

## AECC ENGLISH E-Lesson for B. Com. (Hns.) Sem. II

### PUBLIC SPEECH

**Public speech** is a form of **mass communication** where a person **addresses a large gathering**. Giving a speech is an **art** which has to be cultivated. It is not only the political leaders who have to give speeches but there are jobs where one has to address many people at the same time. The head of an institution, public relations officer, media co-ordinator, all have to address many people.

There is always a time-limit in a public speech. One should try to wrap up the speech in the given time. This will also leave a positive impression as the speaker would be valuing the time of the audience.

#### Features of writing a good speech:

- The speech has to **begin with a greeting** and the **introduction of the topic**.
- It has to contain a **good middle/ the subject-matter** should be **to the point**.
- It has to **end properly**— “Thank you for your patient listening.”
- The speech has to address **dissimilar group of people**. So, one has to be **careful to speak** in such a **manner** that she/ he **catches the attention of everyone**.
- In order to keep the audience **interested/ attentive**, the person has to **say something new** that the audience does not know or **say things in such a manner** that the **listeners pay attention**.
- For a speech, one needs to use the **language people are familiar with**.
- The speech has to be **subject-specific**. **Simple words** should be used and **sentences** should be **short**.
- The speaker/ writer of the speech have to understand the **pulse** of the **audience** to keep them **attentive**.
- The **expectations** of the audience have to be **figured out** and **thoughts** have to be presented according to those expectations.
- A **rough draft/ structure/ framework** of the speech can be written before writing the actual speech.
- **Anecdotes/ examples** can be used in a speech to make it more **authentic/ genuine**.
- A good speech should always **end with a bang** to leave a **strong impression** on the readers.