

Lecture 11

Speaking on special occasion

Speaking on special occasions

- Speaking for special occasions is different.
- They may convey information but that is not their primary purpose.
- They aim to fit the special needs of a special occasion.

Five types of speeches on special occasion

- Speeches of introduction
- Speeches of presentation
- Speeches of acceptance
- Commemorative speeches
- After-dinner speeches

Speeches of introduction

- A speech that introduces the main speaker to the audience.
- Three purposes in the introduction:
 - Build enthusiasm for the upcoming speaker
 - Build enthusiasm for the speaker's topic
 - Establish a welcoming climate that will boost the speaker's credibility.

Guidelines for speeches of introduction

- Be brief
- Make sure your remarks are completely accurate
- Adapt your remarks to the occasion
- Adapt your remarks to the main speaker
- Adapt your remarks to the audience
- Try to create a sense of anticipation and drama

Speeches of presentation

- A speech that presents someone a gift, an award, or some other form of public recognition.
- The main theme of a speech is to acknowledge the achievements of the recipient.
- Explain the purpose of the award.
- Praise the losers also if it is a public competition; not only the winners.

Acceptance speeches

- A speech that gives thanks for a gift, an award, or some other form of public recognition.
- Thank the people who are bestowing the award.
- You should also recognise the people who helped you gain it.
- E.g.: Oscar winners' speeches.

Commemorative speeches

- A speech that pays tribute to a person, a group of people, an institution, or an idea.
- Give information about your subject.
- You may draw on examples, testimony, or statistics to illustrate the achievements of your subject.

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- You may draw on examples, testimony, or statistics to illustrate the achievements of your subject.
- Fundamental purpose is to inspire your audience.

After-dinner speeches.

- A speech to entertain that makes a thoughtful point about its subject in a light-hearted manner.
- Any topic suitable for an informative or persuasive speech can be appropriate for an after-dinner speech, as long as you approach it in a light-hearted manner.

- They require careful preparation and organisation.
- They should have a central theme, strive to make a thoughtful point about the theme – human nature, college life, travelling experience and so on.

Summary

- Special occasions include weddings, funerals, dedications, award ceremonies, dinners and the like.
- Five types of speeches: introduction, presentation, acceptance, commemorative and after- dinner speeches.
- Keep your remarks brief, make certain they are completely accurate, adapt the remarks to the audience, the occasion and the main speaker.