

Public Speaking Lecture Notes

Weeks 10 & 12 & 13

Chapter 25

The Persuasive Speech

- Persuasive speaking is a type of public speaking you will practice frequently throughout your professional and personal life. To persuade is to influence, advocate, or ask others to accept your views
- Persuasive speaking skills are indisputable, especially if you want to make your voice count during public conversations about issues that are important to you. Knowledge of persuasive speaking not only helps you critically assess the persuasive message of others but also contributes to the betterment of society and the world.
- Thomas Jefferson said "In a Republican nation, whose citizens are to be led by reason and persuasion and not by force, the art of reasoning becomes of the first importance."

What is a Persuasive Speech

- Derived from the Greek verb meaning "to believe", persuasion is the process of influencing attitudes, beliefs, values and behavior.
 - Persuasive speaking is a form of speech that is *intended* to influence the attitudes, beliefs, values and actions of others.
- ❖ Persuasive Speeches Attempt to Influence Audience Choices
- Persuasive speeches also serve to increase understanding and awareness
 - They present the audience with new information, new insights and new ways of thinking about an issue.

- Rather than only seeking to increase understanding and awareness, the explicit goal of the persuasive speech is to influence audience choice
- ❖ Persuasive Speech limits Alternatives
 - It is the objective of the persuasive speaker to limit the audience's alternatives to the side the speaker represents.
 - This is done not by ignoring the unfavorable alternatives altogether but by contrasting them with the favorable alternative and showing it to be of greater value or usefulness to the audience than other alternatives
- ❖ Persuasive Speeches Seek a Response
 - The persuasive speaker asks listener – sometimes explicitly and sometimes implicitly – to make a choice.
 - The audience's choice will be limited; that is listeners will understand that the alternatives presented by the speaker is the “right” choice
- ❖ Ethically Speaking
 - Persuasive Speeches Respect Audience Choices
 - Even though persuasive speeches present audiences with a choice, the ethical persuasive speaker recognizes that the choice is ultimately the audience members' to make – and he or she respects their right to do so.

The Process of Persuasion

- Getting people to change their minds even a little, is challenging and requires considerable skill, therefore audience analysis is extremely important
- An audience can be immediately “stirred” with relative ease. However, producing lasting impact on listeners' attitudes, beliefs, and behaviors is a more difficult matter
- You can increase your odds of achieving your persuasive speech goal if you do the following:
 - Make your message personally relevant to the audience

- Clearly demonstrate how any change you propose will benefit the audience
- Establish your credibility
- Set modest goals
- Target issues that audience members feel strongly about
- Demonstrate how an attitude or a behavior might keep listeners from feeling satisfied and competent
- Expect to be more successful when addressing an audience whose position differs only slightly from your own
- Try to convince your listeners that by taking the action you propose they will be rewarded in some way
- Both classical and contemporary perspectives recognize that successful persuasion requires a balance of reason and emotion, and that audience members must be well-disposed toward the speaker

Classical Persuasive Appeals: Using Proofs

- Aristotle explained that persuasion could be brought about by the speaker's use of three types of persuasive appeals or forms of rhetorical proofs
 - The nature of the message
 - The nature of the audience's feelings
 - The qualifications and personality of the speaker
- You can build an effective persuasive speech with any one or a combination of these proofs (termed logos, pathos and ethos)
- The best speeches generally make use of all three proofs
- ❖ **Logos: Proof by Reason**
 - **Logos refers to a persuasive appeal directed at the audience's reasoning**
 - The reason is to draw a conclusion based on evidence.

- When an audience needs to make an important decision or reach a conclusion regarding a complicated issue, appeals to reason and logic are necessary
- The syllogism
 - A three part argument consisting of a general case, a specific case and a conclusion
 - General case: All men are mortal
 - Specific case: Socrates is a man
 - Conclusion: Therefore Socrates is mortal
 - Syllogisms are a form of deductive reasoning – reasoning from a general condition to a specific instance.
 - A well developed syllogism will lead listeners to a clear understanding of an issue
 - One that is poorly thought through will lead to unfounded conclusions
 - An Effectively developed syllogism:
 - Regular exercise enhances your ability to study productively
 - Swimming is good exercise
 - Swimming regularly will enhance your ability to study productively
 - A poorly developed syllogism:
 - Rosslyn gets all A's even though she never attends class
 - Rosslyn is on the college softball team
 - All college athletes get all A's even though they never attend class
 - Appeals to reason using syllogism in a persuasive speech requires accurate knowledge of the information that forms your general and specific cases.
- The Enthymeme
 - A syllogism presented as a probability rather than an absolute
 - It states either a general case or a specific case but not both
 - The case not stated is implied and serves as a mental tool for connecting the speaker and the audience
 - General case to conclusion:
 - ◆ Regular exercise enhances your ability to study productively, so swimming regularly should enhance your studying
 - Implied is that swimming is a good form of exercise
 - The use of should makes the conclusion tentative

- ◆ Since most arguments are not based on certainty, you would want to offer a probable conclusion
- The key for both syllogism and enthymeme is that your premise – your general case and specific instance - be acceptable according to sound logic
- An argument using inductive reasoning moves from specific cases to a general conclusion supported by those cases
 - The speaker offers evidence that points to a conclusion that appears to be, but is not necessarily, true
 - Arguments based on inductive reasoning can be strong or weak
 - ◆ Listeners may decide that the claim is probably true, largely untrue or somewhere in between

❖ **Pathos: Proof by Emotion**

- Another means of persuasion is called Pathos. This is appealing to listener's emotions
- It requires creating a certain disposition in the audience
- Successful public speakers identify and appeal to four sets of emotions:
 - Anger – Meekness
 - Love – Hatred
 - Fear – Boldness
 - Shame – Shamelessness
- You evoke these emotions by using vivid descriptions and emotionally charged words
- CAUTION: Relying solely on naked emotion to persuade will fail most of the time
 - Emotion gets the audience's attention and stimulates a desire to act on the emotion
 - Reason is then presented as a justification for the action
- Appealing to an audience's emotions on the basis of sound reasoning ensures that your speech is ethical

❖ **Ethos: Proof through Speaker Character**

- The nature of a speaker's character, and personality plays an important role in how well the audience listens to and accepts the message
- If audience members have little or no regard for the speaker they will not respond positively to his/her persuasive appeals

- Elements of an ethos appeal:
 - Is the person competent – their knowledge of and experience with the subject matter
 - Moral character – the speaker’s straightforwardness and honest presentation
 - Goodwill – interest in and concern for the welfare of the audience

Contemporary Persuasive Appeals: Needs and Motivations

- Contemporary theories, suggest that for persuasion to succeed, the message must effectively target the following:
 - Audience member’s needs
 - Underlying motivations for feeling and acting as they do
 - Audience’s likely approach to mentally processing the persuasive message
- ❖ **Persuading Listeners by Appealing to their Needs**
 - Appealing to audience needs is one of the strategies most commonly used to motivate people
 - Point to some need they want to fulfilled and then give them a way to fulfill it.
 - Maslow’s hierarchy of needs
 - Physiological needs
 - Safety needs
 - Social needs
 - Self-esteem needs
 - Self-actualization needs
- ❖ **Persuading Listeners by Appealing to the Reasons for Their Behavior**
 - Expectancy Outcome Values Theory – Everyone consciously evaluates the potential costs and benefits (or “value”) associated with taking a particular action.
 - We consider our attitudes about the behavior in question as well as what other people who are important to us might think about the behavior
 - We develop expectations about what will happen if we do not take a certain action

- These expected outcomes become our rationale for acting a certain way
 - When you want to persuade listeners to change their behavior, you should try to identify these expected outcomes and use them to appeal to your audience
- Putting the theory into practice, you will need seek out the following things:
 - Listeners attitudes about the behavior you are proposing they change
 - Their feelings about the consequences associated with that behavior
 - Determine what audience members believe other significant people in their lives think about the behavior in question, and the audience member's willingness to comply with those beliefs
- ❖ **Persuading Listeners by Focusing on What's Most Relevant to Them**
 - Elaboration Likelihood Model
 - There are two ways to process messages: (supplemental to the text)
 - Central Route – Listeners seriously consider (elaborate) the message
 - Four things to be aware of for this route of processing to be successful:
 - ◆ Motivation – they need to care about the subject being discussed
 - ◆ Ability – they need to be able to understand the message and be able to elaborate upon it (of the four this is the most important)
 - ◆ Prior Attitude – “Yeah but” – The listener already has an understanding and position on the subject and responds to your points with a “yeah but” response. In other words they will find a contrary response to your points – this is not desirable
 - ◆ Strength of argument – if the listener can navigate through these three then it will come down to the strength of your argument
 - Peripheral Route – listeners use issue irrelevant cues to determine if they will comply with the proposal or request of the speaker.
 - Cues people will use include, but not limited to:
 - ◆ Likability
 - ◆ Authority/expertise
 - ◆ Scarcity

- ◆ Reciprocity
- ◆ Commitment/consistency
- ◆ Consensus

❖ Persuading Listeners Through Speaker Credibility

- Modern behavioral science has identified four other speaker based factors that affect the outcome of persuasive messages
 - Expertise
 - Trustworthiness
 - Speaker similarity
 - Physical attractiveness
- Expertise is effective when:
 - The audience members are relatively unmotivated or unable to fully grasp the message (peripheral route)
 - The audience is well informed about the message and perceive the speaker as someone who has expertise (central route)
 - NOTE: "Expert" doesn't mean you're a world authority
- Trustworthiness
 - If there is one characteristic that is more important than the others in establishing credibility, it would be trustworthiness
- Speaker Similarity
 - Involves listener's perceptions of how similar the speaker is to themselves in terms of attitude and moral character.
 - Generally, audience members are more likely to respond favorably to a speaker whom they perceive as being a lot like them.
 - Appearance
 - Age
 - Demographic
 - Education
 - Place of Origin
 - Vacation Locations
 - Hobbies
 - Sport Team Affiliation
 - Many Many More
- Attractiveness
 - Attractive people are seen as being more

- Competent
- In control
- Well organized
- Confident
- Likable
- Our tendency is to respond to attractive speakers because we want to be like them or be associated with them

Chapter 26

Developing Arguments for the Persuasive Speech

- The persuasive power of any speech is based on the argument within it. Arguments are comprised of three elements: claims, evidence, and reasoning (formally called warrants)
- An argument uses sound reasoning to link claims to evidence
 - Reasoning is “the process of proving inferences or conclusions from evidence”
 - When you reason through a speech, you demonstrate to audience members why they should accept your arguments

What Is an Argument

- An argument is a stated position, with support for or against an idea or issue
 - We use arguments to present one alternative as superior to other alternatives
- The core elements of an argument consist of the following:
 - Claim – States the speaker’s conclusion about some state of affairs
 - Evidence – Substantiates the claim
 - Reasoning (Warrant) – Provides reasons that the evidence is valid or supports the claim

❖ **Stating a Claim**

- A claim declares a state of affairs and answers the question “What are you trying to prove?”

❖ **Providing Evidence**

- Every key claim made in a speech must be supported with evidence or supporting material
 - You might provide statistics
 - You might provide testimony from individuals
 - You might provide expert or scholarly research
- The goal in using evidence is to make the claim more acceptable, or believable to the audience

❖ **Warrants: Justifying the Link Between the Claim and Evidence**

- A warrant is a line of reasoning
- The warrant is the logical bridge between the claim and evidence
- Warrants help support a claim and substantiate in the audience’s mind the link between the claim and evidence
- For a warrant to be successful, the connection between the claim and the evidence must be made clear and justified in the minds of the listeners

Types of Claims, Evidence, and Warrants

- You can choose among different types of claims, evidence and warrants to make an argument

❖ **Claims Used in Persuasive Speeches: Facts, Value and Policy**

- Claims of Fact focus on whether something is or is not true or whether something will or will not happen
- Claims of Value address issues of judgment
 - They try to show that something is right or wrong, good or bad, worthy or unworthy
 - They require evidence
 - Evidence in support of a claim if value tends to be more subjective than factual

- Claims of Policy recommend that a specific course of action be taken or approved
- To build a strong case for a claim of policy you must provide:
 - A need or problem
 - A solution
 - Evidence of the solution's feasibility
- By nature claims of policy involve claims of fact and often claims of value as well
 - The fact and the value claims become essentially, pieces of evidence in support of the policy claim
 - Fact statements provide objective evidence
 - Value statements offer a more subjective justification

❖ **Using Evidence to Support Your Claims**

- Every key claim must be supported with convincing evidence
- In addition to examples, narratives, testimony, facts and statistics, other kinds of evidence exist that can be used to persuade an audience
- Audience Knowledge and Opinions
 - Research suggests that what your listeners already know or think about your topic determines their acceptance or rejection of your claims
 - Audience, preexisting knowledge and opinions on the topic can often be the most persuasive
 - Nothing is more persuasive to listeners than a reaffirmation of their own attitudes, beliefs, and values
- Speaker's Expertise
 - You may be able to use your own speaker expertise, knowledge or opinions as evidence
 - This only works if the audience believes you have the authority or credibility to speak on the matter
- External Evidence
 - Most common form of evidence is external evidence
 - External evidence consists of:
 - Testimony, facts and statistics drawn from outside sources
 - Most powerful when it imparts new information

❖ **Types of Warrants Used to Link Claims and Evidence**

- Speakers use different types of warrants or lines of reasoning linking claims and evidence
- Motivational Warrants: Appeals to emotion
 - Use the needs, desires, emotions and values of audience members as the basis for accepting some evidence as support for a claim
 - More often than not motivational warrants are implied rather than explicit
 - Other needs and values that can operate as motivational warrants include:
 - Career success
 - Physical attractiveness
 - Financial security
 - Happy families
- Authoritative Warrants: Appeals to Credibility
 - Rely on an audience's belief about the credibility or acceptability of a source of evidence
 - The success of authoritative warrants rests on how highly the audience regards the authority figure
 - If listeners hold the person in high esteem, they are more likely to find the evidence and claims acceptable
- Substantive Warrants: Appeals to Reasoning
 - Operate on the basis of the audience's belief about the reliability of factual evidence.
 - There are several types of substantive warrants. The three most common are:
 - Warrants by Cause
 - ◆ Offer a cause and effect relationship as proof of the claim
 - ◆ When using this type of warrant it is essential to make relevant and accurate assertions about cause and effect
 - Warrants by Sign
 - ◆ Imply that such a close relationship exist between two variables that the presence or absence of one may be taken as an indication of the presence or absence of the other.
 - Smoke is a sign of fire
 - Coughing and sneezing are signs of a cold

- Warrants by Analogy
 - ◆ Compare two similar cases and imply that what is true in one case is true in another
 - ◆ The assumption is that the characteristics of Case A and Case B are similar if not the same, and that what is true for B must also be true for A
- ❖ **Addressing the Other Side of the Argument**
 - Inoculation Effect
 - By anticipating counterarguments and then addressing or rebutting them you can “inoculate” your listeners against the “virus” of these other viewpoints
 - If listeners are aware of counterclaims and you ignore them you risk a loss of credibility

Fallacies in Reasoning

- Fallacies of reasoning are either a false or erroneous statements or an invalid or deceptive line of reasoning
- ❖ **Begging the Question**
 - A fallacy in which an argument is stated in such a way that it cannot help but be true, even though no evidence has been presented
- ❖ **Bandwagon**
 - Pose an argument using (sometime unsubstantiated) general opinions as their basis of proof.
 - “Everyone on campus is voting for her so you should too.”
- ❖ **Either –Or Fallacy**
 - Poses an argument stated in terms of only two alternatives, even though there may be others.
 - “You either support gay marriage or you’re a homophobe”
- ❖ **Ad Hominem Argument**
 - Targets the person instead of the issue
 - A bad person indicates a bad position or belief or vice versa
 - “I’m a better candidate than X because unlike X, I work for a living.”
- ❖ **Red Herring**

- When an irrelevant topic is introduced to an argument to divert the attention of listeners or readers from the original issue
 - "We admit that this measure is popular. But we also urge you to note that there are so many bond issues on this ballot that the whole thing is getting ridiculous."
- ❖ **Hasty Generalization**
 - Uses an isolated instance to make an unwarranted general conclusion
 - Making assumptions about a whole group or range of cases based on a sample that is inadequate
 - "Hitler was a deplorable person, therefore Germans should never be trusted"
- ❖ **Non Sequitur**
 - Latin for "it does not follow"
 - An argument in which its conclusion does not follow from its premises
 - Conclusions can be either true or false, but the argument is fallacious because there is a disconnect between the premise and the conclusion
 - "If you do not buy this type of pet food, you are neglecting your dog." (Premise and conclusion are unrelated; this is also an example of an appeal to emotion.)
- ❖ **Slippery Slope**
 - If A happens then B will happen which will lead to C happening. Therefore don't let A happen
- ❖ **Appeal to Tradition**
 - The fallacy occurs when it is assumed that something is better or correct simply because it is older, traditional, or "always has been done this way."

Chapter 27

Organizing the Persuasive Speech

Factors to Consider When Choosing an Organizational Pattern

Three factors are critical to consider when selecting an organizational pattern; (1) the nature of your arguments and evidence, (2) the audience's attitudes

toward the topic, and (3) the response you want to elicit from audience members.

❖ **Do the Arguments and Evidence Suggest a Specific Pattern?**

- Claims of policy – address an “ought condition” and use the word “should”.
 - Fits naturally into problem-solution pattern
- Claim of value – address issues of judgment
 - Comparative advantage pattern of arrangement
 - Arranges main points to demonstrate a series of advantages associated with claim versus alternative position or positions.
- Claim of fact – address whether something is or is not true or will or will not happen.
 - Ways to arrange speech points for this claim is using the cause-effect pattern of organization, a problem-solution pattern or problem-cause-solution pattern.

❖ **What is the Disposition of the Audience?**

- Another factor to consider is where your target audience stands in relation to your topic
- See table below for types of audiences and strategies

Audience	Strategies
Hostile audience or one that strongly disagrees.	<ul style="list-style-type: none"> • Stress areas of agreement. • Address opposing views. • Don't expect major change in attitudes. • Wait until the end before asking audience to act, if at all. • Reason inductively, start with evidence, leaving conclusion until last ("tuition should be raised") • Consider the <i>refutation</i> pattern (see p. 387).
Critical and conflicted audience.	<ul style="list-style-type: none"> • Present strong arguments and audience evidence. • Address opposing views, perhaps by using the refutation pattern.
Sympathetic audience	<ul style="list-style-type: none"> • Use motivational stories and emotional appeals to reinforce positive attitudes. • Stress your commonality with listeners. Clearly tell audience what you want them to think or do. • Consider the <i>narrative</i> (storytelling) pattern.
Uninformed, less-educated, or apathetic audience.	<ul style="list-style-type: none"> • Focus on capturing their attention. • Stress personal credibility and "likability" • Stress the topic's relevance to listeners.

❖ What Response Do You Seek

- How you want your audience to react to your message. What is the type and degree of change you seek?

Problem-Solution Pattern Arrangement

- Commonly used design for persuasive speeches, problem-solution pattern of arrangement organize speech points to demonstrate the nature and significance of a problem and then to provide justification for a proposed solution
 - Many problem-solution speeches require more than two points to adequately explain the problem.
- A problem-cause-solution pattern or arrangement may be in order
- Problem-Cause-Solution-feasibility pattern:
 - (1) a need or a problem
 - (2) reasons for the problem
 - (3) a solution to the need or problem

- (4) evidence of the solution's feasibility.

Monroe's' Motivated Sequence

- This is a five-step process that begins with arousing listeners' attention and ends with calling for action.
 - Particularly effective when you want the audience to do something.
- ❖ **Step 1: Attention**
 - The attention step addresses listeners' core concerns, making the speech highly relevant to them.
- ❖ **Step 2: Need**
 - The need step isolates and describes the issue to be addressed
 - Show the members of an audience that they have an important need that must be satisfied or a problem that must be solved
 - They will have a reason to listen to your propositions
- ❖ **Step 3: Satisfaction**
 - The satisfaction step identifies the solution.
- ❖ **Step 4: Visualization**
 - The visualization step provides the audience with a vision of anticipated outcomes associated with the solution.
- ❖ **Step 5: Action**
 - In the action step the speaker asks audience members to act according to their acceptance of the message

Comparative Advantage Pattern of Arrangement

- Comparative Advantage Pattern of arrangement is most effective when your audience is already aware of the issue or problem and agrees that a need for a solution exists.
- Identify alternatives that your audience is familiar with and ones supported by opposing interests.
- Drive home the unique advantages of your option relative to competing options with brief but compelling evidence

Refutation Pattern Arrangement

- Refutation pattern arrangement addresses each main point and then refutes (disproves) an opposing claim to your position
- The aim here is to bolster your own position by disproving the opposing claim.
 - It is important to refute strong rather than weak objections.

Chapter 28

Special Occasion Speeches

When delivered well a special occasion speech helps put the significance of the occasion in perspective

Functions of Special Occasion Speeches

- A special occasion speech is one that is prepared for a specific occasion and for a purpose dictated by that occasion.
 - Dedication ceremonies – speeches that pay tribute
 - Award ceremonies - speeches that acknowledge accomplishments
 - Acceptance speeches – display gratitude
- The underlying function of a special occasion speech is to entertain, celebrate, commemorate, inspire, or set a social goal
- ❖ **Entertainment**
 - Listeners expect a lighthearted speech that amuses them and/or offer a degree of insight into the topic at hand
- ❖ **Celebration**
 - A speech that celebrates a person, place, or an event
 - Weddings, anniversaries, retirement parties or awards banquets
 - The audience expects the speaker to praise the subject of the celebration and to cast him or her in a positive light

- Audience also expects a certain degree of ceremony in accordance with the norms of the occasion
- ❖ **Commemoration**
 - The focus here is on remembrance and tribute
 - They also mark important anniversaries
- ❖ **Inspiration**
 - Speeches that have inspiration as their main function, such as:
 - Inaugural addresses
 - Keynote speeches
 - Commencement speeches
- ❖ **Social Agenda Setting**
 - This speech functions in establishing or reinforcing the goals and values of the group sponsoring the event
 - Occasions that call for agenda-setting speeches include:
 - Issue or cause-oriented organizations
 - Fundraisers
 - Campaign banquets
 - Conferences
 - Conventions

Types of Special Occasion Speeches

- Special occasion speeches include, but are not limited to the following
- ❖ **Speeches of Introduction**
 - A short speech with two goals
 - Prepare or warm up the audience for the speaker
 - To motivate audience members to listen to what the main speaker has to say
 - A good speech of introduction balances four elements
 - Speaker's background
 - Subject of the message of the speech
 - Occasion
 - Audience
 - Describe the speaker's Background

- Tell the audience something about the speaker's background and qualifications for speaking
- The object is to heighten audience interest and build the speaker's credibility
- Briefly Preview the Speaker's Topic
 - Give the audience a sense of why the speaker's subject is of interest to them
 - Is the subject timely?
 - What significance does it have for the audience?
 - What special connection exist between the subject or the speaker and the occasion?
 - Is he or she an expert on the topic?
 - Why was the speaker invited
 - The rule is: Get in and out quickly with a few well-chosen remarks
- Ask the Audience to Welcome the Speaker
 - The final part of the introducer's task is to cue the audience to welcome the speaker
- Responding to Introductions
 - Acknowledging and thanking the introducer is the most common
 - One of the ways to show humility towards a gracious introduction is through humor

Speeches of Acceptance

- The purpose is to express gratitude for the honor bestowed
- When making a speech of acceptance do the following:
 - Prepare
 - If you know that you will be given an award, the audience will probably expect a fairly sophisticated speech
 - Prepare in advance so that your speech will go smoothly
- React Genuinely and with Humility
 - Genuineness and humility are the most important parts of expressing gratitude
 - Be sincere in your response; it shows how much the award means to you

- Explain why the award is important to you
 - Describe the value you place on it
 - How it will affect your future
 - How it gives meaning to whatever you did
- Acknowledge your good fortune in having received it
- Thank Those Giving the Award
 - Express your gratitude to the people who are giving you the award
 - Specifically thank the organization, sponsor or donor as well
- Thank Others Who Helped You
 - If the award represents a team effort, thank all members

❖ **Speeches of Presentation**

- The goal in a speech of presentation is twofold:
 - To communicate the meaning of the award
 - Explain why the recipient is receiving it
- Convey the Meaning of the Award
- Explain the meaning of the award to the audience
 - What is the award for?
 - What kind of achievement does it celebrate?
 - Who or what does the award represent?
 - You might also offer a brief history of the award
 - Identify the sponsors or organizations that made the award possible
 - Link the sponsor's goal and values to the award
- Talk About the Recipient of the Award
 - Explain why the recipient is receiving the award
 - Why the recipient has been singled out for special recognition
 - Describe this person's achievement
 - The kind of work she or he does
 - Special attributes that qualify her or him as deserving of the award
 - How the recipient was chosen
 - The selection process used

❖ **Roast and Toast**

- A roast is a humorous tribute in which a series of speakers jokinly poke fun at the person being honored
- A toast is a brief tribute to a person or an event being celebrated

- Both are short speeches whose goal is to celebrate an individual and his or her achievements. To be successful do the following:
- Prepare
 - Rehearse and time your speech
- Highlight Remarkable Traits of the Person Being Honored
 - Restrict your comments to one or two of the most unique or recognizable attributes of the person
 - What sets the person apart?
- Be Positive and Be Brief
 - Keep the tone good natured and positive
 - It's great to have fun, but avoid saying anything that might embarrass the person being honored

❖ **Eulogies and Other Tributes**

- Eulogy – From the Greek word meaning “To Praise”
 - The following guidelines will help ensure an effective speech
- Balance Delivery and Emotions
 - The speaker's job is to help others feel better
 - The audience looks to the speaker for guidance in dealing with the loss and for a sense of closure
 - It is essential to stay in control
- Refer to the Family of the Deceased
 - Make sure your presentation shows respect for the family
 - Mention each family member by name (immediate family and special relationships)
 - Focus on the life of the person rather than on the circumstances of his or her death
 - An exception might be if circumstance of the death highlight a positive characteristic of the person
- Be Positive but Realistic
 - Take care in selecting stories
 - Be sure the speech is being interpreted as casting the deceased in a positive light

❖ **After Dinner Speeches**

- After-Dinner speeches can often occur before, during or after breakfast or lunch seminar or other types of business, professional or civic meetings

- This speech is expected to be lighthearted and entertaining
 - Audience members may also expect the speaker to provide insight into the topic at hand
- Recognize the Occasion
 - Connect the speech with the occasion
- Avoid Stand-Up Comedy
 - Trying to become funnier – or more serious than you normally are will probably set you up to fail because it will make you job harder
 - If you are naturally funny than use it, if not avoid the temptation
- The After Dinner Speech and Social Agenda Setting
 - When the purpose is agenda setting, the speaker must focus more closely on the serious side of the equation

❖ **Speeches of Inspiration**

- Seek to uplift the members of the audience and help them see things in a positive light
 - Effective speeches touch on deep feelings in the audience
 - They urge us towards purer motives and harder effort and remind us of a common good
 - To create an effective inspirational speech, you need to appeal to the audience's emotions
- Use Real-Life Stories
 - Few things move us as much as the example of the ordinary person who achieves the extraordinary – whos struggles result in triumph
- Be Dynamic
 - An energetic style can do a great deal to motivate the audience, when it is combined with a powerful message
- Make Your Goal Clear
 - Make sure the audience cannot mistake your message for something else – let them know your purpose
- Consider a Distinctive Organizing Device
 - Acronyms can help clarify the organizational pattern
 - Helps the audience to remember the message
 - Example – Make a STAR introduction
 - ◆ Startle
 - ◆ Tell a story

- ◆ Ask a question
- ◆ Recite a quote
- Close with a Dynamic Ending
 - Using a dramatic ending is one of the best means of inspiring your audience to feel or act in the ways suggested by your speech