# Analyze the speeches.

### Use Chapters Verbal Communication and Non-Verbal communication from the book.

### Choose your points and analyze the three speeches together. Do not individually evaluate.

The first speech is by John Boyega; who’s an actor and producer; in an informal public gathering; for the Black Lives Matter Campaign which was ignited on the murder of George Floyd. This speech is an ‘on-the-spot’ speech focusing on the injustice done to black people and the empowerment of black people.

On the other hand, we have Oprah Winfrey; who is a talk show host, television producer, actress, and author; giving a motivating speech at Harvard University to freshly Grad students of 2013. Her speech is well-structured and well-prepared. She; being the best talk show host ever; put her points across without any fuss at all. You don’t get bored in her 30-minutes long speech because she knows exactly when to pop a joke which will regain your attention from time to time back to her speech.

And finally, we have Steve Jobs; an American entrepreneur and co-founder of Apple; giving a speech to Stanford University fresh Grads about his life. If we compare his speech to that of Oprahs’, he was not very expressive through his body language; but was an amazing narrator and his content for the speech was so well-written that even if he was just reading from a script, anyone would still sit very interested throughout the 15 minutes of his speech.

Now let’s analyze and compare the ‘Verbal’ communication techniques used by all three of them in the following order:

(1) Use of Specific, Concrete, and Familiar language.

(2) Information provided is true, descriptive, and in the right amount.

(3) Socio-linguistics and the inclusiveness of the language used.

John was speaking un-prepared and at the moment, thus his speech didn’t focus on specific, concrete, and familiar language while Oprah and Steve’s speeches were bound to being specific, concrete, and familiar as they both were addressing a very diverse audience. John spoke what he felt and his speech would be better relatable for just black people or those who’ve experienced racism, making it biased to a specific section of his audience. For example, he says “Each one of you was reminded that you were black by someone else, we are reminded each day that our race means nothing!”, now this statement is only relatable to certain people who have gone through similar experiences as of the speaker. On the other hand, Oprah understood the diversity of her audience and surprisingly she even managed to find one single similarity in all of the audience to gather them together as one which is extremely impressive. For example, she said, “I am going to address my remarks to anybody who has ever felt inferior or disadvantaged or screwed by life—this is a speech for the Quad!”, the whole audience laughed at this joke, but anyone who isn’t related to Harvard will not and that’s exactly what makes this speech perfectly designed for its audience as this as this is an inside joke (a reference to the former Radcliffe Quadrangle, now College, residences considered by some undergraduates to be inferior to the Houses closer to the Charles River and the center of campus), this aspect makes her speech specific, concrete and familiar for the audience she was addressing. Moving on, Steve Jobs had a very generalized speech that was just about his life, presented in a way that literally anyone from anywhere would find very comprehensible and easy to understand, hence making his language, specific, concrete, and familiar for his audience.

Moving onto the truthfulness, descriptiveness, and quantity of the information provided, John was fulling the first two because whatever he mentioned was true about how black people are treated and he did give details about why he felt what he felt; for example, he says, “Today is the day for the innocents who were in process to achieving something great in their lives, we don’t know what George Floyd was gonna achieve but today we’re gonna make sure that that would be an alien thought for our young ones.” here he expresses his aim in a descriptive manner by creating an imaginary scenario for the future generations. His speech didn’t focus on the right amount of information because it was unstructured and was just an informal and emotional address. Comparing his speech to Oprah and Steve’s speeches, we can evaluate that they both were stating facts about their lives as it’s all up on the internet and they were descriptive when needed, for example, Oprah says: “I was in Miss Fire-Prevention contest, that was when I was 16-years-old in Nashville Tennesse and you had to have Red Hair in order to win.”, here we can see how she explained details about a specific event in her life, And Steve’s whole speech was descriptive as he was telling about his whole life as a detailed story.

Now let’s discuss the Socio-linguistics and the inclusiveness of the language used by the three speakers. John was somewhat not following the socio-linguistic rules because of a reason which is self-evident i.e he is raising his voice against injustice and certainly offended a whole bunch of racist people; his language was inclusive as his direct message i.e Black Lives Matter was understandable by anyone. Contrarily, Oprah was following all socio-linguistic rules, using simple and inclusive language which can be seen throughout her speech as she speaks about her life events from; as she said: “competing against the world to becoming my own competition”. Similarly, Steve was following every socio-linguistic rule until he intendedly decided to roast Windows saying, “And as Windows just copies the Mac so...”, which was actually very savage; probably offended many people working at Windows; and the whole audience burst out laughing.

Moving on to the next step of the analysis of the speeches, we will compare the ‘Non-Verbal’ communication techniques used by all three of them, following aspects will be discussed:

(1) Use of Body i.e Kinesics

(2) Use of Voice i.e Paralanguage

(3) Use of Space and Time i.e Proxemics and Chronemics

John was very expressive in his speech, he had strong facial expressions of anger, disappointment, and sadness throughout his speech, John also was using gestures to depict the intensity of his emotions and his posture was strong and confident at most times while stressed the rest of times. Comparing John’s use of body language with that of Oprah’s would indicate a major difference in the mood they both were in, John was angry and frustrated while Oprah was calm and gathered, though this result of the comparison is very valid for both as they were in entirely opposite circumstances, talking about entirely different topics. Oprah is well-known for her non-verbal communication skills, she used the right expressions and gestures at the right time and was depicting a very comfortable and confident posture which also helps her audience to get comfortable in communicating back with her. Both, John and Oprah used proper body language according to their requirements unlike Steve whose speech lacked in this aspect, he had no gestures, no facial expressions, and not even strong eye contact with his audience.

Moving on to the use of voice by all the speakers, we can clearly see that every one of them has perfectly used paralanguage in their speeches. The best way to judge if someone has strong paralanguage skills is to close your eyes and listen to them, if you still understand their emotions, questions, exclamations, etc from merely their voice, it means that they certainly have passed the test of paralanguage skills. Applying this technique to everyone, we can conclude that John was having all the needed highs and lows in his voice for expressing the intensity of his emotions, Oprah would be perfect to have an audio call with and Steve’s biggest power was his strong paralanguage skills alone, his paralanguage skills covered up his lack of body movements and other aspects.

The space and time were appropriately used by Oprah and Steve but cannot be seen in John’s speech. Oprah was very good with her chronemics as her speech was well-regulated and an engaging statement was put out right on time when most needed. Steve also did a very well-structured and timed speech which kept his audience engaged. Moving on to John, there was a lot of violation of space which again is not a problem acknowledging that it was a protest. Additionally, his speech was not perfectly timed because it wasn’t pre-planned and was attempted on occasion.

Conclusively, all three of these speakers had different styles of communicating with their audience and were effective in their specific niche and the topic’s requirements. If we are to choose the best, most balanced speaker from the three of them based on basic rules of communication, it would be Oprah Winfrey considering her moderation in every aspect of powerful communication techniques. Communicating flawlessly is a huge push-up for any human being in their lives, having good communication skills can give you power over other people because you know how and what words to use to make someone agree with you or understand you.