



UNIVERSITY OF ILORIN
ILORIN, NIGERIA

FUNDAMENTALS **OF THE** **USE OF ENGLISH**

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ISBN: 978-2066-48-6

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First Edition: 2009
Reprinted: 2010, 2012
Second Edition: 2013
Reprinted: 2017
Third Edition: 2018

ISBN: 978-2066-48-6

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Printed at **UNILORIN PRESS**
University of Ilorin

Chapter 15 SPEECH WRITING AND MAKING

Ibukun Titilayo Osuolale-Ajayi

Objectives of the Chapter:

At the end of the chapter, the students are expected to:

- (i) mention and explain the peculiarities of speech;
- (ii) distinguish between the peculiarities of Speech and Writing;
- (iii) identify different speech varieties and their features;
- (iv) specify speaking functions, types of delivery and effective speech strategies;
- (v) suggest and justify the ideal type of speech delivery based on a given topic; and
- (vi) form a speech group and have each group member deliver a brief speech on a given topic.

Resources: See reference list and internet materials.

Introduction

The productive aspects of language, i.e., writing and speaking are reflection of a person's mastery of a language. A communicative craft that involves these two aspects of language is speech writing and speech making.

Speech writing can be defined as the act of graphically representing one's thoughts. Speech making, on the other hand, is the formal or informal address conveyed to an audience which can be rehearsed, impromptu or read from a manuscript. It can thus be inferred from the above that speech writing and making involve both written and oral aspects of language. Speech writing and speech making are cognitive acts that require mastery and research. In the following sub-sections, efforts shall be geared toward uncovering the intricacies of rhetoric and speech writing in order to encourage their mastery.

Speech Varieties

Speeches are classified based on the speaking occasion or the actual situational context. Broadly, speeches can be categorised into formal and informal varieties. Examples of formal speeches include:

- i. Academic discourse
- ii. Job interviews
- iii. Presidential debates

Examples of informal speeches are:

- i. Wedding speech
- ii. Social media chatroom discourse
- iii. Married couple discourse
- iv. Colloquial discourse such as street talk, etc.

Speech Genres and their Functions

It is a known fact that people do not speak in void and that words are used to perform certain actions. It is very important to identify the goals you want to achieve before selecting the

of speech to be used. Some functional types of speech writing or making are discussed in the following:

- a. **Informative speech:** This type of speech seeks to inform the audience on issues, processes, events, concepts and objects unknown or unclear to them. This ensures that the audience gets clear and credible information. A good informative speech must be devoid of abstractions and too many technical terms. It is important that the knowledge of the audience should not be overestimated and the subject of the speech must be related directly to the audience by personalising ideas. An example of an informative speech is: "The role of Nigerians in the 2019 General Election".
- b. **Persuasive speech:** The chief aim of this type of speech is to convince the listener or audience to support or believe the points being pushed by the speaker. This requires the speaker to engage and sustain the attention and interest of the audience. S/he is expected to provide logical explanations that do not, in any way, insult or discredit the audience. This type of speech is used by crusaders of specific causes to either gain passive agreement or trigger immediate action from their audience. This speech can be formal or informal and its style is usually argumentative. An example of an argumentative speech is "The increment of workers' minimum wage and its effects on national development".
- c. **Entertainment speech:** A speech that is satirical often tends to entertain. The aim of this type of speech is to stimulate the humour sense of the audience while covertly criticising any societal ill the speaker decides to bring to fore. This type of speech is usually given at comic monologues and weddings, etc. Speeches that aim to amuse people through illustration, stories, jokes, etc. are entertainment speeches. This type of speech, which is usually short, can be categorised as informal speech.
- d. **Demonstrative speech:** Some speeches are aimed at giving vivid description of a thing or concept. This type of speech can be facilitated via the use of visual aids and even audio recordings. A speech that performs this function is known as demonstrative speech. This type of speech educates the audience and it is usually expository in nature. An example is "How to Make an Auto-Gele". This speech can either be formal or informal.
- e. **Commemorative speech:** A commemorative speech is a testimonial, tribute, or praise about a person, an organisation and an institution. The goal of this speech is to earn the appreciation of the audience and inspire them to take an action. It should be noted that this type of speech goes beyond biography. Facts and laudable achievements of the subject or personality should be the point of departure of the speech in order to stir desirable emotion and respect. Examples of commemorative speech include eulogies and testimonial addresses.
- f. **Introductory speech:** The objective of this speech is to get the audience acquainted with the speaker or an awardee. This speech highlights the importance/achievements of the speakers, his or her personal/educational background, as well as, his past and current positions/offices. It is important to state why the speaker has been selected in order to create a longing for an experience with him or her. A good introductory speech is usually brief and accurate. An example of an introductory speech is as follows:

CITATION (For Award Presentation)

Alhaji Hassan Ibrahim Sani was raised at Tesi Compound, Popo Giwa, Abemi area in Ilorin Kwara State. Despite his humble background, his keen interest in education made him to struggle through thick and thin to attain his present feat. He obtained his Nigeria

Certificate in Education (NCE) from Federal College of Education, Katsina in 1996, Bachelor of Education English from University of Ilorin in 2012, and Master of Educational Management from University of Ilorin in 2015. Notwithstanding the demanding nature of his calling as an industrialist; currently, he is on the final lap of his doctoral programme in Administration and Planning at Ahmadu Bello University, Zaria.

Distinguished ladies and gentlemen, the man standing here before you started his business and entrepreneurial career as Spare Parts seller at Yankura Market in Kano in 1990. Later in 1996, he moved to Haulage business. Alhaji Hassan worked with Tower Aluminium, Ikeja Lagos; first as a transporter and later as an installer between 1996 and 1998. He equally worked with Queensway Aluminium in Kano and Kaduna between 1998 and 2002. He started aluminium business in 1998 and was fully registered in 2002. The production line of his SHELTER SETTERS ALUMINIUM AND EXPERTS NIGERIA LIMITED situated here in Ilorin commenced in 2008, and was later commissioned officially in 2011 by the then Governor of Kwara State, now Senator Abubakar Bukola Saraki.

From 2011 till date, the humble man standing has been setting the nation's shelter, and touching lives of people, far and near, in many positive ways. Ladies and gentlemen, I have the honour inviting Alhaji Hassan Ibrahim Sani; the Chief Executive Officer of Shelter Setters Aluminium and Experts Nigeria Limited; a proud alumnus of this 'Better by Far' University, to step forward to receive the 'Icon of Excellence' award, courtesy of the Department of English, University of Ilorin.

- g. After-dinner speech: This type of speech is usually the last event in an evening programme. It is a public address made after dinner which discusses issues (serious or not) in a light-hearted manner. Jokes, satires, etc. are permitted in this kind of speech. It should be noted that after-dinner speech is different from entertainment speech slightly in the sense that its main purpose may not be to entertain. Some after-dinner speeches are the highpoints of an occasion while others appreciate and acknowledge members of the audience.
- h. Acceptance speech: A speech that is made after receiving an award, honour or prize is known as an acceptance speech. This speech seeks to acknowledge, with humility and some sense of humour, the award, the organisers of the award ceremony, the audience and anyone who has influenced the awardee. The speech could also state the beliefs, aspirations, and suggestions of the awardee.

Stages in Speech Writing

Speech writing involves the pre-writing stage, the writing stage and the post-writing stage. The stages would be discussed in turn in the following.

The pre-writing stage: The writer is expected to carry out research on the topic he wants to speak on. At this stage, a good speech writer determines on how to make his audience think the way he wants them to. The speech writer is expected to gather for information by carrying out research, interviews and survey.

The writing stage: This is the main part of the writing. The structure of a scripted speech can be divided into five parts.

The Heading/Title: It is obligatory for a scripted speech to have a specific title. The heading must include the subject or topic of the speech (which may be omitted in some cases), the date, venue, the occasion or the audience (which may not be included) and the name of the person delivering the speech. It must be noted that there is no full stop after the title. The following example is without the topic of the speech.

A STATEMENT BY H.E. MUHAMMADU BUHARI, PRESIDENT OF THE FEDERAL
REPUBLIC OF NIGERIA TO ECOWAS MEMBERS AT ECOWAS 60TH SESSION ON
MONDAY, 30TH OCTOBER, 2018

The following example is with the topic of the speech.

THE CAUSE, EFFECT AND TREATMENT OF ECOLI IN THE HUMAN BODY. AN
ADDRESS DELIVERED BY DR. OLAYEMI YINKA AT THE UNIVERSITY OF FORTE
HARE ON 31ST OCTOBER, 2019

- b. **The Salutation:** The speaker is expected to recognise, acknowledge, and appreciate members of the audience by mentioning them accordingly, that is, from the most 'senior' to 'junior' in hierarchy. Hence, a good speech writer should have an idea of the dignitaries that would be present at the occasion. It is pertinent that if a speaker notices that an important guest is omitted on the script of the speech, she should acknowledge that person. The following is an example of salutation:

Your Excellency, the Ag. President Prof. Yemi Osinbajo GCUN, SAN;
(Represented this evening by the Hon. Minister Power, Works and
Housing HE Babatunde Raji Fashola SAN);
Your Excellency the Senate President, Dr. Bukola Saraki, GCUN;
My Lord, the Chief Justice of Nigeria, Hon. Justice Samuel Walter
Onnoghen GCON;
Your Excellency, the Governor of Lagos State, Akinwunmi Ambode;
Your Excellencies the Governor of Kano, Ondo, Rivers and Sokoto
States;
Justices of the Supreme Court and Court of Appeal;
The Hon. Attorney General and Minister of Justice, Abubakar Malami
SAN;
My Lord, the Chief Judge of Lagos, Fumilayo Atlade;
My Lords Chief Judges of the various States;
Distinguished members of the Body of Benchers.

Learned Senior Advocates of Nigeria;
Invited guests and resource persons;
Distinguished Colleagues;
Gentlemen of the Press;
Ladies and gentlemen,

(Retrieved from www.nigerianbar.org.ng/index.php/news1/333-welcome-address-by-the-president-of-the-nba on 4/09/18)

- c. The Introduction: This part should be concise and it should be able to draw the attention of the audience. That is, it should be able to heighten the interests of the audience in the speech. The introduction should also serve as a preview of the body of the speech. Useful devices that can help catch the attention of the audience are: "reference to the audience, reference to the occasion, reference to the relationship between the audience and the topic, as well as, raising a rhetorical question, telling a joke or giving an anecdote (Olowe, 2003, pp. 85-87)".

Task:

Study the introduction of the speech below and pay careful attention to the devices used to make the introduction catchy:

INTRODUCTION

It is with great pleasure that I welcome you all to the 57th Annual General conference of the Nigerian Bar Association holding here in Lagos, Nigeria's commercial capital. The NBA Annual Conference is the flagship event in our annual calendar. It is now Nigeria's primary conference. This year, nearly 12,000 persons have registered to participate.

The 2017 conference has attracted unprecedented interest and attention not only amongst lawyers, our primary constituency, but also from business community, the public sector, the academia and the development community. It is also receiving wide coverage in local and international media in addition to considerable following on social media. Why such interest?

(Retrieved from www.nigerianbar.org.ng/index.php/news1/333-welcome-address-by-the-president-of-the-nba on 4/09/18)

- d. The body should be written in a way that would ensure that the objectives of the speech would be easily achievable. The body should also be written in clear language and thoughts should be arranged in a chronological order. The writer must use discourse/transitional markers and cohesive devices to link or connect his thoughts in order to achieve clarity. Examples of discourse and cohesive markers include expressions such as: as well as, in order, while, in addition to, etc. Ambiguous expressions should be avoided and if they must be used.
- e. The Conclusion: The conclusion is very important in speech writing. It is not just good to start well but it is better to start well and finish well. The audience should be given clues that the speech is coming to an end and this is effectively done by summarising the main points in the body of the work and giving a sentence to show the speech is about to be concluded. The concluding paragraph of a speech should end on a very strong note, which may include: the use of rhetorical questions, popular sayings, memorable quotes, anecdotes or proverbs. A good conclusion is

also courteous. The audience must be appreciated for listening. An example of the concluding part of a speech can be seen in the following extract:

Excellencies, Ladies and Gentlemen,

Let me end by stating that despite the challenges, our community remains the envy of the international community. It is therefore imperative that we build on our achievements. As the elected representatives of our people, the region and indeed Africa as a whole look up to us to provide a solid foundation for the political and economic development of the West African sub-region.

(Retrieved from President Muhammadu Buhari's speech at the ECOWAS 50TH session)

- iii. The post writing stage: The post-writing stage involves the act of proof-reading the body of the work. A good speech writer is expected to eliminate grammatical slips, controversial or confusing expressions from his/her write-up. S/he should factor in the needs and peculiarities of his/her audience, as in some cases, the speech writers are not the ones delivering the speech, and thus, they do not have the opportunity to evaluate the reaction elicited by their performances.

Heuristics in Speech making

Speech making is one of the sides of the coin of speech. It is the act of delivering an address to an audience. The peculiarities of speech making according to Oloruntoba-Oju and Alabi (2013, p.181) include:

- i. Audience/ Interlocutor presence or absence: While delivering speech, the audience is often present. However, in some instances, the audience may not be physically present, for example, in lectures given through virtual means.
- ii. Immediacy of feedback: The decoders are able give immediate, elicited or not elicited responses.
- iii. Locutionary Range: Speech writing generates a vaster vocabulary than speech making (impromptu and extempore speeches). That is, there are fewer communicative options in speech making in terms of detail, precision and coherence compared to writing.
- iv. Performative Instability: Speech making is often characterised with false-starts, hesitation, performance slips, vocabulary and content grope, among others.
- v. Topic Instability: Topics change occurs a lot in speech making as it is evident in most natural occurring conversations/ informal discourse.
- vi. Extra-linguistic and Paralinguistic Reinforcement: Non-verbal cues are important aspects of communication. These cues can be used to substitute, contradict, reinforce and complement spoken words. It is thus important for a speaker to constantly maintain eye contact with the audience.

Exercise 1:

- 1. What is speech?
- 2. List five differences between speech writing and making.
- 3. Divide the differences listed above into those that are advantageous and those that may be disadvantageous.
- 4. Divide the following speech into its appropriate components:

ADDRESS OF THE VICE CHANCELLOR OF THE UNIVERSITY OF ILORIN,
PROF. ABDULGANIYU AMBALI, ON THE OCCASION OF THE UNIVERSITY
OF ILORIN'S ODDC OPEN DATA RESEARCH STAKEHOLDERS' WORKSHOP,
ABUJA, NIGERIA

Permanent Secretary, Federal Ministry of Communication Technology, who is the Keynote Speaker today, Permanent Secretary, Federal Ministry of Information, Permanent Secretary, Federal Ministry of Finance, Deputy Vice Chancellor (Research, Technology and Innovations), Unilorin, Director General, Federal Radio Corporation, Office, Guest Speaker and ODDC Research Mentor, Unilorin ODDC Group Members, Unilorin Visiting Team, Members of the Academia, Members of Civil Society, Gentlemen of the Press, Distinguished Ladies and Gentlemen. It is my great pleasure and joy to welcome you all to this special occasion that is meant to provide you all a great opportunity to share the commitment of our University to research and learning. I exceptionally welcome and thank the dignitaries like the keynote speaker and other top government officials that have created time out of their tight schedules to add value to Unilorin's conscientious efforts at pushing academic frontiers in a way that that can benefit our society. Distinguished Ladies and Gentlemen, today's occasion is a veritable platform for stakeholders in open data initiative, both at the supply and demand sides, to highlight, discuss and support the emerging catalogs of findings about the impact of open data initiatives in developing countries like ours. Since the open data government initiatives have taken deep root in developed countries of the global North, developing nations in the South have also recognized its promising opportunities for development through an entrenchment of transparency, accountability, citizen participation and general transformative economic growth. So, as open data initiatives spread across the globe, it becomes imperative to investigate the potential and use of open data to impact development and the extent to which it can ensure public trust, public participation, transparency and efficiency. To this end, World Wide Web Foundation established a network to respond to the need to have a shared understanding of the use and impact of open data in developing countries under the theme of "Exploring the Emerging Impacts of Open Data in Developing Countries". The University of Ilorin, through the Unilorin Open Data Research Group, keyed into this project with a cluster of research project on the Investigation of the Use of the Online National Budget of Nigeria. Today's workshop is therefore an opportunity for stakeholders in open data, budget data and good governance and transparency to discuss the findings from the research with the aim of mapping out next steps for further actions. Our University is renowned for its pride heritage of commitment to research and learning with exceptional regards for town and gown collaboration, which today's occasion is intended to demonstrate. Bringing the workshop to the stakeholders here in Abuja is also a demonstration of our regards for our partners' invaluable inputs in the framework of our mission, vision and activities. At the University of Ilorin, we have good character, unmatched capacity and competence, and we use all these to impact knowledge and create innovations that can positively impact our society. Distinguished Ladies and Gentlemen, I urge you to use this opportunity to join and support the University of Ilorin by adding your contributions to the efforts of our Open Data Research Group to produce solutions that will benefit our society. I wish you all a pleasant deliberation and collaboration. I believe we will all leave here much more informed and insightful. Once again, you are

heartily welcome and I have the pleasure of declaring this workshop open. Thank you for your attention.
Retrieved from: <http://www.opendataresearch.org/sites/default/files/posts/Vice-Chancellor%20Speech%20for%20Workshop.pdf//>

Speech Delivery Types

Method of speech delivery depends on the audience, occasion, context or situation of the speech. The following are the speech making methods:

1. **Impromptu speech:** As the name suggests, this type of speech is delivered with no forethought. According to Ubong and Tonga (1997, p.55), it entails the sudden selection of speakers who may not have the chance of premeditating on what to say. That is, the speaker finds himself or herself giving a talk or responding to a question without preparation. Students are expected to always be ready to engage in this type of speech as they can be called upon by their lecturer to answer questions or defend their submissions without prior notice. The speaker, here, is expected to quickly garner his or her thoughts in a coherent unit in order to have a successful communication. Impromptu speech is a good means of evaluating the ability or competence of a person as it is usually spontaneous. This type of speech, however, tends to lack a coherent or organised structure as speakers engaged in it often use repetitive structures, vocal fillers, etc.
2. **Manuscript speech:** This type of speech occurs in written form. Manuscript speech is an organised and thought-out text. "The written speech has the potential of enhancing vital and accurate information within a given space and time; it also makes room for preparation, premeditation and evaluation of all sides of the subject involved (Ubong and Tonga, 1997, p. 56)". Manuscript speech has been criticised for being boring as it often disallows the speaker from maintaining long eye-contact with his or her audience; it also does not encourage from having diverse stage movements by the speaker which could actually engage the audience and also reduce the distance between the speaker and the audience.
3. **Extemporaneous speech:** Extemporaneous speech, also known as an 'extempore,' is an act of speaking without a detailed script or a note. This type of speech is in between impromptu and manuscript speeches as the speaker puts his points down and then speaks to the points in his or her words. This type of speech engages the attention of the audience more than impromptu speech. It does not only reflect the expertise of the speaker in what s/he is saying but it also flexible in a way that allows the audience to make contributions to what the speaker is saying. The use of a defined speech outlines by speakers also makes the extemporaneous speech more coherent and guarantees that no point is left out. The advantages of this type of speech may not be achievable if the vocabulary of the person giving the speech is not wide as it discourages the use of detailed manuscripts.
4. **Memorised speech:** Memorised speech is different from the earlier mentioned ones. This type of speech delivery can be used to get the audience admirations as they can be carried along in fast and coherent line of thought. "With this method, it is easy for an orator to prod his audience into taking a particular line of action even before they have enough time to consider the consequences of such action" (Ubong & Tonga, 1997, p.56). Some disadvantages of memorised speech are: it does not encourage eye contact which is necessary in order to detect signs of boredom in the audience; the speakers can have brain-block at some points, that is, s/he is at a risk of forgetting part or the entire

- speech. It can be time consuming as more effort is needed in committing to hear a prepared speech.
5. Discussion speech: Discussion speech delivery strategy involves deliberation between an anchor person and the interviewees or respondents. The anchor person raises questions and that s/he expects the members of his or her panel to answer. An example of this type of speech is lecturer-student interaction in the classroom. This speech delivery technique engages the members raptly. However, since it is usually time-bound, it does not encourage a contributor to give an extensive response. It also allows discourse interruption which may have an adverse effect on the flow of thoughts of the respondents/resource persons or the anchor.

It should be noted that the choice of a speech delivery strategy is dependent on the occasion, the context and the aim/topic of the speech. Extemporaneous speech is considered to be the best as it allows the speaker to "speak to" his or her points in an organised manner. After the following exercise, strategies for achieving effective extempore shall be discussed.

Exercise 2:

State the difference between the following speech delivery strategies:

1. Discussion and Extemporaneous
2. Manuscript and Memorised
3. Impromptu and Extemporaneous

Developing Effective Communication Speech Strategies

Tips on how to develop effective oratory skills have been divided into three: Pre-speaking strategies, Delivery strategies and Post delivery strategies.

1. Pre-Speaking Strategies: A good speaker should know what his or her goals are in order to be able to know the scope s/he is to cover. At this point, the speaker should consider the make-up of his or her audience. It is also necessary that a speaker is conversant with the subject and content of the speech s/he is to deliver. The speaker is expected to study the content of the extempore speech which should include: the salutation (the speaker need to acknowledge the audience), the introduction (this include self-introduction, topic/subject matter, introduction, background information), the key points in an outline, and a list of some illustrations that could help the development of each point. The presentation script or outline should be marked with highlights in order to quickly identify the main point and other short notes accompanying them. Also, the conclusion should be well planned. It should be decided if the conclusion would be tentative or definite statements. It should be borne in mind that the language of speech making, as said for speech writing, should be kept simple and clear. Occasional humour or joke is an effective way of ensuring that the attention of the audience does not digress. Short jokes or stories can also be used as analogy for abstract entities. The speaker should learn the appropriate audience address forms in order not to insult any member. For instance, a speaker who addresses a High Court Judge as "Your Worship" instead of "My Lord" has undermined that High Court Judge's position.
2. Delivery Strategies: The actual delivery is expected to be guided by the outline or the notes. Although, improvising is allowed if it is discovered that the plan/outline is not working well on the audience. Some points could be moved forward or otherwise. Some

effective delivery strategies as enunciated by Oloruntoba-Oju and Alabi (2013, p.191) include:

Statement of Purpose: Make a clear statement of your topic, sub-topic, aim/objective and problems to be tackled.

Comportment: A person who speaks with confidence rarely loses her audience. Being composed earns a speaker the respect of his audience. It is, thus, important that the speaker dresses well, maintain a good body posture, voice modulation and stage management/movement.

Starting with a bang: Start your speech with interesting or entertaining detail or point that can help heighten the interests of your audience in what you want to say.

Eye Contact: Maintain eye contact to enhance confidence on your path and comprehension by audience.

Reinforcement: Make frequent reference to the theme/topic and sub-topics and to the progression of the discourse ("We shall pay close attention to...", "We shall discover what ..., etc."). Repeat the lexical items that reflect the theme/message.

Precision in usage: (i) Use clear language and be concise; (ii) Employ clear markers of cohesion and transition.

Persuasion: Be assertive and convincing so that the audience can believe in your argument. Statistical findings, political/social/economic antecedents and shared background can be used to validate your claims and also used to make future projections.

Contextual Interjection: Where possible, relate discourse to the situation of the audience or to happenings just before or during the discourse. This interjection should be relevant to the on-going discourse. Examples of such include: "The earlier lecture delivered by Dr. Oluwatomi Adeoti reminded me that..."; "Immediately I got to this venue, I knew...."

3. **Post-delivery Strategies:** A good speaker needs to evaluate his or her performance in order to prepare for future speech deliveries. This can be done by: self-review and participating review. In self-review strategy, the speaker revisits his or her performance in terms of content arrangements, vocabulary choice, comportment, etc. Self-review can also be enabled if the proceedings have been recorded. Participating review can be done during question/answer segment and even during the actual speech delivery time. A good speaker should study the non-verbal/paralinguistic cues of his or her audience. If a large percentage of the audience is fixated on the speaker during the speech, it can be adduced that the speaker is going about the speech delivery well, but if half of the audience look uninterested in the speech either by chatting with their neighbours, operating their phones or appear to be lost in thoughts, the speaker's intention would be impossible to achieve.

Audience Analysis

The decoders of speech are the audience. A successful speech is one which has effectively communicated its intentions to the audience. It is necessary for a speaker or writer to have a prior knowledge of his or her audience in order to decide on the best channel of passing his or her goals. A person delivering an impromptu speech may need to quickly evaluate his audience and carefully select or adjust what s/he would say in order to be clear and convincing for the audience. Olowe (2003, p. 76) identifies three types of audience:

- a. **Passers-by or Drifters Audience:** This type of audience is not primarily there for the speech event. Members of the audience who belong to this category are those who are speaker to catch and retain the time or for other personal reasons. It is important for the speaker to catch and retain the attention of such people.
- b. **Captive or Hostage Audience:** A captive audience is one that is forced to be at a speech event. An example of a hostage audience includes secondary school students who are made to listen to a health talk organised for them by their school authorities in conjunction with the National Primary Healthcare Agency. The speaker must ensure that he gets the rapt attention of this type of audience.
- c. **Volunteer Audience:** Audience that intentionally listens to a speech are referred to as volunteer audience. They are usually interested in the speech and rarely complain about an unsuccessful speech situation. A good orator must ensure that she engages and sustains the interests of the audience in order to "justify their confidence in him or her" (Olowe, *ibid*).

Information about the audience can be acquired before the speech situation via tools such as interview, observation and questionnaire, etc. The following are the necessary facts about the audience that must be considered before selecting the topic of speech, the style of diction and the delivery strategies:

- i. **The psychology of the audience:** The speaker must consider the emotional state of the audience before delivering his speech. It would be inappropriate to crack unending jokes at the burial of a young person.
- ii. **The age:** The age of audience would determine the topic and the diction of the speech. Delivering a speech on menopause is not relevant or appropriate to an audience made up of primary and secondary school students. The style of speech delivery to young people should be lively and interesting than one addressed to aged people. For instance, catch phrases such as: "Greatest Nigerian Students... Greatest NASELITES..." could be used to start a speech addressed to Nigerian English students. Also, the speech must be relevant to the current situation in the actual situational context. A speech on 'the devaluation of the Nigerian cowries' is obsolete and irrelevant as cowries are no longer the legal tender.
- iii. **Gender:** The gender of the majority of the expected audience should be considered at the pre-delivery and even delivery stages. A speech titled "Being a Virtuous Woman" is appropriate at a women conference.
- iv. **Racial, Religious and Ethnic background:** It is important that a speaker considers the beliefs and ideologies of his expected audience. It would be unacceptable to speak to a Christian audience about the benefits of having two wives. It is advisable that the speaker should use some in-group identity markers of his audience. This is could make him have a better reception from them.
- v. **Educational Status:** Words should be selected based on the educational status of the audience. For instance, a speech targeted at the Association of Oja-Oba Market Women should be in simple English, Nigerian Pidgin or the wider language of the immediate environment in order to carry the audience along. The use of registers and jargons are highly necessary when speaking to learned people who share similar educational background with the speaker as the chances of miscommunication or misunderstanding is slim based on the affordances provided by the common ground between them.

Exercise 3:

1. Divide yourselves into four groups and deliver a speech on "How to apply for an American Visa"
2. Identify the delivery strategies other group members have used and conduct a participatory review.
- 3.

Conclusion

In this chapter, efforts have been geared towards explaining the concept of speech writing and oratory. It is important for a good speech writer/speaker to be familiar with the topic of the speech. That is, the speakers or writers should be authorities in the issues being discussed in their speech. This can be done by carrying out library /online research, personal observation and interviews or survey. Also, each point should be discussed in separate paragraphs which may or may not be numbered.

The structure of speech writing reveals five basic components: the title or heading, the salutation, the introduction, the body and the conclusion. The language of the speech must be civil, simple and uncontroversial. Four speech deliveries strategies are discussed in the chapter; extemporaneous speech was recommended (especially to students as it shows lectures or examiners that the content of the speech has been well researched and mastered by such students). However, some occasions, like inauguration speech by presidents, usually does provide affordance for extemporaneous speech. When manuscript speech is to be used, it is important that the speaker maintains regular eye contact while reading it.

The chapter ends with a discussion of pre-speaking, speaking and post-speaking strategies. It is believed that a thorough perusal of the chapter would enhance the speech writing and oratory skills of students and others.

References

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