

Copyright 2003 - Universidad Tecnológica

All rights reserved.

This publication is a research project and contains opinions and ideas of many different authors. It is intended to provide helpful and informative material on the subject matter covered.

The publisher disclaim any responsibility for any liability, loss or risk, personal or otherwise, which is incurred as a consequence, directly or indirectly, of the use and application of any of the contents of this textbook.



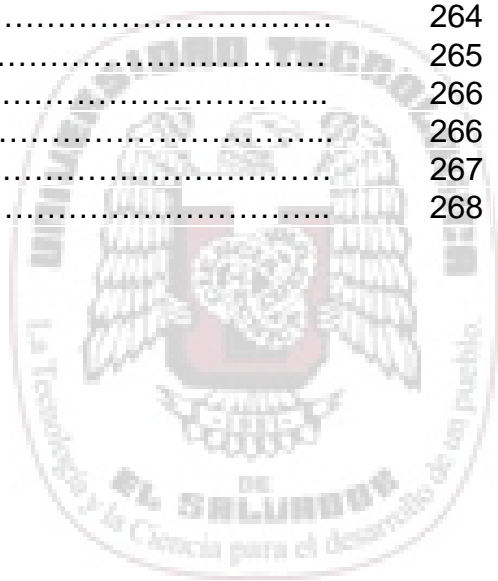
CONTENTS

Unit I: Discovering Oratory	105
1. History of Oratory.....	106
History of Oratory.....	106
Needs of the Orator or Public Speaker.....	108
Do's & Don'ts of Public Speaking	110
Needs of the Audience	111
Things to remember	113
Class Performance	113
2. Stage Fright	115
Symptoms of Stage Fright	115
Fear of the Audience	118
Fear of Failure	120
Fear that your Speech isn't good enough	121
Conquer your Fear	122
Physical and Mental Exercises for Releasing Stress	124
The "No Pain, No Gain" Route	125
The "Less Pain, Still Gain" Approach.....	126
Symptoms and Solutions	127
Take a test route	128
Qualities to be a Good Public Speaker	130
Things to remember	132
Class Performance	133
3. What is Communication?	135
Communication – Meaning	136
The Medium is the message.....	137
Types of Communication.....	138
Special Delivery.....	140
Things to remember	143
Class Performance	144
4. Common Communication Problems	145
Top ten rejection lines given by women	145
Communication problems	146
Communication cannot solve Everything	147
Communication can be Complex	148
Say what you mean	149
Things to remember - Class Performance	150

Self-Assessment Test	153
Unit II: Visual Aids for Public Speakers	154
1. Visual Aids for Public Speaking	155
The short history of Medicine	155
What are Visual Aids?	156
Do's & Don'ts of Visual Aids	159
Plan B	160
Use & Abuse	161
Things to remember	162
Class Performance	163
2. Preparing and Using Visual Aids	164
A – Z Visual Aids	165
Tips for using Computer Software	174
Things to remember	175
Class Performance	176
Self-Assessment Test	177
Unit III: Planning your Speech	178
1. It's All in the Planning	179
What is SPAM?.....	179
Situation	180
Example: "Gettysburg Address"	182
Purpose	183
Audience	184
Method	185
Things to remember	186
Class Performance	187
2. Audience Analysis	189
Audience Analysis - Why me?	189
Learn about . . . your Audience	190
Appearance doesn't matter – or does it?	192
Gender Differences	193
Age before Beauty	194
Other aspects	194
Audience knowledge and opinions.....	195
Location, Location	195
Pull it together	197

Things to remember	198
Class Performance	198
Self-Assessment Test	200
Unit IV:Types of Speeches	201
1. Types of Speeches	202
Learn about types of Speeches	203
Speeches that Inform	203
Speeches that Persuade	204
Speeches that Entertain	205
A-to-Z Speeches	206
Addresses of welcome, Appeals for funds, Awards	206
Closing Remarks, Court Testimony	207
Dedications of Buildings, Ships and so on	208
Election Campaigns, Incident reports.....	209
Installation Ceremonies, Introductions	210
Job Interviews	210
Job Training Sessions	211
Nominations	211
Presentations, Process Analysis.....	212
Retirement Speeches	213
Sales Presentations	213
Toast and Roasts	214
Things to remember	214
Class Performance	215
2. Speaking to Inform	216
Theme	216
Be true to yourself	218
What if you have nothing to say.....	218
Basic Patterns	220
Hit the books	223
Reporter Job	226
About the Interviews	225
Things to remember	226
Class Performance	226
3. Speaking to Persuade	227
Effective Persuasion	228
Start the Logic	228
Surfing the Net	229
Beware – Quality	231

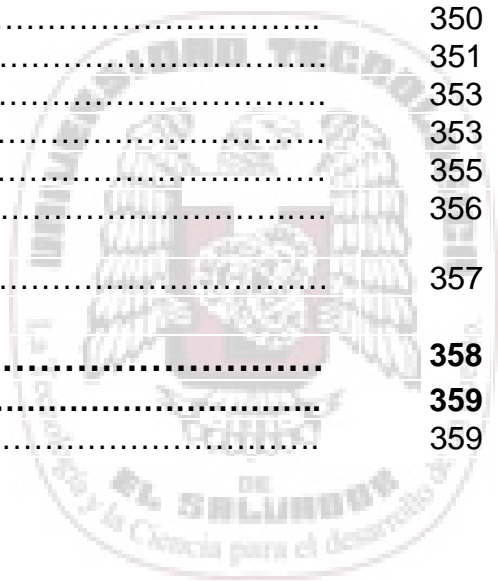
Bias – Appropriateness	232
Appealing to Logic	233
Inductive – Deductive Reasoning	234
Appealing to Emotion	235
Truth or Consequences	237
Things to remember	241
Class Performance	242
4. Speaking to Entertain	243
Speaking to entertain	244
Playing the Crowd	245
Developing a Clear Central Theme	246
Doing the Heavy Lifting	246
Method 1: Point and Proof	247
Method 2: Spoof point and Proof	247
Get the facts.....	248
Share and share alike	251
Making Happy talk - The you attitude	252
Tug the heart strings	253
Things to remember – Class Performance	253
Self-Assessment Test	254
Unit V: Writing your Speech	255
1. Writing your Speech	256
Writing your speech	256
Words and more Words	257
Straight to the Point	258
Tone	259
Avoid Euphemisms	261
Avoid Jargon	262
Avoid Sexist Language	263
Figures of Speech	264
Metaphor	265
Simile	266
Hyperbole- personification	266
A look of Grammar	267
Things to remember - Class Performance.....	268



2. Getting Time Organized	270
Times marches on	270
Less is more	271
The 20 minutes Rule	272
Methods of Organization	274
Be Supportive	277
Time to Outline – What me Outline?	278
How to know a good Outline when you see one	278
Full-text Outline	278
Key-word Outline – Note card Outline	279
Outline Rules	280
Outline Examples	281
The All-Purpose Outline	283
Things to remember	284
Class Performance	285
3. Opening, Body and Conclusion of your Speech	287
Opening of your speech	287
Clip and Save - Opening with a Question	287
Personal Touch	289
Quotations	290
The Numbers Game - Statistics	292
Humor	293
Body Building - Write O	294
Tailored to fit	296
Anecdotes – Comparisons and Contrast – Examples	298
Facts – Transitions	399
Transitions to link your ideas	300
Getting it on Paper	301
End Game	302
Using Appeal	304
Using Illustration	305
Using Inducement	305
Using Quotations	306
Using Summary	307
Crafting a Title	308



Things to remember	309
Class Performance	310
Self-Assessment Test	311
Unit VI: Appearance, Body Talk & Voice	312
1. Your Body Talk: Body Language	313
Body language	314
It's later than you think	315
The Eyes have it	316
Gestures	318
Break the Code	319
Platform Movement	321
Know when to Fold Them	322
Point the way	323
Groove the Beat	325
Culture Clash	326
Things to remember	328
Class Performance	329
2. Dressing Code and Success	331
Fun Facts	331
Dress for Success	332
Personal Hygiene	337
Before your speech.	338
Things to remember	341
Class Performance	342
3. Voice Quality	344
Voice Quality	345
Clarity and Articulation	346
Rate of Speech	347
Pitch and Inflection	348
Loud, Louder, Loudest, etc.	350
In and Out	351
Cord-Care	353
Microphone uses	353
Things to remember	355
Class performance	356
Self- Assessment Test	357
Unit VII: Communication & Protocol	358
1. Something about Protocol	359
Definitions of Protocol	359



State Protocol	362
Diplomatic Protocol	365
The Diplomatic Handshaking	366
Diplomatic Insults	367
Reception Line	368
Precedence	369
Government & Politicians	370
Diplomats, Mayors & Similar	371
Religious Ministers & Clergy	372
Official Protocol	373
Flags	374
National Anthem	375
Serving as Host for a Dignitary	376
In making introductions	377
Know how to handle different introductory situations	378
Giving Toasts	379
Serving as a Toastmaster	382
Thinks to remember – Class performance	385
2. Protocol & Etiquette	386
Differences between them	387
Business Protocol	388
Don'ts of Business Protocol	389
Meeting Etiquette	390
Cross Cultural Mistakes	391
10 Commandments for Gender Neutral Etiquette	393
Cell Phone Etiquette	395
Head Table Guests	398
Place Settings	401
Black Tie Dressing code	404
White Tie	405
Women Advices	406
Things to remember	407
Class Performance	408
Self-Assessment Test	410
Word Power Glossary & Samples.....	412

INTRODUCTION



What is Oratory? That is the main question. This semester you will be entering in the awesome world of public speaking in which men and women seem equally scared to enter. It's not an age factor, size, shape, style – all of us look really scared when dealing with standing up in front of people. Even just to say few words. I remember myself really scared when I was eight years old and I got a part in a dance presentation and I had to say at the end “Thank you so much for all your support and love”. I was really frightened, but I did it and I felt really good after. So you do not have to worry, you will see that in few weeks you will be enjoying and learning the fundamentals of public speaking and of course sharing your own skills with your class as well as contributing to the whole class development. By the end of the semester you will have a wonderful transformation and definitely you will be really happy and comfortable about speaking in public.

First of all, you will discover that oratory is not a difficult skill, if you have the proper specialized training. Second, you will acquire the confidence that you need to use speech fluency and get you message across. You will have pride and self-esteem that come with learning to stand up and express yourself with eloquence.

This textbook is divided into seven units that take you through the process of writing and delivering a speech. You will learn that giving a speech involves some other elements that just standing up and talking, that indeed that is the simplest part.

You will discover that this book guides you into the process of planning, analyzing, researching, writing, revising and rehearsing, and after the speaking even comes the feedback that is the most important part of your speech

because this permits the interaction between your audience and you. Also, it is valuable to evaluate yourself and keep gaining experience. Experience builds confidence, which is the key to effective speaking so do not hide when someone asks you or selects you to speak in public. That is your opportunity to gain experience. All the units have at the beginning of the lesson Unit Objectives that summarize the goal everyone in the class has to reach. Here is what the seven units of this textbook will teach you.

Unit I: Discovering Oratory first explores the History of Oratory and how people feel about public speaking. This part also discusses the importance of overcoming stage fright, and the basic elements that we have to face before entering this world: Needs of the Orator and Needs of the Audience.

Unit II: Visual Aids for Public Speaking helps you giving fundamentals of visual aids, tips on how to use them, and prepare visual aids to add attractive dimension to your speech.

Unit III: Planning your Speech gives you the clue of speech preparation and audience analysis. After you get the principles of Oratory and visual aids to help you emphasize your message, here comes the planning part that involves a great deal of creativity, research and organization.

Unit IV: Types of speeches gives you a quick tour on the general theory of types of speeches: speaking to inform, to persuade and to entertain. It also, provides you a clear definition of examples of kind of speeches.

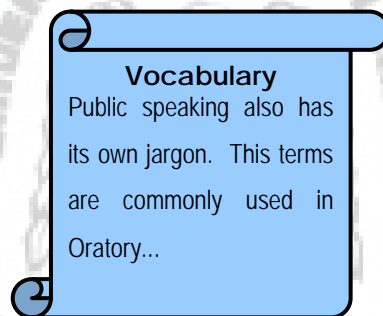
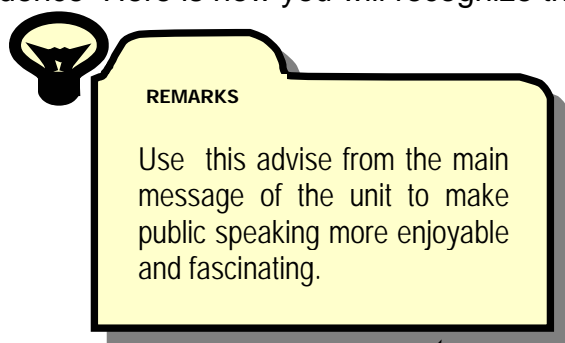
Unit V: Writing your Speech gets into the speech style as well as techniques to communicate your meaning clearly, in fact using your own style and suiting it to your audience, purpose and occasion. You will discover the

process of writing a speech from the beginning (the opening), through the middle (the body), and to the close (the conclusion). Besides you'll learn the importance of outlining and learn that it is not that terrible, instead it is a great help while organizing information.

.Unit VI: Create your Style describes how to test and use your body language, dressing code, voice and personal appearance to maximize your success

Unit VII: Communication & Protocol helps you to tailor the benefits of using protocol and etiquette to get people's satisfaction and appreciation in any occasion. Furthermore, it describes Protocol as the complement of a good public speaker.

Moreover, all the teaching and explanations, this textbook contains stick-it notes to make it even easier for you to learn how to speak in public with confidence Here is how you will recognize these features:



Each unit has at the end of the lessons a Class Performance part and at the end of the unit a Self-Assessment Test. Those activities that you have to develop are intended to put into practice all the acquired theory. Remember that the only way to gain experience is by practicing: that is why the most of this activities are directed to the practice of Oratory itself. The Self-Assessment Test purpose is to evaluate your own learning and to take responsibility of your improving and mastering of this skill.

Special thanks to all the people who have contributed with their advice and feedback in order to make this textbook an interactive textbook, but more than all to you -students who are the success of this textbook that was designed especially to meet your needs.

This textbook is your friendly hand that will guide you for the awesome world of Oratory and Protocol. Let's speak out!



