

Strategies in Various Speech Context

Dell Hymes, a sociolinguist helped the pioneer connection between speech and social relations. According to him, communicative competence refers to what speaker needs to know in order to communicatively competent in speech community. In simple language, communicative competence is the knowledge of language and the ability to use such language appropriately in any given situation or circumstance. Oral Communication is the process of verbally or nonverbally transmitting ideas or messages within or across various contexts, cultures, channels and media.

Intrapersonal Communication refers to communication that centers on one person where the speaker acts both as the sender and the receiver of message.

Examples:

1. You spent the night thinking and analyzing why a student from the other class talked to you on the way home and you decided it probably meant nothing.
2. You felt happy while thinking about how your teacher appreciated you for submitting your project before the due date and you reflected on why this was so.

Interpersonal communication refers to communication between and among people and establishes personal relationship between and among them.

Types of Interpersonal Context :

a. *Dyad Communication*-refers to communication that occurs between two people.

Examples:

1. You offered feedback on the speech performance of your classmate.
2. You provided comfort to a friend who was feeling down.

b. Small Group-refers to communication that involves at least three but not more than twelve people engaging in a face-to-face interaction to achieve a desired goal. All participants can freely share ideas in a loose and open discussion.

Examples:

1. You are participating in an organizational meeting which aims to address the concerns of your fellow students.
2. You are having a discussion with your group mates on how to finish the assigned tasks.

c. Public Communication- refers to communication that requires you to deliver or send the message before or in front of a group. The message can be driven by informational or persuasive purposes.

Examples:

1. You deliver a graduation speech to your batch.
2. You participate in a declamation, oratorical, or debate contest watched by a number of people.

d. Mass Communication- refers to communication that takes place through television, radio, newspapers, magazines, books, billboards, internet, and other types of media.

Examples:

1. You are a student journalist articulating your stand on current issues through the school's newspaper.
2. The production of live events that are communicated to a broad audience such as concert that is broadcast by internet, radio or television.

e. Organizational Communication- refers to communication that occur within organizations, such as corporations, non-profits, and governmental bodies. It includes both communications within an organization and public-facing communications.

Examples:

1. A manager discussing a new project to his/her subordinates.
2. A Club President discussing the organizational rules.

f. Intercultural Communication refers to communication of different groups of varied cultures gather and convey information correctly and skillfully in a manner acceptable to the group's diverse opinions.

Examples:

1. An American and African share their views.
2. A Chinese politician's discussion with an American leader.

Types of Communicative Strategy

It is important that people communicate to establish and maintain relationship. People are social beings, and it will be difficult to survive with less to no communication to others without communicating with other people. Do you remember what it feels like when you were in the lockdown during the pandemic? How does it feel to have physical distancing? Conversations are sometimes complex and miscommunication takes place so people just find themselves withdrawing from the communication process without achieving their goals. To be able to survive and succeed in every interaction, people must learn to cooperate and communicate in socially approved ways.



Source: "Education logs on to online as schools, college remain shut". The Times of India, June 2, 2020.

<https://timesofindia.indiatimes.com/city/thiruvananthapuram/education-logs-on-to-online-as-schools-college-remain-shut/articleshow/76143676.cms>

Communication is the heart of the community. Being able to use various communicative strategies leads to the achievement of the speech purpose and creates a smooth flow of information between the speakers and the listeners. Poor communication strategy allows for information blockages.

Communicative strategies are plans, ways or means of sharing information that are adopted to achieve a particular social, political, psychological, or linguistic purpose.

Types of Communicative Strategies

A. Nomination

This is usually used at the beginning of the interaction to set the purpose of the conversation. The speaker tries to open a topic with the people he is talking to. One must present a particular topic clearly and truthfully.

Example: Good morning, class. How are you today?

Is it raining in your area?

B. Restriction

This is used in constraining the reaction or response within a define set of categories. This is useful when narrowing down a listener's response to an expected set of answers. This prevents the conversation from going off topic.

Example: We will have 30 minutes of online discussion regarding the topic on Pandemic and Mental Health. An additional 10 minutes will be allotted for your questions and related concerns.

C. Turn-taking

This strategy is used to establish and sustain a productive conversation.

Turn taking is recognizing when and how to speak when it is one's turn. This requires each speaker to wait for the others to complete their turn talking.

This strategy can be used to avoid participants talking over one another that may cause conflicts. Turn-taking provides persons equal opportunity to say their piece. Participants must watch out for the verbal and non-verbal cues that signal the next speaker that the previous speaker has finished talking. One may employ visual signals like a nod, a look, or a step back.

Example: (Clicked the raise hand button) Can I please add something to the discussion?

D. Topic Control

This is a communicative strategy used in keeping the conversation going on by asking questions that requires a response from the listener. Topic control also allows the other participants to take turns, contribute ideas, and continue then conversation.

Example: That was an excellent point, Arlene! How about the rest of the class? You may put your responses on the jam board link found on the chat box, or you may simply click the raise hand button and share your thoughts.

E. Topic Shifting

This is defined as introducing a new topic followed by the continuation of that topic. Topic shifting is a strategy that works best when there is a follow through so that a new topic continues to be discussed. One may also use effective conversational transitions to indicate a shift.

Examples: By the way, In addition to what I have already mentioned, It is dangerous to go out, especially that the Delta COVID-19 variant is here! But even if we practice physical distancing, we should not stop to socialize with our friends and family members via phone calls or social media applications.

F. Repair

This communicative strategy refers to overcoming communication breakdown to send more comprehensible messages. Repair Communicative Strategy includes:

- 1. Requesting clarification** - One may ask questions or use non-verbal communication such as eyebrows, eyes, head, hands, or shoulders to show that the message could not be understood.
- 2. Not acknowledging the new situation** - The situation already in progress will continue.
- 3. Topic shifting** - This can help direct the discussion to another topic or divert the attention of the listener from the topic that has become problematic.
- 4. Repeating** - This is a good way of correcting oneself.
- 5. Recasting** - This refers to changing the form of the message that could not be understood.

Example: We definitely should practice social distancing, I mean, physical distancing to become safe during this pandemic. Can anyone restate the difference between these two terms?

G. Termination

This strategy ends the interaction by using verbal and nonverbal messages that the participants send to one another. Nonverbal may include a handshake or walking out.

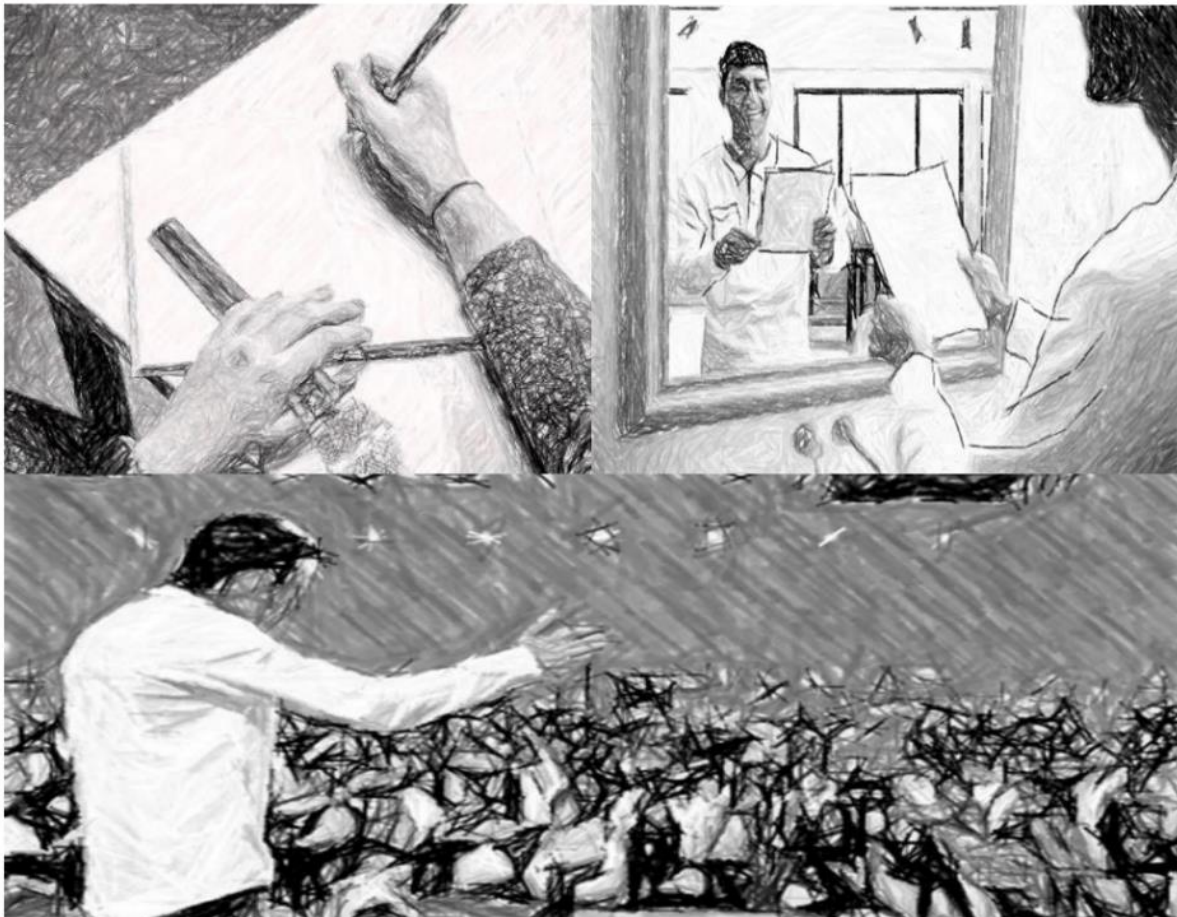
Example: Thank you

Okay, all done...

See you later on our following online meeting schedule.

Principles of Speech Writing

Many people assume that professional writers find writing of any genre easy, that when they sit down at a keyboard, the right words just flow. But in fact, these writers know that writing is a hard work. They don't expect to achieve perfection in one draft or just in one sitting. They regard writing as a series of steps or activities, known as the writing process. Learning to use this process coupled with the principles of writing can help you express your ideas well and succeed at writing. This lesson discusses about the different principles of writing and the writing process. Specifically, the ideologies of speech writing.



Principles of Speech Writing

Before one jumps into the principles of speech writing, the writer must be aware first with the writing process such as: conducting an audience analysis, determining the purpose of the speech, selecting a topic, narrowing down a topic and gathering the data.

On the other hand, the following are the center of our discussion today. The Principles of Speech Writing.

The First Principle of Speech Writing is Choosing the Topic. A speech is meant to relay a message to the listeners. The choice of the topic may be up to the speaker but, more often than not, the speaker is given the topic because it is the central theme of a program, conference or presentation.

The Second Principle of Speech Writing is Analyzing the Audience. A speech for one occasion cannot simply be used for another. There is no speech that fits any and all occasion.

The Third Principle of Speech Writing is Sourcing the Information. This involves seeking out all the available means for finding materials to support the speech. Good sources are newspapers, magazines, books, journals, or any reading materials full of useful information.

The Fourth Principle of Speech Writing is Outlining and Organizing the Speech Content. This makes sense of all the research conducted. With all the information gathered for the specific topic, it is quite easy to be overwhelmed. On the other hand, the next step is to organize the speech itself. For this, the best method is an outline. There are different types of outline. There are different types of outlines that one can use depending on how the speech is to be organized: chronological outline, spatial or geographical outline, cause and effect outline, problem - solution outline and topical outline.