

# STUDENTS' HANDOUT

## Speech Preparation

### Lesson 3

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#### **Lesson Objectives:**

<p><i>Cognitive:</i> — Identify various speech elements — Decide on effective diction and structuring</p> <p><i>Affective:</i> — Discuss the effects of clarity and purpose in delivering speeches</p>
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#### **Activity1:**

Look at the ‘attention grabbers’ given below and categorize them under the three techniques we discussed.

- Did you know that Japanese companies spend four times more on entertaining clients in a year than the entire GDP of Bulgaria? 40 billion dollars to be precise. You know, that's twice Columbia's total foreign debt. You could buy General Motors for the same money.
- Suppose your advertising budget was cut by 99% tomorrow. How would you go about promoting your product?
- According to the latest study, by 2050 only one in every four people in Western f l Europe will be going to work. And two will be old age pensioners.
- You know, R&D is 90% luck. When I think about creativity, I'm reminded of the man who invented the microwave oven. He spent years messing around with radar transmitters, then noticed the chocolate in his pocket was starting to melt!
- Statistics show that in the last ten years more people have legally emigrated to the United States than to the rest of the world put together — about half a million of them a year, in fact. Now, over ten years, that's roughly equivalent to the population of Greece.

- Have you ever wondered why it is that Americans are easier to sell to than p Europeans? And why nine out of ten sales gurus are American? Well, if I could show you what stops Europeans buying, would you be interested?
- I read somewhere the other day that the world's highest paid executive works for Disney and gets \$ 230 million a year. Now that's about \$2000 a minute! That means he's currently making more money than Volkswagon.
- How many people here this morning hate going to meetings? Just about everybody, right? Well, imagine a company where there were never any meetings and everything ran smoothly. Do you think that's possible?
- Have you ever been in a situation where you've had to negotiate with the Japanese? I remember when I was working in Nagoya and everybody had told me the Japanese don't like saying 'no'. So in meeting I just kept saying 'yeah' to everything. And they hated it. It turned out 'yeah' sounds like 'no' in Japanese!

### PROBLEM TECHNIQUE

- Suppose .....  
How would you.....?
- Have you ever wondered why it is that .....  
.....? You have?  
Well, if I could show you .....  
..... would you be interested?
- How many people here this morning/afternoon/evening.....?  
.....?  
Well, imagine .....  
.....Do you think that's possible?

### AMAZING FACTS TECHNIQUE

- Did you know that .....?
- According to the latest study, .....
- Statistics show that .....
- I read somewhere the other day that .....

### STORY/ANECDOTE TECHNIQUE

- You know.....  
When I think about .....  
I'm reminded of .....
- Have you ever been in the situation where.....  
I remember when .....  
It turned out .....

#### Activity 2:

- From the disaster to the movie, the sinking of the Titanic remains one of the most famous tragedies in history. ....
- Second, I will discuss the sinking of the ship. ....

- The sinking of the Titanic was one of the largest non-war related disasters in history, and it is important to be knowledgeable about the past. ....
- Finally, I will discuss the movie that was made about the Titanic. ....
- An American writer named Morgan Robertson once wrote a book called *The Wreck of the Titan*. The book was about an “unsinkable” ship called the Titan that set sail from England to New York with many rich and famous passengers on board. On its journey, the Titan hit an iceberg in the North Atlantic and sank. Many lives were lost because there were not enough lifeboats. So, what is so strange about this? Well, *The Wreck of the Titan* was written 14 years before the Titanic sank. ....
- I have read and studied my collection of books about the Titanic many times, and have done research on the Internet. ....
- First, I will discuss the Titanic itself. ....
- I have been fascinated by the history of the Titanic for as long as I can remember. ....

### Activity 3:

Some of the secondary details have been removed from the speech template under the main idea

3. Look at the points given below and insert them into the correct place in the speech template.

- a. Cameron assembled an expedition to dive to the wreck on the ocean floor to film footage that was later used in the opening scenes of the movie.**
- b. *Titanic* was nominated for a record eight Golden Globe Awards only a few weeks after its release, and won four.**
- c. Cameron conducted six months of research to compile a highly detailed time line so that the film would be realistic.**
- d. Kramer (1998) reported that *Titanic* made approximately 600 million dollars in the United States, making it the #1 movie of all time.**
- e. Cameron spent more time on the Titanic than the ships' original passengers because he made 12 trips to the wreck site that lasted between ten and twelve hours each.**