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INTRODUCTION

The textbook for the Oral Expression Subject was elaborated with the purpose to facilitate the teaching and learning process to teachers as much as students from such subject. The textbook contains four units, each of them have their own topics to be developing in classes now that it also contains examples and student activities which put into practice the Oral English skill.

The Unit 1 Orientation, in this part mentions what Oratory is, its purpose at the time to present an oral presentation, how the students can prepare their first presentation by following some essential elements for making it successful, what critical listening is, and the importance how to select the topic, analyzing the audience and scene and determine its objective.

The Unit 2 Principles, this stage explains how students can get information for the speech in traditional and electronic sources, which they are the most common and the most accurate for getting information; on the other hand it also explains how to organize and summarize the body speech and how to organize and summarizing the body speech as well.

The Unit 3 Informative and persuasive speech, explains what they are, their principles, and difference between them and how to use them in a speech, in this unit also explains how to practice the abilities of the informative oratory.

The Unit 4 Adapting oratory to other occasions and formats; this unit teaches the students how to use the special occasion oratory, the different kinds there are, the importance that they have in a specific content. This unit also mentions how to guide groups into the solution of presentation problems and provides some advices for getting a better presentation and how to avoid some possible troubles at time to present a speech.

The four units are essential parts for getting a good speech, in other words the sequence that the topics have helping the students to understand better which elements are the most important in an oral presentation.
UNIT 1: ORIENTATION

OBJECTIVE: To learn how to develop a speech using the different techniques that oratory requires for making a good Oral Presentation

WHAT IS ORATORY/PUBLIC SPEAKING?

Let's take a look at oratory concepts.

Public Speaking or oratory is the art or practice of making a speech before an audience. In group or club events, there are many opportunities to make speeches. People who speak effectively are more likely to become leaders. Training in effective public speaking is a keep part of training for leadership in any field of activity.

Oratory is the art of public speaking. When we study speeches in class we look at how an orator can stir emotion through speech.

What is its Purpose?

Speaking is often the primary medium for presenting and selling products or ideas. Being able to verbally communicate effectively to other individuals or to groups is essential in school, business, as well as your personal life.

Speakers who have a specific purpose and are successful in attaining it are said to be effective. If they try to inform, they are effective when the members of their audience understand the facts. If they try to persuade members of the audience to agree to do something or to change their opinions, the speakers are effective when members of the
audience decide to take the action or when the do change their minds. If speakers try to entertain the audience, they are effective when the audience show by applause or laughter that they are enjoying the speech.

There will always be a need for people who can effectively make presentations and speak to others. Knowledge and skills in this area often helps advance a career or improve a business. Also, if a person is good or really enjoys public speaking, they may even choose speaking as a profession.

Example: one student is preparing his speech, for doing this he needs to look for different sources as: books, magazines, newspaper and internet, with the purpose of transmitting the best message to his audience, in this case hi classmates.

On a frigid Winter's day, January 20, 1961, John Fitzgerald Kennedy took the oath of office as the 35th President of the United States. At age 43, he was the youngest man and the first Roman Catholic ever elected. He had won by one of the smallest margins of victory, only 115,000 popular votes. This is the speech he delivered announcing the dawn of a new era as young Americans born in the 20th century first assumed leadership of the Nation. ¹

Activities

- Students will have enough time to make their own definition of oratory, taking into account the examples showed above.

¹ The History Place, Great speeches collection [on line] [Quoted February 28 th 2008] available on http://www.historyplace.com/speeches/jfk-inaug.htm
After that each of them will have the opportunity to pass in front of the class to give their own definition, facing a real oral presentation.

Having all students’ opinions they will be able to make a discussion to make a general definition of what oratory is.

**HOW TO PREPARE YOUR FIRST PRESENTATION**

To prepare your first presentation it is important to take into account that exist a series of elements which can make your presentation successfully.

Speech preparation is the most important element to a successful presentation, and also the best way to reduce nervous and avoid fear.

There are six elements that you can use when you have to do a presentation:

1. **Select a speech topic**

This may seem like an easy task, but there are infinite public speaking topics. How do you choose the *right* one? How do you select a topic which is a perfect fit between you and your audience?

Your topic leads to your message, the entire presentation objectives to deliver this message to your audience.

**Example:** A lot of people are interested in economic topics; some others prefer scientific ones and maybe another amount of people likes society topics and so on.
Activities

- Students will have to think for whom the speech is address to? What kind of audience?
- Each student has to select five topics in which they are interested in; after that they will have to choose one of them, in this way students will be able to start researching about such subject.

2. Create a speech outline

Your speech needs structure. Without structure, your audience will either wonder what your message is or they will lose interest in you entirely. Sadly, this step is often skipped to “save time.” A planned outline is vital.

What is an Outline?

An outline is a hierarchical way to show related items of text to graphically represent their relationships. Outlines provide a summary showing the logical flow of a topic. They are useful because they:

- help the writer organize their thoughts before getting bogged down in word choice and sentence structure; show which ideas need illustration or elaboration;
- And help the writer decide on an organizational technique for the report, whether it is logical, chronological, or categorical in nature.

Alphanumeric outlines

An alphanumeric outline uses Roman numerals, capitalized letters, Arabic numerals, and lowercase letters, in that order. Each numeral or letter is followed by a period, and each item is capitalized.
Example:

HABIT OF SMOKING CIGARETTES

- **A. Adverse Health Effects Caused By Smoking**
  - A.1 Diseases and Other Adverse Effects of Direct Smoking
  - A.2 Diseases and Other Adverse Effects of Passive Exposure

- **B. Studies released**
  - B.1 Smoking substances
  - B.2 Relation between the intake of tar and nicotine
  - B.3 Development of cancer in laboratory animal

- **C. Public health**
  - C.1 Smokers are more susceptible to colds and coughs
HABIT OF SMOKING CIGARETTES

Smoking cigarettes is hazardous to your health. Several years ago, a United States government study was released that linked the intake of tar and nicotine, found in cigarettes, with the development of cancer in laboratory animals. (Introduction)

The evidence was so overwhelming that the United States government required cigarettes manufacturers to put a warning on the outside of each package of cigarettes, which says: “Warning: The Surgeon General has determined that cigarette smoking is hazardous to your health.” Aside from the most serious and dreaded disease, cancer, cigarette smoking also can aggravate or promote other health problems. For example, smoking can increase the discomfort for people with asthma and emphysema. It can give one a “smoker cough” and contribute to bronchitis. (Body)

Finally, recent studies have shown that cigarettes smokers are more susceptible to cold and cough. (Conclusion)²

Activities

- Students will have to select a new topic for making an outline giving their own ideas, taking into account the example above

You have some topics here:

- Education in El Salvador
- Global warming
- Pollution
- Technology
- Prostitution
- UFO

² Why Do You Smoke? by K.H.Ginzel, MD [on line] [Quoted February 04th 2008] available on http://whyquit.com/whyquit/Ginzel.html
3. Write the speech

Speech writing is an iterative process which begins with your first draft. Writer’s block can handicap speakers at this stage.

Once the first draft is created, speech writing involves iteratively massaging your speech into its most effective form.

The main ideas - The next step should be to select the main ideas, or main divisions, of the subject as stated in the specific purpose. In informative speeches, the main ideas should define the specific purpose by answering the questions who? What? Where? When? Why? How?

Supporting material - After selecting the main ideas, they should choose supporting material. This includes such things as description, narration, comparisons, examples, testimony, and statistics, visual aids (charts, diagrams, demonstrations, slides, maps, and motion pictures)

Introduction - Students should next plan the introduction. This usually has two parts, the opening and the statement of the specific purpose. In the opening, speakers catch the attention of their audience and arouse interest in their subject.

Conclusion In informative speeches this part should be a summary of the main ideas and specific purpose.
Activities

- Write a draft according to the selected topic applying the steps above mentioned.
- Prepare an oral presentation of the draft

Remember that speeches should be written for the ear; adopting figures of speech will keep your speech from sounding like an essay or legal document.

4. Apply gestures, staging, and vocal variety

At this stage, the words are ready, but that’s all you have words. A presentation is not read by the audience; it is listened to and watched.

A gesture is a form of non-verbal communication made with a part of the body, used instead of or in combination with verbal communication. The language of gesture allows individuals to express a variety of feelings and thoughts. Another type of gestures is the ones we use when we speak. These gestures are closely coordinated with speech.
Wrong. You only have words on paper, and your audience doesn’t want to read your speech.

**Example:** depending on the selected topic the speaker has to look for the appropriate gestures to transmit feelings and emotions in this way his speech can be more convincing to the audience, and also making the speech more interesting.

**Activity**

- To present the oral presentation in front of the class using gestures which connect the words with feelings, like each topic is different students have to use several gestures to motivate the audience to keep the interest on what they are saying.

**5. Practice and solicit feedback**

What is feedback?

Feedback is a message which tells the team how it is performing.

Feedback is essential for a team to improve its performance. If the team doesn't get feedback, it has no objective measure to guide it.
Great speakers seem natural when they speak, almost as though they are speaking the words for the first time. Nothing could be more wrong. Rehearsing your speech makes you a master of the content. Soliciting feedback and acting on it gives you confidence that your presentation will be a success.

**IMPORTANT**

Practicing is recommended to increase self-confidence and get familiar at the time speaking in front of the class. The audience opinions can be very helpful to reinforce the weakness points.

**Activity: Using the draft made before, students can practice speaking in front of the class at the same time they can receive the comments from their teacher and the classmates, for example:**

- The weakness
- Strong points
- The use of adequate gestures
- Self confidence
- The content

**6. Self-Critique: Prepare for the next speech**

Although listed as the final step in the process, it’s really the first step in preparing for your next speech. After you’ve delivered your speech, examine your performance objectively. This will solidify lessons learned as you prepare for your next speech challenge.

**Activities**

- Putting into practice all the corrections and suggestions given by the teacher and classmates, students can improve the weakness points and get a better idea for preparing the next speech
• Students can select a new topic using all the steps studied before and start to put into practice what they have learned.

**WHAT IS CRITICAL LISTENING?**

The ability to listen critically is essential in a democracy. On the job, in the community, at service clubs, in places of worship, in the family, there is practically no place you can go where critical listening is unimportant. Politicians, the media, salesmen, advocates of policies and procedures, and our own financial, emotional, intellectual, physical, and spiritual needs require us to place a premium on critical listening and the thinking that accompanies it.

How often have you been listening to oral presentations that dealt with interesting science while you nevertheless had difficulty to pay attention until the end? How often did you lose your interest before the speaker had even come halfway? Was it because of the subject of the talk or was it the way the speaker presented it?

Many presentations concern interesting work, but are nevertheless difficult to follow because the speaker unknowingly makes a number of presentation errors. By far the largest mistake is that a speaker does not realize how an audience listens. If you are well aware of what errors you should avoid, the chances are high that you will be able to greatly improve the effectiveness of your presentations.

The average attendee of a conference is by all means willing to listen to you, but he is also easily distracted. You should realize that only a minor part of the people has come specifically to listen to your talk. The rest is
there for a variety of reasons, to wait for the next speaker, or to get a general impression of the field, or whatever.

**Attentive Listening**

When people listen attentively, their goal is to understand and remember what they are hearing. In addition, attentive listeners have relational goals like giving a positive impression, advancing the relationship, or demonstrating care.

Attending skills

1. A posture of involvement: inclining one’s body toward the speaker, facing the speaker squarely, maintaining an open body position, positioning yourself an appropriate distance from the speaker

2. Appropriate body motion (occasionally nodding your head, using facial expressions to reflect emotions back to the speaker, adjusting your body position in non-distracting ways, etc.)

3. Eye contact (sustained, direct, reflective)

4. Nondistrcative environment: doing as much as it takes to eliminate distracting noises, movement, etc.

Following Skills
1. Door openers: noncoercive invitations to talk that tend to take one of four forms:
   a. description of another person’s body language, e.g. "You’re beaming, what’s up?"
   b. an invitation to talk or continue talking, e.g. "Please go on"
   c. silence, giving another person time to decide whether to talk
   d. attending to demonstrate interest, e.g. performing the attending skills described in section A above
2. Minimal encouragers: brief indicators to the other person that you’re with them, e.g. "mmhmm," "Oh?" "I see," "Right," "I understand," "Really?" "Go on," "Sure," etc.

3. Infrequent questions: open ended, asked one at a time; beware of the key listening error of asking too many questions

4. Attentive silence: most listeners talk too much; learn the value of using nonverbal attentive listening behaviors with verbal silence

**Activity:** Students have to make a list of what they consider the most relevant aspects for a critical listening in an Oral Presentation taking into account all studied before.

**HOW TO SELECT THE TOPIC, ANALYZING THE AUDIENCE AND THE SCENE AND DETERMINE ITS OBJECTIVE**

Selecting a speech topic sometimes feels like shooting an arrow in a *random* direction and hoping that it hits a target. If this is your approach, you are probably quite frustrated.

Your topic and, more specifically, your message must be selected carefully. If it is not, then you won’t be able to effectively deliver the speech, and your audience won’t be interested or prepared to receive your message.
What is your general purpose?

There are three basic types of speeches:

1. **Speeches that educate**
   - e.g. a seminar about real estate investments; a course about leadership;
   - a corporate briefing outlining the status of a pursuit

2. **Speeches that Motivate**
   - e.g. a candidate’s election speech; a fundraising pitch; a business
   - proposal to investors

3. **Speeches that Entertain**
   - e.g. a story read to children; a dramatic tale; a humorous after-dinner
   - speech

Decide which of these you want to accomplish as your *general purpose*. This
decision will influence many decisions you make as you prepare for your
speech, so it is important that you are clear on your overall motive.

What is your message?

Your core message is the central idea of your presentation. All other speech
elements should support the core message.

- **Clarity**: Aim to express your core message in a single sentence. If you
cannot do this, you need more clarity.
- **Passion**: Your core message must be something you believe in.
- **Knowledge**: What do you know about this core message? Can you draw
  stories from personal experience? Have you researched the topic?
We like to believe that our entire presentation will be remembered. The reality is that we are lucky if the audience retains more than one or two points. Your speech should be designed to ensure that your audience remembers your core message.

**Exercises:**

- What topics are you interested in? Why?
- What is the message that you want to transmit to the audience?
- How this topic would benefit to the audience?
- Would you like to change some points of view about this topic?

**How is this message related to the audience?**

Your audience is not an innocent bystander who just happens to be in the room when you deliver your presentation. They are an integral part of the communication path. Great delivery by a speaker does not guarantee a successful speech; a successful speech is one where the audience receives the message.

Audience analysis is needed to determine which messages the audience is willing to receive from you:

- **What are the key audiences demographic?**

**Example:** If some one gives a lecture about a marriage advices the speaker has to be sure that the audience is interested on it and do not other ones widowers or single women.

- **How is your audience related to you?**
  Is the audience filled with your peers? Subordinates? Superiors? Are you an outsider? Are you viewed as an expert? Are you unknown to them?
**Example:** The speaker has to know about the topic in other words the experience is necessary to transmit a good message that convinces to the audience. A police can not give a lecture to a computer engineering team about new software.

- **How large is the audience?**
  Is it small enough so that everyone will see sweat on your brow? Are you in a large theatre? Is the audience in the room, or is there a remote audience too? (Or a future video audience?)

**Example:** The speaker has to take into account the environment, equipments like technological resources, furniture, etc, if a room is too big and the audience is small the speaker has to use a microphone in order to have a better audible speech.

- **What message does the audience want to receive?**
  This is just as important as asking what core message you want to deliver.

  o If you are passionate, but your audience doesn’t care, your presentation will fail. (They will tune out.)
  o If you deliver what the audience desires, but you don’t care, your presentation will fail. (Your delivery will be flat.)
  o If you attempt to speak on a topic where you have no expertise or experience to draw from, your presentation will fail. (Your content will be empty and shallow.)
  o However, if you find a topic where you have both expertise and passion, and the audience is interested, you will succeed.
What is the scope of your presentation?

Before you proceed, you still need to determine the scope of your presentation. The scope is naturally influenced by elements discussed earlier:

- Your general purpose
- Your core message
- The needs of your audience

There is one further key element to consider: what are the constraints on your presentation?

- How much time is allowed?
  Suppose your core message is “Live your dreams”. If you have two minutes, then the scope of your talk is probably going be one story illustrating that message. There’s no time for more. On the other hand, if you have four hours, then you may study biographical details of famous dreamers, discuss methods for aligning your life decisions with your dreams, or explore other avenues.
What is the context of your presentation?
There are dozens of factors that come into play which only you can know, but one of the most common is knowing whether or not others will be speaking at the same event on similar topics. If so, then your scope will generally be very narrow (and perhaps quite deep). If you are a keynote speaker and nobody else has touched on your domain, then you may choose to a broader, shallower scope.

Activities

- After all these steps, the students should prepare an outline. An outline is simply a listing of the ideas to be elaborated upon in the order in which they will occur.

- Students must select and investigate a specific topic to prepare an oral presentation in order to put into practice all mentioned above and organize their presentations in a predetermined time.

Students may deliver their talks directly from the outline, or they may use the outline as the basis for a written speech. Skilled speakers usually prefer to speak from the outline, without writing the whole speech down.

If students are properly prepared, they should feel at ease in front of an audience. They should relax and speak in a natural voice. They should stand erect, make eye contact with individuals in the audience, and speak loudly enough to be heard easily. In addition, speakers should vary the pitch and volume of their voice and their rate of speech to avoid being singsong or dull.
QUESTIONNAIRE FOR SELF EVALUATION

**Direction:** Answer the following questions using the information that you already know.

1- What is Oratory?

2- What are the six elements that you can use to do a good presentation?

3- Why it is important to select a speech topic?

4- What is an outline?

5- What are the elements of an outline?

6- Why is important to use gestures and body language at the moment to make a presentation?

7- What is a feedback?

8- What is critical listening?

9- What are the elements of attentive listening?

10- What kind of speeches exists?

11- What are the elements that the main messages must have?

12- What do you need to do to keep your audience’s attention?

13- Why is important to transmit a good message to the audience?

14- Which are the elements that you can take into account to make the scope of your presentation?
**Review Activity:**
As final activity students have to prepare a presentation taking into account all elements studied before for getting practice for coming oral presentations.

- Students have to select a topic, what the purpose is, to whom the presentation is addressed.

- At the time of the presentation students have to put into practice the appropriate gestures, body language regarding to the topic, no forgetting these elements are important to transmit a good message to the audience.

- After the presentation the students will make group of three for discussing about each student presentation with the purpose to ask for suggestions and recommendations for better coming presentations.

- Having the suggestions and recommendations each student will analyze and be able to self critique his own presentation, improving all the elements for doing a better speech.
UNIT 2: PRINCIPLES

OBJECTIVE: to know how to get specific information using traditional and technological sources for developing a speech and how to organize it

HOW TO GET INFORMATION FOR THE SPEECH IN TRADITIONAL AND ELECTRONIC SOURCES

After you have generated main ideas, it's time to research the speech. There are several ways for you to gather supporting material for your speech like traditional and electronic resources.

Traditional information sources

Traditional sources of information are paper print publications: books, series, periodical, articles, theses, conference publications, standards, patent publications, statistics, encyclopaedias, etc. Some of the traditional information sources are also published electronically.

Books

In Books (monographies) are still the main resource for many fields when collecting material for research. There are different sorts of books for different purposes:

- encyclopedias and handbooks for background information
- academic literature for profound interpretations and analyses of a topic
- bibliographies for information about academic literature

Books are not the best source for rapidly developing fields, because they become obsolete relatively fast.
When using handbooks, always try to find the latest edition, because they may include important new information and corrections.

**Serial publications**

Scientific reports, research papers and disquisitions produced by universities, colleges and other institutions are often published in books; always try to find the latest edition, because they may include important new information and corrections.

**Activity:** Students have to choose some topics from different traditional sources like books, magazines, encyclopedias, etc. and bring them to the classroom for developing some activities and discuss what they have found.

**Electronic sources**

**How do I use electronic sources?**

In addition to printed texts and reference works, the library also provides access to traditional paper based resources, journals, books, indexes, government publications, encyclopaedias, dictionaries and newspapers in electronic format via the Library Web pages. Often these resources are referred to as e-journals, e-books or databases.

**You can find electronic resources in:**

E-books, e-journals, databases and internet sites

The Internet is the undisputed king of information. For millions of people, the first place to look when searching for an answer to a question or a solution to a problem is the Internet. And just about anything you are looking for can be found online.

You might wonder, then, if there’s anything left to be said. Actually, there are still many topics that can be written about.
Internet Search Engines

Internet search engines help you navigate the maze of the materials on the Internet. It is often said that the Internet is a huge library with no card catalog. Internet search engines function as card catalogs, but using them can be difficult, incomplete, and time consuming if you do not know how to phrase your searches correctly.

Some Internet search Engines where you can find information are:

- Altavista.com
- Yahoo.com
- Google.com, and others more

We live in an ever-changing world. Technologies change almost daily. New ideas are developed and put forward constantly. Our perspective of our life and the world around us are in constant flux.

While the ideas that exist in your head may have been written about, they haven’t been written about with your unique perspective. You have a fresh view of your world.

An e-book is the perfect method for conveying your ideas. As rapidly as our society changes, traditional publishing is not always the most effective method for communicating. Electronic publishing, on the other hand, offers a rapid way to present your ideas to a global market.

Instant publishing and the ability to re-write and change e-book text quickly, means that ideas can be adapted and modified quickly – much quicker than traditional publishing.

The Francisco Gavidia University has its own electronic source called EBSCO HOST that helps teachers as much as students getting accurate information for
any topic facilitating the academic process. Everybody can access entering www.ufg.edu.sv, so they can find the EBSCO host link. 3

EBSCO HOST includes specific databases like:

Academic Search Complete: It was designed for Specific Academic Institutions.

It is also a complete database of multiple academic disciplines more complete and usefully. It includes 5500 completed texts of periodic publications and others more like monographic, lectures and published articles.

Business Search Premier: It is the business data more used in the industry. It is the superior to the other ones respects on its coverture of completed texts in all business disciplines that include marketing, gestion system, accounting, finances and economy. This information is upgrading daily.

Academic Sources: It provides completed texts of a academic publishing collection in Spanish Language, this multidiscipline database offers a completed content in academic areas like: business and economy, medical science, politician sciences, laws, computer. linguistics literature, history, philosophy and theology.

Library, information sciences and technology abstracts: It has catalogued more than 690 publications among books, investigation report; it also involves several areas like searching of information in internet using actual searching engines.

Regional Business News: This data base includes a completed text of publications of “regional business news” include 75 business publications newspapers information and internet information corresponding to metropolitan and rural areas of the United States of America, this data base is also upgrading daily.

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3 Ebsco Publish. EBSCOhost [database on line] [Quoted April 7th 2008] San Salvador.SV: Francisco Gavidia University. Available on www.ufg.edu.sv
MEDLINE with full texts. It is the most complete resource around the publication world in the medical feature, with complete texts of more than 1200 publishing reports. It is an unique tool in investigation and publications in medical areas.

Activity # 1

Students have to look for specific information using electronic resources about:

- The origin of the English Language
- The influence of the English language in our culture
- The importance of the English Language in El Salvador
- English as a second language in our country

Activity # 2

After students have found enough information about the topics, they have to choose one of them to prepare an oral presentation, taking into account the studied before.

HOW TO ORGANIZE AND SUMMARIZING THE BODY SPEECH

As a speaker, your role is to tell others about your ideas and occasionally persuade them to take some action. Your audience will be more receptive to your efforts if you take the time to assemble your thoughts in a logical manner. Well-organized speeches have several benefits for audience. They are:

- **Easier to understand.** Your audience wants to know what your speech is about and the point you are trying to make. A well-organized speech helps them to do so.
- **Easier to remember.** A well-organized speech enables the audience to better identify and remember the points you make.

- **More credible.** Speakers who take the time to carefully organize their presentations are perceived as more knowledgeable and believable than those who give rambling, disjointed speeches.

- **More enjoyable.** Audiences appreciate presentations that are thoughtfully crafted and lead them step by step from the beginning to the end.

Most speeches have three main components:

- The introduction
- The body
- The closing

Let's start studying the body speech

The time to consider the way to organize the body of your speech is after you have selected and ordered the points you want to make. The best "organizers" act as a mechanism for the audience to grasp and remember what you say. Organizers make it easier to provide continuity between opening, body and ending. They help you connect with the audience quickly and are an aid to remembering the points you wish to make allowing you to deliver the speech with minimum use of notes.

**The Body**

The body of your speech will always be the largest part of your speech. At this point your audience will have been introduced to you and the subject of your speech (as set out in your opening) and will hopefully be ready to hear your arguments. The best way to set out the body of your speech is by formulating a series of points that you would like to raise. In the context of your speech, a "point" could be a statement about a product, a joke about the bridegroom or a fond memory of the subject of a eulogy.

**Example:** The speaker is presenting a lecture about young marriages, the responsibilities of starting a new family, he is joking about the restrictions that a
married person has, in other words he has not to go a party alone any more, he has to pay more attention of the house giving money for paying bills, etc.

The points should be organised so that related points follow one another so that each point builds upon the previous one. This will also give your speech a more logical progression, and make the job of the listener a far easier one.

Don't try to overwhelm your audience with countless points. It is better to have fewer points that you make well than to have too many points, none of which are made satisfactorily.

Strategic organization helps increase the clarity and effectiveness of your speech. Four key issues are discussed in this section:

- Main Ideas
- Organizational Patterns
- Connective Devices
- References to Outside Research

The body contains the bulk of information in your speech and needs to be clearly organized. Without clear organization, the audience will probably forget your information, main points, perhaps even your thesis. Some simple strategies will help you create a clear, memorable speech. Below are the four key issues used in organizing a speech.

**Main Ideas**

Once you settle on a topic, you should decide which aspects of that topic are of greatest importance for your speech. These aspects become your main points. While there is no rule about how many main points should appear in the body of the speech, most students go with three main points. You must have at least two main points; aside from that rule, you should select your main points based on the importance of the information and the time limitations. Be sure to include whatever information is
necessary for the audience to understand your topic. Also, be sure to synthesize the information so it fits into the assigned time frame. As you choose your main points, try to give each point equal attention within the speech. If you pick three main points, each point should take up roughly one-third of the body section of your speech.

**Example:** The topic is elephants. Here are three main ideas statement about elephants. You can think of many more

1. Elephants live in Africa and Asia
2. Elephants are killed for their ivory tusk.
3. Elephants can cost serious problems for farmers.

**Activity:** one student has to pass in front of the class for reading a short paragraph, so the classmates have to identify the main ideas that the topic is about. For example:

**Bicycles**

Bicycles are popular today in many countries. Many people use them for exercises but this is not the only reason; because they can save money, bicycles are not expensive, and they also do not need gas to make them go. They are easy and cheap to fix. You do not have to wait in traffic, and you do not big parking, and finally they do not cause any pollution.

Possible main ideas

A-Bicycles are better than cars.

B-Bicycles are popular today for many reasons (main idea)

C.-Bicycles do not cause pollution.

**Activity:** The first people to grow coffee beans live in the Middle East. The Persians, Arabs and Turks were drinking coffee many
hundreds of years ago. Soon there were many coffeehouses in many Europeans cities. Europeans took coffee with them when they travelled to new countries. That is how people in other parts of the world learned about coffee. Now coffee is popular in North and South America, in Africa and some parts of Asia.

Possible main ideas:

Organizational Patterns

There are four basic patterns of organization for an informative speech.

- Chronological order
- Spatial order
- Causal order
- Topical order

**Chronological Order**

A speech organized chronologically has main points oriented toward time.

**Example:** A speech about the Farm Aid benefit concert could have main points organized chronologically. The first main point focuses on the creation of the event; the second main point focuses on the planning stages; the third point focuses on the actual performance/concert; and the fourth point focuses on
donations and assistance that resulted from the entire process. In this format, you discuss main points in an order that could be followed on a calendar or a clock.

**Spatial Order**

A speech organized spatially has main points oriented toward space or a directional pattern. The Farm Aid speech’s body could be organized in spatial order. The first main point discusses the New York branch of the organization; the second main point discusses the Midwest branch; the third main point discusses the California branch of Farm Aid. In this format, you discuss main points in an order that could be traced on a map.

**Causal Order**

A speech organized causally has main points oriented toward cause and effect.

**Example:** The main points of a Farm Aid speech organized causally could look like this: the first main point informs about problems on farms and the need for monetary assistance; the second main point discusses the creation and implementation of the Farm Aid program. In this format, you discuss main points in an order that alerts the audience to a problem or circumstance and then tells the audience what action resulted from the original circumstance.

**Topical Order**

A speech organized topically has main points organized more randomly by sub-topics.

**Example:** The Farm Aid speech could be organized topically: the first main point discusses Farm Aid administrators; the second main point discusses performers; the third main point discusses sponsors; the fourth main point discusses audiences. In this format, you discuss main points in a more random order that labels specific aspects of the topic and addresses them in separate
categories. Most speeches that are not organized chronologically, spatially, or causally are organized topically.

**HOW TO WRITE AN INTRODUCTION FOR A SPEECH**

An introduction is very important to use in a speech or writing in piece to warm the audience to what is to come. It should grab the audience's attention. It always gets the interest about the subject, and provides important background information. A speech without an introduction is like a train without an engine, you are not leading your audience anywhere. The introduction is what the audience hears or listens to first, so make it interesting.

Why is the introduction important? Is it necessary to have one? If one did not have an introduction one would go straight to the body of a speech. For example, in Abraham Lincoln's "Gettysburg Address," he wrote an introduction giving the historical significance of the Civil War. Here is part of the introduction of his speech: "Four score and seven years ago, our fathers brought forth, upon this continent, a new nation, conceived in Liberty, and dedicated to the proposition that all men are created equal." He wanted to honor those who had died on Gettysburg's battlefield, but he also wanted his audience to understand the United States believed "all men are created equal" and that this belief was worth the hard struggle.

An *introduction* is essential to a speech because it arouses interest about the subject and provides information.

In order to involve one's audience, the writer or speaker must provide background information. For example, a person delivering a talk on teen suicide could state the latest statistics for that state. He could also discuss the reasons why teenagers take their own lives, including peer pressure, lack of self-esteem, poor grades, hopelessness, rejection (especially from a girlfriend or boyfriend,) and drugs and alcohol. This could be followed by the means or ways teens kill themselves. The background information would depend on the audience. If
concerned parents of teenagers make up the audience, the speaker would key
in on signs of distress in teens, and the parents would become more aware.

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audience hears or listens to first, so make it interesting.

An Example of an Introduction

“The cancer disease”

Have you ever noticed how some things are such a part of
life but we don’t talk about them in normal everyday
conversation, and I might add, thankfully so. Well… (say it
straight forward) cancer are one of those things.

If you know what cancer is and more importantly, if you know the signs and
symptoms, you will possibly be able to save a life. This is because some
symptoms of life threatening conditions could be confused as being just cancer.

Understanding of this sensitive subject and the signs and symptoms can mean
the difference between knowing if you need to see a doctor and if you need to
visit the emergency room.

If it is not life threatening and rather life style threatening, then this discussion
could show you the options available.⁴

**Exercises:** Students will answer the next items in order to be able to make a
good introduction.

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⁴ Why Is Cancer News? [On line] [Quoted February 04th 2008] available on
http://www.npr.org/blogs/mycancer/2007/05/why_is_cancer_news.html
1. First, write a few sentences that get your audience's attention. You might use an illustration, statistic, question, or some other method of gaining your audience's attention.

2. Next, write a sentence that introduces the subject. This is your central idea that you may have already developed. Review your notes.

3. Now, give the audience a reason to listen to your speech.

4. Now, write a sentence that establishes your credibility.

5. Finally, enter your preview statement that you may have already developed. Review your notes.

**Activity:** When students have answered all the items, they will be able to combine them into an effective introduction so students have to pass in front of the audience to present their introduction.

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According to the website Speaking-Tips.com is that one of the web's best-known resources for learning public speaking and presentation skills⁵, says:

**Fourteen Introduction Tips**

A good introduction should capture the audience’s attention, bring them together as a group and motivate them to listen attentively to the speaker. Here are fourteen tips to help you do just that.

1. Identify yourself by name and title, unless this has already been earlier. Remember, the speaker also needs to know who you are.

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⁵ A Short Guide to Effective Public Speaking, Stephen Boyd [on line] [Quoted February 19th 2008] available on http://www.speaking-tips.com/
2. Know the speaker's name and how to pronounce it. If it is an unusual name, help the audience learn it.

3. Know the speaker's title or position.

4. Be brief. Aim for between one and three minutes. Five minutes is too long.

5. Do not read the introduction. It will sound flat, unenthusiastic and convey the impression that you are unfamiliar with the subject. It is acceptable to bring notes to the lectern but keep them inconspicuous.

6. Smile and be enthusiastic in tone, gesture and choice of words.

7. Know enough about the subject to sound knowledgeable.

8. Announce the speech title as given to you by the speaker. If you have any questions about it, ask the speaker before the introduction. Many speakers select specific titles for a reason or for a pun. If the speaker is not using a title, make sure that your description matches the speaker's.

9. Introductions are no place to use slides, overheads or presentation software.

10. Anecdotes are good but should pertain to the subject and be in harmony with the mood of the presentation. Avoid using canned jokes.

11. If the credentials of the speaker are so outstanding that they must be shared with the audience or if there are publications the audience will want to know about, insert them in the program or prepare a separate commemorative handout.

12. Never use the old cliche that the speaker needs no introduction. If the introduction ties the speaker to the audience and the topic then each
introduction is unique, plus there is always something new about every speaker.

13. You are the catalyst, not the performer. Do not try to upstage the speaker with your knowledge of the subject. Do not dwell on your relationship with the speaker, even (or perhaps especially) if they are your boss, relative or significant other.

14. Introduction of a panel of speakers is the same except the introducer needs to describe the structure and format of the panel (speaking order, length of time) and the various points of view and perspectives of the panellists'. The introduction of the individual panellists’ can be done two ways: All at once or individually as the panel program progresses. Most audiences prefer a handout with the panellists” credentials so they can refer to it as the panel progresses.

**HOW TO WRITE THE CONCLUSION FOR A SPEECH**

The conclusion is your final opportunity to convey your message and main points in a manner that will help the audience remember them. It should reinforce your ideas and leave listeners with a lasting impression. If you were informing the listeners, you could conclude with a summary of the ideas presented in the body of the speech. If you were persuading or motivating the audience to take some action, you could suggest a course of action listeners could take. You could then conclude with a final remark, such as a challenge, question, anecdote or quotation.

Occasionally, as you deliver the conclusion, you may remember something you forgot to say earlier. Resist the temptation to talk about it now.

Introducing new material in the closing may confuse the audience. Also, don’t
apologize for anything you may or may not have done or said during your talk. Finish forcefully and confidently.

**The Closing**

Four ways to end a speech

1. End with a good, brief and relevant story that illustrates your point

2. End with a quotation or ringing phrase

3. End with an example of your theme

4. Summarize your main ideas

The way you end a speech is almost as important as the way you begin it. The audience will be most restless at the end, and you have to find a way to tie everything together so that they don't walk away remembering how badly they were fidgeting. So sum everything up for them in approximately a few concise sentences and leave them with a witty line.

If appropriate, you should also ask for questions. This doesn't mean saying, "Any-questions?-No?-I-didn't-think-so," and then running away. Instead, after you ask for questions, give the audience at least 10 seconds to respond. If there are questions, keep each response short (under a minute), and never take a guess at an answer. If you don't know how to respond to something, take down the questioner's e-mail or phone number, and tell the person you'll get back to him/her soon. Or you could just say, "Honestly, I don't know," and leave it at that.

An example of a conclusion in the topic "how to prevent teen gangs"

**Example:** The problem of teen gang violence can be eliminated. It will, however, take time, money, and a combined effort on the part of many people. Organized, free, after-school programs such as: sports teams
and games; art, music, and drama activities; internships in local area businesses and professional organizations; and interesting volunteer activities in the community would help engage teens in worthwhile pursuits outside of school hours. More job opportunities for teens, especially those funded by state and local programs, would offer income for teens as well as productive work for the community. Outreach to families through schools, community organizations, and places of worship would help promote inter-generational activities that could improve family closeness, helping teens to work on their problems at the family level, instead of taking them to the streets. If these programs can be implemented, we will surely see a decrease in teen gang activity and safer streets and neighbourhoods for us all⁶.

**Activity:** Students will answer the next items in order to be able to make a good conclusion.

1. First, write a sentence that summarizes your speech.

2. Next, write a sentence that reemphasizes your central idea.

3. Now, motivate the audience to respond according to your specific purpose.

4. Now, write a sentence that provides closure.

5. Finally, enter your preview statement that you may have already developed. Review your notes.

⁶ Idem
Activity: When students have answered all the items, they will be able to combine them into an effective conclusion on this way they can pass in front of the audience to present their conclusions.

Example of a complete speech

On women’s right vote

Friends and fellow citizens: I stand before you tonight under indictment for the alleged crime of having voted at the last presidential election, without having a lawful right to vote. It shall be my work this evening to prove to you that in thus voting, I not only committed no crime, but, instead, simply exercised my citizen's rights, guaranteed to me and all United States citizens by the National Constitution, beyond the power of any state to deny.

The preamble of the Federal Constitution says:

"We, the people of the United States, in order to form a more perfect union, establish justice, insure domestic tranquillity, provide for the common defense, promote the general welfare, and secure the blessings of liberty to ourselves and our posterity, do ordain and establish this Constitution for the United States of America."

It was we, the people; not we, the white male citizens; nor yet we, the male citizens; but we, the whole people, who formed the Union. And we formed it, not to give the blessings of liberty, but to secure them; not to the half of ourselves and the half of our posterity, but to the whole people - women as well as men. And it is a downright mockery to talk to women of their enjoyment of the blessings of liberty while they are denied the use of the only means of securing them provided by this democratic-republican government - the ballot.

To them this government has no just powers derived from the consent of the governed. To them this government is not a democracy. It is not a republic. It is
an odious aristocracy; a hateful oligarchy of sex; the most hateful aristocracy ever established on the face of the globe; an oligarchy of wealth, where the rich govern the poor. An oligarchy of learning, where the educated govern the ignorant, or even an oligarchy of race, where the Saxon rules the African, might be endured; but this oligarchy of sex, which makes father, brothers, husband, sons, the oligarchs over the mother and sisters, the wife and daughters, of every household - which ordains all men sovereigns, all women subjects, carries dissension, discord, and rebellion into every home of the nation.

The only question left to be settled now is: Are women persons? And I hardly believe any of our opponents will have the hardihood to say they are not. Being persons, then, women are citizens; and no state has a right to make any law, or to enforce any old law, that shall abridge their privileges or immunities. Hence, every discrimination against women in the constitutions and laws of the several states is today null and void, precisely as is every one against Negroes.

Susan B. Anthony – 1873

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7 Idem
QUESTIONNAIRE FOR SELF EVALUATION

**Direction:** Answer the following questions using the information that you already know.

1- Which are the most common traditional sources for getting information of a speech?

2- Which are the electronic sources where you get information?

3- What are the three main components of a speech?

4- What is the component of a speech that contains the bulk of information?

5- Which are the keys for doing a good body speech?

6- Which are the organization patterns for an informative speech?

7- Why do you consider an introduction is important in a speech?

8- Mention some tips for doing a good introduction

9- Why do you consider a conclusion is important in a speech?

10- What are the ways to end a speech?
Review Activity

✓ As a final activity Students will have to select a topic which catches their attention to work with. Secondly they have to search all the information as possible using traditional sources no forgetting to mention the name of the book, name of the author, edition number and all concerning to it.

✓ Following the activity students will also have to continue searching information about the same topic, but now using technological sources including EBSCO HOST no forgetting the references, in other words the links on which information was taken.

✓ Once they get enough information they can start working in the body speech taking into account its components like main ideas, at this stage students have to select if they will follow a chronological order, a spatial order, a causal order or a topical order.

✓ Having the body speech students will have to start working on the introduction, taking into account all the suggestions mentioned on the book

✓ Finally the students can end their speech with the conclusion, no forgetting the steps for giving a good impression of the presentation.

When Student finish the investigation and complete all these steps above, they have to follow the logical sequence that a speech must have
UNIT 3: INFORMATIVE AND PERSUASIVE SPEECH

OBJECTIVE: to know the difference between informative and persuasive speech and the adequate use of them.

PRINCIPLES AND PRACTICE OF THE INFORMATIVE ORATORY

Many speakers have difficulty distinguishing between an informative and persuasive speech. You must be able to identify the difference. This often happens while you are creating your speech; you have shifted the objective of the speech. This is why you need to continually refer back to your specific purpose statement. And it is easy to see why these two types of speeches can be confused: both impart information. In fact, the strongest persuasive speech imparts new and in-depth information to support the thesis. The motive is the major difference. Ask yourself as you begin creating, while in the process of, and as you conclude the speech, "What is my motive here? What reasons do I want to give this audience this information?"

Some topics are easy to classify: a speech that urges you to donate blood is attempting to change or reinforce your behaviour. The speech which identifies what donated blood is used for within the community would be an informative speech. A speech which discusses different world religions would be a speech to inform; a speech which advocates your own religion would be a speech to persuade. The line is not always clear:

For example:

Demonstration of how to brush your teeth correctly (informative) versus the speech on the importance of good dental care (persuasive)
An informative Speech

An Informative Speech is like teaching. The purpose of an informative speech is to try to teach something to the audience. The success of your speech depends on whether the audience learns what you wanted to teach them. You need to tell the audience why the information is useful and valuable. You need to make sure that the audience understands and remembers the essential information.

An informative speech will give them new knowledge or more in-depth information on that topic.

How to Write an Informative Speech?

If you've ever told your parents about your day at school, or if you've explained to a friend how to make chicken noodle soup, you already have practice giving an informative speech. An informative speech can be used to tell people about something you're interested in or to explain how to do something. If that sounds easy, it's because it is. Just choose your topic and make sure you know what you're talking about.

Some examples of an informative speech:

- A teacher telling students about earthquakes
- A student telling people about her research
- A computer programmer telling people about new software
- Someone telling the audience about his hometown
Activity:

Students can choose one of these topics or select another that they prefer; they have to look for information for making the speech taking into account all the steps explained in the past lessons, having the information they have to elaborate their presentation following the informative way.

To have a better comprehension, here there is a clear example:

**How Humor Heals**

I had to spend a week or so in the hospital last year. A minor ear infection turned into some major problems for my immune system. I was fairly depressed and frustrated one night after my doctor had given me the news that still more tests would be needed, which meant another few days in an uncomfortable bed with people poking and prodding at me.

As I thought about it, the pain began again, and I was sure that my condition might only become more serious. About the time I began to wonder if I would ever see my own home again, my best friend from high school stopped by. She was, quite literally, our class clown. She always had great joke on the tip of her tongue. She was the mascot at the football games because her antics were so funny. Even now I can't help but smile when I think about her.

Two hours after she left, I felt great. I had no pain when I woke up the next morning, and that evening, all of my test results were positive. A miracle? Actually, yes. Study after study has indicated that humor has interesting healing powers.

One way that humor can help to heal is that it literally changes our outlook on life. As we laugh, we have trouble seeing life's difficulties the same way. Suddenly, our problems don't seem quite as bad. Humor allows one to distance him/her from a painful physical or medical situation while also acknowledging that he or she is in such a situation.
This change in perspective is a powerful healing force. Distancing yourself from a distressing situation allows you to view certain circumstances from a more objective perspective, and this can help you extract powerful emotions that focus on your pain or sorrow. In doing this, you do not reject the painful circumstances surrounding you, but acknowledge the reality of your situation - the good with the bad.

Recent mental health studies have shown that laughter can stimulate areas of the brain that release endorphins, helping us to see our situation more clearly.

The benefits of humor, though, aren't all mental. Humor triggers laughter. According to physiological studies, the laughter, in turn, stimulates our cardiovascular systems by increasing the rate at which the heart beats and contracting the muscles. In fact, one study suggested that laughing one hundred times per day is the equivalent of spending ten minutes on a rowing machine.

One study went so far as to suggest that the benefits of laughter reach far beyond our body system. "Laughter reduces levels of certain stress hormones which suppress the immune system, increase the number of blood platelets - which can cause obstructions in arteries, and raise blood pressure," said one researcher. "When we're laughing, natural killer cells that destroy cancer cells increase, as does the level of Gamma-interferon - a disease-fighting protein, T-cells - a major part of the immune system, and B-cells - which make disease-destroying antibodies" Laughter may also increase the concentration of salivary immunoglobulin A, which defends against infectious organisms entering through the respiratory tract so it helps us to resist colds and viruses." That makes quite a case of the adage "A barrel of laughs a day keeps the doctor away."

The healing power of humor is wide-ranging in scope and situation. Though medically, the interesting healing powers of humor are still being studied by many scientists, humor clearly heals the spirit - a part of every one of us which is often neglected by medicine and science.
Seeing the humor in our painful or emotional situations can free us from the chains we have built around ourselves, helping us to recognize that life is more than anger or pain or sorrow, but that it is full of humor and the contagious sound of laughter.

So, in the words of the great Han Solo, "Laugh it up, fuzzball."

**End of Informative Speech Sample**

Grab a pen and paper or your laptop, make yourself a cup of your favorite beverage and write yourself an amazing informative speech sample to teach, impress and entertain your audience!

Another purpose of a speech is to inform and provides information the audience does not already have. Even if the audience does have some general knowledge of your topic, an informative speech will give them new knowledge or more in-depth information on that topic. The informative speech does not advocate one idea over another, but remains nonpartisan.

**General types of informative speeches:**

**Speeches about objects, people:** These types of informative speeches are about things in our sensory and physical world - things you can see and hear and smell and feel and taste.

**Example:** A speech on a country, an important (to you) person, a plant, a bug, and buildings would all be a speech about objects.

**Speeches about events:** These types of speeches are about anything that has or will happen.

**Example:** It can be something like Mardi Gras or the current volcanoes in Hawaii, the recent ferry wreck in Haiti, or even current disasters throughout the world.
**Speeches about processes:** Realize you have already given an informative speech: the speech to demonstrate. These types of speeches take the audience through a series of events which lead them to a specific result or product.

**Example:** How to create holiday ornaments, how to take dents out of fenders and how to tune a guitar are all speeches about processes.

**Speech about concepts:** These types of speeches are dealing with theories, ideas, beliefs and other abstract principles.

**Example:** Explaining democracy, music theory or Martin Luther King, Jr.'s principle of peaceful revolution would fit into this category.

**Activity:** Having the information about the four informative speeches, students will have to write an example of each one, then they will have to choose one of them to make the oral presentation.

Informative speeches can be organized in a topical, chronological or spatial pattern. They will never be organized in a problem/solution or a cause/effect pattern.

Remember as you create your speech to include the principles of what make a good speech: involving your audience, keeping them involved, using a clear thesis statement, giving clear supporting material, and concluding the speech with impact. Avoid becoming too technical in your explanations. Given the limited amount of time for this speech, avoid a question/answer session. This must be included in your time limit. If anyone has questions, tell them you will be happy to answer any questions following the speech session.
PRINCIPLES OF THE PERSUASIVE ORATORY

A persuasive speech persuades us to change our beliefs or actions; shows opinion on a subject that you think it is good/bad, right/wrong, moral/immoral, justified/unjustified, that we should/should not do something.

These speeches have been already written to make life easier for you.

Some examples are:

- global warming
- the case of organ donation
- the need for recycling
- the need for gun control
- the danger of taking illegal steroids
- how to pay off your credit card

PRINCIPLES OF WRITING A GREAT PERSUASIVE SPEECH

Beginning and Ending Your Speech

First impressions are very important, as you know. A poor beginning may so distract or alienate your audience that you may never recover. Having a good beginning is a confidence booster and will propel you into the rest of your speech.

In most speeches, just as in any essay, there are three objectives you need to accomplish at the outset:

- Get the attention and interest of your audience.
- Reveal the topic of your speech.
- Establish your credibility and good will.
• **Getting the Attention and Interest of Your Audience**

Before beginning your speech, wait until you have the attention of your audience. Look at them and wait until all eyes are on you.

If when you did your audience analysis, you determined that this topic will be of interest to them, keeping their attention is the only worry you have. If you determined that they will have little interest, you must generate some. Here are some methods to help you:

For example: At the time of the presentation, the speech can start telling a joke, a short comic story related to the topic.

• **Relate the Topic to the Audience**

Bring the topic home to your listeners. They will be more likely to be interested if the topic relates to their personal lives.

**Example:** Using direct questions the speaker can share experiences with the audience in this way they can relate their real experiences with the speech,

• **State the Importance of Your Topic**

Show your audience why your topic is important. Using statistics would be useful in this area, if you have them. **For example:** the speaker has to convince the audience that his/her speech contains very important information that can be applicable to their lives, such as cancer disease, AIDS, modern technology, world economical crisis etc.

• **Scare Your Audience**

Sharing a shocking statistic or making a bold statement will grab the attention of your audience as well as introduce them to your topic. **For example:** in the case of world economical crisis most people are worried about it, so they expect to know as much information as
possible now that it affects everyone.

- **Arouse the Curiosity of the Audience**

Draw your audience into your speech with several statements that foment their curiosity. **Example:** the speaker can select a topic that is not much studied before, in other words a taboo topic as “euthanasia” that for many people is controversial.

- **Question the Audience**

Asking a rhetorical question or a series of questions is another way to get the attention of your listeners.

**Example:** making the direct questions to a specific person for motivating the presentation to the audience, we suppose the speech is about educating teenagers, the speaker can begin making questions about what are the most common problems that parents face with their children at that age, so the audience can feel identify with the issue.

- **Begin with a Quotation**

Beginning with a quote from a famous writer, from the Bible or other book, from a poem or song, from a television show or movie is another way to arouse the interest of your listeners.

**Example:** “To be, or not to be, that is the question”  
*William Shakespeare*

- **Tell a Story**
We all love stories and they work well in your introduction. Be sure that your story relates to your topic and you are not just telling it for a laugh.

**Example:** the speaker for motivating the audience can look for a short story related to the topic as if he/she is talking about earthquakes; the speech can start describing the most recent earthquakes in our country that were January 13th and February 13th 2001.

- **Reveal the Topic**

In the process of gaining attention, be sure to state clearly the topic of your speech. If you do not, your listeners will be confused. And once they are confused, your chances of getting them absorbed in the speech are almost null this is so basic, that it seems silly to have to mention it, but many speakers fail to do this.

**Activity:** taking into account all the information above students will have to select one topic and put into practice the six steps

- **Establish Good Will and Credibility**

The last objective in the introduction is to establish your credibility, why you're qualified to speak on this subject. Give your audience some reasons to believe that you know what you are talking about.

Establishing good will is essential if you are speaking to a hostile audience. You must make an effort to ensure that at your audience will at least consider your point of view.

Ending your speech gracefully is an art. Your final impression will probably linger longer in the minds of your audience. The conclusion has two functions:

- To let the audience know you are ending the speech.
• To reinforce the audience’s understanding of, or commitment to, the central idea.

*Signal the End

It may seem obvious that you should let the audience know that you have come to the end of your speech, but some speakers end so abruptly that the audience is taken by surprise.

How do you end? One way is by using phrases like, "In conclusion," "In closing."

"Let me end by saying," "My purpose has been," or words to that effect. You can also let your audience know by the manner of your delivery, building to a climax.

Reinforce the Central Idea

Here are several ways to reinforce your central idea:

• Summarize your Speech

Restate the main points in different words.

• End with a quotation

• Make a dramatic statement

• Refer to the introduction

To provide a better idea, there is a clear example of what a persuasive speech is according to the web site “www.speech-topics-help.com“
Communicating with others

**Introduction**

Today, I want to describe to you what I call the 8th Wonder of the World. This wonder is right up there with the Pyramids, with the Hanging Gardens of Babylon, with the Colossus of Rhodes. It is not though of the ancient world. It is though a marvel of engineering and cooperation amongst the nations of the world.

Today as well as the telephone, I use the Internet, I use email.

The Internet is a way of connecting computers together around the world using the telephone cables. Email is electronic mail that is distributed across the Internet.

Did you know, that "the number of emails sent on an average day was approximately 10 billion in 2002 and by 2005, this amount is expect to triple to 35 billion emails sent each day" Now I email at any time and receive the needed information back as soon as the other office is open.

How many here use the telephone to connect with another?

Today we use a large amount of technology to live, communicate, and relate.

Think of your kitchen, car, office, cinema, your local shopping centre. Think of the technology you use, you rely on.

**Body**

The world is in deed shrinking with the advent of email.

As the world shrinks through communication technologies, it must be easier to do business.
Email has revolutionized business. Business can now literally operate at the speed of light.

"Email is growing at a rate of 66% annually, email is the most common way for business people to communicate" (Source: IAAAP / ePolicy Institute news release: April 18, 2002)

Email is simple easy to use and fast. Email reduces the formalities of paper-based title pages and wording in say a Sales quote email makes retrieving an old email easy when comparing negotiations.

The Internet gives "instant" access to information from anywhere in the world.

From my desktop I can negotiate the best price for a transaction regardless where the shop is in the world. In fact I have more suppliers to choose from. Telephone tag (when you ring and they are out) is eliminated. Publishing words or pictures is simple. Anyone can publish on the Internet. I can stay in touch with the office anytime when I am out of the office, using the Internet and email.

The Internet and email has revolutionized business and enables business to be forever open conducting business 24 x 7 (24hours by 7 days).

The Internet and email can even bring friends closer together.

The Internet and email enhances personal relations email can even explode personal relationships in a new dimension.

Email is a powerful complementary of the older technologies: telephone, letters. No stamps, no paper, no envelopes, no trips to/from the postbox.

Your message can be short, succinct and to the point. Stay in touch when do not wish to speak.

Stay in touch regardless of location:
I emailed my son when he was in England
I email to a busy sister in another State - because she is rarely home, using email means the call is not missed if I was to telephone.

When it comes personal relations, email enables cheap effective communications which are never missed, unlike the telephone. They are there when you connect to the Internet.

The Internet and email has shrunk the world, enabled more timely business to occur and can enhance personal relationships and friendships.

**Conclusion**

Today we have explored a powerful vehicle called the Internet, and an effective tool for communication called email.

Today you have heard of the amazing hidden potential that email can bring to YOUR life. Email enhances personal relations email can explode personal relationships in a new dimension. Connecting up to the Internet is simple today. Decide to communicate TODAY. It is time to get email.

The best way to find out if email is of any value to you is to give it a go. It's time to get with the action. Get into email.

Explore this modern 8th Wonder. Send an email message to a friend, a son or daughter, to a grand-child Surprise them!!!!!

**HOW TO PRESENT THE ABILITIES OF THE INFORMATIVE ORATORY**

To present a good informative speech the speaker needs to have some abilities which can make easier the speaker understanding such as: dynamism, creativity, appropriate tone
voice, self confidence, knowledge and domain of the topic that is presenting as much as of the audience.

HERE ARE THE 6 KEY STEPS FOR PREPARING INFORMATIVE SPEECHES.

According to the website: www.Wikihow.com/write-an informative-speech

1. CHOOSE YOUR TOPIC:
   INFORMATIVE-EXPOS: Pick a topic where you will explain something, help people understand, show how to use or do something, etc. Hot topics typically involve scientific or technological breakthroughs that are obviously useful and important to the judges you will have.

2. MAKE A THESIS STATEMENT:
   What point do you want to get across?
   For informative speeches: “I will explain . . .” “I will show how to.

3. CREATE POINTS THAT SUPPORT YOUR THESIS
   Take a moment and think up what would support your thesis. Write the points down on a sheet of paper, leaving room after each one so that you can add supports for them.
   Take a moment and think up what would support your thesis. Write the points down on a sheet of paper, leaving room after each one so that you can add supports for them.

TYPICAL ORGANIZATIONS FOR AN INFORMATIVE SPEECH

How to speech: 4 key steps to doing the thing you are talking about.
Example: Step One: Reformat the hard drive. Step Two: Place the CD into the computer and begin installation. Step Three: Fine tune your operating system.
History/what happened speech: Points listing out from the beginning to the latest thing you want to discuss in your speech.
Example: First, the people inhabited the territory. Second, there were great conflicts. Third, there were good and sad after-effects.
What is it speech: 2 to 4 main points that discuss the key elements of your subject.
Example: First, there must be small numbers; Second, a focus on general rather than specialized education; Third, a focus on more intellectual rather than practical or technical knowledge.

Explain it speech: 2 or 4 main points that go through the key elements of something to explain it.

Example: A plane flies by first, its wing design; second, engine forward movement; third, direction of wing flaps.

4. NOW, DEVELOP SUPPORT FOR YOUR THESIS
Now, write down supports for your points. Take time to research your topic thoroughly and get yourself stories, statistics, expert opinion, and more to make your speech standout. Kinds of supports you should use in your speech:
1. Interest supports to increase interest in your speech: stories, examples, personal experiences, interaction (e.g. games or questions you ask of your audience).
2. Evidence supports to increase solid support in your speech: statistics, expert opinions, direct quotations, studies, surveys, and facts.
3. Multimedia aids such as posters with writing and pictures, PowerPoint, music or recordings on a stereo player, videotapes and DVD’s.

5. WRITE YOUR INTRODUCTION AND CONCLUSION.
Write your introduction. Give a quick attention getter, state the thesis, tell why it is important to you and your audience. Typically in forensic competition, it is expected that you “preview” your main points in the introduction by listing out the main points you will present.
Write your conclusion. Tie the speech together, build to a higher point and give it a sense of conclusion.

6. DELIVER THE SPEECH
Practice and prepare to present your material as effectively as possible

Example: There are some specific oratory courses as well as club conversations which help students to improve their fluency at time to prepare and present an informative speech,

Let’s work!!!!!! Here we have some activities:
Directions: students will have to read carefully each activity and develop each of them taking into account the following topic:

Examples:

- How to cook something.
- How to write a speech or paper.
- How to change a tire.
- How to put curlers in your hair.
- How to play a certain sport.
- How to knot a tie.
- How to save money using coupons.
- How to find a doctor.
- How to make a decision.
- How to fly a kite.
- How to make someone smile.
- How to tell a joke.
- How to study for an exam.

1. Description Speech

Instructions: This can be done as a mini informative speech assignment. This speech gives students the opportunity to realize the power of the tongue. Students need to think of a person, place, or thing. Then, students need to prepare a 1-2 minute speech describing this person, place, or thing. Students will not tell their audience what they are describing.
The purpose of the speech is for the speaker to provide enough detail in his/her descriptions that the audience will be able to know what the speaker is describing without being told. Students will not only be graded on whether or not the audience is able to identify what they were describing, but on the detail of the description.

2. Title: Information through Demonstration

**Instructions:** This demonstration speech gives students the opportunity to be creative and imaginative and to role-play. Students should choose a common, everyday object or product and demonstrate three unique uses for it. The student must employ this object and three other visual representations to support his or her contentions for usage. These visual aids should be incorporated into the presentation itself.

**Examples:**

- *3 alternative uses for toilet paper: toilet paper as a decoration device, a way to enhance your bodily features, as a cushioning device.
- *3 extraordinary uses for oatmeal: a candle holder, a material for sculpting, and hypnotism.
- *The use of Easter grass to help prevent waste pollution: alternative uses for Easter grass at home, for lawn care and for crime prevention.

**Instructions:** This demonstration speech gives students the opportunity to develop and present a "how to" speech. Students should present a 4-5 minute speech demonstrating how to do something. Students can pick from an everyday task to some unique talent they possess.
The general purpose is for the speaker to demonstrate some task well enough for the audience to perform the same task once the presentation is over. Students' speeches should include their specific purpose and main points — the required steps in order to perform the task. Steps should follow a logical or chronological order, and there should be balance, coherence.
Questionnaire for self evaluation:

1- What is informative oratory?

2- How to write an informative speech?

3- Write three example of informative speech

4- What are the general types of speech?

5- What is persuasive oratory?

6- What are the principles of writing a persuasive speech?

7- How can you state the importance of the topic?

8- Why is it important to foment the curiosity of the audience?

9- What are the six steps to informative speeches?

10- What do you understand for descriptive speech?
Review activities:

- Students will have to select a topic, and they will have to look for information to prepare a presentation. They will have to choose between persuasive and informative speech to develop the presentation taking into account all the aspects explained before.

If students select informative speech they will have to specify which type was selected from speeches about objects, people, about process, events or concepts. With this type of speech students can also make use if the description speech or Information through demonstration, they can take as example some of the topics showed above.

But if they selected persuasive speech they have to work using the principles such as:

- Getting the Attention and Interest of Your Audience
- Relate the topic with the audience
- State the Importance of Your Topic
- Arouse the Curiosity of the Audience
- Question the Audience etc.

The last part of this activity is the oral presentation, students will have to present the speech in front of the class, and they can use technological resources to show a professional speech.
UNIT 4: ADAPTING ORATORY TO OTHER OCCASIONS AND FORMATS

OBJECTIVE: to know the different kinds of special occasion speeches.

SPECIAL OCCASION ORATORY

Speeches for special occasions require different approaches from other types of public presentations. They share the need for effective and thorough preparation, knowledge of the audience, and speaker understanding of the person or the occasion. All are audience centered and your success in these settings is largely determined by the carefulness of your preparation. It’s not that important to know all the audience but then it has to have a connection with the purpose of the occasion. The topics should be both informative and persuasive. One should try to connect the topic with personal experiences and try to make it more reliable and interesting for the audiences.

There are different kinds of occasions where such speeches need to be delivered like after dinner, convocation, a student’s graduation, welcome, farewell, award presentations, thanks giving speeches and many more.

Different occasions will have their own importance and so the speeches would be stressed on differently. So, it is very important to understand the basic purpose of that occasion, the ambience for the occasion and the people whom you are going to address their needs and expectations. One should also try to analyze why he/she has been invited to that place is it because of some expertise or professional abilities or something else. For example, a tribute should focus more on appreciating the dominant traits of the person/group and it strengthens the sentiments of the audience leaving them with excitement. A
farewell speech should show respect, gratitude, kindness and support for the person leaving. Award presentation speeches should not be long but then it should be appreciative, focus on the contributions made by the recipients and should be full of enthusiasm to create excitement within the audience. There are inspirational speeches which focus more on values and beliefs trying more to leave an impact on the audience and make them feel and think in your way.

There are many different types of special occasion speeches you might face during your lifetime.

One of the most common you may have to deal with is a high school graduation speech, a college/university graduation speech. No matter what organization you are graduating from, the chances are quite good a long ceremony will be involved.

Another common realm of special occasion speeches is weddings. If you have been asked to speak at the wedding of a friend or family member, your list of special occasion speech topics for this day is endless.

Whether you are the father of the groom, the best man or the maid of honor, the key to a good wedding speech is to make it relevant to the couple.

Or maybe you are retiring and need to say goodbye to a group of people who are like family to you.

Perhaps a welcome speech or birthday speech best reflects your goal. If you have been chosen as an after-dinner speaker, humor might be your overall goal. If someone is being honored, a tribute speech is probably the most appropriate goal for your topics.

For example: * Scarlett O'Hara (from Gone with the Wind) giving a farewell speech to Rhett Butler after he told her "Frankly Scarlet, I don't give a damn."

* Michael Jordan giving a dedication speech to the beginning of the new Basketball Youth of America Program.
* Jay Leno or David Letterman giving an after dinner speech for the Microsoft-Office Annual Christmas Party
* Mickey Mouse giving a welcome speech to all the first-time visitors to the Euro-Disney Park.
* Pope John Paul giving a eulogy at Princess Di's funeral

**Activity:** At the beginning of class, the teacher should write the following three words on the board:

- **Who?**
- **What?**
- **Where?**

Instruct students to take out a piece of paper and answer these three questions.

- **Who:** Each student should pick a person. The person can be famous or not, real or fictitious, a cartoon character, a super hero, a myth, legend, fable, etc. If this person is not well-known, the student needs to provide a brief description of the person.

- **What:** Each student should pick a type of ceremonial speech.

1. Introduction
2. Welcome
3. Nomination
4. Award
5. Acceptance
6. Tribute
7. Eulogy
8. Toast
9. Commencement
10. Dedication
11. Farewell
12. After Dinner Speech / Speech of Entertainment
13. Roast
Where: Each student should set the stage by identifying the setting and occasion for the speech. Students should be as detailed as possible.

When students are finished they should fold up their piece of paper and pass it up to the teacher. The teacher should put all pieces of paper into a bag; at the end of the class each student should take a piece of paper. Within the next couple of class meetings, students will be expected to present a ceremonial speech based on the information on the paper they picked.

High School Graduation Speech

Delivering a high school graduation speech is a definite honor. Graduating from high school is a major milestone in a young person’s life. For a student graduating from high school, preparing and delivering a speech at graduation can be a big challenge.

A few ideas to keep in mind about giving a high school graduation speech are to keep it short, make it personal (share a school related story), use humor, and leave your fellow students inspired.

Using language that is comfortable and natural to the student speaking is important but keeping it tasteful and in keeping with the formality of the occasion is just as important.

Graduation Speech

Graduating from college is a great achievement and a profound time of change and possibility. Giving a speech at a college or university graduation is an honor and an important responsibility.
Key elements of a student's speech at graduation are being respectful of the institution and its leadership and faculty, honoring the achievement of your fellow students and leaving the audience with an inspiring message.

**Father of the Groom Speech**

Making it personal and humorous or moving is the key to any good father of the groom speech. What makes this toast personal is often the father offering a bit of advice to his son and to the newly married couple.

Even if the father's marital track record is not that good, a "lessons learned" element can be very poignant and appropriate if properly expressed.

**Best Man Speech**

Of all the wedding speeches perhaps the most attention is given to the "Best Man's Toast". Because of its traditional nature it can set the tone for the event and a great toast may be remembered for years to come.

The important elements of giving a great best man speech are making it personal, including humor and delivering it with confidence.

Do not leave it to the last minute to prepare your comments and read them off a napkin. The event is deserving of much more forethought and preparation.
**Retirement Speech**

Retiring from a job, particularly one where you have had some longevity is often a bittersweet event. People look forward to retirement but, also, there is a sense of loss and change.

Elements of a good retirement speech are honoring the organization from which you are retiring and thanking the people who helped you along the way.

**Welcome Speech**

A welcome speech would be given at a gathering of an often diverse group of people with a common interest.

Examples of an occasion for a welcome speech are conferences, professional meetings, formal competitions (athletic and otherwise) and even family gatherings.

Important elements of giving a meaningful welcome speech are connecting with the audience, generating excitement for the event they are attending and the organization hosting the event as well as inspiring the attendees to participate in the activities that are planned.

Depending on the event, it may also be desirable to motivate the audience to some action such as becoming members in the organization that is hosting the event or to donate money to a cause.

**Birthday Speech**

A 50th birthday speech or any speech that is given for an occasion like a birthday or an anniversary should be well prepared, personal,
with humorous and/or moving elements and truly focused on the honoree.

**Presenting & Receiving Awards speech**

One of the common special occasion speeches occurs when a gift or award is presented. The presentation speech is much like a speech to praise. The speaker names and describes the reason for giving the gift and the criteria used in deciding who should receive it. The speaker may then describe the recipient's personal qualifications to receive the award. Then the recipient is called forward. Typically the speaker reads any inscription on the award, and then hands the award to the recipient.

**Activity:** Presenting & Receiving Awards

**Instruction:** make group of two students. Each pair will choose one of the following scenarios. One person will present the award and the other will accept the award.

Oscar Awards  
Pulitzer Awards  
Golden Globe  
Nobel Literature Prize  
Nobel Science Prize  
Nobel Peace Prize  
Emmys  
MTV Music Awards  
Country Music Awards  
Grammies  
Most Embarrassing Moment of the Year Award

**Presenting an Award:** The speaker needs to recognize the notable
accomplishments of the individual(s) and should focus on both the organization bestowing the recognition and the award. The speech should be brief and mention the qualifications of the recipient and similarities with other honorees.

**Accepting an Award:** The recipient should graciously acknowledge the award and communicate appreciation at having his or her accomplishments recognized. The speaker should convey sincerity and thank all the people (within reason) who have made this accomplishment possible. The speaker should never apologize for receiving an award or use the occasion as an opportunity to promote or address other social or political causes. Acceptance speeches should be brief.

**HOW TO GUIDE GROUPS INTO THE SOLUTION OF PRESENTATION PROBLEMS**

In some cases the speaker can face situations that was not planed, such as: the computer does not work, the usb is locked or the conference room does not have the adequate environment such as: air condition or it is too small to the audience; in those cases the speaker does not have the control that in some others the speaker must be prepared and have “a plan b”.

**for example:** the speaker prepared the presentations with visual aids in power point but the computer does not work, “the plan b” is to have non technological visual aids such as: charts, pictures, etc.

**Activity:** students have to think in a real problem situation in which the speaker can be involved at the time to give a speech and must provide a solution to the problem.
Questionnaire for self evaluation:

1. What is the purpose of a special occasion speech?

2. What kind of special occasion speeches exist?

3. Write three examples of special occasion speech.

4. What do you need to take into account to give a birthday speech?

5. What are the elements that you need to give a welcome speech?

6. In what occasions can you give a receiving award speech?

7. What is a graduation speech and in what occasions can you give it?

8. What do you understand by a wedding speech?

9. Is “global warming” a special occasion topic? Why?
**Final activities:**

**Activity 1:**

Students need to choose among the types of special occasion speeches and select one type to prepare and give the presentation of the chosen one, such as:

- Wedding speech
- Graduation speech
- Welcome speech
- Presenting or receiving an award, etc.

When students have finished the speech they need to create the entire environment to make the presentation (role plays) each students need to take the role of the speaker as in a real situation.

**Activity 2:**

As a final activity students have to prepare a perfect speech taking into account all what they have learned during the teaching learning process of this subject. Students also have to put into practice the tips, techniques and advices for making an excellent oral presentation not forgetting the correct well dressed and interesting topic which motivates and catches the interest to the audience, presenting good visual aids, the topic must be presented as a real situation with the purpose of being a real lecture.
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| **UNIT 1**| **ORIENTATION**                                                          | Comprehension, fluency, vocabulary   | -Before to create the speech students have to identify the audience  
- For the oral presentation students have to use the adequate gestures and body language according the speech.  
- After the oral presentation the students have to make peer and self corrections. |
|           | What Oratory is, developing the oratory concept with their own students words and making their own speech, taking into account the six essential elements for making a good oral presentation, practicing the critical listening the students can improve this skill, analyzing the scene and the audience the students can get the attention since the beginning of the speech. |                                                      |                                                                                                                                         |
| **UNIT 2**| **PRINCIPLES**                                                            | Reading, writing and comprehension   | -The selection of a topic for creating the body, introduction and conclusion, as a first activity  
- The students have to use the main technological resource that the University provides that is EBSCO HOST, having all information students have |
| UNIT 3 | STUDYING THE DIFFERENCES BETWEEN INFORMATIVE AND PERSUASIVE SPEECH | STUDYING THE DIFFERENCES BETWEEN THEM, TO LEARN WHICH PRINCIPLES ARE AND HOW TO IDENTIFY ON A SPEECH THE TYPE OF A SPEECH ACCORDING TO THE MESSAGE THAT THE SPEAKERS WANT TO TRANSMIT, DOING THROUGH EXERCISES AND ACTIVITIES WHERE THE STUDENTS MUST PUT INTO PRACTICE THE CREATIVITY FOR PERFORMING THE SPEECH. | READING, COMPREHENSION, FLUENCY AND WRITING | - STUDENTS HAVE TO SELECT AN INTERESTING TOPIC TO WORK WITH, KNOWING THE DIFFERENT TYPES THEY ARE -- STUDENTS ALSO HAVE TO MASTER EACH ELEMENT STUDIED BEFORE REGARDING TO GET THE AUDIENCE INTEREST, CATCHING THE ATTENTION, ETC. |
| UNIT 4 | LEARNING WHAT TYPE OF SPEECH IS APPROPRIATED FOR SPECIAL OCCASIONS, THE STUDENTS HAVE TO WORK LOOKING FOR DIFFERENT SPEECHES THAT CAN BE USED FOR SPECIAL OCCASIONS LIKE WEDDING, HIGH SCHOOL GRADUATION, ETC. | READING, COMPREHENSION, FLUENCY AND WRITING | - GIVEN THE EXAMPLES, THE STUDENTS HAVE TO SELECT ONE OF THEM FOR STARTING WORKING WITH. - STUDENTS WILL BE ABLE TO DISTINGUISH WHAT TYPES OF SPECIAL OCCASION ORATORY THEY ARE, HAVING ALL THE INFORMATION THEY ALSO BE READY TO PERFORM A PERFECT SPEECH. |