

Ceremonial or motivational Speeches

Commencement Speech, Eulogy
Speech, Award Presentation Speech

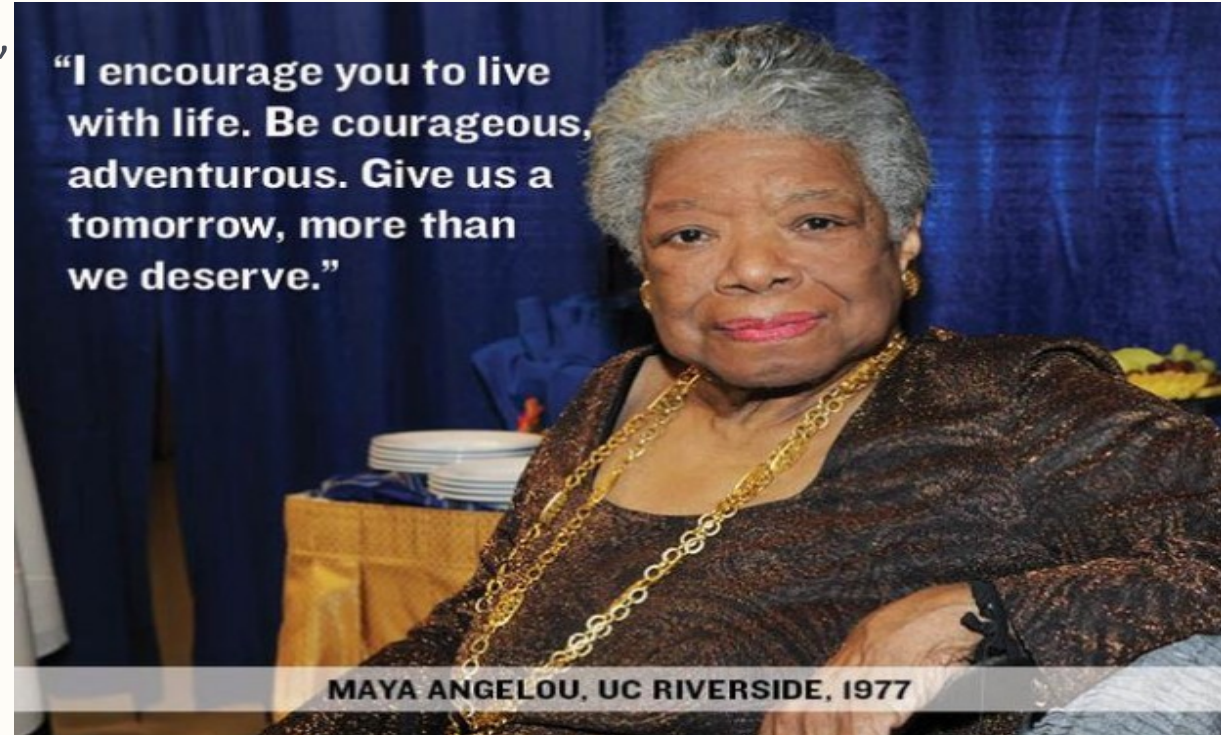



Reflects Values

- Most probably you will be called upon to give a ceremonial speech. That occasion might be nominating someone for an office, accepting a nomination, presenting an award, a farewell address, a retirement celebration, a wedding toast , a eulogy, graduation address, or any number of events or occasions.
- For this type of speech, the speaker reflects on the values he/she shares with the audience. The spotlight is on a person, event, or occasion.
- Use story telling and a fluid style that reflects seriousness of purpose with a natural style carefully using pauses and emotional tones, to create a shared community.
- The ceremonial speech has an agenda of bringing us together to revisit existing values and beliefs and helps us renew our commitment to them.

A few examples of picturesque language


- “we are chewed up with sadness at the loss of a woman who...”
- “She was unique, complex, extraordinary, and irreplaceable...”
- “Blood,Toil,Tears,and Sweat”
- “I Have a Dream”





Ceremonial or Motivational Speech Devices

- 3 phrases of same length: Veni, Vidi, Vici
- Repeat a key word for effect: Weak! Weak! Weak!
- Use short words, write short sentences, write in conversational style
- Will you use slides?
- Slides are support for your talk not your notes
- Slides emphasize key ideas, adds powerful visuals, and directs attention
- Slides are co-stars in the presentation

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- Ceremonial speeches are written for the ear
 - Ceremonial speeches are shorter
 - Most ceremonial speeches are formal events so it is presumed you will use a manuscript
 - Set the mood with your body language, presentation demeanor, and voice.



Your assignment

- Choose a person in our class to be your ceremonial speech partner. Decide the event the two of you will celebrate. Let us assume your partner asks that you give a ceremonial presentation honoring him/her for a great accomplishment or award.
- You will interview your partner and design the speech highlighting his/her accomplishments and deliver it in our MS teams meeting.
- Flip-the-script and suggest to him/her the award and event where he/she will deliver a ceremonial speech honoring you for your accomplishments. This ceremonial speech will also be celebrated in our MS teams meeting.

Examples

- Obama eulogy for Congressman John Lewis
www.youtube.com/watch?v=jEzddJnaqul
- Chadwick Boseman's Commencement speech at Howard University
www.youtube.com/watch?v=RIHZypMyQ2s
- Melania Trump's speech to the Republican National Convention
www.youtube.com/watch?v=BZMfgZTU7G4
- Michelle Obama's speech to the Democratic National Convention
www.youtube.com/watch?v=Linx1XLUbYo

