

# Chapter 15

*Exploring Public Speaking, 4<sup>th</sup> edition*

Open Resource Textbook for Basic Public Speaking  
Course

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# Overview

- Understanding Special Occasion Speeches
- Types of Special Occasion Speeches
- Special Occasion Speech Language
- Special Occasion Speech Delivery

# Understanding Special Occasion Speeches

- The goal of a special occasion speech is to
  - Stir emotions
  - In response to an occasion or event
  - Falls into the “entertain/amuse/inspire” category
  - May involve a different manner of speaking (language and delivery)
  - Should capture audience attention while delivering message

# Four steps

- Preparation – personal or impromptu nature should not allow you to appear unprepared
- Adapting to the occasion – the reason for the speech
- Adapting to the audience – it's about them
- Being mindful about time – these speeches are usually brief

# Types of Special Occasion Speeches

## □ Speech of Introduction

- Designed to briefly introduce the main speaker (“Keynote”) at an event
- It’s an honor to be asked to do this; take seriously
- Should
  - forecast topic,
  - tell why speaker is qualified (relevant biographical material), and
  - Why audience should listen

# Speech of Presentation

- Accompanies the giving of an award
- Common, and very important to get right
- Content
  - Explain the nature of the award
  - Explain why the recipient won it
  - Mention others up for the award if possible
  - Be mindful of time

# Speech of Acceptance

- Given when an individual wins a major award
- Don't be like entertainment award winners!
- Have one ready if you know you are up for an award
- Be thankful, be gracious, be short
  - Thank those giving the award
  - Acknowledge those who helped
  - Indicate what you will do with the award (if money)

# Speeches of Dedicating

- Given at the opening of a building, store, monument, etc.
- Content
  - Explain your own connection to the building
  - Acknowledge those who designed, built, and funded it
  - Explain its value to community and/or users



# Toasts

- For praising or congratulation someone (or couple)
- Be brief
- Be appropriate; avoid the “inside jokes”
- Be sensitive
- Speak to the person(s) being toasted

# Roasts

- ▣ Praise and (good-naturedly) insult a person being honored (person is respected)
- ▣ At conclusion of a banquet in person's honor
- ▣ Humor should not be hurtful
- ▣ Audience should understand the references; avoid inside or personal jokes

# Eulogy

- Speech given in honor of a deceased person, usually at funeral or memorial service
- Must take special care with this type
  - Learn much about person; ask others for information
  - Use one or two examples of “gentle,” appropriate humor
  - Consider the three parts of
    - Praise
    - Lament
    - console

# Speeches of Farewell

- Given when moving on to a new city or position
- Express appreciation for what the experience and relationships have meant
- End on high note

# Commencement Speeches

- At graduation ceremony – it's about the graduates
- Content
  - Use theme if there is one for the ceremony
  - Use personal life experiences; be appropriate funny
  - Be brief
  - Focus on students, give them wisdom
  - Place in broader context of students' lives

# After-dinner Speeches

- Given after banquets; usually speaker is professional or known for skills
- Not a stand-up comedy routine but a real speech
- Write an informative or persuasive speech 2/3 of the way and leave the other 1/3 for humorous material.
- Props and visual aids can be helpful.

# Motivational speeches

- Designed to move audience toward some kind of action through emotional arousal
- Four types:
  - Hero speech
  - Survivor
  - Religious
  - Success

# Special Occasion Language

- Take more care with specific use of language
- Use rhetorical techniques from Chapter 10
- Focus on basic, evocative words that will pull out emotions in audience



# Special Occasion Delivery

- Lean toward manuscript delivery (due to specific language choices)
- However, practice for
  - vocal variety and emphasis for emotion,
  - length,
  - eye contact, and/or
  - Comedic timing