROUP PRESENTATION

Analyze the audience who will listen to the presentation

Make sure you have a clear purpose and a central idea divided into logical main ideas.

Make sure each group member can articulate the purpose, ideas, key supporting material, and the outline

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- ▶ After a group has reached a decision, solved a problem, or uncovered new information, group members often present their findings to others. The audience-centered principles of preparing an effective speech apply to group members who are designing a group oral presentation just as they do to individual speakers.
 - ▶ The central and most important step is to analyze the audience who will listen to the presentation. Who are these listeners? What are their interests and backgrounds? And what do they need to know?
 - ▶ As you do when developing an individual speech, make sure you have a clear purpose and a central idea divided into logical main ideas. This is a group effort, so you need to make sure each group member can articulate the purpose, the central idea, main ideas, key supporting material, and the overall outline for the presentation.

Choose a presentation format

Symposium

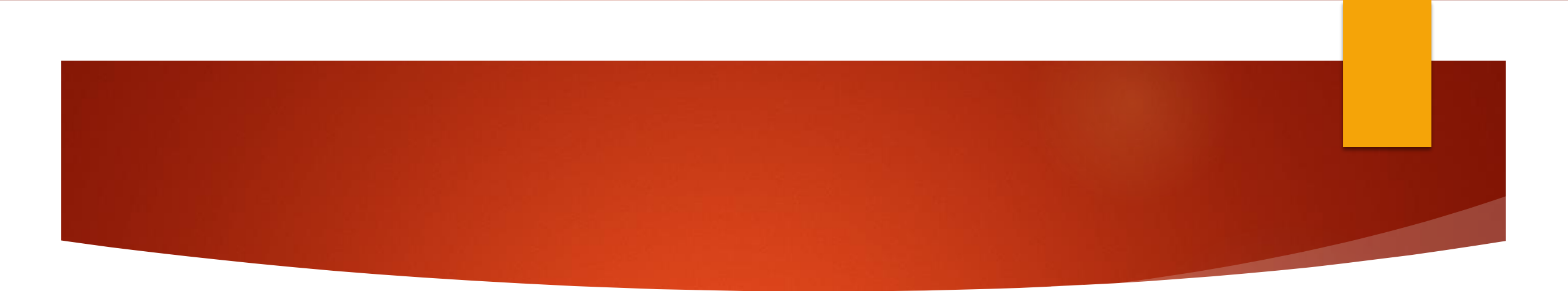
- A moderator and the group members are seated in front of the audience, and each group member is prepared to deliver a brief report.

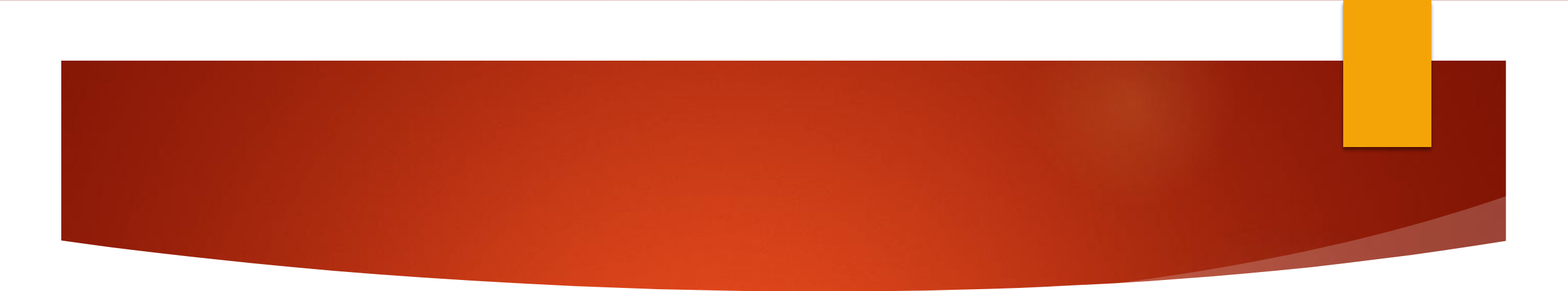
Forum presentation

- Audience members direct questions and comments to a group, and group members respond with short impromptu speeches.

Panel discussion

- A panel discussion is organized and led by an appointed chairperson or moderator.

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- ▶ There are several ways to organize group presentations.
 - ▶ Selecting a presentation format unless a format for your group presentation has been specified, your group will need to determine how to deliver the presentation. Three primary formats for sharing reports and recommendations with an audience are the symposium presentation, the forum presentation, and the panel discussion.

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- ▶ A symposium is a public discussion during which the members of a group share responsibility for presenting information to an audience. Usually a moderator and the group members are seated in front of the audience, and each group member is prepared to deliver a brief report. Each speaker should know what the other speakers will present so that the same ground is not covered twice. At the end of the speeches, the moderator may summarize the key points. The audience can then participate in a question-and-answer session or a forum presentation.
 - ▶ In a forum presentation, audience members direct questions and comments to a group, and group members respond with short impromptu speeches. In ancient Rome, the forum was a marketplace where citizens went to shop and discuss the hot issues of the day. It later became a public meeting place where political speeches were often delivered. A forum often follows a more structured presentation, such as a symposium or a prepared speech by one group member. Forum presentations work best when all group members know the issues and are prepared to respond unhesitatingly to questioners.
 - ▶ A panel discussion is an informative group presentation. Individuals on the panel may use notes on key facts or statistics, but they do not present formal speeches. Usually, a panel discussion is organized and led by an appointed chairperson or moderator. An effective moderator gets all the panelists to participate, summarizes their statements, and serves as a gatekeeper to make sure that no member of the panel dominates the discussion. Panel discussions are often followed by a question-and-answer period, or forum.

Plan a Group Presentation

Make sure group members understand the task or assignment, and work together.

Brainstorm to develop a topic or question to solve a problem.

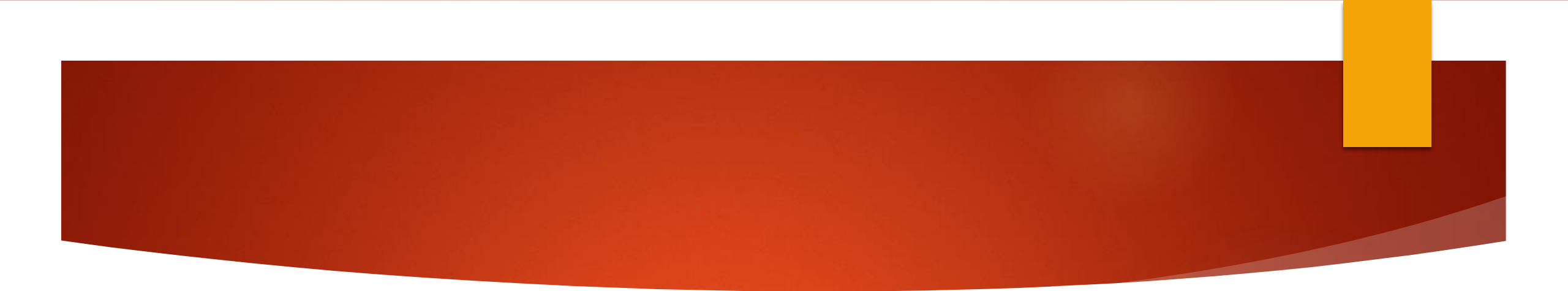
Give group members individual assignments.

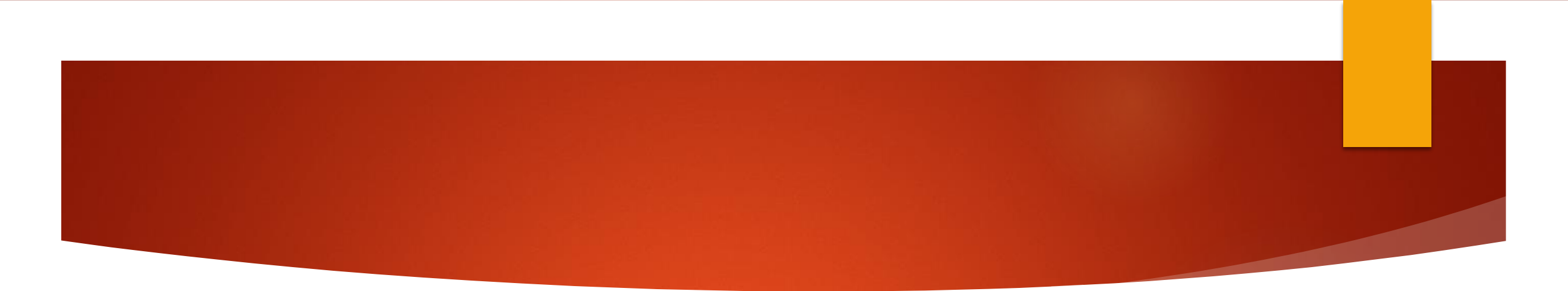
Develop a group outline.

Decide on your presentation format.

Rehearse the presentation.

Incorporate principles and skills of effective audience-centered public speaking.

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- ▶ Working in groups takes a coordinated team effort. If you are used to developing reports and speeches on your own, it may be a challenge to work with others on a group assignment. Consider these suggestions for enhancing teamwork:
 - ▶ Make sure group members understand the task or assignment, and work together to identify a topic. Take a few moments to verbalize the goals and objectives of the assignment. Don't immediately plunge in and try to start dividing up the work just so that you can hurry off to your next class or responsibility.
 - ▶ If your group assignment is to solve a problem or to inform the audience about a specific issue, try brainstorming to develop a topic or question. Then assess your audience's interests as well as group members' interests and talents to help you choose among your ideas.
 - ▶ Give group members individual assignments. After you decide on your group's presentation topic, divide up the tasks involved in investigating the issues. Also devise a plan for keeping in touch with one another frequently to share information and ideas.

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- ▶ Develop a group outline. After group members have researched key issues, begin drafting an outline of your group presentation. Your presentation should have an introduction and a conclusion that reflect your group's work as an integrated problem-solving team. Decide who will present which portions of your outline.
 - ▶ Decide on your presentation format. Determine whether you will use a symposium, a forum, a panel presentation, or some combination of these formats.
 - ▶ Rehearse the presentation. Just as you would for an individual speech, rehearse the presentation. If you are using visual aids, be sure to incorporate them in your rehearsal. Also, be sure to time your presentation when you rehearse.
 - ▶ Incorporate principles and skills of effective audience-centered public speaking when giving the group presentation. Adapt to your listeners. Your delivery and comments should be well organized and fluent. Your visual aids should enhance your presentation by being clear and attractive.

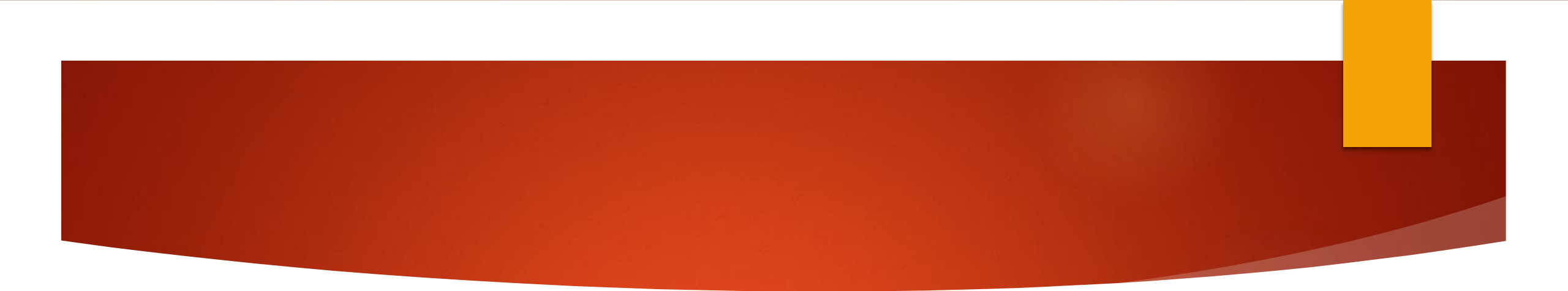
Make a Group Presentation

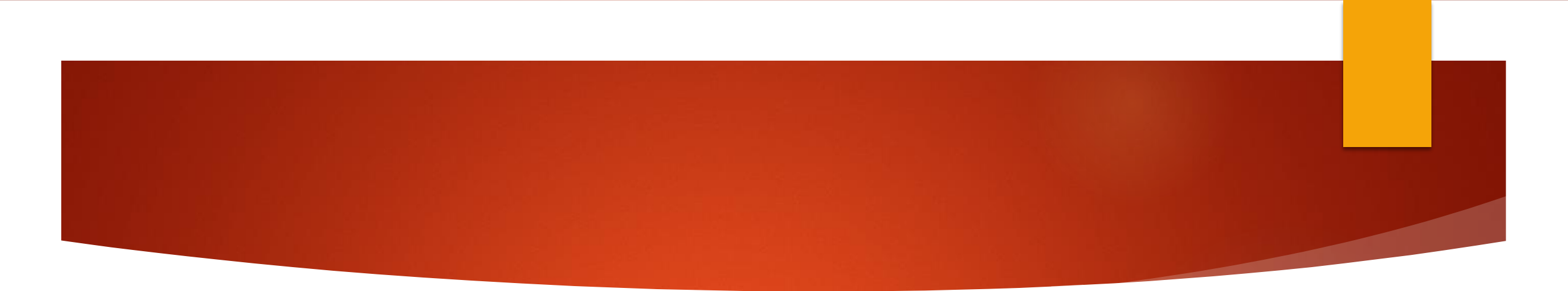
Clarify your purpose.

Use presentation aids effectively.

Choose someone to serve as coordinator or moderator.

Be ready to answer questions.

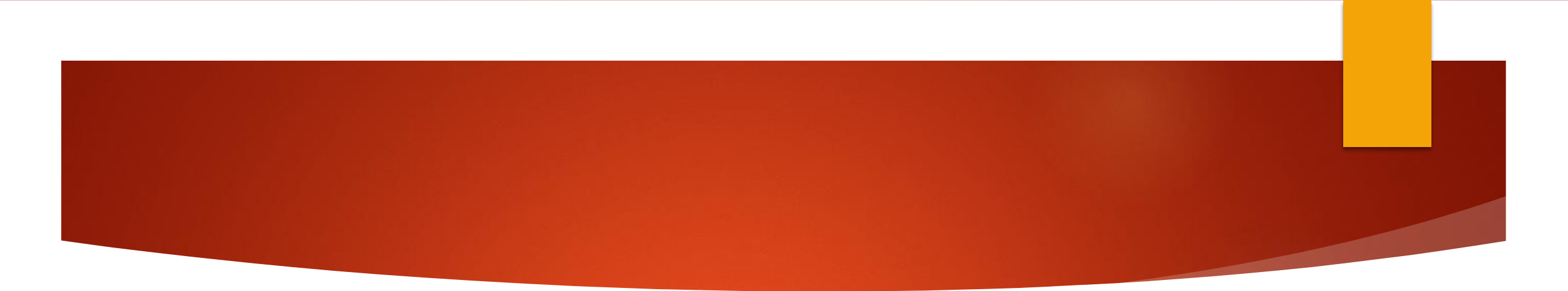
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- ▶ By now it should be clear that the skills that are needed to give a group presentation mirror those that we've presented throughout the book. But because a group presentation creates the additional challenge of coordinating your communication efforts with other group or team members, keep the following tips in mind as you offer conclusions or recommendations:
 - ▶ Clarify your purpose. Just as with an individual speech, it is important for listeners to know what your group's speaking about and to understand why you are presenting the information to them; it is also important for each group member to be reminded of the overarching goal of the presentation. It would be helpful if the first speaker could ensure that the audience has a good understanding of the group's purpose. If your group is responding to a specific discussion question, it can be useful to write the question or purpose of the presentation on a chalkboard, whiteboard, flipchart, or PowerPoint™ slide.
 - ▶ Use presentation aids effectively. You can use presentation aids not only to clarify your purpose, but also to summarize key findings and recommendations. Visual aids can serve the important function of unifying your group presentation. If your group is using PowerPoint visuals, consider having each group member use the same template and font style to add to the coordinated look and feel of your presentation.

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- ▶ Choose someone to serve as coordinator or moderator. Groups need a balance between structure and interaction. Without adequate structure, conversation can bounce from person to person and the presentation will lack a clear focus. A moderator can help provide needed structure to a group presentation by introducing both the topic and the group members. A moderator can also help to keep track of time and ensure that no one either dominates the discussion or speaks too little.
 - ▶ Be ready to answer questions. Communication, as we've emphasized, is more than just giving people information; it also includes responding to feedback and questions from listeners. Group presentations often include a question-and-answer session (forum) following the presentation. Besides being informed about your topic, you should have thoroughly read any written report the group has distributed.
 - ▶ If someone asks a question that has just been asked and answered, or asks an irrelevant or poorly worded question, don't criticize the questioner. Be polite, tactful, and gracious. Rather than self-righteously saying, "That's a dumb question" or "Someone just asked that," calmly provide an answer and move on. If you don't understand a question, just ask for more clarification. Also, don't let a questioner start making a speech. If it looks as though a questioner is using the question-and-answer period to give an oration, gently ask, "And what is your question?" or "How can we help you?" This approach should elicit a question that you can then address and return the communication process back to the control of the group.

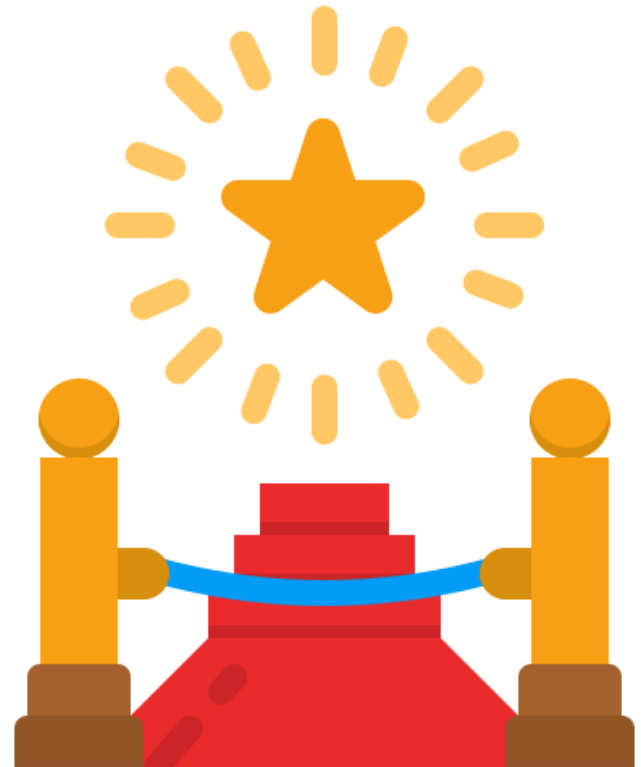
2. PUBLIC-RELATIONS SPEECHES

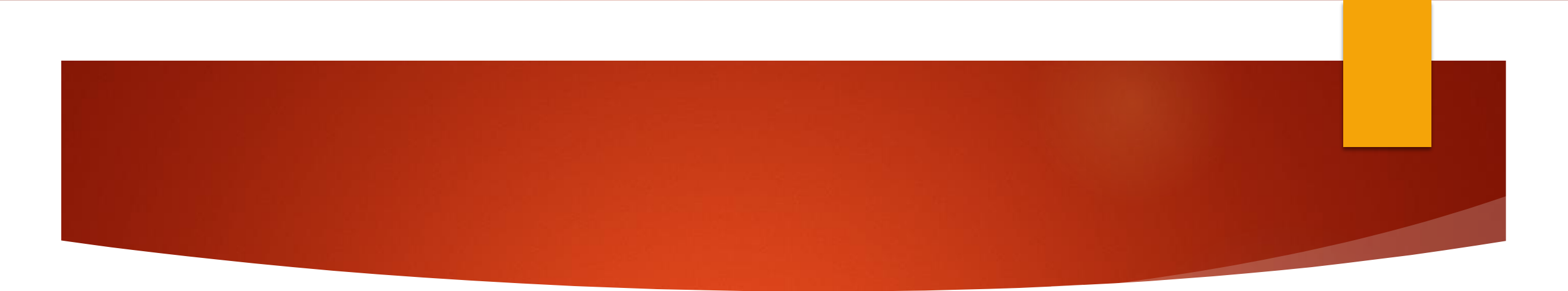
Discuss the need or problem.

Anticipate criticism.

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- ▶ People who work for professional associations, blood banks, utility companies, government agencies, universities, churches, or charitable institutions, as well as those employed by commercial enterprises, are often called on to speak to an audience about what their organization does or about a special project that the organization has taken on. These speeches are public-relations speeches. They are designed to inform the public and improve relations with them—either in general or because a particular program or situation has raised questions.
 - ▶ Discuss the need or problem a public-relations speaker begins by discussing the need or problem that has prompted the speech. Then he or she goes on to explain how the company or organization is working to meet the need or solve the problem—or why it believes that there is no problem.
 - ▶ Anticipate criticism it is important in public-relations speaking to anticipate criticism. The speaker may acknowledge and counter potential problems or objections, especially when past presenters have encountered opposition to a policy or program. It should be noted that not all public-relations speeches make policy recommendations. Many simply summarize information for those who need to know. A speaker who is discussing a policy or program, however, should respond to criticism by emphasizing the positive aspects of the organization's activities and should take care not to become defensive. He or she wants to leave the impression that the company or organization has carefully worked through potential pitfalls and drawbacks.

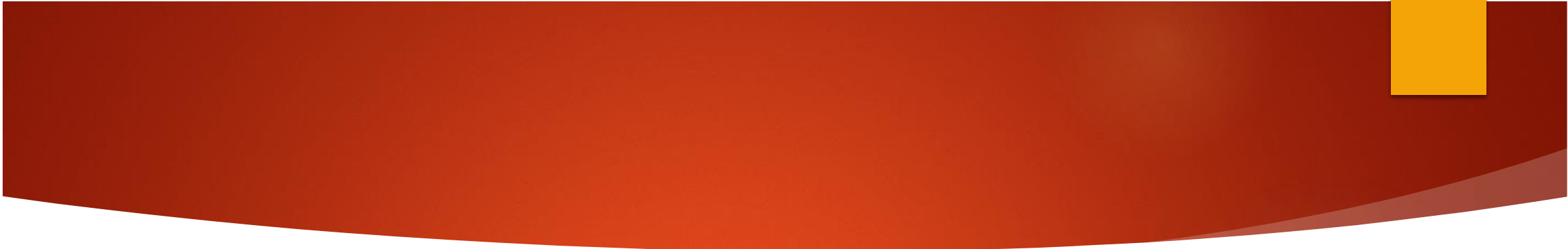
CEREMONIAL SPEAKING

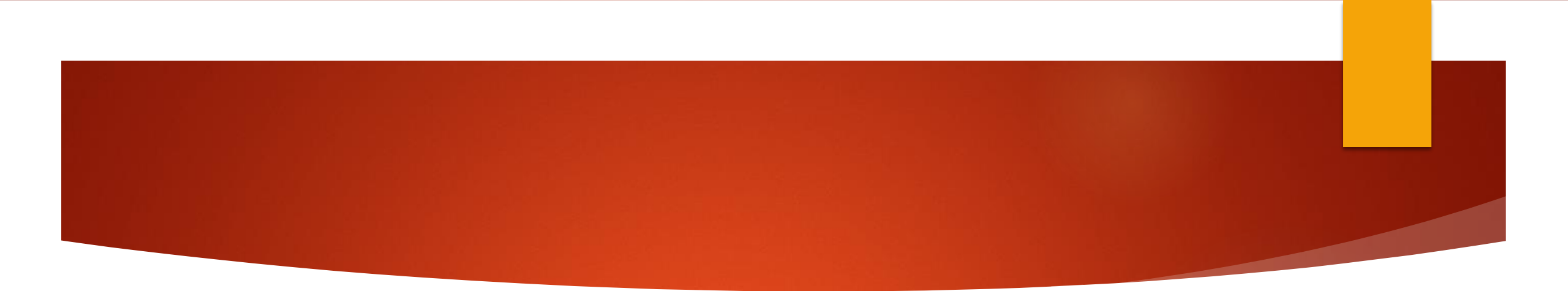


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- ▶ Kairos is the Greek term that rhetoricians use to describe the circumstances surrounding, or the occasion for, a speech. If the occasion is one that brings people together to celebrate, thank or praise someone else, or to mourn, a speech given on that occasion is known as a ceremonial speech or epideictic speech. We will explore nine types of ceremonial speeches: introductions, toasts, award presentations, nominations, acceptances, keynote addresses, commencement addresses, commemorative addresses and tributes, and eulogies.

1. Speeches of Introduction

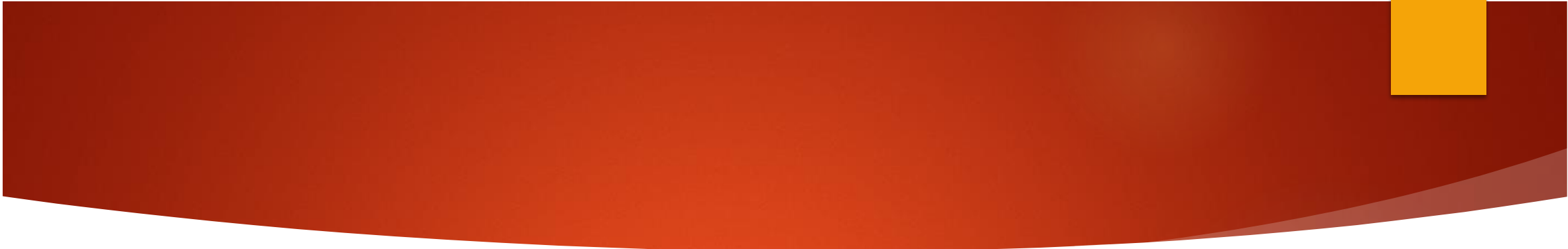
- ▶ The speaker delivers the introduction to provide information to the audience about the main speaker.
- ▶ The ultimate purpose is to arouse interest in the main speaker and the topic.
- ▶ Rules of introductory speeches: be brief and accurate.

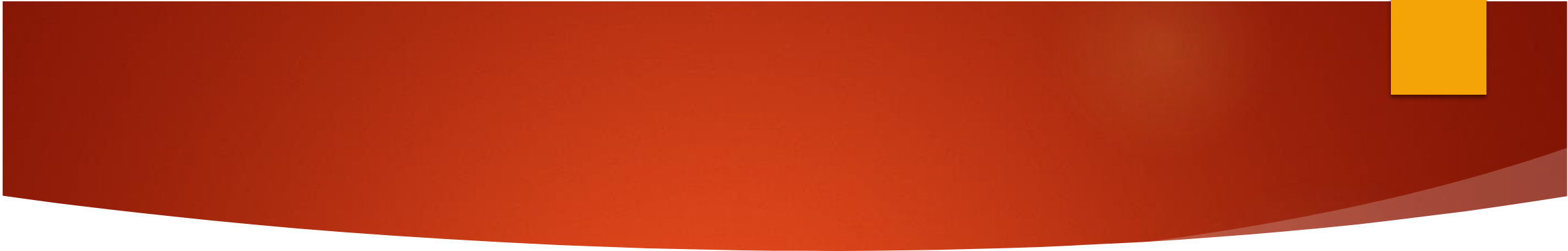
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- ▶ Most of us have heard poor introductions. A nervous speaker making a speech of introduction stands up and mispronounces the main speaker's name. Or the introducer speaks for five or ten minutes before yielding to the main speaker. An introductory speech is much like an informative speech. The speaker delivers the introduction to provide information to the audience about the main speaker.
 - ▶ The ultimate purpose of an introduction, however, is to arouse interest in the main speaker and his or her topic. In fact, when you are asked to introduce a featured speaker or an honored guest, your purposes are similar to those of a good speech introduction: You need to get the attention of the audience, build the speaker's credibility, and introduce the speaker's general subject. You also need to make the speaker feel welcome while revealing some of his or her personal qualities to the audience so that they can feel they know the speaker more intimately.

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- ▶ There are two cardinal rules of introductory speeches:
 - ▶ Be brief the audience has come to hear the main speaker or to honor the guest, not to listen to you.
 - ▶ Be accurate nothing so disturbs a speaker as having to begin by correcting the introducer. If you are going to introduce someone at a meeting or dinner, ask that person to supply you with biographical data beforehand. If someone else provides you with the speaker's background, make sure the information is accurate. Be certain that you know how to pronounce the speaker's name and any other names or terms you will need to use.
 - ▶ Finally, keep the needs of your audience in mind at all times. If the person you are introducing truly needs no introduction to the group, do not give one! Just welcome the speaker and step aside. (Note that the president of the united states is always introduced simply: "ladies and gentlemen, the president of the united states.")

2. Toasts

- ▶ Toast is a brief salute to such an occasion, usually accompanied by a round of drinks and immediately followed by the raising or clinking together of glasses or goblets.
- ▶ The modern toast is usually only a few sentences at most.
- ▶ *“I would like to say a few words about this couple. You see, I knew Rachel and Ben before they were a couple—when they were friends. I first met Rachel when we were freshmen in high school. Her sarcastic sense of humor has kept me laughing ever since.”*

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- ▶ Most people are asked at one time or another to provide a toast on some momentous occasion—a wedding, a celebration of the birth of a baby, a reunion of friends, a successful business venture. A toast is a brief salute to such an occasion, usually accompanied by a round of drinks and immediately followed by the raising or clinking together of glasses or goblets.
 - ▶ The modern toast is usually quite short—only a few sentences at most. Some toasts are very personal, as, for example, one given by a wedding guest who is a close friend of both the bride and the groom:
 - ▶ *I would like to say a few words about this couple. You see, I knew Rachel and Ben before they were a couple—when they were friends. I first met Rachel when we were freshmen in high school. Her sarcastic sense of humor has kept me laughing ever since.*

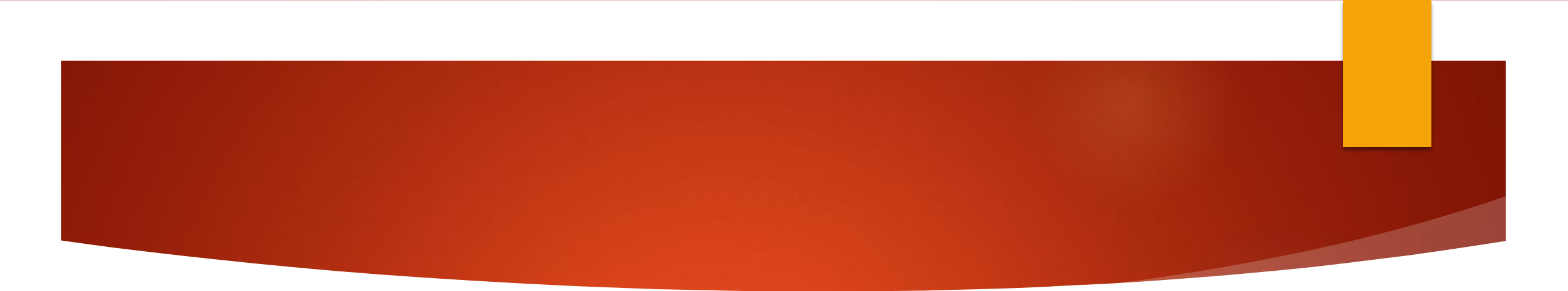
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- ▶ In contrast, a toast made by someone who does not know the primary celebrants so well may be more generic. Here is an example of such a generic wedding toast:
 - ▶ *When the roaring flames of your love have burned down to embers, may you find that you've married your best friend.*
 - ▶ If you are asked to make an impromptu toast, let your audience and the occasion dictate what you say.

3. Award Presentations

Refer to the occasion of the presentation

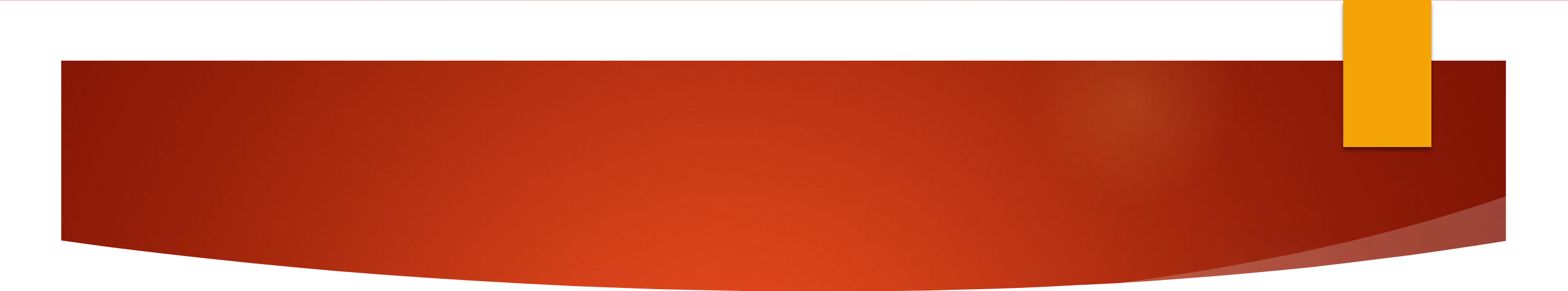
Talk about the history and significance of the award

Name the award recipient

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- ▶ Presenting an award is somewhat like introducing a speaker or a guest: remember that the audience did not come to hear you, but to see and hear the winner of the award. Nevertheless, making an award presentation, a speech that accompanies the conferring of an award, is an important responsibility.
 - ▶ Here are several tips to present an award:
 1. Refer to the occasion of the presentation. Awards are often given to mark the anniversary of a special event, the completion of a long-range task, the accomplishments of a lifetime, or high achievement in some field.
 2. Talk about the history and significance of the award. This second section of the speech may be fairly long if the audience knows little about the award; it will be brief if the audience is already familiar with the history and purpose of the award. Whatever the award, a discussion of its significance will add to its meaning for the person who receives it.
 3. Name the award recipient. The final section of the award presentation will be naming the person to whom it has been given. Describe why the person won and decide when to reveal the name. If the name of the person getting the award has already been made public, you may refer to him or her by name throughout your description. If you are going to announce the individual's name for the first time, you will probably want to recite the achievements first and save the drama of the actual announcement until the last moment.

4. Nominations

- ▶ A nomination speech is similar to an award presentation.
- ▶ It involves noting the occasion and describing the purpose and significance of the office to be filled.
- ▶ The person who is making the nomination should explain clearly why the nominee's skills, talents, and past achievements serve as qualifications for the position.

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- ▶ A nomination speech is similar to an award presentation. It too involves noting the occasion and describing the purpose and significance of, in this case, the office to be filled. The person who is making the nomination should explain clearly why the nominee's skills, talents, and past achievements serve as qualifications for the position. And the actual nomination should come at the end of the speech.

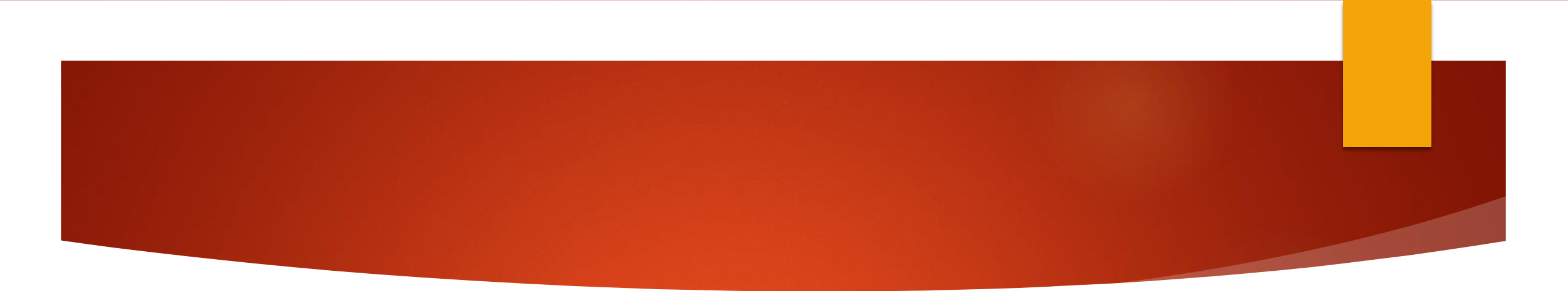
5. Acceptances

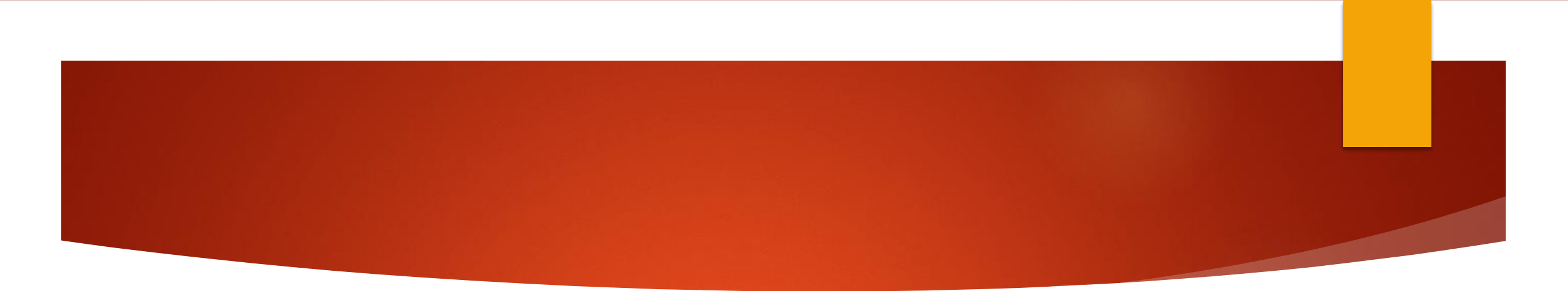
Thank the presenter.

Thank your supporters.

Comment on what the award means to you.

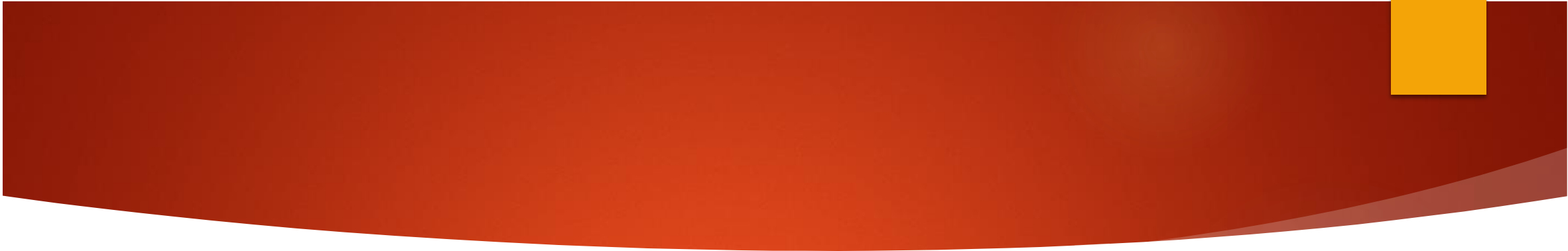
Consider your audience.

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- ▶ Anyone who receives an award or nomination usually responds with a brief acceptance speech. Acceptance speeches have received something of a bad name because of the lengthy, emotional, rambling, and generally boring speeches delivered annually on prime-time TV by the winners of the film industry's Oscars.
 - ▶ The same audience that may resent a long oration will readily appreciate a brief, heartfelt expression of thanks. In fact, brief acceptance speeches can actually be quite insightful, even inspiring, and can leave the audience feeling no doubt that the right person won the award.

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- ▶ If you ever have to give an acceptance speech, it may be an impromptu speech, because you may not know that you have won until the award is presented. Here are the tips for accepting an award:
 1. Thank the presenter. First, you should thank the person making the presentation and the organization that he or she represents.
 2. Thank your supporters. It is also gracious to thank a few people who have contributed greatly to your success—but resist thanking a long list of everyone you have ever known.
 3. Comment on what the award means to you. You may also wish to reflect on the larger significance of the award to the people and ideals it honors.
 4. Consider your audience. Finally, try to find some meaning the award may have for your audience—people who respect your accomplishments and who may themselves aspire to similar achievements.

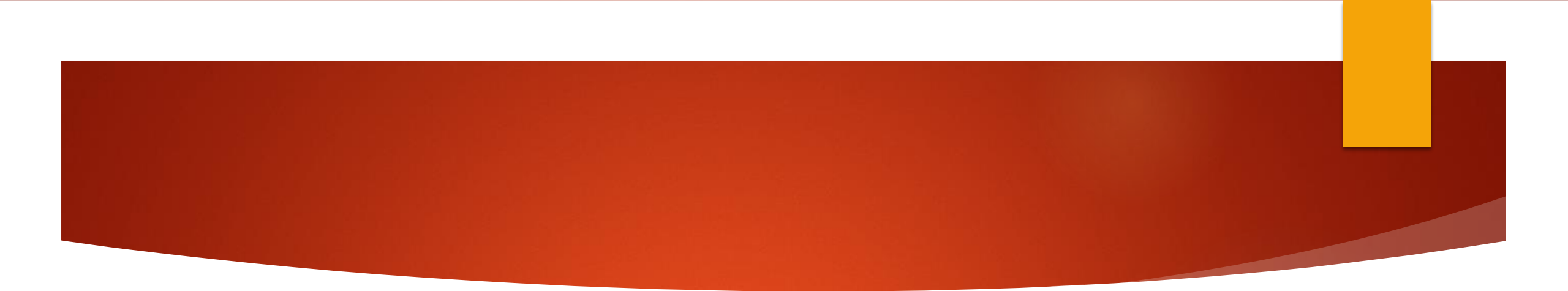


Oscars. (Mar 24, 2016). Leonardo DiCaprio winning Best Actor. Retrieved from <https://www.youtube.com/watch?v=xpyrefzvTpl>

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- ▶ In the 2016 Oscars, Leonardo Dicaprio used his acceptance speech to thank his friends, colleagues, team, and his special audiences. He inspired millions of audience and viewers by reminding them that climate change is real.

6. Keynote Addresses

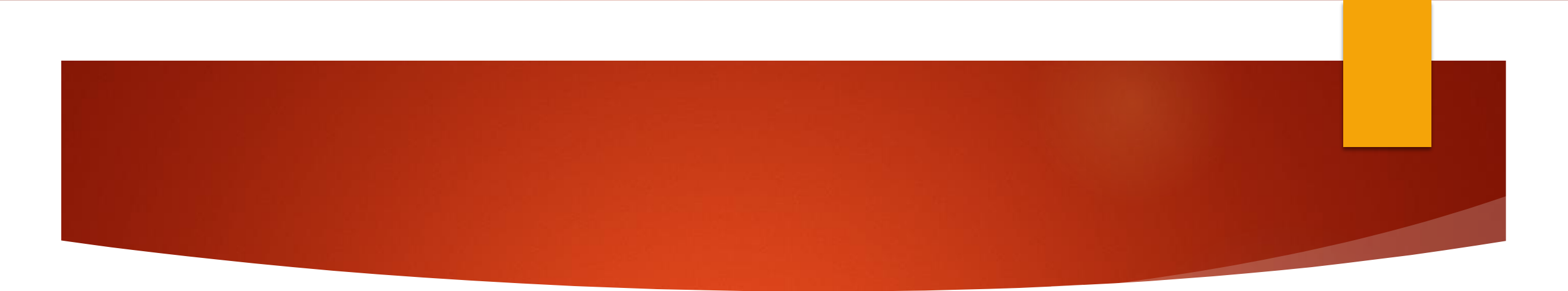
- ▶ The keynote emphasizes the importance of the topic or the purpose of the meeting, motivates the audience to learn more or work harder, and sets the theme and tone for other speakers and events.
- ▶ Incorporate examples and illustrations to interest or inspire the audience.

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- ▶ A keynote address is usually presented at or near the beginning of a meeting or conference. The keynote emphasizes the importance of the topic or the purpose of the meeting, motivates the audience to learn more or work harder, and sets the theme and tone for other speakers and events. The hardest task the keynote speaker faces is arousing audience interest.
 - ▶ One way in which a keynote speaker can interest or inspire is to incorporate examples and illustrations to which the audience can relate.

7. Commencement Addresses

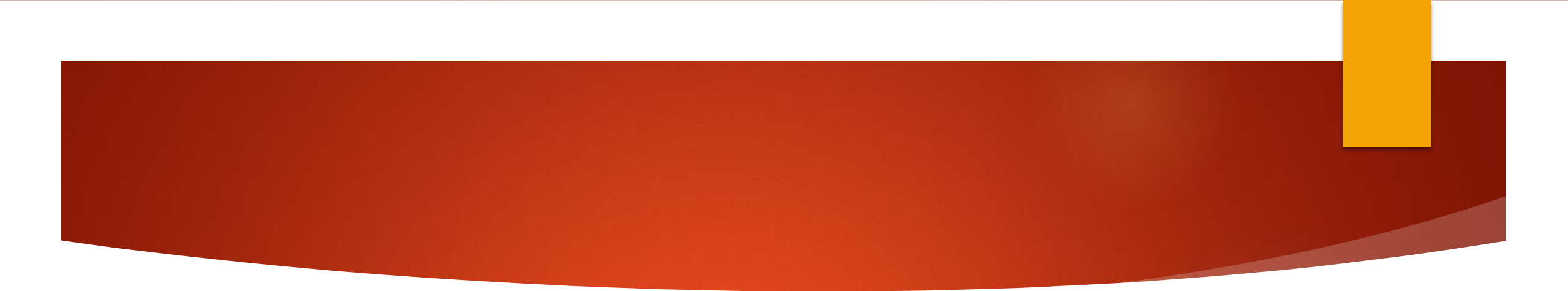
The commencement speaker should praise the graduating class.

The commencement speakers should suggest bright new goals and try to inspire the graduates to reach for them.

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- ▶ Commencement speakers often seemed oblivious to their audience on an occasion that demands and deserves audience-centeredness.
 - ▶ An audience-centered commencement address must fulfill two important functions described next.
 - ▶ Praise the graduates first, the commencement speaker should praise the graduating class. Because the audience includes the families and friends of the graduates, the commencement speaker can gain their goodwill (as well as that of the graduates themselves) by pointing out the significance of the graduates' accomplishments.
 - ▶ Focus on the future second, the audience-centered commencement speaker should turn graduates toward the future. A commencement address is not the proper forum in which to bemoan the world's inevitable destruction or the certain gloomy economic future of today's graduates. Rather, commencement speakers should suggest bright new goals and try to inspire the graduates to reach for them.

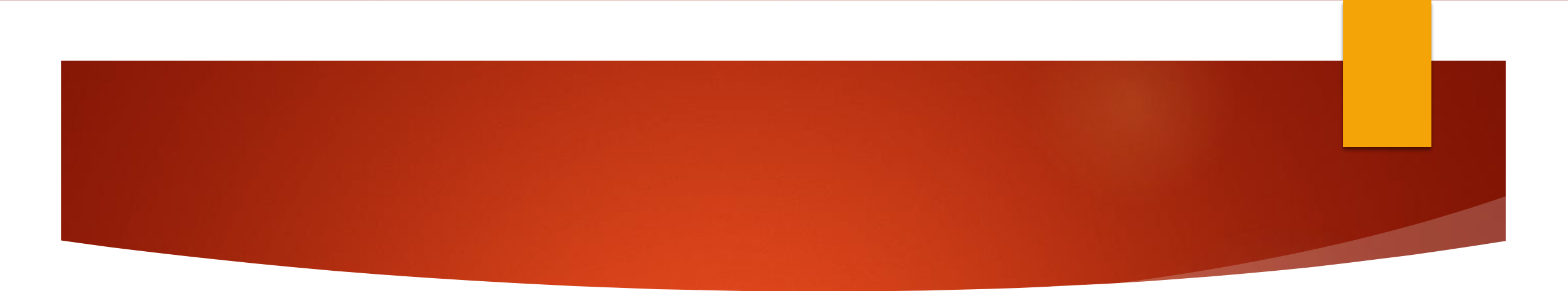


Dahl, C. (May 21, 2015) *Best HS Graduation Speech Ever! Weber High Graduation 2015.*
Retrieved from <https://www.youtube.com/watch?v=DRiV4KZBoIY&t=90s>

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- ▶ You may learn from Chase Dahl, a graduate who delivers his commencement speech at the Weber High School graduation for the Class of 2015. The theme was "Leave a Legacy" from Tavis Smiley's quote: "The choices we make about the lives we live determine the kinds of legacies we leave."

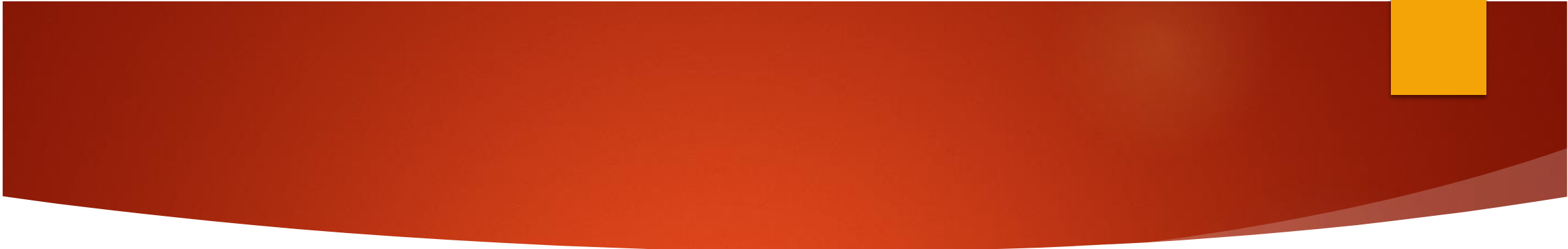
8. Commemorative Addresses

- ▶ A commemorative address is a speech delivered during ceremonies held to celebrate some past event.
- ▶ A commemorative address is likely to include a tribute to the person or persons involved.
- ▶ A commemorative speaker needs to present some facts about the event and/or the people being celebrated.
- ▶ A commemorative address urges the audience to let past accomplishments inspire them to achieve new goals.

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- ▶ A commemorative address, a speech delivered during ceremonies held to celebrate some past event, is likely to include a tribute to the person or persons involved. For example, a speech given on the Fourth of July both commemorates the signing of the Declaration of Independence and pays tribute to the people who signed it. Your town's sesquicentennial celebrates both the founding and the founders of the town. And if you were asked to speak at the reception for your grandparents' fiftieth wedding anniversary, you would probably relate the stories they've told you of their wedding day and then go on to praise their accomplishments during their fifty years together.
 - ▶ A commemorative speaker is, in part, an informative speaker. He or she needs to present some facts about the event and/or the people being celebrated. Then the speaker builds on those facts, urging the audience to let past accomplishments inspire them to achieve new goals.

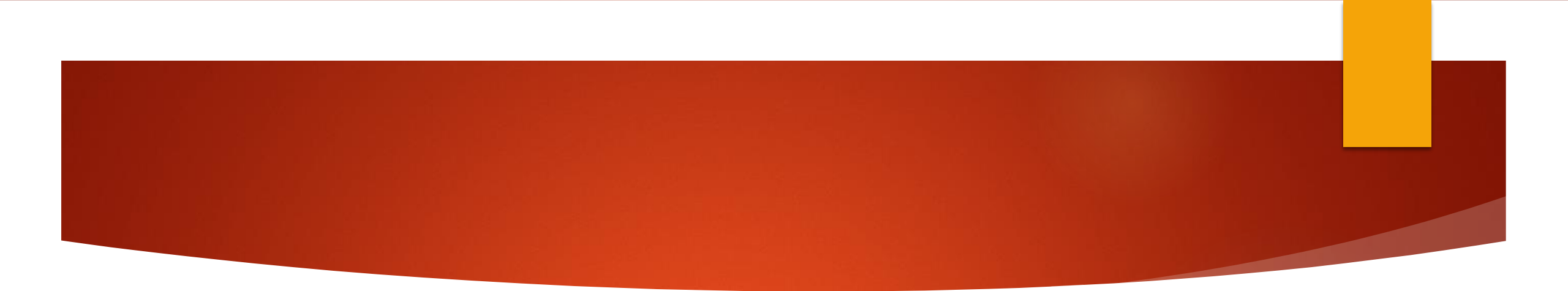
9. Eulogies

- ▶ A eulogy is a speech of tribute delivered when someone has died.
- ▶ You should mention the unique achievements of the person to whom you are paying tribute and express a sense of loss.
- ▶ Include personal and even humorous recollections of the person who has died.
- ▶ At the end, turn to the living, and encourage them to transcend their sorrow and sense of loss and feel instead gratitude that the dead person had once been alive among them.

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- ▶ A eulogy—a speech of tribute delivered when someone has died—can be one of the most significant and memorable and also one of the most challenging forms of commemorative address. When you deliver a eulogy, you should mention—indeed, linger on—the unique achievements of the person to whom you are paying tribute and, of course, express a sense of loss. But it is also proper in a eulogy to include personal and even humorous recollections of the person who has died.
 - ▶ Finally, turn to the living, and encourage them to transcend their sorrow and sense of loss and feel instead gratitude that the dead person had once been alive among them.

After-Dinner Speaking



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- ▶ The after-dinner speech is a unique kind of special occasion speech. An after-dinner speech has as its general purpose to entertain, and yet informs an audience about one or more particular issues. These dual roles can make the after-dinner speech a challenge, but with skill and practice, a well-received speech.



Anderson, K. (Nov 27, 2017). After Dinner Speech. Retrieved from <https://www.youtube.com/watch?v=pt0goubB5LA>.

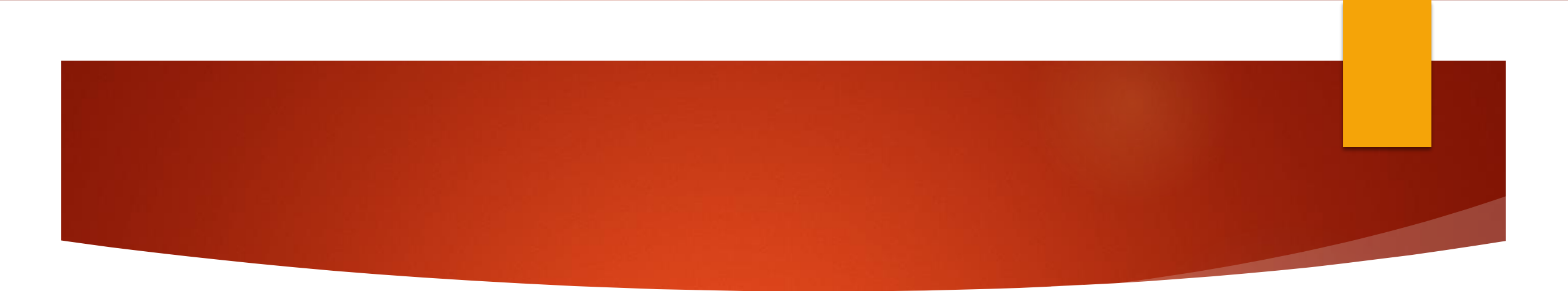
Tips to Deliver After-Dinner Speech

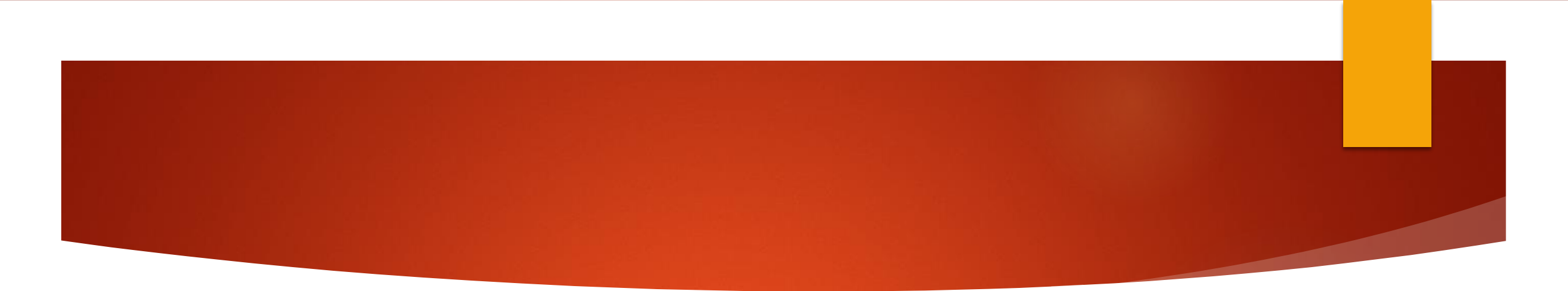
The topic or theme of the speech should relate to the occasion of the event.

The speech and humor used should be consistent with the speaker's persona.

Keep your humorous remarks modest so as not to seriously offend.

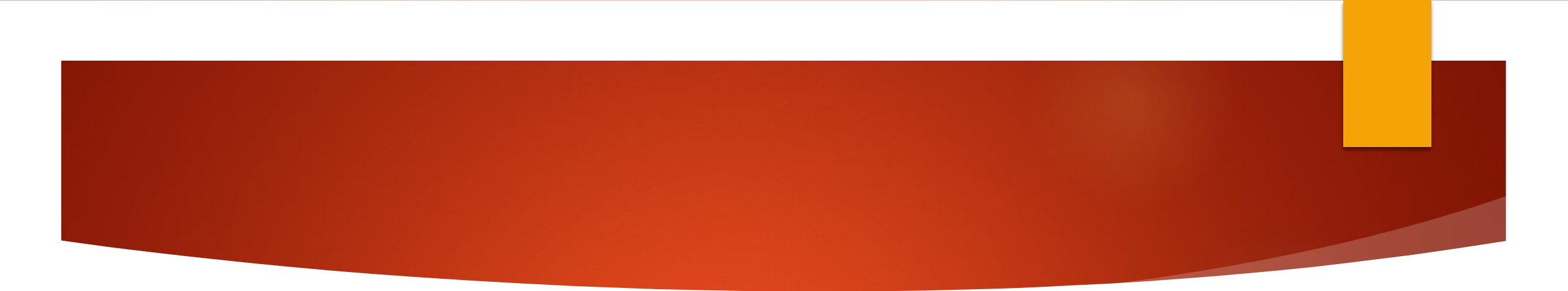
Fit the audience's mood and expectations to keep with the audience's comfort level.

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- ▶ Just like the previous video, a well-prepared, rehearsed, and delivered after-dinner speech can make a significant mark on the audience and occasion, all the while using humor to make a serious point. The best speeches are usually tailored to the audience and occasion, have a thesis statement or idea, include claims that have support, and of course, incorporate humor. When used well in an after-dinner speech, humor can teach, entertain, and perhaps change the way people look at an issue. Used poorly, however, humor can hurt your message beyond repair and diminish your credibility. Due to the nature of humor in public speaking, there are several issues to keep in mind. First, the topic or theme of the speech should relate to the occasion of the event.
 - ▶ A common mistake some after-dinner speakers make is to come across as a comedian, taking on styles and mannerisms that are not natural. After-dinner speakers should avoid styles and forms of delivery that are not their own and with which they do not feel comfortable. In other words, the speech and humor used should be consistent with the speaker's persona.

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- ▶ There is the possibility that the speech will touch on serious or controversial issues. After all, the after-dinner speech sets a social agenda (O'Hair et al., 2001), often conveying a speaker's stance on an issue. Skilled after-dinner speakers understand this, and they are observant of the audience's comfort levels. If the theme or occasion is a very somber one, such as commemorating the lost lives of the Civil Rights movement, the speaker should keep her or his humorous remarks modest so as not to seriously offend (Hamilton, 2002). Even when the purpose of the speech is more heavily weighted on agenda setting rather than entertainment, it should still be a celebration of the occasion.
 - ▶ In keeping with an audience's comfort level, an after-dinner speech should fit their mood and expectations. If the audience is in the mood to have fun or to be entertained, then the after-dinner speech might be well received. The mood or attitude of the audience will influence how they receive or respond to your jokes. If the speech isn't well-matched to the audience, even your best-told and most clever jokes will fall flat.

Conclusion

- ▶ Public-speaking skills are used frequently in the workplace when making group presentations or public-relations speeches. Group presentation formats include symposium, forum, and panel discussion events. Group members should work individually and with the group to plan and make group presentations. Public relations speakers should inform listeners about the need or problem that occasioned the speech and prepare for criticism.
- ▶ Special-occasion speeches require you to apply your speaking skills to unique situations. This chapter offers advice for making these ceremonial speeches, including introductions, toasts, award presentation, nominations, acceptances, keynote addresses, commencement addresses, commemorative addresses and tributes, and eulogies.
- ▶ After-dinner speaking is an established institution in which speakers entertain through the use of humorous topics and stories, humorous verbal strategies, and humorous nonverbal strategies.

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Thank you

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