

ADVANCED COMMUNICATION SERIES  
**SPECIALTY SPEECHES**

Assignment #1:  
**SPEAK OFF THE CUFF**

**Objectives**

- Develop an awareness of situations in which you might be called upon to deliver an impromptu speech.
- Understand how to prepare for impromptu speaking.
- Develop skill as a speaker in the impromptu situation by using one or more patterns to approach a topic under discussion; for example, comparing a past, present, future situation or before and after.
- TIME : 5 to 7 minutes

**Note to the Evaluator**

The purpose of this talk was for the speaker to present an impromptu speech of five to seven minutes on a topic about which he or she is knowledgeable. The speaker is to provide you with five possible topics. You are to select one at random and tell him or her what that topic is. The speech should inform the audience through clear, knowledgeable expression. In addition to your oral evaluation, please write answers to the questions below.

**Evaluation Guide**

1. In what manner did the speaker organize his or her ideas?
2. What pattern or patterns were used?
3. Did he or she present a clear and definite message?
4. How well did the speaker draw upon his or her background of special knowledge?
5. Did the speaker clarify, with taste and modesty, that he or she was knowledgeable in that particular subject area?
6. Did the speaker convey confidence in his or her authority to discuss the topic?
7. Did the speaker base his or her statements on fact or opinion?
8. What was the audience reaction?

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### Assignment #2: UPLIFT THE SPIRIT

#### Objectives

- Identify and understand the basic differences and similarities between inspirational speeches and other kinds of speeches.
- Learn how to evaluate audience feeling and establish emotional rapport.
- Develop a speech style and delivery that effectively expresses inspirational content by moving the audience to adopt your views.
- TIME : 8 to 10minutes

#### Note to the Evaluator

The purpose of this project was for the speaker to present an eight to ten minutes speech designed to rephrase the emotional consensus of the audience in terms of their beliefs, values and sentiments and in a language and style appropriate to the occasion. In addition to your oral evaluation, please give written answers to the questions below.

#### Evaluation Guide

1. How did the audience respond to the speaker? Were they respectful? Tuned in to what was said? Were they emotionally moved? Did they believe in his or her views?
2. Comment on the information presented: Was it well thought out and easily understood? Did you detect any element of confusion, doubt or uncertainty?
3. Comment on the speaker's style and delivery, voice and gestures: Were they of a superior quality of expression and did they fit the occasion?
4. Did the speech satisfy the expectations of the audience? Did it uplift the spirit of the audience? Ask them.

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### Assignment #3: SELL A PRODUCT

#### Objectives

- Understand the relationship of sales technique to persuasion.
- Skillfully use the four steps in a sales presentation: attention, interest, desire, action.
- Identify and promote a unique selling proposition in a sales presentation.
- Be able to handle objections and close a prospective buyer.
- TIME : 10 to 12 minutes

#### Note to the Evaluator

The speaker has been assigned to present a sales speech of from 10 to 12 minutes. The talk should be convincing on logical, informational and emotional levels and should be delivered in an extemporaneous manner. The focus of the talk should be the selling of a product or of a service. You may want to review the text of this project to be familiar with its objectives. In addition to your oral evaluation, please provide written the answers to the following questions:

#### Evaluation Guide

1. Did the speaker get and hold the audience's attention?
2. Did the speaker generate interest and desire by focusing on the benefits of the product or service to the customer?
3. Did the speaker offer a unique selling proposition (USP)?
4. Did the speaker build value into his or her speech through the use of positive word choice, personal enthusiasm and effective use of displays and audiovisuals?
5. If any objections were voiced, did the speaker handle them effectively?
6. Did the speaker make the close (action) smoothly and at the appropriate time?
7. Did the speaker sell? If not, why not?

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### Assignment #4: READ OUT LOUD

#### Objectives

- Arrive at an understanding of the elements that comprise oral interpretation and how it differs from preparing and giving a speech.
- Learn the preparation or planning techniques of effective interpretation.
- Learn the principles of presentation and develop skill in interpretive reading with regard to voice and body as instruments of communication.
- TIME : 12 to 15 minutes

#### Note to the Evaluator

The purpose of this project was for the speaker to present an interpretive reading of 12 to 15 minutes from a literary work. Making effective use of voice, rhythm and body movement, the speaker should create an auditory and visual experience for the audience. In addition to your oral evaluation, please write answers to the questions below.

#### Evaluation Guide

1. Was the theme clearly understandable and the narrative or story line clear?
2. Did the reader make effective use of vocal variation, tone, mood, inflection, rhythm, and body movement to create an auditory and visual experience for the audience?
3. Did the reader convey a sense of the author's style? If not, suggest technical areas the reader might work on.
4. Did the reader present the work leading to a crisis or major climax?
5. Were the introduction and transitions informative and effective?
6. Did the reader create an illusion of spontaneity during the presentation?

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### Assignment #5: INTRODUCE THE SPEAKER

#### Objectives

- Focus on the special occasion talk from the standpoint of the introducer (function chairman, toastmaster, master of ceremonies).
- Become knowledgeable and skilled in the functions associated with the master of ceremonies
- Handle the introduction of other speakers at a club meeting
- TIME :The duration of a club meeting. (To be arranged with the educational vice-president)

#### Note to the Evaluator

The speaker has been assigned to act as host, introducing the speakers at a club meeting in a way that would help them do their best and encourage the audience to listen with attention and anticipation. In addition to your oral evaluation, please write answers to the questions below.

#### Evaluation Guide

1. Did the toastmaster make reference to the program to warm up the audience?
2. Did the toastmaster refer to the other speakers and their topics?
3. Did the toastmaster stimulate the interest of the audience and start the applause?
4. Did the toastmaster make reference to the qualifications of the other speakers?
5. Did the toastmaster highlight the other speakers' backgrounds directly related to the subjects of the talks?
6. Did the toastmaster convey too much information about the other speakers' topics?
7. Did the toastmaster wait for the other speaker to arrive at the lectern before sitting down?

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