

Speeches

A speech refers to an informal or formal talk given to an audience

- Giving a speech allows you to address a group of people to express :
 - Your thoughts
 - Your opinion
- Speeches can be in different environments and with many different purposes

For example : A quick speech before introducing someone

A speech to persuade others to see your point of view

A speech of thanks

An occasional speech

A theme speech

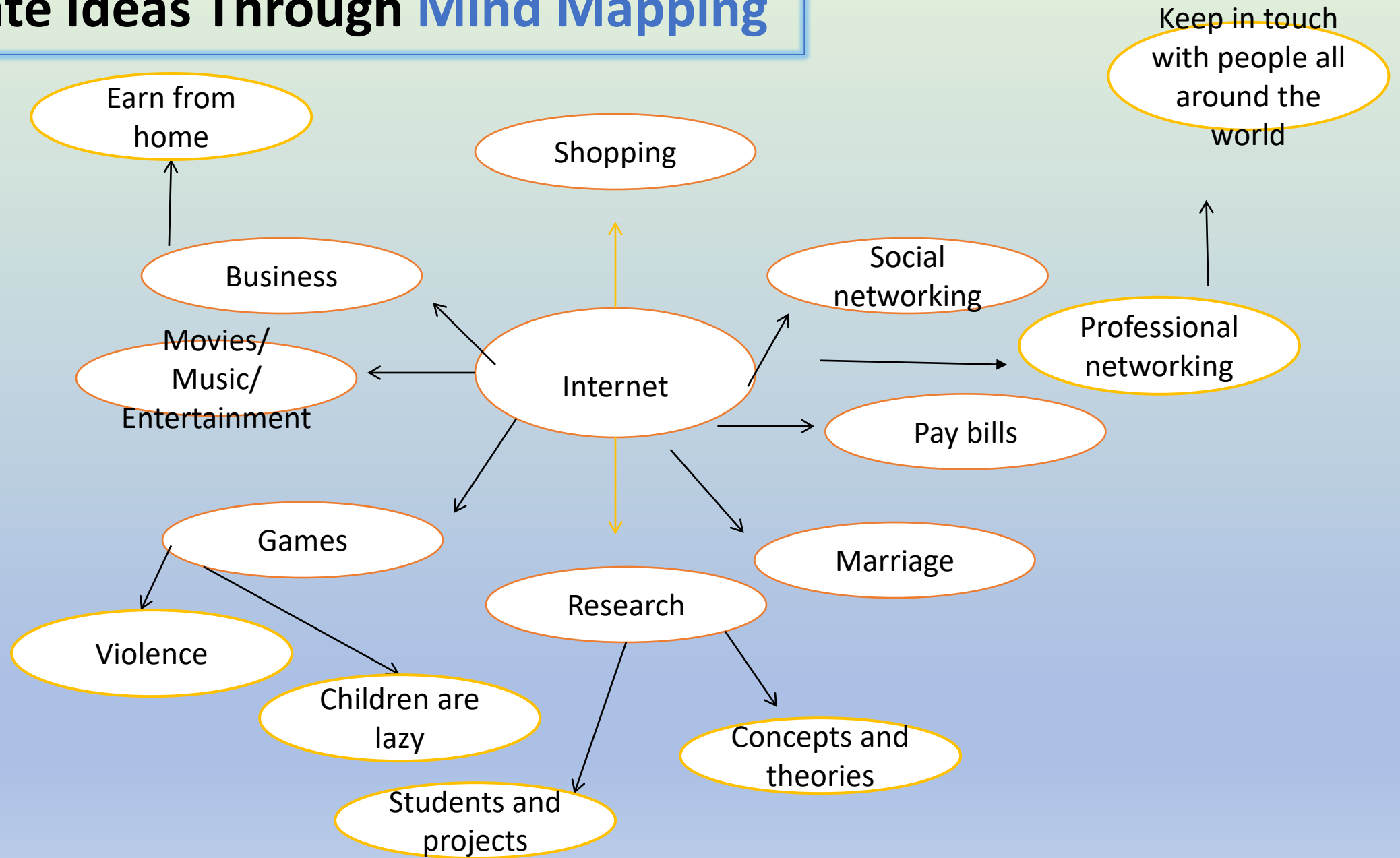
Brainstorming

Brainstorming is a technique that is used to generate ideas. While brainstorming keep a few tips in mind:

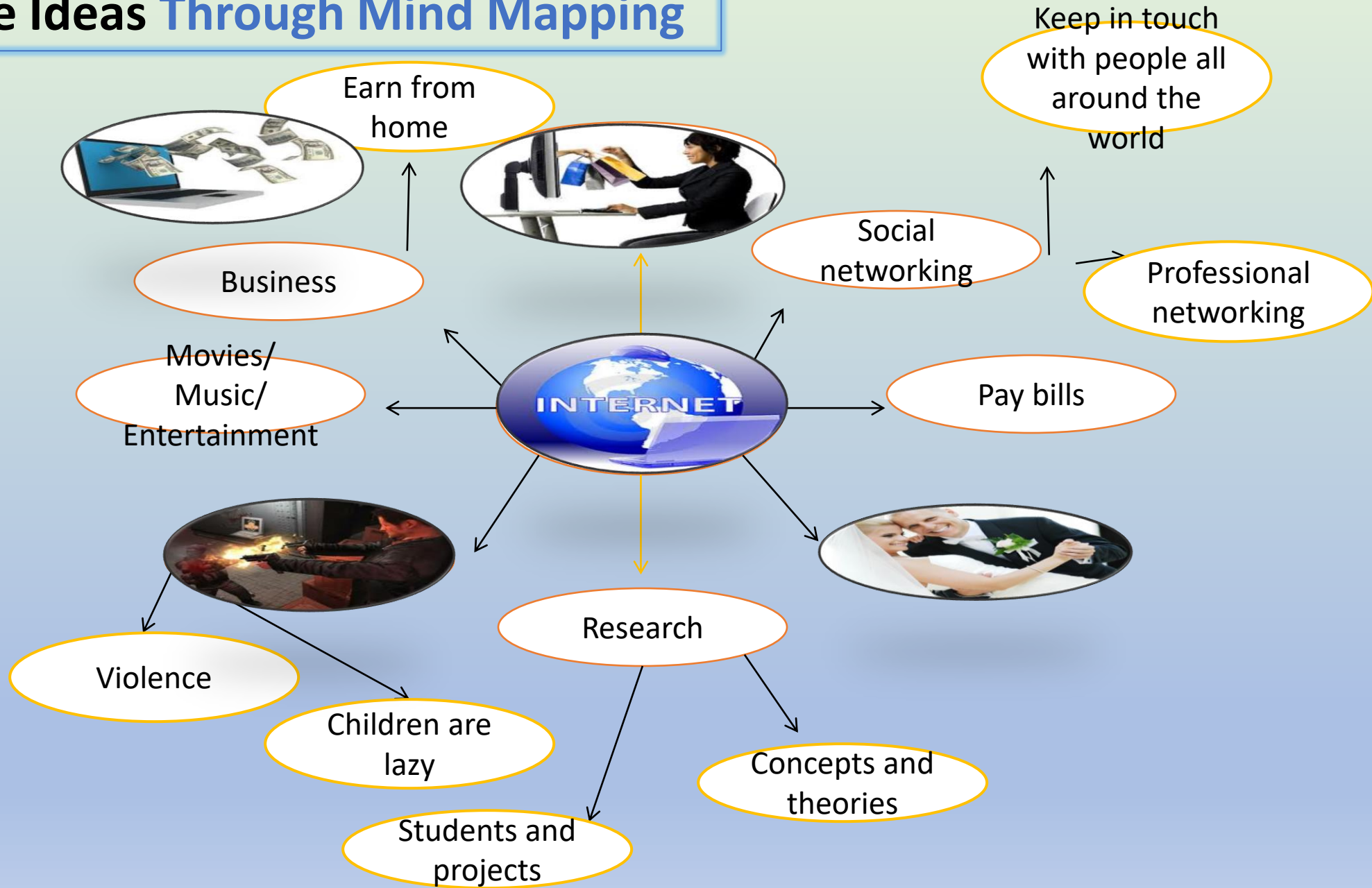
- Postpone and withhold your judgment of ideas
- Encourage exaggerated ideas
- Quantity counts at this stage not quality
- Build on ideas put forward by others



Generate Ideas Through Mind Mapping



Generate Ideas Through Mind Mapping



Use Reputable Sources

- To ensure credibility in facts, data and statistical figures, use reputable resources
- Use the following to find the data, information or statistical information:
 - peer-reviewed academic journals,
 - government websites,
 - industry literature,
 - reference books or
 - scholarly websites
- Using valuable resources ensures you're giving your audience the most accurate information.
- To give credit and to improve your ethos with your audience and help them believe what you're saying cite your sources in your speech .

Informative Speech

- Informative speeches aim to educate an audience on a particular topic or message.
- They don't use visual aids
- They use facts, data and statistics to help audiences grasp a concept
- These facts and statistics help back any claims or assertions you make
- Informative speeches can also cover social or economic topics they are not designed to get the audience to believe a certain viewpoint or opinion,
- The intention is to only inform the audience with all the relevant details



1. In any organization, an Executive Coach or Trainer speaking about the new trends in the market to his trainees. It can be hard to understand for few trainees, but the fact is that he is delivering something informative that is beneficial for them.

2. HR talking about the policies to the new hires during their orientation

- Informative Speech is further divided into four types;
 - Speeches about Objects
 - Speeches about Events
 - Speeches about Processes
 - Speeches about Concepts
- The following are known kinds of informative speech.

Persuasive Speech

- Persuasive speeches help convince an audience that the speaker has the right opinion on a particular topic
- They can cover any topic from entertainment to something more serious like politics
- Speakers use concrete evidence to better persuade their listeners and gain their support
- It helps make your stance more believable
- Helps to change a listener's mind about the particular topic you're speaking on
- It gives better chance of receiving the audience's support when you have facts to back up your opinion
- These speeches can also use emotions to help the audience better understand the speaker's opinions and feelings



PERSUASION

LOGOS

1 Content

Arguments
Benefits
Facts
Figures
Data
Numbers
Statistics
Scientific research
Processes
Product characteristics

ETHOS

2 Content

Personal anecdotes (Why me?)
Client testimonials
Success stories
Track record
Titles

4 Delivery

Eye contact
Body language
Vocal variety
Poise

PATHOS

3 Content

Stories

Positive and negative emotions like frustration, anger, love, or respect

5 Delivery

Coherence (body language and voice are coherent with the specific content)

1. In any debate, every person is try to persuade others to follow their given point of view. It is a form of persuasive speech.

2. In another example, During the advertising and promotional functions of any business, the sales manager or speaker uses his persuasion skills to influence the audience. Here the main purpose of speech is to change the thinking, beliefs, or behaviours of the audience towards his product.

Persuasive speech can be divided into three types that are as follows:

- Factual Persuasive Speech
- Value Persuasive Speech
- Policy Persuasive Speech

Factual Persuasive Speech:

- The Factual Persuasive Speech is such a speech that contains facts and it is based on a concrete proof about the certainty of anything that had happened.
- The main purpose of this factual persuasive speech is to persuade the listeners whether the certain thing happened or not, exists or doesn't exist.
- **Example:** If someone is giving a speech about Chandra yan landing on the South pole of the Moon. Nobody in the audience knows whether it did happen or not, yet it possesses concrete proof.

Value Persuasive Speech:

- A Value Persuasive Speech is such a speech that tells the listeners about anything, whether it is wrong or right. The purpose of this speech is to challenge the ethical or moral aspects of a certain issue.
- **Example :** If someone is giving a speech about capital punishment, whether it is moral or immoral, right or wrong, done or prevented. this type of speech is a value persuasive speech.

Policy Persuasive Speech:

- The policy persuasive speech refers to that speech where the speaker is trying to persuade the audience to either following a policy or rejecting it.
- It is not limited to just a policy, but it can be about accepting or rejecting a rule or a candidate is also a policy persuasive speech.
- **Example_** Suppose If the Owner of a company is not satisfied with the present policy and wants to change it. The president gives a speech to higher authorities for convincing them to change the current policy and support the new policy then it is known as policy persuasive speech

Occasional Speeches

- Special occasion speeches don't fall into a particular category and don't follow a set format
- They aim to fit the special occasion, whether it's a wedding, an award show or a birthday party
- They aim to fit the context of the environment to effectively communicate the message and gain the audience's attention
- They're often short and up-beat, however, they're still interesting and direct
- Special occasion speeches don't require the use of statistics or data

Following are common forms of ceremonial speaking:

- Introduction
- Presentation
- Acceptance
- Toast
- Thanks Giving
- Eulogy : Praise
- Farewell



Introduction Speech

‘The person giving our keynote address is someone we all know and admire. Not only is Dr. ABC an alumni of our Institute and department, but he has gone on to make major contributions to our field. As one of our nation’s foremost experts in end-of-life care and communication, Dr. ABC has written over 50 journal articles and book chapters on this field. We are privileged today to hear him speak on----
-----.

- Please join me in welcoming Dr. ABC’

Introduction

- A speech of introduction introduces the main speaker at an event and inspires the audience to listen to that speaker (O'Hair & Stewart, 1999)
- Any speech of introduction needs to be brief
- The person making the introduction should not be the focus of attention
- The introductory speech usually has three components:
 - (a) Provide a brief backdrop or background of the main speaker
 - (b) Introduces the speaker's topic
 - (c) It shows an invitation from the audience to warmly welcome the speaker

- The speech of introduction is relatively brief
- The brevity might depend on how familiar the audience is with the speaker's topic
- Take a few minutes toward the end of the speech to elaborate more if the topic is not well known
- Enhance the speaker's credibility
- Know thoroughly about the speaker you are introducing
- Give accurate information when introducing
- Meet the person before the event ,in person or over the phone.
- Be culturally sensitive
 - Professor in place of Mr. /Mrs.
- Be aware of any gender bias that might influence how you introduce the person

Use Transition Words/ Connectors

• To express ideas.



• To my mind, I believe that, I assert that, I strongly believe that.(strong verbs)

• Starting



• First of all, On the first line, To begin with, Firstly

• Adding a point



• In addition to, Not only...but also, What's more, Last but not least.

• Developing a point



Besides, Moreover, Furthermore, To continue.

• Giving examples.



To illustrate, For example, For instance.

• Contrasting ideas



However, Nevertheless, On the contrary, In contrast, Despite the fact that, Nonetheless.

• Explaining



As a result, Thus, For that reason, Hence,

• To sum up



• Therefore, In summary, In conclusion, To sum up.

Introduction Speech

- An introduction speech may also work as a welcome speech
- You introduce yourself to an audience and provide the audience with the gist of a meeting or program
- This can include providing recognition to significant individuals or even starting a brief discussion on a topic

How to write an Introduction speech

- Think about what your goal is and how you could attain it
- You need to be able to capture the attention and interest of your listeners
- Make it grand If it is to introduce the President of your company
- Wow your audience by sharing significant details
- It can also be an informative speech
- Make an outline or draft so it will be easier for you to edit

Introduce yourself

Good morning respected HOD, lecturers, and fellow students. My name is Atul. I come/hail

from J&K. This is my first year at UPES and I am currently pursuing MCA

Acknowledge the traditional owners

Before I begin my speech, I would like to thank and acknowledge the -----
(owners)of organisation

Introduce the topic

- In this speech I will be talking to you about the necessity and importance of taking a stand for our culture and belief.
- I will be talking about the results and outcomes of taking a stand and whom it will affect and influence being males and females, Indigenous and non- Indigenous and political and non-political.

Enumerate the Parts of the Speech

- Firstly, I will explain that taking a stand is necessary.
- Secondly, I will describe what India will be like when we, Indigenous people take a stand for our country and its beliefs
- Thirdly, I will paint a picture of what India will be like if we don't stand up and be counted.
- In the end I will restate the importance of taking a stand and standing up for what we believe in and is our right.

- **Transition to 1st PART**

- I now come to the first part of my speech. In this part I will explain that taking a stand and standing up for what we believe is important and is a necessity.

- **Antithesis: Share an example**

I was recently at a meeting where the speaker was talking about an issue that I, along with many others strongly disagreed with. But what did we do?

Nothing. Not standing up for what you believe is not right. Taking a stand for your country is a responsibility that you and I must carry out.

- **State your thesis**

- Taking a stand for your beliefs is a necessity and responsibility that everyone, both young and old, needs to be involved in today, tomorrow and forever, and we need to do it now.
- Now is the time to fight for our beliefs.
- Now is the time to make a difference and speak up about our issues and concerns.
- Now is the time to stand up and be counted.

Tips for an effective **Introductory speech**

Keep it short: When you try to self introduce to a person you just met, you don't tell them paragraphs of information that aren't even relevant.

- Entice an audience, not bore them out
- Make it short for it to be good
- Use a few wise words and a touch of class for your listeners

Make an outline: Introductions are meant to give an audience a quick run through of what they must know.

- Create a outline of speech that will state the purpose of your speech
- Provide a preview of main ideas that are to be discussed.
- Give your audience a reason to listen.

Create an icebreaker. Speeches can be quite awkward, especially since they're usually made formal.

- Craft a speech to leave a good impact
- Allow others to feel comfortable with the environment they are in and allow them to feel valued.
 - Use good body language
 - Ask for their expectations or ask for their opinions

Read it out loud. Some things sound better in our heads when being said aloud. Your speech may contain words that don't sound good together or that it might give a different interpretation on a matter.

How to Conclude an Introduction Speech

- An introduction speech may end in various ways.
- You can close it in a challenging, congratulatory, suggestive or even inviting matter.
- It's best to keep it as brief as possible to let your listeners know that you're ending your speech
- Don't abruptly end your speech, leaving your audience hanging.

Thank your audience

It is important to thank your audience for their time, inputs (if there were) and participation as a good listener

Thanks Giving **Speech**

- **Who are you thanking ?**
 - These are the people you want to personally and publicly thank since they have an important role for the success of your event.
 - Remember their names in ranking with the first one as the most important
- **What are you thanking them for?**
 - Avoid being general in your speech
 - State specific reasons as to what exactly are you thanking the person or group for
 - Make your speech shorter as it gives your speech more meaning
- **What did their gift, time, encouragement, etc. meant to you?**
 - Always be specific
 - Explain how what the favor or gift meant to or how it helped you
 - This is you chance to compliment and/or praise them



A toast

- A toast is a brief tribute to a person or event (O'Hair & Stewart, 1999).
- A toast also allows the speaker to acknowledge accomplishments and express best wishes for the future (Adler & Elmhorst, 2010).
- A toast is a speech delivered at a well chosen time, which is when everyone is present, such as when guests are seated for a dinner or when everyone has a drink in hand
- Prepare ahead of time to give a toast
- Some preparation and practice can help make the event more enjoyable and memorable
- Having in mind one or two things that set the person or event apart is an effective strategy
- Keep a positive tone and stay brief
- Practice in front of a mirror or in front of a friend to become more comfortable with the toast

- Be sober while delivering the toast
- When it doubt, leave it out
- If you are in doubt to share a humorous story, it is best not to share it at all
- While a toast should be prepared, try your best to come across as spontaneous
- A toast should not appear to be memorized
- Never deliver a toast from a manuscript
- Plan your key points
- Use your impromptu skills to deliver the words in a conversational and informal manner

We lift our glasses to Ms. Rebecca Kamath , who has devoted 25 years to our organization. Not only have we benefited from her tireless efforts building this company, but there is no way to measure how much she has touched each of our lives.

So, it is Rebecca Kamath that we humbly toast this evening

Acceptance Speech

‘Thank you very much for presenting me with the Outstanding Graduate Research Award.

I want to thank the professors on the award committee for selecting me, and the other faculty for their encouragement and support. I especially thank Dr. XYZ for his/her mentorship and belief in my abilities as a graduate student and an aspiring researcher.

I will remember this honour and strive to be deserving of it as I complete my graduate program.

Once again, thank you all for this incredible honour.’

Acceptance Speech

- The presentation of an award is usually followed by an acceptance speech
- It is delivered upon immediate receipt of the award
- It gives the recipient an opportunity to show appreciation for the award as well as humility
- If possible it should be prepared ahead of time
- The recipient will have a general idea of who to thank, which should not be overlooked during such an event

Steps to deliver acceptance speech

- First, expresses sincere appreciation
 - If the award was unexpected, then express a sincere level of surprise
- Second, acknowledge those who contributed to or made the award possible
 - Also thanks other people who have had an impact on your success
- Third, indicate how the award will make a difference in the future (i.e., it will make you work harder as you continue with your academic program).
- Finally, close the speech by expressing thanks again

Theme Speeches



A Brief Overview

What is a Theme?

The Oxford dictionary defines a theme as:

- **The subject of a talk**, piece of writing, exhibition, etc.; (e.g., “the theme of the 2022 alumni meet was mentorship”)
- **An idea that recurs in or pervades a work** of art or literature, such as a series of presentations at a business seminar for finance experts.

As such, all speeches have a theme. Sometimes, we'll be given a theme and sometimes we can also choose to introduce a theme to a speech. We'll be going over both scenarios in this session

How to Introduce One Theme

Stick with one really good theme, and use each point you make, your theme reinforcers, to bring that idea home

- A good introduction needs to get the audience's attention
- State the topic
- Make the topic relatable
- Establish credibility
- Preview the main points
- Introductions should be the last part of the speech written, as they set expectations and need to match the content.

Why is Theme Important ?

A theme

- Provide a clear structure to the speech
- Make it easier for the speech giver to present his thoughts and ideas.

I often recommend that the theme be weaved throughout the speech from beginning to end.

Preparing for a Theme Speech



- Often, we'll be asked to address a crowd at an event which has a specific theme
 - For instance, a speaking engagement at a UPES alumni meet could have the topic or theme "mentorship"
- The first thing we should do is choose a theme for our own speech.
- What specifically about mentorship would we like to speak about?

Steps for Choosing a Theme

- Select a topic or theme that you feel passionately about
 - It should ideally be something you are well informed about
 - Think about what your interests are and how to share one or some as theme
 - For instance, you could choose to speak about the importance of mentors in offering guidance with academics, or choose to speak on the best ways to leverage alumni networks at the time of graduation
- It's important for your speech to remain focused on the primary theme throughout, and all anecdotes jokes etc should relate to the primary theme



Adding a Theme to the Speech Itself

- A great technique to make your speeches better is adding a theme to the language that you use
- A theme can be an image, a metaphor or a powerful word that adds interest to your remarks
- A theme offers language that unifies the points in your speech, pulling your words together
- Example - When speaking on “mentorship” in the example we’ve been discussing, a theme you could choose could be navigation
 - Intersperse your speech with language that includes lots of words related to navigation
 - Some example sentences - “Our alumni who currently heads a large tech company which recruits heavily from our college has served as a lighthouse for many students” “My career was in the doldrums when a mentor helped me navigate the rough waters and reach safe harbour in the form of a career switch after acquiring an extra certification”

How do I Write a Thematic Statement?

- When you write a theme statement, start by listing some of the topics of the text; for example, alienation, prejudice, ambition, freedom, love, loyalty, passion, etc.).
- The topic can also be a longer phrase, such as the relationship between love and hate.
- The theme is the statement an author is making about a topic. Combine those topics with comments that reflect the author's observations about human nature.
- What is the author saying about those topics? What does the author believe to be true about those topics?

What is Theme? “

- Theme is the central message of a literary work.
- It is not the same as a subject, which can be expressed in a word or two: courage, survival, war, pride, etc.
- The theme is the idea the author wishes to convey about that subject.
- It is expressed as a sentence or general statement about life or human nature.
- A literary work can have more than one theme, and most themes are not directly stated but are implied.
- The reader must think about all the elements of the work and use them to make inferences, or reasonable guesses, as to which themes seem to be implied.”
-

(from Laying the Foundation series of books published by AP Strategies in Dallas)

- Theme is what a text implies about life or human nature.
- A text can have more than one theme.
- Theme is the “main” idea of a work; in other words, everything in the text should work together to help communicate that idea.
- Nothing in the work should logically contradict the theme.
- Note that subject/topic and theme are different.
- For example, if love is a topic/subject of two novels, a major theme in one of the novels could be “Love, if taken to extremes, can be negative rather than positive,” while in the other novel, the theme might be “Love can conquer even the greatest evil.” Notice that the topic/subject is the same, but the messages about that topic/subject are different in different works.

Avoiding the Common Mistakes in Writing a Thematic Statement

- A theme is NOT a moral, a directive, or an order.
- A moral/directive/order tells us how to behave or what to do.
- A theme observes, weighs, and considers actions and ideas, but it avoids judging what people should or should not do; therefore, words like “should” and “ought” are not appropriate in a thematic statement.
- Also not appropriate is an order/directive such as “Be nice to elderly people” or “Love like there’s no tomorrow.”

- Themes are NOT trite sayings (clichés, maxims, or aphorisms) such as “Actions speak louder than words,” “Love hurts,” or “Absence makes the heart grow fonder.” ·
- Themes do NOT refer to the specific names or events of a particular literary piece. A theme does not summarize a work, but it does reflect what happens in the work.
- A theme drops character names and uses more general terms like “parents,” “leaders,” “society,” or “young people” in a general observation about the human experience. ·
- Themes avoid absolute terms such as “all,” “none,” “everything,” or “always” because they indicate sloppy thinking; they are categorical, no exceptions.
- Terms like “we,” “sometimes,” or “often” suggest a more realistic view of the variety of human

A Theme is NOT

- **A moral or a command**
- **A common saying**
- **Specific to the text**
- **Absolute**

A Theme Is

- **An observation**
It doesn't tell us how to behave by using words like "should", or by commanding. It makes a comment about the way things appear to be in reality.
- **Original and thoughtful**
It isn't trite, it's not a cliché, or a maxim, or an aphorism like, "Actions speak louder than words," or "Absence makes the heart grow fonder." It should be something that you find interesting, something a bit philosophical whose wording you have come up with by yourself
- **General, about reality**
It doesn't refer to the specific characters and plot in the text. It translates the characters and plot into generalizations such as "people" or "parents" or "raising a child,"
- **Reasonable**
It doesn't use words like "all," "none," "everything," or "always," because that kind of statement is rarely true, and usually impossible to prove.

Sample Theme Statements

1. In *The Dark Knight Rises*, Christopher Nolan presents the theme that true heroism requires complete and utter selflessness.
2. The central theme of *Finding Nemo* is that fear is sometimes more dangerous than danger itself.
3. In *Romeo and Juliet*, Shakespeare presents the idea that love can be destructive

Laying the Foundation. Advanced Placement Strategies, Inc. 2004. 1932987142

Call to action

- Every speech should have a call to action that is related to your message.
- It might be a big bold rallying cry or a simple step audience can take with them and implement.
- Close your remarks with a call to action to help your audience feel part of your message.
- One can also summarize

Hey all!

Here is the list of the topics for your speeches listed by group.

It is mandatory to prepare a speech on
1 thematic topic and
1 persuasive topic .

You must also prepare the 3rd speech which can be either introductory, acceptance or thanksgiving.

First two speeches should be 3 minutes each , however the 3rd speech can be for just one minute .

Please be sure to include minimum 6 ***transition words*** and ***structure*** it based on the lessons provided i.e. ***Introduction , body and conclusion*** .

Do connect if you need any further clarifications !

Happy writing!