



Copyright Four

Appendix B: Speech Examples

PERSUASIVE SPEECH: “FINISH YOUR DEGREE”

I ran into a high school friend of mine the other day, a person who finished in the top ten percent of our class but decided to drop out of college in the middle of sophomore year. She is now working as a manager at a local department store—the same store she worked at in high school. This person makes about \$12 an hour and has some benefits as a full-time employee—but no more room for growth at the company. I don’t tell this story to get you to pity her, but rather to illustrate the difference between finishing a college degree and not doing so. As a college student with dreams of my own that involve more than managing a department store, I decided to research some more concrete information on why we should all finish our degree programs. Even though there is nothing you can do to guarantee success in life, I want to encourage you to get that degree, and today I am going to tell you why. First, I will share the economic benefits of finishing college. Then I am going to explain the other benefits you can earn on the job market with a college degree. Finally, I am going to detail the health and wellness incentives for finishing your degrees. So, let’s get started so that we can finish our degrees.

This short story serves to capture the audience’s attention by making the topic of the speech real for them.

This statement establishes the speaker’s credibility by citing the position as a student and explaining that they did research the topic.

Here is the speaker’s argument, clearly stated for the audience.

These sentences preview how the speaker plans on making his/her case to the audience.

Here is the speaker’s argument, clearly stated for the audience.

Our professors think a degree makes us a more rounded person, but let’s be honest, we want the degree for financial reasons. The United States Census Bureau shows that an Associates Degree recipient will make approximately \$1.2 million dollars more than a person with just a high school degree throughout his/her working career, and it gets even better for those who complete their BA. Listen to this: a person with a Bachelor’s Degree will earn around \$2.1 million dollars more in his/her career than a worker with just the high school degree.¹ My friends, does that sound significant to you? It does to me.

Here is proper verbal attribution of the source of the evidence the speaker used to support his/her claim.

The economics don’t just stop with total earnings. In 2007 or 2008 the United States economy went into recession and we all heard the gloomy

Here is proper verbal attribution of the source of the evidence the speaker used to support his/her claim.

forecasts about investments, and most especially the high unemployment numbers. Fox News reported in December 2008 that those without a college degree had a jobless rate of 7.2%, but those with a degree had a jobless rate of 3.7%.² That report quoted Lawrence Mishel, president of the Economic Policy Institute in Washington D.C. as saying: “College grads have a privileged position in the labor market.”³ One of the reasons is that a person with a degree earns more and has a more secure job, but it is also much easier for a person with a college degree to take a demotion.⁴ Essentially, a college degree gives you more security. Now that I have provided you with evidence that the college degree is worth the effort economically, let’s look at some other benefits to getting that degree.

With a college degree you get more money, and with that you also get better benefits. A report by Collegeboard.com in 2007 noted that college graduates are more likely to have a job that provides health insurance and retirement benefits. College grads also are noted as having better overall health, probably because of their health insurance.⁵ Degreeadvantage.com noted that studies show that a college graduate’s children had a better life, were able to save more money, made wiser decisions on purchases, and had improved time off work. They also noted that research found that college grads are more rational thinkers, more willing to accept other opinions, more consistent in their application of logic and ethics, and better managers.”⁶ Additionally, grads “pass on” those positive things to future descendants.⁷

Here is a rhetorical question embedded within the speech. The audience is not expected to answer it, but it serves the purpose of transitioning to the next point and underscoring the power of the previous evidence.

Not convinced to stick out your degree program? Well here is more evidence. The collegeboard.com report I mentioned earlier noted that college grads are less likely to smoke, pay more in taxes to society, and are less likely to need government assistance. Additionally, college grads are more likely to be involved in civic activities, volunteer, vote, donate their own blood, and be tolerant of the opinion of others.⁸ All in all, in addition to the doors of financial opportunity a college degree opens, what those college professors tell you about becoming a well-rounded citizen through your college education is also true. There really is a reason why getting a college degree is so coveted by our parents, families and society.

Here is a useful example of a metaphor in that opportunity is not actually a door.

In summary, there are significant financial advantages to getting a

college degree. With a college degree you will earn an average of over \$2 million dollars more than if you dropped out, and you are much more likely to have a job in a down economy like the one we face today. Then there are the quality of life issues for both you and your family. You will be more likely to have health insurance; you will live a happier life; you will be more open-minded; and, you will be more likely to get involved in the community. Yeah, it may take awhile, but we are all here anyway so let's finish that degree to improve our lives. As Nike has said for years: "Just do it."

Here is a signpost for the conclusion.

Here is a summary of the main points offered within the speech.

This employs a famous quotation from an ad campaign as the clincher.

ENDNOTES

- 1 Jennifer Cheeseman Day & Eric C. Newburger, "The Big Payoff: Educational Attainment and Synthetic Estimates of Work-Life Earnings," *Current Population Reports, Special Studies*, p.23-210, Washington, D.C.: Commerce Dept., Economics and Statistics Administration, Census Bureau. [On-Line], 2002, <http://www.census.gov/prod/2002pubs/p23-210.pdf>, (last accessed: December 3, 2009).
- 2 Christopher Leonard, "College Grads Avoid Brunt of Layoffs," *Foxnews.com*, January 10, 2009, <http://www.foxnews.com/wires/2009Jan10/0,4670,MeltdownCollegeGraduates,00.html>, (last accessed: December 3, 2009).
- 3 Ibid.
- 4 Ibid.
- 5 Sandy Baum & Jennifer Ma, "Education Pays: The Benefits of Higher Education for Individuals and Society," *College Board*, (2007), http://www.collegeboard.com/prod_downloads/about/news_info/trends/ed_pays_2007.pdf, (last accessed: December 3, 2009).
- 6 Rowley, Larry L. & Hurtado, Sylvia, "The Non-Monetary Benefits of an Undergraduate Education," University of Michigan: Center for the Study of Higher and Postsecondary Education, 2002.
- 7 Ibid.
- 8 Baum & Ma.

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INFORMATIVE SPEECH: “BLACK FRIDAY”

To all of us, Thanksgiving means time with family, watching football, eating good food and sleeping off turkey-coma. To companies, it also means that Black Friday is right around the corner. We have all heard of Black Friday, the day that follows Thanksgiving, but have you ever wondered where its nickname comes from and what it actually means? That is, what it means beyond lots of shopping! Well, as a general manager of a major retail store here in town who depends on Black Friday, I want to help explain both how Black Friday earned its dark moniker and why it is important to you and me. First, I will discuss what the term “black” means in relation to this specific date. Then, I will discuss why the day is so popular for retailers and stores around the country. Finally, I will discuss what Black Friday typically means for the holiday season to you, me, and the country. That meaning, however, begins with understanding the date’s dark designation.

The term “black” has either a racial meaning or a negative association in most uses, however, it has an altogether different meaning when it comes to Black Friday. “Black” is often crudely used to denote someone who is African-American in descent; however, Black Friday is not an ethnic holiday or celebration. “Black” also can mean dark, or evil, as in “black magic” or “black stain,” but Black Friday is neither evil nor dark....unless of course you get up at 3 a.m. to wait in line for Best Buy to open! “Black” as it is used in Black Friday actually has its origins in accounting. When companies are in debt they are said to be “in the red,” but when they are making money then they are “in the black.” Black Friday is called “black” because it is the day that signals the largest sales period for companies around the country. Essentially, it is the day they start to move from the red on the balance sheet to the black. But why is the Friday following Thanksgiving the day that is most important to retailers for sales? The answer is simple, really.

The largest retail shopping period of the year occurs before the Christmas holiday in December, and the Friday after Thanksgiving is the kick-off to the holiday shopping season. For many workers, the day after Thanksgiving is the last holiday they have before Christmas and so they take advantage of it by getting most of their holiday shopping out of the way early.

This is a solid attention-getter because it uses material an audience can relate to in order to draw them in to listen.

This is the speaker’s credibility statement that tells the audience why s/he is qualified to speak about the topic.

Here is the speaker’s thesis statement that clearly lays out the goal of the speech.

Here is a clear preview of the main points of the speech and the order in which they will appear. It also indicates the main points will be conveyed in a topical order.

“The date’s dark designation” is a good example of alliterative language in that three words in a row start with the same consonant sound.

Here is a solid transition from the introduction to the body of the speech.

This is an example of a rhetorical question, where even though the speaker is asking something, s/he is not waiting for the audience to answer. Rather, the speaker answers the question for the audience.

Evidence that supports the main point about Black Friday indicating the start to the largest shopping period of the year.

The word barometer in this context is actually an example of a metaphor. A barometer measures atmospheric pressure, but here it is used to mean something different.

This is an example of an internal summary because it lays out what has already been covered in the speech.

This is a topic sentence indicating what is the main point of this section of the speech.

This is a signpost that is used by the speaker to indicate the beginning of the conclusion.

Here is the summary of the main points provided within the body of the speech.

This is a simple restatement of the thesis for the entire speech, just to remind the audience again what they were supposed to learn from the speech.

Here is an example of a simple, yet effective, clincher for an informative speech. It relates back to the attention-getter at the start of the speech through the reference to turkey-coma, providing nice closure for the entire speech.

People purchase toys, clothes, books, music, and electronics to give away to family and friends as holiday gifts. Heck, we even buy ourselves holiday gifts on Black Friday. In fact, according to the National Retail Federation, from 1999-2008 holiday retail sales during this period accounted for between 18.49% and 20.51% of the entire retail sales for the year.¹ That's roughly nine percent of the year accounting for 20% of the sales for the year. Black Friday, as the first official day of the holiday season, is often seen as a barometer for how well retailers will do in the days leading up to Christmas. Now that I have illustrated where Black Friday gets its name and why it is deserved, I will next explain why this date is an important one for all of us.

As many of us know our governments are funded by taxes, and one type of tax that generates revenue for our cities, towns, counties and states is a sales tax. Sales taxes are used to fund things like education, road repairs, health services and other such essential social programs, and thus are very important for all of us as we all use them at one time or another. Sales taxes are generated when we purchase most products, with the exception of things like food and prescription medicine. The more retailers sell, the more taxes the government generates, the better the services it can provide for the community. So given the high percentage of sales in late November and December, having a strong holiday shopping season indicated by a strong showing on Black Friday is essential for the year-round operations of government. Black Friday, then, is an important day to watch for all of us, and not just because of the great sales and deals that appear in stores everywhere!

Finally, it is important to understand that Black Friday is more than just a day at the mall. It is the day that begins the period where retail stores return to making a profit thanks to large numbers of holiday shoppers and their purchases. It also gives an indication of how much in sales taxes our government will collect, thereby helping us see what social services they will be able to provide. Black Friday is perhaps the most important shopping day of the year for all of us. So, once you wake up from your turkey-coma, remember all those big sales you saw in the paper while eating gobs of pumpkin pie were not dreams, but vital attempts to drum up business.

ENDNOTES

- 1 National Retail Federation, "2009 Holiday Survival Guide," http://www.nrf.com/modules.php?name=Pages&sp_id=1142 (last accessed: December 2, 2009).

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EPIDEICTIC SPEECH: “A COMPANY’S PERSON OF THE YEAR ANNOUNCEMENT”

Thank you all for coming tonight to celebrate the achievement of one of our own over the past year. This person embodies everything we want in an employee here at Kerplunk Industries, and I think each and every one of us will agree this person deserves this award. It would be unfair to simply name this person and hand them a plaque so that we can get back to our rubber chicken dinners, so I want to first detail what makes this person so special and so valuable to our company.

This is an example of an epideictic attention-getter that reminds the audience about the connection between themselves, the event and the reason why they attended.

Here is an example of a solid reinforcement statement that connects the honoree with the values the award represents, thereby reinforcing the connection between the person and the values the group is celebrating/recognizing.

A transition immediately to the body of the speech. Note that in an epideictic speech the traditional preview is shortened even more and does not appear as it does in a persuasive or informative speech.

We are not a large organization, so we depend on the dedication and innovation of our employees to stay ahead in this economy. With only sixty-five total staff members we still generate almost \$2 billion in revenue each year—something only made possible thanks to efforts of those individuals like tonight’s honoree. We all know that during the busy season we might work well beyond an eight hour work day, and that even in slow times we sometimes have to bring work home. No one, though, has their office light on longer than our Person of the Year. Additionally, it was this person’s innovative approach to tracking sales that allowed us to secure not one, not two, but FIVE new clients whose business combined accounted for 10% of our overall revenue. Innovations like these allow us to grow and succeed despite the odds of a tough economy.

This is the set of values to which the award recipient will be connected to in this section of the speech.

Here is the story that connects the award recipient to the values of dedication and innovation.

As a small company we like to think of ourselves as a family. This person doesn’t just *think* we are all a family; but *treats* us as family. Just a few short months ago Margaret Morris, the marketing strategist we brought on board shortly after last year’s annual meeting, lost her entire home to fire. She, her husband and her two children lost everything. We all felt like doing something to help, but only one of us stepped up and coordinated our efforts to provide some relief to

Another value to which the recipient will be connected in this section of the speech.

This story is rife with pathos in that it is an emotional expression of the value of compassion demonstrated by the recipient.

Margaret and her family. This person did more than throw a few dollars her way, or even invite her family over for dinner. No, our Person of the Year actually took in Margaret and her family while her house was being rebuilt. Further, this colleague organized our donation efforts to make sure Margaret's children had clothes and books for school, and that she and her husband had office equipment so they could continue working. To call our Person of the Year compassionate would be an understatement.

Here is a signpost for the conclusion.

Notice the repetition of the phrase "for her." This does two things: 1) it is the first time the gender of the recipient is identified, leaving an element of anticipation throughout the entire speech; and 2) The repetitive structure makes the main points within the conclusion more memorable.

This is an example of the heightened form of language used within an epideictic speech.

Clincher that finally announces the winner, giving the audience reason to applaud.

And so, tonight, ladies and gentlemen, we gather to celebrate and thank one of our own for being the person we all love to work with. For her dedication to the company mission, as evidenced by the long hours she puts in every week to make sure no task goes uncompleted; for her innovative thinking that helped us generate more revenue than in any previous year in the company's history; for her kindness that is without peer, we recognize Ms. Daniella Ruiz Saenz as this year's Kerplunk Industries Person of the Year!

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