

**Public Speaking**  
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**Lecture: 33**  
**Speeches**

Good morning friends and welcome back to NPTEL online certification course on Public Speaking. My dear friends, in the previous lecture we talked about elocution and recitation followed by a lecture on debates. Now, all of you must realize that life is made up of both the small moments and big moments and both these moments are very important in the sense that at times you have to participate in a small group communication and on other occasions you have to take part in major or large occasions.

Now when we talk about small group communications we have already talked about debates, we have talked about conversations, we have talked about negotiations and. Now is the time that we talked about big moments and for that matter communication in bigger groups and that is why today we are going to start speeches. Now all of you might be thinking that till. Now some way or the other we have a referred to speech and now we are going to talk about speeches. So, where lies the difference.




So, in this lecture we shall be touching upon what actually are speeches because all of us at some point of the time or the other have to deliver speeches and the occasions can be various right from your college stage you might have been exposed to giving speeches. But then once you enter a professional world you will get numerous such occasions when you have to make speeches. Now when we simply talk about the word speech all of us have a general impression that speech is the faculty or power of speaking.

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## Speeches

- ❑ the faculty or power of speaking; oral communication; ability to express one's thoughts and emotions by speech sounds and gesture
- ❑ a form of communication in spoken language, made by a speaker before an audience for a given purpose
- ❑ The preliminary goal of any speech is to be understood and not simply to impress.
- ❑ It extends the motif of simple communication.
- ❑ It is audience-centric.

“Speak properly, and in as few words as you can, but always plainly; for the end of speech is not ostentation, but to be understood.” -William Penn

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It is actually a form of oral communication, it is the ability to express one's thoughts and emotions by speech sounds and gestures. So, speech is a form of communication in spoken language which is made by a speaker before an audience for a given purpose. But when we come to giving speeches, it actually changes its meaning in the sense that the preliminary goal of speech is actually to be understood by large audience.

And not only to be understood, because many of us often think that speech is a very common activity it is of course the performative art as we have been talking about but try to understand that speech does not mean simply to impress your audience through the jungle of your words. Now speech extends the motive of simple communication and it is audience centric. So, before we go to understand what are the requisites of speech.

How one should prepare for the speech, how there can be a different nuances for delivering different speeches, it is time that we took one quote by William Penn who said----“ Speak properly and in as few words as you can but always plainly.” I mean, simply for the end of speech is not ostentation but to be understood. So, imagine one gives a speech and one takes extra care to prepare one's speech.

And for that he has made a jungle of words, of flowery expressions and the audience members every now and then are trying their best to understand and they are not able to understand. That cannot be called a sort of good speech.

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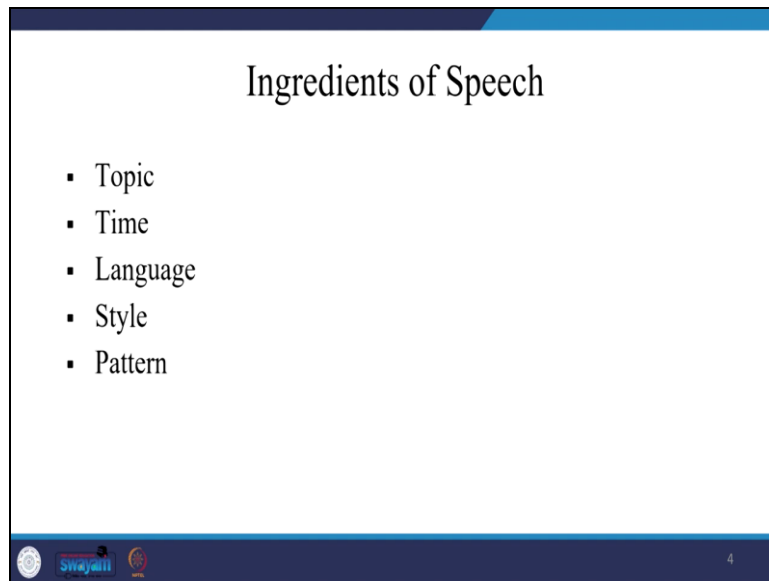
Difference Between Speech and Presentation	
Speech	Presentation
<ul style="list-style-type: none"> <li>● Speech is a talk or address.</li> <li>● It requires broad vision.</li> <li>● It is audience-centric and has a less rigid set-up.</li> <li>● It evokes emotional response.</li> </ul>	<ul style="list-style-type: none"> <li>● Presentation essentially requires visual aids.</li> <li>● Executed in professional domains.</li> <li>● It requires specific objective.</li> <li>● It is extremely detailed.</li> </ul>

As I mentioned earlier that we have talked about conversations, debates, group discussions. So, when we talk about speech naturally one another activity that comes to our mind is presentation. At times, many people confuse speech with presentation and vice versa. But there are certain differences between speech and presentations. So, here you can find on the one side, I have talked about the attributes of speech and on the other you can find the qualities of presentation.

There are several factors which are actually important or mandatory for speech as well as for presentation. Speech is actually a talk or address. Speech requires a broad vision. Speech is audience- centric and it has a less rigid set-up whereas in presentation, you will find that presentation most often becomes technical, it actually becomes very formal it is executed and practised in professional domains.

But when we come to speeches, they actually require emotional responses and that is why when we compare the language of both speech and presentation, we find that there is a sort of difference. A presentation which can be enacted in professional settings is extremely detailed and it requires specific objective. So, by now you might have understood the difference between speech and presentation.

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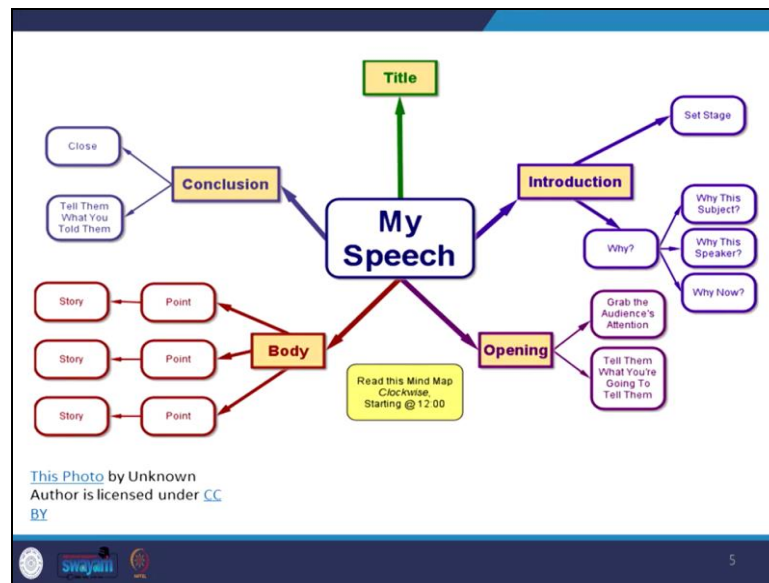
Now you might also be thinking about are the various components or ingredients of speech. One thing that is very important to note here is for any kind of speech or of course, for even for presentation also, the very first thing is topic. So, what topic one is going to speak on. I mean, one should ask oneself why and what and then time you will find that in most of the professional presentations you are allotted some amount of time.

In speech also you are given time but since the emotional factor is involved, on many occasions we have found that time actually does not become a constraint because the audience members are so involved of course language is different and we have been talking about the use of language in various situations and we shall also have a separate lecture on the use of language then comes the style and then also comes pattern.

Now imagine that you are going to deliver a speech as a school child or a college- going one, you might have at times found the opportunity to deliver a talk sometimes you get the topic of the talk much in advance and sometimes you get on the spot. But if you are going to give a speech, what should actually you think of how should you make yourself prepared for the speech. So, the very first thing is title---- the title of the speech what is the title of the speech? You are given a choice at times.

Of course, when it is professional presentations the host organization provides you the topic but when you have to deliver a speech on many occasions, you have the freedom unless and until the occasion so demands it. So, the very first thing is you actually have to tailor your speech you have first to think about the introduction.

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And in introduction you can talk about why, why this topic. The introduction has to relate to the topic, then when you think about introduction, you also need to ask yourself why this subject? Naturally, you might be an expert in that area and why you only why not other person, because some way or the other you have that much of experience and that much of expertise in that area. Now when you think of the introduction you are supposed to think about the opening.

In opening, in most of the cases the very first thing is how to grab the attention of the audience. We have already discussed that audience members are different, they are varied. They have different languages different cultures. So, as a speaker your main task is how to grab the attention of the audience and then tell them after you give the introduction you have to tell them what you are going to tell them is not it.

And then once you have talked about what you are going to tell them. Now comes the most important thing--- that is the body of your speech. This body of your speech actually talks about the story it actually talks about something depending upon the topic and then once you have covered the body or once you have structured it, then you are going to conclude but before concluding you are going to preview.

So, tell them when you are going to conclude-- how to conclude. You must tell them because we always say that there needs to be a sort of reinforcement, a sort of re-emphasis as to what you have told them. Tell them what you have told them and then you have to close your

speech. So, when you close your speech it should be in such a way that the audience members most often get an opportunity to remember the concluding lines.

When we have structured or when we are in the process of delivering this speech, actually we must not be oblivious to the fact that a speech is first written. So, a lot of homework has to be done. Now you know your audience members and on other occasions, you do not know your audience members, but when you are tailoring your speech, you need to follow a pattern. So, pattern is actually very important. Majority of the audience members actually want to see the sequence that the speaker has maintained in his speech.

Now, here you can find that how you can create a sort of pattern. These patterns may vary depending upon the topic. So, as a speaker your effective communication depends more upon the information but nonetheless the proper organization of your information. So, as a public speaker, one must organize one's thoughts and should keep in mind that when he is trying to create an outline because you are not going to read the entire speech with the help of the paper that you have in your hand.

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**Speech Organizational Patterns**

- ❑ Effective communication occurs not just through sharing of information but it also requires proper organization of the same.
- ❑ A public speaker must organize his whole speech into specific pattern of logic and cohesion.
- ❑ Listeners should be kept in mind whenever creating a speech outline and organizing it into a specific pattern.

The diagram illustrates various organizational patterns around a central 'Organization Pattern' node. The patterns shown are: Psychological, Chronological, Spatial, Biographical, Topical, Compare-Contrast, Cause-Effect, and Problem-Solution.

So, let there be a pattern. Based on the pattern, you can create an outline here; here you can find the patterns can be different---- it can be chronological, it can be spatial, it can be biographical, it can be topical, it can be compare- contrast. I mean depending upon the topic there are certain topics which will require a sort of chronological pattern, meaning thereby in a time sequence.

Sometimes, when you are going to talk about something where you need to mention or describe, naturally you will follow a spatial pattern which will talk about space and the location. Sometimes when you are going to talk about a person or people, actually you will follow a biographical pattern. Sometimes you are going to talk about an event, you will follow a topical pattern sometimes when you are going to talk about a problem.

Then perhaps you are going to talk about a problem solution method. Sometimes when you are going to touch upon some such abstract ideas you are going to follow a psychological pattern, my dear friend. Now you might also be curious to know how all these patterns have different attributes. So, before we come to prepare our speech, let us also try to understand that how a problem cause solution speech pattern works.

Now for every speech- maker what one should keep in mind is why he is going to give this speech. So, specific purpose must be told.

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**Problem-Cause-Solution Speech Pattern**

- As the title suggests, it includes three main categories for organizing the speech outline namely,
  - problem statement,
  - specific causes, and
  - prospective solutions.

Specific Purpose: To persuade local bodies to carry out afforestation drives		
Problem: Increased air-pollution and global warming.	Cause: Rapid urbanization and Deforestation.	Solution: Afforestation drives and awareness campaigns.

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So, when we talk about problem cause solution speech pattern the main categories of organization would be you will talk about the problem statement, then you will talk about the cause then we will talk about the prospective solutions. Imagine, that you are going to give a speech on unemployment. Now, you first will talk about the problem statement that the number of unemployed youths in your country is increasing day- by- day and then you will talk about what are the causes.

So, and after you have discussed the causes, analysed the causes then as a speaker you can also tell them what could be the solutions---- prospective solutions. Say for example, here I have taken one example of how one can start an afforestation drives. Nowadays, you know deforestation is on the move but then there can be some people who want to deliver a talk on a forest station. So, naturally they will first talk about the problem that how air pollution and global warming is increasing day- by- day.

And what are the causes the rapid urbanization and deforestation. And then you will talk about the solution and the solution is afforestation drives.

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**Causal Speech Pattern**

- It involves connecting two basic points;
  - cause
  - effect
- Relate a speech topic to make it seem more organized and coherent.

Specific Purpose: To persuade learners about the importance of public speaking	
Cause: Public Speaking posits itself a basic prerequisite to enter the professional world.	Effect: Public Speaking enables social connection and growth of an individual into a vocal leader

Now having said this, let us also talk about another pattern that is causal- speech pattern. Actually it is based on cause, it is actually woven on cause and effect methodology where you can relate the speech topic to make it appear or seem more organized and coherent. Say for example, if I am going to tell you about the importance of public speaking, I am delivering a talk on public speaking, naturally the cause will be--- “Public speaking posits itself as a basic prerequisite to enter the professional world.”

So, this is actually the cause and what will be the solution effect“Public speaking enables social connection and growth of an individual into a vocal leader.” Is not it. So, this is causal speech pattern.

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## Psychological Speech Pattern

- ❑ This pattern follows a chain sequence where one psychological event/function affects and leads to the other phenomenon
- ❑ It takes a logical approach towards the topic chosen.
- ❑ The sequential nature of this pattern makes it easier to follow and effective for persuasion.

Specific Purpose: To persuade employees about the importance of meditation in alleviating stress		
1. How meditation enhances brain function	2. How brain regulates stress related hormones	How to meditate effectively

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And then as I said that there can be another pattern which can be psychological speech pattern. So, it is it is actually created psychologically, say for example, somebody going to talk about meditation as a key factor in alleviating the pain and the stress. So, when he will talk about the problem he will actually introduce it in such a psychological manner as to, he will start how meditation enhances brain function.

Such a sort of psychological speech pattern takes a logical approach towards the selected topic and if you make it or if you orient it sequentially, you will find that it will be very easier for the audience members to follow and understand. So, once you have started once you have introduced that how meditation starts or enhances brain function then you come to how brain regulates stretch related hormones and finally you give the solution that meditation is the solution how to meditate effectively. So, this is psychological speech pattern.

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## Biographical Speech Pattern

- It is usually employed when the speech topic is about the life of a famous person, a friend or even the speaker themselves.
- Can be chronological or otherwise in sequencing of the events.
  - For eg. chronological order can be followed in case of a speech modelled upon the major periods - juvenile, youth and senile - of the person's life.
  - For a speech detailing the major accomplishments of the subject, one can follow the order of hierarchy of the accomplishments rather than their in-time sequence.

Specific Purpose: To inform students about the life of Anne Frank during World War II

Early life of Anne Frank before the hideout.	Life-writing through "The Diary of a Young Girl"	Posthumous fame and impact.
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Then comes biographical. At times, we talk about people, you might have found that during your school or college days you might have been asked to deliver a talk and other talks would be based on a very important person. Now in such cases what you need to do is--- you actually need to arrange it in a chronological manner, meaning thereby in a time sequence manner. In a manner where you can talk about one's early life one's youth once development one's achievement one's old age.

So, for such a speech when you are going to talk about biographically you are actually detailing the accomplishments of the person. You can also follow the order of hierarchy, of the accomplishments rather than their in-time sequence. This is called biographical speech pattern. Say and in such a case the specific purpose will be to inform listeners about the life of an important person.

Say for example, here, I have taken Any Frank----- the role of Any Frank during World War II. So, naturally we will talk about the early life, then we will talk about life writing, and then we will also talk about after death I mean posthumous fame and impact. So, this is a biographical speech pattern.

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### Categorical Speech Pattern

- ❑ The categorical or topical speech pattern is the most prevalent pattern for speech organization.
- ❑ The overall message of the speech is organized into smaller constituent topics or categories (chunks of information).
- ❑ These subsets need not follow any strict chronological order, but must be logically coherent with the original specific purpose of the speech.
- ❑ An example:
 

The main aim	To persuade audience to join yoga classes
Sub theme 1	The benefits of yoga for physical health
Sub theme 2	The importance of yoga for psychological harmony
Sub theme 3	The role of yoga in spiritual development

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Next is a categorical speech pattern where it will be very much topical, topical categorical or topical is actually the most prevalent pattern for speech organization and here you will find that it is divided into smaller constituents. Topic wise, there can be some subsets also it may be ordered in a sort of chunking that is you know you chunk every piece of information. And these subsets may not need to follow any strict chronological or time sequence order but must be coherent. I mean must be related in such a manner with a specific purpose. Say for example if you want to start a yoga drive, or if you are going to initiate yoga classes, and you want the youngsters to join that. So, the first you will talk about are the advantages of yoga for physical health. Then, another sub theme will be for psychological harmony I mean you can talk about how yoga helps in creating harmony wellness and all.

And then finally the third subset can be how yoga plays a very important role in spiritual enhancement, or spiritual development. Now again, we have one more a pattern that is compare- contrast speech pattern.

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### Compare/Contrast Speech Pattern



- ❑ A basic organizational speech pattern which is built upon drawing comparison between the two main points.
- ❑ Suitable for a speech which entails discussion on a comparison of two or more branches of the primary topic.

Specific Purpose - To inform about two new similar softwares

1. Describe applications of software A

2. Describe applications of Software B

3. Compare and contrast the pros and cons of both the softwares

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In this sort of pattern, I mean you actually start comparing----- a pattern which is built upon drawing comparison between two main points. So, this sort of speech entails a discussion where comparison is the main part. Say for example in such a way, suppose you are going to talk about two newly developed softwares. So, naturally you have to tell them where are the differences.

So, first you will talk about the advantages of one software, then we will talk about or describe the advantages of the other and then you will make a sort of comparative analysis. so that the audience members get to know because we have already talked about in the beginning that the main aim of a speech is to be understood and not to impress the audience members. So, if you do it in a better manner I think audience members will find it easier to understand and then spatial speech pattern.

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## Spatial Speech Pattern

- ❑ The spatial speech pattern is used to organize a speech in which the constituent parts can exist independently of each other.
- ❑ Where the principal aim is to demonstrate the individual distinct geographical locations or the different spatial order of the components.
- ❑ For example, the organizational pattern of a speech on respiratory process is determined by the spatial location of the involved body

Specific Purpose

To explain the function of human respiratory system

Sub Theme 1

Locate and describe the nasal passage

Sub Theme 2

Locate and describe the windpipe

Sub Theme 3

Locate and describe the lungs

Sub Theme 4

Create a spatial speech order to discuss the respiratory process

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Now spatial speech pattern--- actually this is very independent fine it works independently of each other but then what is of prime importance here is geographical location. I mean, space. Different spatial orders can be there of any component or of any object. For example, the organizational pattern of a speech on if the title is respiratory process how you know breathing process during yoga or something else.

So, naturally your specific purpose will be to explain the importance of the significance of human respiratory system, then sub theme will be to locate and describe the natural passage naturally here we come to location. And then another sub theme will be to describe the wind pipe the larynx, the pharynx . I mean actually you will be talking about all these things. And then again there can be another sub theme where you will talk about the lungs.

And the fourth sub theme you will create a spatial speech order to discuss how respiratory process takes place. If you do like this, don't you think that audience members will have a lot of advantage and they will be curious enough to know what the speaker is going to say.

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## Chronological Speech Pattern

- ❑ The speeches which deal with topics following a chronological timeline are best organized in the chronological speech pattern.
- ❑ The subtopics of the speech are arranged in a sequential order as per their temporal/historical occurrence.

**Purpose of Speech:**

To inform the audience about Wordsworth's writings in relation to the French Revolution

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We can also spend a little bit of time on chronological speech pattern, though we have said but then in chronological speech patterns, what can be the sub topics that you might be thinking when we are talking about are the timeline when you are organizing it. So, what we will do? Suppose, we are talking about a famous romantic poet, fine and his contribution during the French Revolution.

Say for that matter, if we take William Wordsworth. So, naturally----- initially we will begin the content and the style of Wordsworth's poetry. Then we will talk about his temperament in his literary corpus and then also in the stages of French revolution. And then finally, we will analyze the literary content and style of writings in the later period of the French revolution. Meaning thereby, we will try to relate how in Wordsworth's poetry there was actually an influence and impact of French revolution.

What is the specific objective? The specific objective here is to inform the audience about Wordsworth's writing with respect to the French revolution. Now, when you talk about the pattern and the order, we must also know why we follow this because of some purpose and the purpose is if it is chronological order the purpose will be to explain the history. The purpose will be to tell the story of an experience or to explain how to do something.

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ORDER	PURPOSE
Chronological Order	To explain the history of an event or a topic
	To tell a story or relate an experience
	To explain how to do or make something
	To explain the steps in a process
Spatial Order	To help readers visualize something as you want them to see it
	To create a main impression using the senses (sight, touch, taste, smell, and sound)
Order of Importance	To persuade or convince
	To rank items by their importance, benefit, or significance

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And then to explain the steps in a process, if it is a spatial, my dear friend. So, we will actually create in the audience a desire to visualize something as you want as a speaker to see them and we will also make use of Non-verbals. We have already talked about Non-verbals. So, while you are describing an object, naturally your hands, your fingers will be in a sort of sync. So, to create a main impression using these senses say for example sight touch smell.

I mean we have talked about the non-verbals, and then how to create an order of importance. Since you are mature enough you will know how to prioritize them by their importance by their significance by their advantages.

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### Preparation-the best antidote

- Prepare adequate material
- Avoid packing too much information
- Combine familiar with unfamiliar
- Follow a coherent pattern
- Use the Gestalt psychologists' framework
- Make your speech memorable through keywords, repetitions and reinforcement.

Max Wertheimer's five laws:

- ✓ Similarity
- ✓ Proximity
- ✓ Closure
- ✓ Good continuation
- ✓ Membership character

Now having discussed the patterns of speech, now you might be thinking that once you know the pattern, how are you going to act. My dear friends, your speech is written now and you

might be bubbling with joy. When you can get the time to deliver your speech but remember before you do that let me warn you or tell you or advise you that nothing is the best way like preparation for a speech. And that is why it is said that preparation is the best antidote, my dear friend. What should you do as a speaker, because much of the homework you do before you give the speech. So, let us always prepare more material than require because you never know how much time you are going to engage the audience with. And another thing that is of prime importance is let us not be very fussy about packing everything and anything.

Because on many occasions you will find that audience members have a prior information on certain topics. So, if you can mix the familiar with the unfamiliar, then perhaps the talk will become very interesting and then coherence as I have said coherence is very important, fine. One of the authors and critics on speaking effectively says that it is better if one can use the gestalt psychologist framework, where one of the major gestalt theorists, namely Max Wertheimer provides five laws. What are these five laws---- similarity, proximity, closure good continuation, and membership character. I mean, you will find that if you are going to deliver a speech and when you follow a pattern of comparative analysis, naturally you'll show the similarity and then that is similarity, if you're trying to say something and you are trying to make your canvas broad on a particular topic you will show proximity.

Suppose are the trees which are in a proper order, the cars which have been kept in a proper sequence. And then, finally when you have done all this, then perhaps you can because as a speaker you want to win the crowd which I have been already saying. My dear friends, let your speech end on such a note that your speech becomes memorable. How to make your speech memorable, you know, audience members cannot remember everything, that is why if you have made efficient and effective use of language in your speech by providing certain keywords or by highlighting certain keywords with the help of repetitions keywords and reinforcement, then naturally many of the audience members will have something to take away and they will remember some very significant lines that you mentioned in your speech.

So, make your speech as memorable as possible. Now, you might be thinking that when you have already made all these preparations how to begin your speech well begun is half done. It is a very famous saying.

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## Speech: Powerful Beginnings

- The first five minutes of your speech assume a fundamental significance in creating an impression which rivets the audience to listen to your talk, or tunes them out.
- Powerful opening of the speech must cater to the following four checkpoints:
  - Capture the audience's attention
  - Establish your *ethos*
  - Reveal the topic of your talk in an engaging manner
  - Preview the main points of the content speech

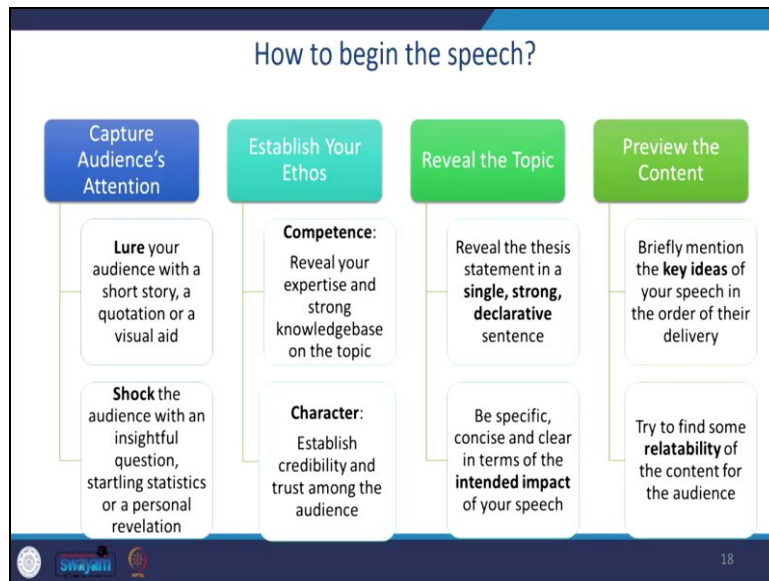
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So, when you are going to introduce, I mean, when you are going to begin your speech fine, assume a fundamental significance. In creating such an impression that the audience listened to your talk we have already said captivate your crowd in the beginning. How to captivate your crowd in the beginning----- maybe by some catchy phrase, maybe by some anecdote, maybe buy some story maybe by asking some question.

Actually, as a speaker you have to establish your ethos, my dear friend. Having done that you once you have made a rapport as we have discussed in some of the lectures then is the time that you revealed your topic of the top because initially you are trying to captivate them you are trying to make them curious. Now you are going to reveal the topic and in a very engaging manner and then when you have discussed everything.

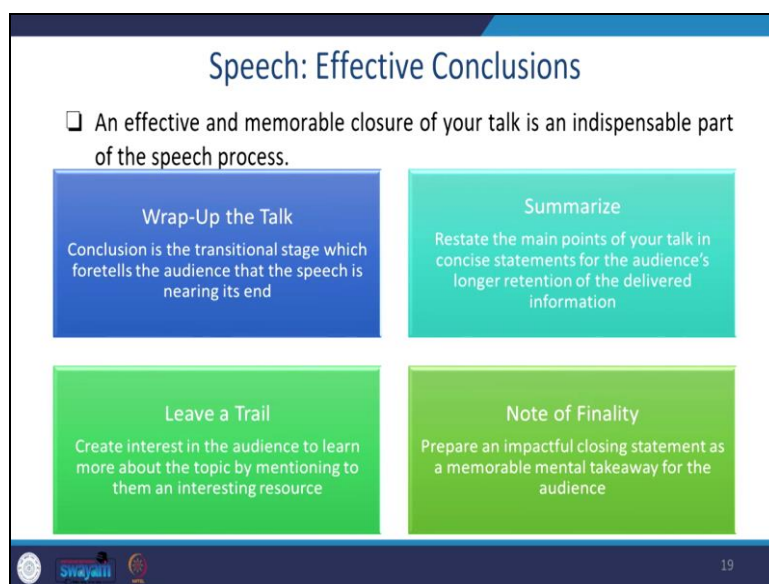
Now preview, now make use of repetitions, say--- we have today discussed are the important stages of Wordsworth's life as a romantic poet and how French revolution had an impact on Wordsworth's mind on Wordsworth's psyche. And then you can come to close. So, how to begin the speech here are certain ways you can read at your leisure and pleasure.

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So, in the very first instance you will capture the attention of the audience by luring the audience with a short story, I mean an anecdote. As I said, sometimes you can shock them by asking a question and then establish your ethos, tell them about your competence, I mean you cannot tell them in a telling manner but the way you speak they should have an impression that you know your subject well. Establish credibility which we have been saying and then reveal the topic by a single strong declarative sentence. And then, you also should try to create a sort of impact intended impact in your speech. Once you have done all this please preview and try to find some relevance, relatability of the content for your audience.

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Now, as I said, one must begin well but one must also end well how to wind up the talk, that is often a problem. Many people often think that if they can speak longer they will be remembered longer. No, short events are remembered more. If you can impress your crowd

and captivate their minds and play upon with your words of wisdom and provide the keywords, then perhaps they will remember so many things of your speech. So, when you are going to conclude or when you are going to end your talk, I mean, wrapping up, winding it up. So, let there be a memorable closure of your talk which is an indispensable part of the speech process. How to do that? When you conclude come to the traditional stage which actually can tell the audience that the speech is nearing ends. We will discuss in detail how with the help of the connectives and we will be providing certain stations, certain signal points so that these audience members may know that the speech is coming to an end. Summarize, my dear friend, preview and then when you come to end your talk, leave a trail, create interest in the audience to learn more about the topic by referring to it. I mean, if I am talking about Wordsworth, naturally I will say my dear friends, those who are interested in virtuous poetry can, of course, read majority of his poems, which are in the form of a collection, isn't it?

If one can go through "The Prelude" some of the parts of the prelude they can find another in entertainment and enrichment about Wordsworth's poetic corpus. And then finally when you are going to conclude let there be a note of finality. Prepare an impactful closing statement as a memorable mental take-away for your audience. So, if you have followed all these patterns and if you have taken care of how to begin and how to end your talk in and between whatever content or material you have packed, my dear friend--- that actually is going to provide a sort of satisfaction a sort of pleasure to the audience members. So, having said that let me come to wind up this talk by a famous quote of Publius Syrus, a Latin writer, who was best known for his aphorisms and this Publius Syrus was a contemporary of Cicero we have already talked about Cicero. Now let us see what Publius Syrus says:

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*“Speech is the mirror of the soul;  
As a man speaks, so is he.”  
- Publilius Syrus*

**Thank You**



“Speech is the mirror of the soul as a man speaks, so is he.” So, as a public speaker, the way you speak. So, you are because by speaking you reveal your own personality and I do hope that with the sort of lectures you are being provided with, you are going to get converted into an effective speaker, much sought after much remembered for his words of wisdom. With these words let me end this talk. I wish you all a good day. Thank you very much.