
Communication Skills Building: Types of Speeches

— Global Tourism & Communication —
Day 2

Agenda

- Warm-Up Discussion
- Purposes of Speeches
 - Inform
 - Persuade
 - Mark a special occasion
- Create a short Special Occasion speech
- Closing Questions



By the end of this lesson, you will have a better understanding of:

- **Three main purposes for giving speeches.**
- **Main types of short speeches for special occasions.**

Activity: Warm-up Discussions

Discuss the questions. It is okay if you do not get to all of the questions.

- Have you ever given a speech? If yes, briefly describe the event and your speech.
- Describe some speeches you have seen in person or on a video.
- Think about your future job. What kinds of speeches may you possibly give?
- What famous person do you think is a good speech maker?

Pick 1 person in your group to share something.

Main Purpose of Speeches

- Inform
 - Persuade
 - Mark a special occasion
-

Informative Speaking Goals

- Present facts
- Help audience understand information
- Description

Informative Speech Topic Examples

- Objects: Describe a flower.
- Events: Describe a holiday.
- People: Famous person biography
- Processes: How to make a cake
- Ideas: What is an “emotion”?

Persuasive Speaking Goals

- Give proof for an argument
- Influence listeners to think, feel, or act in a way the speaker chooses
- Convince

Persuasive Speech Topic Examples

- Children younger than 12 should not have cell phones.
- The death penalty must be abolished.
- School uniforms should not be required for high school students.

Is it informative or persuasive?

Look at the list below. Decide if each topic would be best for an informative or persuasive speech.

- The history of California.
- Parents must not let their children eat fast food.
- Plastic straws should not be used.
- How to make sushi.
- The tourist industry in California
- Textbooks should be replaced by e-books.

Be prepared to share your responses.

Special Occasion Speeches

- Make a type of social event.
- Usually shorter than informative or persuasive.
- Organization is less academic and more personal.
 - There's still an introduction, body, and conclusion.

Special Occasion Types

- Introductions
- Presentations
- Acceptance
- Dedication
- Toasts
- Eulogies
- Commencement

Introductions



Given by an event host to introduce the next speaker.

- Familiarize audience with the speaker.
 - Should be precise and short (1-2 minutes).
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Presenting an award



- Highlights the award's significance.
 - Highlights the merits of the award recipient.
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Accepting an Award



- Special thanks to the prize- or award-giver.
 - Other special thanks to people who have helped the winner achieve the goal.
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Dedication



Given when a building gets named after someone, a new shop opens, etc.

Focus on:

- What is being dedicated (a ship, a bridge, etc.)
- Who was involved in the project.
- The importance of the project.

Toast



- A brief tribute to a person or an event.
 - Appreciates and congratulates.
 - Recognizes the person's achievements.
 - Gives best wishes for the future.
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Eulogy

Given in honor of someone who died.

- Give information about the person.
- Share a memory.
- Celebrate the person's achievements and story.
- Acknowledge the mourners



Activity: Group Discussions - Special Occasions

Discuss the questions. It is okay if you do not get to all of the questions.

- How are most school speeches different than speeches for “special occasions”?
- What are some emotions you might feel during speeches for special occasions such as weddings, funerals, graduations, etc.?
- What advice would you give someone making a speech?
- Have you ever given a special occasion speech? Tell your group about it.
- Would you want to give a special occasion speech? Which one?

Special Occasion Speech Organization

Introduction

- Grab the audience's attention.
- Tell the main purpose of your speech.

Body

- Talk about the topic in detail.

Conclusion

- Summarize main points and close the speech with a strong message.

Activity: Create a Special Occasion Speech

Choose 1 of the 6 speech occasions. Take **5 minutes to think** about and write your ideas. Present a short (**30-second to 1-minute**) speech.

1. Give a toast at your best friend's wedding.
2. Make an acceptance speech for winning an award.
3. Introduce the president of the United States.
4. Prepare a eulogy for a famous person.
5. Present a "best employee" award to a coworker.
6. Deliver a congratulation speech to honor your friend's graduation.

Follow-up Questions

- What emotions did you feel while you were presenting your special occasion speech?
- What do you think were your strengths in presenting?
- What aspects of giving a speech would you like to improve?