

**A POCKET
GUIDE TO
PUBLIC
SPEAKING
4TH EDITION**

Chapter 25

Speaking on Special Occasions

Purposes of Special Occasion Speeches

- Speech to entertain
 - ▶ Lighthearted, amusing speech
 - ▶ Offer a certain degree of insight
- Speech to celebrate (person, place, event)
 - ▶ Praise the subject of the celebration
 - ▶ Offer a degree of ceremony

Purposes of Special Occasion Speeches (cont.)

- Speech to commemorate (event or person)
 - ▶ Offer remembrance and tribute
- Speech to inspire
 - ▶ Motivate by examples of achievement/heroism
- Speech that sets a social agenda
 - ▶ Articulate/reinforce group's goals and values

Speeches of Introduction

- Prepares the audience for the main speaker
 - ▶ Describe the speaker's background and qualifications.
 - ▶ Briefly preview the speaker's topic.
 - ▶ Invite the audience to welcome the speaker.
 - ▶ Be brief.

Speeches of Acceptance

- Made when receiving an award
 - ▶ Prepare in advance when possible.
 - ▶ Express what the award means to you.
 - ▶ Express gratitude.

Speeches of Presentation

- Delivered when an award is given
 - ▶ Communicate the meaning of the award.
 - ▶ Explain why the recipient is receiving it.

Roasts and Toasts

- Roast
 - ▶ Humorous tribute to a person
 - ▶ Series of speakers jokingly poke fun
- Toast
 - ▶ Brief tribute to a person or event
- Both call for short celebratory speeches.

Roasts and Toasts (cont.)

- Prepare.
 - ▶ As you practice, time the speech.
- Highlight remarkable tributes of the honoree.
- Be positive and be brief.

Eulogies and Other Tributes

- Eulogies commemorate and console.
 - ▶ Balance delivery and emotions.
 - ▶ Refer to the deceased's family.
 - ▶ Be positive but realistic.

After-Dinner Speeches

- Lighthearted, entertaining speech
- Listeners may expect
 - ▶ To gain insight into the topic;
 - ▶ An outline of the group's priorities/goals.

After-Dinner Speeches (cont.)

- Recognize the occasion.
 - ▶ Do not deliver a canned speech.
- Keep remarks sufficiently low-key.
 - ▶ Listeners are digesting the meal.

Speeches of Inspiration



- Seek to uplift audience members
- Common examples:
 - ▶ Sermons
 - ▶ Commencement addresses
 - ▶ “Pep talks”
 - ▶ Nomination speeches

Speeches of Inspiration (cont.)

- Appeal to audience members' emotions.
- Use real-life stories.
- Be dynamic.

Speeches of Inspiration (cont.)

- Make your goal clear.
- Consider a distinctive organization device.
- Close with a dramatic ending.