Communication 5600: Teaching Communication

 Teaching Module

 Rachel Rosenbach

 Fall 2010

 Glencoe *Speech*: Chapter 17

 Speeches for Special Occasions

Table of Contents:

Learning Objectives………………………1

Speech Terms and Vocabulary…………..2

Section One Lecture Notes………………3-4

Section One Activity……………………..5

Section Two Lecture Notes………………6

Section Two Activity……………………..7

Section Three Lecture Notes…………….8-9

Section Three Activity……………………10

Assessment………………………………..11-12

Assessment Key…………………………..13-14

Additional Resources…………………….15

Learning Objectives:

* Students will be able to define and understand the specific purposes of several special occasion speeches
* Students will be able to identify and discuss the various characteristics and purposes of each type of special occasion speech
* Students will be capable of describing some of the more popular contest speeches
* Students will be familiar with specific vocabulary and terms associated with special occasion speeches
* Students will gain the experience to deliver speeches in front of peers

Speech Terms and Vocabulary:

|  |  |
| --- | --- |
| reiterate | To say or do again or repeatedly; repeat, often excessively. |
| eloquent | Having or exercising the power of fluent, forceful, and appropriate speech |
| transformation | The act or process of transforming |
| miffed | Petulant displeasure; ill humor |
| procession | The act of moving along or proceeding in orderly succession or in a formal and ceremonious manner |
| hoke | To alter or manipulate so as to give a deceptively or superficially improved quality or values; to make phony or corny |
| dignitary | A person who holds a high rank or office |
| converse | To talk informally with another or others; exchange views, opinions, etc., by talking |
| evoking | To call up or produce (memories, feelings, etc.) |
| suffice | To be enough or adequate, as for needs, purposes, etc |
| combustion | Violent excitement |
| refrain | To abstain from an impulse to say or do something |

Lecture Notes

Section One: Courtesy Speeches

1. Introductions
	1. Serves two functions (achieve both in 1-2 minutes)
		* To make the audience want to hear the speaker
		* To make the speaker want to address the audience
2. Plan your speech
	1. Refer to occasion
	2. Name the speaker (at beginning and end)
	3. Build enthusiasm
	4. Share information about the subject
	5. Explain why speaker is addressing the audience t this time
	6. Conclude by welcoming speaker to podium
3. Combine humor w/ meaningful messages
	1. Example speech (Mark Twain)
4. Speeches of Presentation
	1. Used when a person is receiving a gift or award; usually brief
5. Guidelines
	1. State persons name early in presentation
	2. Explain award’s significance
	3. Explain how the person was selected for the award
	4. Highlight what makes person unique; list other achievements
	5. Hand award to recipient.
6. Example speech (MVP golf award)
7. Speeches of Acceptance
	1. Usually impromptu; even if you were prepared
	2. Remarks tailored to what presenter said
	3. Remarks serve as a double purpose
		1. To thank the people who are presenting award
		2. To give thanks to those who helped you earn the recognition
8. Consider the following:
	1. Be brief; direct
	2. Thank the group for the award
	3. Discuss the importance of the award to you
	4. Thank others who helped you win
	5. Reiterate your appreciation
9. Example Speech (Adlai Stevenson)
10. After Dinner Speeches
	1. Expected to be entertaining; does not have to be funny
11. Guidelines
	1. Enjoy yourself
	2. Message should be presented in a light manner
	3. Be likable, relaxed, uncritical
	4. Adapt to mood of audience
	5. Organize presentation around a theme
12. Example speech (Nebraska State championship dinner)

Section One Activity: Impromptu Speeches

Source: <http://www.write-out-loud.com/impromptu-public-speaking-topics.html>

Instructions: Speeches of acceptance are usually impromptu, so it is important to practice articulating your speech as well as speaking in front of an audience.

* Below is a list of topics; your job is to choose one of the topics that you think you could talk about for 2-3 minutes in front of your peers.
* I will allow no more than three minutes in which you will note an opening, a couple of main points with examples, associated with your topic and a conclusion.
* You will deliver your speech in front of your peers. It will be timed.
* I will be looking for fluency, structure and content.

Ideally, once you become comfortable with speaking, you will be able to lessen your preparation time, and eventually be given a topic and speak in front of others almost immediately. Whatever the subject, a confident and flexible speaker will always find something interesting to say.

Topics:

* My biggest concern for the future is...
* Real wealth is never measured in money or possessions.
* Conservation is survival.
* Real love is not the stuff of pop songs.
* If I were an animal I'd be a...
* Junk food's popularity relies on marketing.
* The more we communicate, the less we really say.
* When I grow up...
* To be grown up is a state of mind.
* Goals are good for you.
* The most important lesson of my life so far...
* Intelligence is not enough.
* If I ruled the world...

Lecture Notes

Section Two: Ceremonial Speeches

1.Commencement Speeches (graduation speeches)

* 1. Serves two functions
		+ Acknowledge the importance of the ceremony
		+ Honor the graduates

A. Guidelines

a. Keep the attention of the audience

* 1. Pay respect to the past but focus on the future
	2. Choose examples and illustrations that celebrate the collective experiences of the audience members
	3. Use humor
	4. Be positive and uplifting
1. Example Speech (Columbine High School Student)

2. Commemorative Speeches

 a. Inspiring address recalling heroic events or people

 i. Example: John F. Kennedy’s inaugural address

A. Guidelines

 a. Capture the collective imagination of the group being addressed

 b. Be inspiring

 c. Reaffirm details of event, or person’s characteristics

 d. Take snapshots of historical events/history

B. Types of Commemorative Speeches

 a. Testimonials

 i. Address of praise/celebration honoring living person

 ii. Pays tribute; generates admiration/appreciation

 iii. Given at celebrity roasts, weddings, dinners, etc.

* 1. Eulogies
		1. Given to praise/honor someone who has died
		2. Usually done at funerals
		3. Speaker must respect religious beliefs
		4. Use sincere language but be creative
		5. Two eulogy examples (ninth grader &Andy Rooney)

Section Two Activity: Speech Identification

Source: [www.youtube.com](http://www.youtube.com) (various clips)

Directions: Students will be asked to listen to various videos while keeping their heads down on the desk. They will have no visual of the speeches being made, but instead must rely on the language, tone and vocabulary used in the speakers voice and speech. Students will then be asked to discuss each of the clips by identifying which clip was a eulogy, commencement address, commemorative speech, or testimonial. They will have to give examples and evidence for their answers.

The objective is to have the students be familiar with the various types of ceremonial speeches and the language that accompanies each.

Videos:

* Malcolm X Funeral: <http://www.youtube.com/watch?v=e5fhRbdQ8iE>
* Ellen DeGeneres Commencement: <http://www.youtube.com/watch?v=0JccudODwwY>
* Tiger Testimonial: <http://www.youtube.com/watch?v=JnDphbggXu4>
* Edward Kennedy Eulogy: <http://www.youtube.com/watch?v=CEee_rAdHfU>
* Muhammad Ali roast: <http://www.youtube.com/watch?v=obytklKV6nU&feature=related>
* Oprah commencement speech at Stanford: <http://www.youtube.com/watch?v=mSiKn7mgGxE&feature=channel>

Lecture Notes

Section Three: Contest Speeches

Contest speeches: Public speaking and interpretation

1.Original Oratory

 a. Written on the topic of your own choosing

 b. Usually memorized and under 10 minutes

A. Be persuasive

 a. Pick a topic you feel strongly about

 i. Examples: importance of community, neglect of the elderly, etc.

B. Careful Preparation

 a. Successful orator “lives” with their speech over weeks/months

 b. Constant revisions/updating of material is necessary

 c. Choose language for grace and precision

 d. Cite sources from which you obtained ideas; use quotes

2.Extemporaneous Speaking

 a. Participants pick one of three topics and prepare a 5-7 min. speech

 b. Topics are based on current issues; national and international

A. Examples

 a. Do politicians have a right to privacy?

 b. How can we win the war on drugs?

 c. How can we better provide for the elderly in our nation?

B. Guidelines

 a. Allowed 30 minutes to prepare; may include accessing documents/sources used

 b. May bring a note card in some situations

 c. Evaluation based on content and deliverance

3. Dramatic and Humorous Interpretation

 a. Choose you own material

 b. Sharing your acting talents; you are the show (characters)

A. Separate categories vs. combined

 a. Interpretation events: competitors “acting from the waist up”

 b. Scripted events: reader is expected to suggest rather than become the character

B. Rules

 a. Vary from state to state

 i. Example: some states permit extensive movement or singing while others do not

 b. Study the rules; make artistic decisions that honor the integrity of your selection

 c. Choose a selection that suits your personality and stretches you as a performer

4.Other Contests

5. What if You Don’t Win

 a. Judges disagree

 b. Set your own standards

 c. Adapt to your audience & judges; don’t compromise integrity

Section Three Activity: Demonstrating Ability

Source: [www.youtube.com](http://www.youtube.com)

A popular speech event at some tournaments is original prose and poetry. In this event, student competitors write and perform hi or her own literary effort (Glencoe).

Directions:

Prior to the activity, students will be shown a poetry slam video to help them better understand the ways in which people can transform words into actions. A short discussion will follow regarding how the writer presented herself on stage and what were important elements to note in her language, voice, tone and actions.

 <http://www.youtube.com/watch?v=M6wJl37N9C0>

* Students will be directed to brainstorm topics or events that are important to them (i.e family, friends, sports, etc.) They will be given 3-5 minutes.
* Students will then have to choose one idea and list everything that associates with that topic, be it a story or significance, ideals, goals, etc. (3-5 minutes)
* Once the student has a focused topic with talking points, they will then begin to construct a poem or short story on the topic. They will be given 10-15 minutes.
* Each student will then be required to demonstrate or read their poem, prose, or short story to the class. They will be required to add an additional dimension to the piece. This could range from singing a verse, to acting out a portion.

 Overall Assessment: Chapter 17

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Hour: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Multiple Choice: Choose the option that best answers of completes the question. Make sure to circle your option, AND write it in the space(s) provided.

\_\_\_\_\_ 1.) Which of the following best describes a speech given for someone who has died?

* 1. Testimonial
	2. Acceptance
	3. Eulogy
	4. Commencement

\_\_\_\_\_ 2.) What is the key to writing an original oratory?

a. Remember that it is a persuasive speech

b. Delivering it after dinner

c. using humor

d. None of the above

\_\_\_\_\_ 3.) Presentation speeches should reflect the feelings of the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_?

 a. Environment

 b. The hero

 c. The group

 d. the presenter only

\_\_\_\_\_\_ 4.) Commencement speeches should honor the \_\_\_\_\_\_\_\_\_\_\_\_\_\_ and acknowledge the importance of the\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

 a. Group; ceremony

 b. Presenter; graduates

 c. Audience; venue

 d. Parents; ceremony

\_\_\_\_\_\_ 5.) Which of the following is NOT one of the five guidelines for speeches of presentation?

 a. State person’s name early on in the presentation

 b. Explain significance of award

 c. Hand the award to the recipient

 d. Pay respect to the past, but focus on the future

Short Answer: Respond to each of the following questions on a separate sheet of paper. Make sure your answers are no longer the five sentences.

1. Name the difference(s) between courtesy speeches and ceremonial speeches?
2. Practicing your speech skills in high school will benefit you in the future. Name one occasion where you will need to know how to address the audience. Include how you will act as the speaker/presenter and how you might prepare.

Essay Question: Answer the following question in paragraph form. Answers should be written on a separate piece of paper.

1.) Introductory speeches play an important role breaking down the barriers between people and often connect the audience and the speaker. Imagine you are invited to speak at your high school reunion. What are important steps in planning your speech? What will you say to your classmates? In ADDITION, write a brief speech in which you look back on how the world has changed.

 Overall Assessment: Chapter 17

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Hour: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Multiple Choice: Choose the option that best answers of completes the question. Make sure to circle your option, AND write it in the space(s) provided.

\_\_\_g\_\_ 1.) Which of the following best describes a speech given for someone who has died?

 a. Testimonial

 b.Acceptance

* 1. **Eulogy**
	2. Commencement

\_\_a\_\_\_ 2.) What is the key to writing an original oratory?

a. **Remember that it is a persuasive speech**

b. Delivering it after dinner

c. using humor

d. None of the above

\_\_\_c\_\_ 3.) Presentation speeches should reflect the feelings of the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_?

 a. Environment

 b. The hero

 c. **The group**

 d. the presenter only

\_\_\_a\_\_\_ 4.) Commencement speeches should honor the \_\_\_\_\_\_\_\_\_\_\_\_\_\_ and acknowledge the importance of the\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

 a. **Group; ceremony**

 b. Presenter; graduates

 c. Audience; venue

 d. Parents; ceremony

\_\_\_d\_\_\_ 5.) Which of the following is NOT one of the five guidelines for speeches of presentation?

 a. State person’s name early on in the presentation

 b. Explain significance of award

 c. Hand the award to the recipient

 d**. Pay respect to the past, but focus on the future**

Short Answer: Respond to each of the following questions on a separate sheet of paper. Make sure your answers are no longer the five sentences.

1.)Name the difference(s) between courtesy speeches and ceremonial speeches?

**Courtesy speeches are used to fulfill certain social customs. Typical courtesy speeches include introduction, presentation, acceptance, and after dinner speeches. Ceremonial speeches are usually part of a formal activity. They often help the audience tie the past to the present. They include commencement and commemorative speeches.**

2.)Practicing your speech skills in high school will benefit you in the future. Name one occasion where you will need to know how to address the audience. Include how you will act as the speaker/presenter and how you might prepare.

**Answers may vary. Answers could include an acceptance speech for MVP on a sports team. You could prepare by demonstrating and considering the five important steps. Be brief; discuss awards importance; thank the group for award; thank others; reiterate your appreciation.**

Essay Question: Answer the following question in paragraph form. Answers should be written on a separate piece of paper.

1.) Introductory speeches play an important role breaking down the barriers between people and often connect the audience and the speaker. Imagine you are invited to speak at your high school reunion. What are important steps in planning your speech? What will you say to your classmates? In ADDITION, write a brief speech in which you look back on how the world has changed.

**Answers may vary**

Additional Resources:

1. ACUI: Association of College Unions International. *Speech and Public Discussion Protocol.* Retrieved October 30, 2010 from http://www.acui.org

2. Arnold, K., &Guskey, T. (2008). Should High School’s Have Valedictorians?. *New York Times Upfrom*;, 140 (14), 28

3. Middle School Public Debate Program. (2010, Feburary 1). Middle School Public Debate Program. Retrieved October 28, 2010 from, http://www.middleshooldebate.com

4. O’Neal, K. (2005). Public Speaking: 7 Steps To Writing And Delivering A Great Speech. Prufrok Press.

5. Schnell, J. (1992). Self Expression through Public Speaking: A Short Course for Middle School Students. Eric (Educational Resource Informational Center). Retrieved October 23, 2010 from <http://www.eric.ed.gov>

6. Speech Topics Help, Advice and Ideas. (2005-10). *75,000+ Speech Topics.* Retrieved October 31, 2010 from http://www.speech-topics-help.com/

7. Write Out Loud. *Eulogies*. Retrieved October 29, 2010 from, <http://www.write-out-loud.com/eulogy-write.html>

8. Various Videos. *YouTube*. Retrieved October 30, 2010 from [www.youtube.com](http://www.youtube.com)