

COMMUNICATIVE ENGLISH

*SPEECH
AND
REVIEW*

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SPEECH :

- Allows us to form connections, influence decisions, and motivate change.
- *Without communication skills, the ability to progress in the working world and in life, itself, would be nearly impossible.*
speaking is one of the most important and most dreaded forms of communication.
- *Great speech practices may enhance a person's opportunity of moving up within the company he or she works for, as well as venturing off to higher positions in a professional field.*

Speech:

- ◉ The objective of the speech might be to instruct, influence, engage, educate, or entertain the listeners.
- ◉ Having the ability to speak well is closely related to the ability to listen well.

“The human brain is a wonderful organ. It starts to work as soon as you are born and doesn't stop until you get up to deliver a speech.”

- GEORGE JESSEL

ELON MUSK:



Elon Reeve Musk

Elon Reeve Musk FRS is a business magnate and investor. He is the founder, CEO, and chief engineer of SpaceX, angel investor, CEO, and product architect of Tesla, Inc. founder of The Boring Company and co-founder of Neuralink and OpenAI.

SPEECH-STARTING/BEINING

- Elon musk his speech on “FUTURE, AI AND MARS” starts with a thank you note for his opportunities for having him.
- He makes the listeners focus on him by giving his life examples or childhood incident to gain attention.
- He doesn't sound overly formal or rehearsed and you get the impression that his words match his beliefs and his actions.
- And the main thing is his easygoing speaking style goes a long way in helping him connect with his fans.
- His easy visionary language establish him as the kind guy who might just lead us into the future of transportation .
- Is just a way of beginning of his speech.



COMMON WAYS OF STARTING A SPEECH:

- Start a speech with power and confidence.
- Quote. Opening with a relevant quote can help set the tone for the rest of your speech. ...
- "What If" Scenario. Immediately drawing your audience into your speech works wonders. ...
- "Imagine" Scenario. ...
- Start the speech with a question ,joke, shocking fact , etc.....
- Powerful Statement/Phrase.

ELON MUSK AND HIS INTERACTION WITH AUDIENCE:

- Musk may not be the most polished speaker in the world, but he is one of the most inspiring. Especially when he connects with the audience, using authenticity, humor, and vision.
- Musk connects with his audience because he inspires people with a vision of what is possible. Some CEOs talk about & quote ; war stories ,& quote ; money made, items sold, market share conquered--and he focuses on how the groups work will help individuals, the environment, and the world. Even more inspiring, he shows genuine excitement about helping others.

- ❖ Musk's speaking appeal is not solely due to his fame or him being a household name. It's not because he's wealthy or his companies are changing industries and lifestyles. Between us, fame can create demand for speaking events, it won't guarantee hundreds of speaking offers-- unless you have the goods to deliver on stage.
- ❖ While Musk and his speaking style isn't usually placed on the same shelf as Steve Jobs, he does a few things better than the "connect the dots" maestro. If you want to inspire audiences like Musk, be authentic, use humor, and share a common vision.

- Surprise people and you will grab their attention .In persuasion theory, we call it " novelty & quote ;or & quote ; unexpectedness.& quote; The human brain finds it nearly impossible to ignore novel events: Something that's new, surprising, or unexpected. Quote ; Our brains are trained to look for something brilliant and new, something that stands out, something that looks delicious ,& quote; says neuroscientist A.K. Pradeep .

- One of the ways Musk charms his audience is humor . While some jokes are thought out beforehand, much of the humor comes off the cuff and is sometimes self-deprecating. This naturalness to his humor only adds to his appeal.

HIS INTENTIONS/VIEWS:

- ◉ Musk talks about future AI and mars.
- ◉ Musk intention on speech is to inform, to persuade, or to entertain all with his views and ideas.
- ◉ Mostly his views are mission to mars ,self driving cars and freedom of speech on twitter , also has some suprisingly practical career advice for young people.
- ◉ His main focus lands on youngsters ,he advices that young people focus on the jobs immediately in front of them and trust that over performing in that role will help them to rise up the career ladder.

- ◉ Musk has become the CEO of both Tesla and Space X, founder of The Boring Company, and cofounder of Open AI and Neuralink , all while focused on his long-term goal: **escaping Earth and colonizing Mars.**
- ◉ He sees himself as an engineer and rarely as an investor.
- ◉ The ambitious entrepreneurs must learn lessons from his innovation, entrepreneurship, and leadership.

Target Audience

- ❖ Elon Musk being engaged in multiple kinds of businesses emphasizes on making his communication quite direct and objective oriented .
- ❖ Elon musk uses a firm and commanding style of communication within the organization to energize his employees

HOW DOES HE MAKE IT

- ◉ Elon musk is a very big business magnet who is already planned that , he is not going to live a normal life .
- ◉ He works double the amount a normal person works and sleeps in his factory to build a strong kingdom .
- ◉ And saying that he is disciplined on activating his goals is meaningless because this is one of the basic property of successful people.

- 2008 was a big downfall for Elon but at that situation he heard people voice but listened to his mind . And worked on his failure .
- He is not holding any rank in great speaker , It's because he talks about the present. More specifically, **Musk uses the present tense four times as much as the average communicator**, according to Noah Zandan, the founder and CEO of Quantified Communications .

- ◉ In 1984 , Elon at the age of 12 deigned a game called Blaster , a shooter game and sold it for 500 dollars today worth of 1,500 dollars .
- ◉ Elon Musk's interpersonal skills encompass being able to listen to his colleagues, customers and audience.
- ◉ **He is always polite and attentive to people he engages with .**

Master Communicators are **able to influence people with ease, they persuade people with passion and they motivate with a mission.**

- ◉ And if we do different things in our day to day life like
- ◉ Exercising
- ◉ Talking with family members
- ◉ Learning new things about your interested field
- ◉ Working on goals
- ◉ Going outside with you're your father or mother to gain experience .
- ◉ **Instead of doing this we , including myself we use our e-devices majority of our time . Which also**

Flow Of Speech

- Elon Musk shared his own views through his successful incidents during the university convocation.
- When he was young, he didn't really know what he was going to do when he got older. People kept asking him. Then eventually, he thought the idea of inventing things would be really cool because he read a quote from Arthur C. Clark which said that "A sufficiently advanced technology is indistinguishable from magic."
- Being able to fly.

- He came out to California to try to figure out how to improve the energy density of electric vehicles – basically to try to figure out if there was an advanced
- Capacitor that could serve as an alternative to batteries. And that was in 1995.
- That's also when the Internet started to happen. He thought well he could either pursue this technology, where success may not be one of the possible outcomes, which is always tricky, or participate in the Internet and be part of it. So, he decided to drop out. And he did some Internet stuff. That is PayPal. The initial thought with PayPal was to create a conglomeration of financial services, could be seamlessly integrated and works smoothly. And all had a little feature, which was through e-mail payments. The next thing is the biggest terrestrial problem we've got is sustainable energy. But the production and consumption of energy in a sustainable manner for SpaceX. When he started SpaceX, initially, he thought that well, there's no way one could start a rocket company. That was actually his initial goal.

- He thought well if he could do a low-cost mission to Mars, and one's have this great shot of money shot of green plants on a red background. The public tends to respond to precedence and superlatives. Then, Tesla was really to try to show what electric cars can do. Because people had the wrong impression, and they had to change people's perceptions of electric vehicle. Finally he says that,
- Don't let anything hold you back.
- Imagination is the limit.
- Go out there and create some magic.

Purpose

- Elon Musk , the real-life ironman . I am going to be presenting to you today the life of Elon Musk , a multimillionaire and founder and CEO of multiple innovative and successful businesses .
- Musk's free speech advocacy seems to apply mostly to his own speech or that of his fans and promoters .
- When it comes to his employees ' free speech , Musk demonstrates little tolerance .

- ◉ Musk has repeatedly sought control over what journalists , blogger , analysts and other researches say about his businesses , their products , and himself .

Real Time Example

Estimated net worth of **\$254 billion** as of August 2022, making him the richest person in the world, according to Bloomberg. He is nearly \$90 billion ahead of the man in second place, Amazon founder Jeff Bezos

WHY ELON IS NOT SO VIGOROUS OR CONFIDENT IN HIS PUBLIC SPEAKING ?

- The reason for it stems from the fact he's a physicist.
- Physicists tend to be logically smart, but they also tend not to be the best orators out there. This is equally true for mathematicians.

End Card

- ❖ Communication skills are very important in Engineers day to day life .
- ❖ For an engineer communication skill is just like oxygen without which he can't survive .
- ❖ Importance of communication skills starts from their college days which is further carried out in interview , jobs and their day to day life .
- ❖ As “the engineers design the future” communication is much needed to them for their there survival .