

# Language Links

## Elements of An Effective Speech



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Volume 2

Anyone can give a speech. Not everyone can give an effective speech. To give an effective speech there are 6 elements you should consider.

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**1. Be Prepared** - As a general rule, you should spend about 30 hours of preparation and rehearsal time for every hour you will be speaking. Use a tape recorder or videotape yourself. This will help you to get an accurate picture of how you speak.

**2. Give of Yourself** - Use personal examples and stories in your speech whenever possible to make your point. The stories must match your message. In either case be willing to give of yourself by sharing some of yourself with the audience.

**3. Stay Relaxed** - Focus on your message and not the audience. Use gestures, including walking patterns. Practice the opening of your speech and plan exactly how you will say it.

**4. Use Natural Humor** - Don't try to be a stand up comedian. Be sure NOT to make fun of anyone in the audience. People will laugh with you when you poke fun at yourself but don't over do it.

**5. Plan Your Body & Hand Positions** - During the practice of your speech look for occasions where you can use a gesture. Establish three positions where you will stand and practice not only how to move to them but where in your speech do you move. Pick three positions, one on center stage, one to your right, and one to your left. When you do move maintain eye contact with the audience.

**6. Pay attention to all details** - Make sure you have the right location (school, hotel, room & time). Make sure you know how to get to where you are speaking. Ask how large an audience you will be speaking to. Make sure you bring all your visual aids and plenty of handouts. Arrive early so you can check out where you will be speaking and make any last minute adjustments.



It is very important that you pay attention to even the smallest details. You can never overplan. Remember, "He who fails to plan is planning for failure"

# Culture Corner

## Doing Business in China



See how much you know about Chinese culture, customs, values and business etiquette.

By  
Piyaporn



**1. You are hosting a delegation of Chinese business people. Where should the most senior of them be seated in the meeting room?**

- A) At the head of the table
- B) To the right of your most senior representative
- C) Where they choose to



**2. What is the most appropriate way to address a Chinese client?**

- A) Surname preceded by title  
i.e. Director
- B) First name only



**3. Which of these should you avoid in China?**

- A) Touching and physical contact
- B) Speaking about family
- C) Silence during conversations



**4. During negotiations the Chinese keep mentioning that the proposal is unworkable and that they fear agreement will not be met. What should you do?**

- A) Offer concessions to save the deal
- B) Display some anger to demonstrate your commitment to the partnership
- C) Suggest an end to the negotiations and gauge their reaction.

**5. Which of these has the most influence on a person's rank?**

- A) Salary
- B) Age
- C) Experience



**6. You are the manager and are holding a meeting with Chinese colleagues. One of them suggests an idea to you which you completely disagree with. What should your reaction be?**

- A) Speak bluntly and expose why the idea is not workable. The Chinese respect plain speaking.
- B) Acknowledge the suggestion and state that you will think about this. This saves anyone from losing face.
- C) Reprimand the colleague. In China it is rude to make suggestions to the boss.

Let's check the answer

1.B 2. A 3. A 4. C 5. B 6.B

# Here's the Answer

## Using prepositions to describe trends & graphs



**Q 1: Which sentence *a* or *b* is correct?**

- a) There has been an increase **in** the number of people aged over thirty.
- b) There has been an increase **of** the number of people aged over thirty.



**Q 2: Which sentence *a* or *b* is correct?**

- a) Between 1990 and 2000, there was a drop 15%.
- b) Between 1990 and 2000, there was a drop **of** 15%.



We use a **noun** describing a specific trend or change + **in** + a word phrase describing the thing which has changed:

\* a(n) **cut / decline / decrease / drop / fall / increase / reduction / rise**, etc. **in** something

*Examples:*

*There have been dramatic **cuts in** the level of spending on the elderly.*

*The chart shows a **decline in** the bird population.*

\* a(n) **change / growth / improvement / trend / variation**, etc. **in** something

*There have been significant **improvements in** health care.*

*We have seen massive **changes in** people's lifestyles.*

We use a **noun** describing a change or the result of a change + **of** + a number showing the size of the change:

\* a(n) **decrease / drop / fall / increase / reduction / rise**, etc. **of** + number

*The statistics show a **reduction of 20% in** energy costs as a result of the government's new measures.*

*The radio station experienced a **fall of 36,000** listeners to a total audience of 2.1 million.*

\* a **high / low / maximum / total / peak**, etc. + **of** + number

*Demand reached a **peak of 45,000** in early March.*

By  
Napasswan



# Bits and Pieces

## Public Speaking: Glossary

### Anecdote:

A short interesting or amusing incident.

### Extemporaneous:

An impromptu or spontaneous presentation.

### Keynote:

The main speech at a meeting delivered to all attendees in a general session. Originally the main point of a speech.



### Lectern:

A stand with a sloping top from which a speaker delivers his or her program. Sometimes incorrectly called a podium.

### Podium:

Raised area in front of the audience where the speaker stands. Many people call a lectern a podium. This is technically incorrect, but very common.

### Master of ceremonies:

A person who acts as host of an event, making the welcoming speech and introducing other speakers or entertainers. Also Toastmaster, Roast master, Emcee, MC.

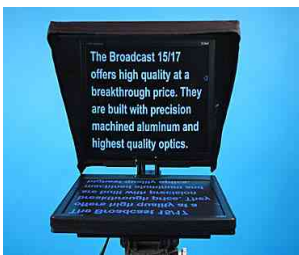
### Moderator:

Person who presides over a meeting, panel, or debate.



### Off the cuff:

In an extemporaneous or informal manner. Old time speaker s would make notes on their shirt cuffs instead of preparing for a talk.



### Prompter:

A device used to electronically display a magnified version of the script the speaker can see, but the audience can't. (Commonly called a TelePrompter, which is actually a registered trade name.)

### Prop:

A shortened version of the theatrical term "property" used to describe any object handled or used by an actor in a performance.



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