

## S.Y B-B-A (CORPORATE COMMUNICATION –II) UNIT-III

Drafting on Speech's – Speeches on the occasions like

- Inauguration
- Welcoming
- Condolence
- Farewell
- Celebration of important days and national holidays
- Chairman speech at the Annual General Meeting
- Vote of thanks

### \*Introduction

In the commercial world, a salesman has to make hundreds of mini speeches a day to persuade his customer to buy certain goods. The greater his speech – making ability, the better salesman he will be. A touring agent booking orders for his parents' firm is also a kind of speaker. These are small informal speeches. But there are occasions for more important, formal speeches at company meetings, inaugurations, seminars and discussions. It needs considerable skill to prepare a speech and make it effectively before a gathering.

### \*Characteristics of a Good Speech

- It is clear
- It is like an informal talk
- It is vivid and concrete
- It is brief
- It is interesting
- It is audience-oriented

### \*Profile of a Good Speaker

- A good speaker is lively, interested, enthusiastic, vital. He treats his audience as a group of living people
- A good speaker is earnest
- A good speaker has a sense of responsibility to others on the programme
- A good speaker has a sense of responsibility to his subject
- A good speaker has a sense of leadership
- He is not carried off by his over-enthusiasm
- A good speaker tries to be balanced, sane

-A good speaker keeps his sense of humor

\*Planning to speak

A good speech appears to be spontaneous and effortless, but it needs a lot of planning and labor. Preparations should always start well in advance

-Research your topic thoroughly

-Plan your speech in three parts:

The beginning should arouse the interest of the audience

The middle should be devoted to the discussion

The conclusion should summarize the main points. If some action is to be taken, it should clearly tell the audience what they are required to do.

-Time your speech to make sure it is neither too long nor too short

-Look for some suitable quotations or anecdotes, if possible

-Arrange your speech to the intellectual level and general taste of the audience

-Tailor your speech to the intellectual level and general taste of the audience.

-Make sure that your delivery is going to be good. It is always desirable to rehearse the speech.