

Young Communicators Awards



speak



lead



listen



think



explore



**ANGLO
AMERICAN**

Sowetan
THE SOUL TRUTH



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How to use this manual

This manual has been designed as a useful and helpful resource for not only the Young Communicators Awards but also for future public speaking exercises. We hope that you will be able to refer to this manual each and every time you need to prepare an exciting speech and when you need guidance for times when you know you will be speaking off the cuff.

The manual is also peppered with quotations; these are food for thought and for your enlightenment.

We hope that you will find this manual useful, helpful and fun.



According to most studies, people's number one fear is public speaking. Number two is death. Death is number two? Does that seem right? To the average person that means that if they have to go to a funeral, they'd be better off in the casket than giving the eulogy.

Jerry Seinfeld, comedian

Background



The annual Anglo American-*Sowetan* Young Communicators Awards is one of the most successful projects in the Aggrey Klaaste Nation Building portfolio. Since it was conceived in 1994, the competition has become a prestigious programme that continues to uncover the public speaking talent and potential leaders of our country.

In 1988, the late Dr Aggrey Klaaste, former editor-in-chief of *Sowetan* and chairman of Nation Building Projects, introduced a vision that would seek to repair the enormous damage of South Africa's past. This vision is called Nation Building.

The Nation Building concept aims to empower people to take control of their lives and make a meaningful contribution to their communities. Today, Nation Building has come a long way. Many people, particularly those who would never have had the opportunity to study further, have gained from these projects.

The core objectives of the Anglo American-*Sowetan* Young Communicators Awards have been developed around three pillars:

1. The improvement of presentation and oral communication skills;
2. Leadership development and personal growth; and
3. The improvement of oral English communication among second or third language speakers.

Further to these core objectives, the Young Communicators Awards aim to:

- Encourage proficiency in English, the generally accepted language of business and academia, by promoting the core principles of good speech-making and presentation skills
- Encourage a pioneering spirit among the young people of South Africa
- Embrace the concept of Nation Building, which seeks to empower people to take control of their lives and make a meaningful contribution to their communities
- Encourage young people to address key issues facing their communities and the country and to find solutions to these issues
- Prepare South Africa's learners for the professional working environment
- Nurture assertiveness and confidence among our young people, our leaders of the future

The competition is open to grade 11 and 12 learners who do not speak English as a first language and requires contestants to deliver a prepared speech on a topic of their choice as well as a short impromptu speech as part of a panel discussion.

Each year the project commences with workshops, district eliminations and provincial contests in all nine provinces, with each provincial winner proceeding to the final competition in Johannesburg. At the provincial events, 10 to 12 learners from various schools compete to determine a winner who will represent the province at the national finals.

From the sponsors

A word from **ANGLO AMERICAN**

Anglo American is truly proud to be associated with a competition that has, for so many years, had such a great impact on the lives of its participants.

First-class communication skills are a cornerstone of success in the working world, and these skills equip young people confidently to handle a variety of situations, not only on the work front but in their everyday lives.

Year after year, a wealth of talent is unearthed through the Young Communicators Awards. While there is only one winner, we strongly believe that all who participate walk away with invaluable experience, personal growth and a greater sense of self-confidence.

As a company, we place tremendous importance on investing in young people, and it is with great pleasure that we affirm our commitment in giving tomorrow's leaders an opportunity to make their voices heard in today's society.

A word from **Sowetan**

THE SOUL TRUTH

Sowetan newspaper, through its Nation Building Projects, including the Young Communicators Awards, fulfils its corporate social investment and responsibility role and regards this youth development programme as a vital tool in ensuring that today's schoolchildren become tomorrow's most capable leaders. The Young Communicators Awards nurture young people who can articulate intention and vision with almost no effort.

Public speaking is a liberating exercise. You just need to give it your best shot. These awards are an ideal platform. Any young person who goes through this experience is certainly empowered, and equipped for a fruitful life indeed.

Our partnership with Anglo American in this programme has produced many influential youth leaders. This is one of the most successful projects of the Aggrey Klaaste Nation Building Foundation.

Anglo American-Sowetan Young Communicators Awards

Contest Rules and Conditions

It is important that learners, teachers and parents familiarise themselves with these rules.

1. Contestants must be registered pupils in grade 11 or 12 at a recognised high school.
2. Only one learner per school may enter the contest at provincial level.
3. The contestant's mother tongue or home language may not be English.
4. Contestants must have participated in a Young Communicators Awards workshop.
5. Contestants must have participated in eliminations at regional or district level, with the winner qualifying to participate in the provincial contest.
6. The provincial contest is restricted to 12 high schools per province – unless otherwise discussed with the organisers.
7. Dress code for the contestants is strictly school uniform.
8. Contestants should be at the contest venue an hour before the contest is due to begin. Late arrival may result in the contestant's disqualification.
9. If the contestant arrives once the contest has commenced, he/she will be disqualified from the competition.
10. Notes or props are permitted. The organisers must be notified before the contest begins.
11. Order of speaking will be determined by a random draw conducted by the contest chairman.

12. PREPARED SPEECH SECTION

- a. Contestants must deliver a prepared speech within the allocated time of 3 to 5 minutes on a subject of their choice, in English.
- b. Prepared speeches should ideally be 4 minutes long. Contestants will be guided by warning lights: green at 3 minutes, yellow at 4 minutes and red at 5 minutes. The green light will be switched off as the yellow is turned on, the yellow is switched off as red is turned on and the red remains illuminated until the speech is finished.
- c. Prepared speeches shorter than 2 minutes and 30 seconds or longer than 5 minutes and 30 seconds will result in the contestant being disqualified.
- d. The prepared speech must be original, and the contestant's own work.

13. IMPROMPTU AND CONVERSATION SECTION *(This section replaces the traditional impromptu speech session.)*

- a. Contestants are required to participate in a discussion on a given subject, in English. The contest chairperson will advise the contestants of the topic, whereafter the contestants will be given 2 minutes to collect their thoughts before being invited to present an opening statement. The contestants are allowed to prepare themselves by writing down their thoughts. Pen and paper will be provided by contest organisers.
- b. Opening statements, for the Conversation Component, should ideally be 90 seconds (1½ minutes) long. Contestants will be guided by warning lights: green at 45 seconds, yellow at 60 seconds and red at 90 seconds. The green light will be switched off as the yellow is turned on, the yellow is switched off as red is turned on and the red remains illuminated until the speech is finished.



- c. Closing statements, for the Conversation Component, should ideally be 60 seconds (1 minute) long. Contestants will be guided by warning lights: green at 30 seconds, yellow at 50 seconds and red at 60 seconds. The green light will be switched off as the yellow is turned on, the yellow is switched off as red is turned on and the red remains illuminated until the speech is finished.
 - d. Opening statements shorter than 1 minute or longer than 1 minute and 45 seconds will result in the contestant being disqualified.
 - e. Closing statements shorter than 30 seconds or longer than 1 minute and 15 seconds will result in the contestant being disqualified.
14. The provincial winner will be required to give a neatly handwritten or typed copy of his/her prepared speech to the organisers at the end of the contest. All contestants should thus bring a clear and legible copy of their prepared speech to the event.
 15. Winners will be required to pose for photographs. Their names, schools and a copy of their speeches will be used for publicity purposes. Winning contestants may be required to participate in newspaper, radio or television interviews.
 16. Prizes at provincial level are as follows:
 - a. Each contestant will receive a certificate of recognition and a book prize/voucher
 - b. Provincial winner – R1,000 (school will receive R1,000)
 - c. First runner-up – R800
 - d. Second runner-up – R500
 17. One winner from each province will advance to the national finals in Johannesburg.
 18. Prizes at national finals:
 - a. All contestants receive a framed certificate
 - b. Winning contestant – study bursary of R30,000 and R10,000 for his/her school
 - c. First runner-up – study bursary of R20,000 and R7,000 for his/her school
 - d. Second runner-up – study bursary of R15,000 and R5,000 for his/her school
 - e. Six remaining finalists – cash prize of R500
 19. Bursaries may be utilised at any recognised institution for tertiary education. Anglo American reserves the right to withhold the bursary until such time as the learner has indicated his/her place and field of tertiary study.
 20. Previous national prize winners (i.e. 1st, 2nd and 3rd) may not re-enter the contest.
 21. The organisers will arrange for the transportation of each finalist and one accompanying teacher/parent, to the venue where the national finals will take place.
 22. The judging panel's decision is final and no discussion or correspondence will be entered into.



explore

Chapter 1:

Preparation



Speaking is a natural and basic part of daily life. When we recognise that spoken communication – whether to one person or to one thousand people – needs the same basic communication skills, we can weave the qualities of effective interpersonal communication into our public speaking.

Choosing your topic

Do not choose a subject that is too deep, too broad, or too complicated. And never ever choose a topic that you are not interested in!

“Forget all the conventional ‘rules’ but one. There is one golden rule: Stick to topics you deeply care about and do not keep your passion buttoned inside your vest. An audience's biggest turn-on is the speaker's obvious enthusiasm. If you are lukewarm about the issue, forget it!” - Tom Peters

A complex topic is often very difficult to transform into a speech unless you pick one part or aspect of the topic. The subject should interest the audience.

If your topic is on the ‘heavy’ side, here is some advice on how to handle serious or sensitive subjects.

- A heavy topic can be defined as an issue about which people have a strong opinion – typically, people are either ‘against’ or ‘for’ the subject or issue.
- Sensitive topics usually fall into one of three categories: sex/sexuality, religion, politics.
- Always have a well-balanced angle – this means you need to know what you are talking about. Tackle the topic from ‘both sides of the story’. You don’t have to agree with both sides but it is important to present your speech with an open mind.
- You must be confident about the topic – research it, read all you can about it. This will be helpful in getting that well-balanced angle you are looking for.
- Never offend people!

Helpful hint:

A wonderful way of getting and keeping your audience’s attention is to build storytelling into your speech. South Africans by their very nature are great storytellers. Stories and anecdotes do the following:

- Create mental images for the audience.
- Help the listeners make the connection between your topic and their lives.
- Help the audience relate to you as a person.

And stories are way more interesting and memorable than boring facts and statistics!

Preparing a speech

Preparation is the best guarantee against a poor performance. You wouldn't write an exam or test without putting in the necessary study time, would you?

Always prepare your speech in advance – never the night before you are due to speak! Good preparation will allow you to work on your speech often – adding and taking things out – and to practise as often as you can. With a carefully prepared speech, you should be able to face your audience with confidence.

Using the fingers on your hand, ask yourself the following five questions:

Who?

- To whom are you speaking?
- What are the needs, ages and education levels of your audience?
- What is their cultural background?
- What do you think will be the attitude of your audience to your topic? Different group attitudes require different methods of presentation!

What?

- What do you want to convey to your audience?
- What subject matter do you need to include?
- The goal of your speech and presentation?
- Will it be useful to use humour?
- Will it be helpful to use props, posters or diagrams (that are big enough for your audience to see, of course)?

Where?

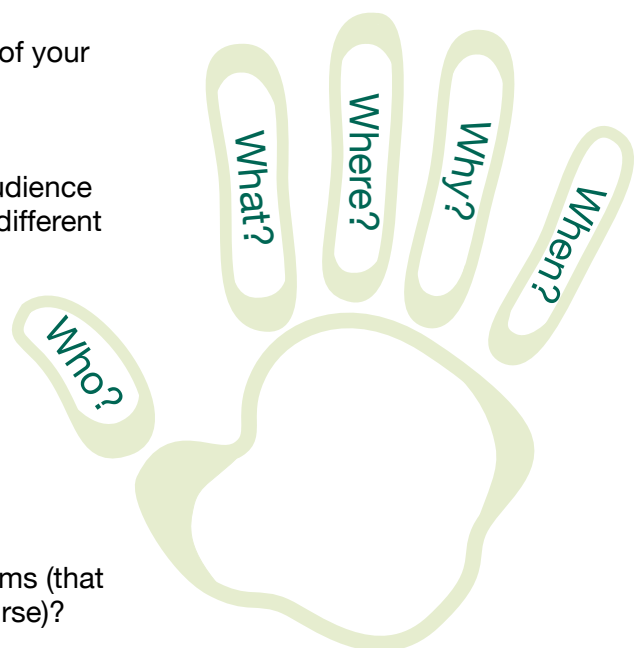
- It is very important that you familiarise yourself with the venue in which you'll be speaking.
- Take note of the size of the room, the amount of space you have to move and the distance of the audience from you.
- If possible and applicable, practise with the microphone in your venue.

Why?

- Why are you delivering this speech?
- At what type of event or occasion will you be speaking?
- Are you informing, persuading or entertaining your audience?

When?

- The kind of speech you prepare must suit the occasion.
- Do make note of factors such as the time of day and/or season during which you'll be delivering your speech. For example, it is quite appropriate to deliver a message of goodwill and cheer during the festive season.



Researching your topic



By researching your subject well, you are preventing vagueness (unclear in meaning), inaccuracy (incorrect information) and ambiguity (confusion of meaning) – the great enemies of effective communication.

Ambiguity can be dangerous. This means that your subject can be understood in more than one way and it is not clear which meaning is intended. Research will prevent this!

Danger sign:

There are a lot of thoughts and opinions around these days – either on the Internet or in publications. Be careful! Make sure that whatever you find is fact. And always, always quote your source! A useful method of checking up on facts is known as ‘triangulation’. This means that you use three different sources for each fact.

Be extra careful and vigilant when using sources from the Internet!

Brainstorming

The most basic method of accumulating information for your speech is to brainstorm.

- Jot down points on the topic as you think of them in your research.
- Write your thoughts down as quickly as possible (this is a good skill to master for impromptu speeches).
- Read over the points you have jotted down, evaluate and organise them.
- Select three or four of the most interesting points and work on getting more information about them.
- When editing your points and thoughts, be ruthless. Why? Three points that make an impact are much better than 10 points that make no impression at all.

Books and the media

- Read national and international newspapers and magazines.
- Use government sources.
- Search the Internet using keywords or a topical search engine.
- Check the websites of government and provincial departments.
- Read up about other famous speeches.

*It is a nuisance
that knowledge can
only be acquired by
hard work!*

Somerset Maugham

Death by clichés and overused phrases

Don't kill your audience, and your adjudicators, with clichés or over-used popular phrases. A cliché is a statement or phrase that is so frequently used that it has lost its meaning and is quite meaningless. Some speakers use them as 'fillers' and your audience and adjudicators will not take too kindly to hearing many of these in your speech.

Here are some examples of clichés:

- *Et cetera (used to indicate that a list contains other unspecified items)*
- *At the end of the day ...*
- *As a matter of fact*
- *At this point in time*
- *Between a rock and a hard place*



Danger sign:

- Do not use too many quotes in your speech. The audience is interested to hear your thoughts and not too many thoughts of other people.
- When you do use quotes, be sure to attribute all quotes correctly.
- Always refer to the source(s) of your facts. Plagiarism is a criminal offence!
- When you include phrases from languages other than English, be sure to translate them for your panel of adjudicators and your audience.
- Don't think you will impress the adjudicators and audience by using language and words that are complicated. Speak from the heart.
- We encourage you to be as expressive as you would like to be but warn against transforming your presentation into a dramatic production!
- Be as original as you can and avoid clichés.

interesting



Introduction

The introduction sets the stage and creates the mood (happy / sad / excited / serious / funny) of your speech. It consists of approximately 10% of your speech.

For example: a 4-minute speech would have an introduction of more or less 25 seconds.

It is important that you win the attention of your audience from the very beginning.

You only have one chance at making a good first impression. How can this be done?

- Introducing yourself to your audience is important as it serves as a great icebreaker.
- Try delivering your introduction first, and then acknowledging or greeting your audience and the contest chairman.
- A suitable greeting is: “Good morning/afternoon/evening Mr/Madam Contest Chair, ladies and gentlemen”.
- Remember that you are trying to win the approval of your audience. The beginning of your speech should establish a friendly relationship between you and your audience.

Body

The body or middle part contains the factual information and should consist of three (sometimes four) main points with supporting information for each main theme or topic. The body makes up 85% of the speech, just less than 3½ minutes for a 4-minute speech.

- This is your time to take the audience on your journey. It is your time to own the audience!
- You are trying to get across to your audience the central theme of your speech.
- Do make sure that the points in your speech are organised in a logical manner.
- Be as precise as you can when delivering your points.
- Make use of examples.
- Relax! When you come across as confident, relaxed and enthusiastic, your audience will believe that you are sincere and thus appreciate what you have to say to them.
- Gestures and body language are key to helping you get your message across. At the same time, gestures also allow for you to release any tension you might have in you.
- Eye contact with your audience (even if you just look at a few people) is very important. Your audience must never get the impression that you are gazing over their heads. The audience must feel like they are in a conversation with you.

Conclusion

This final 5% of your speech (12 seconds for a 4-minute speech) summarises the main message. Your audience must be aware that you have come to the end of your speech without you necessarily saying so. This is your last opportunity to stress your main ideas.



End your speech on a memorable note

The last thing you say may be the most remembered. You must put as much time into selecting and practising your closing as you put into any other part of your presentation.

Just like your opening, your closing does not have to be humorous. It could be motivational, challenging, thoughtful, respectful of the length of the presentation, or it could restate your point in a different way.

This ending segment will have a strong influence on what the audience takes home with them when you are done.

If you leave them laughing and applauding, you will exit, but an extremely positive impression about you will remain. Another good reason to leave them laughing is that the room will not be deadly silent as you are walking back to your seat. Speeches that are for entertainment purposes only should generally leave the audience laughing.

Finally, if the subject is not appropriate to end with laughter, you could end with a touching story or quotation that leaves the audience thoughtful and quiet. Even the most serious public speaking subjects can benefit from humour, but the humour should be sprinkled throughout the body of the presentation. Don't put it at the end because closings are powerful and the audience will think your overall attitude toward the subject is flippant.

This same technique can be very effective in ending a mostly humorous speaking engagement. Have them laughing all along while you make your points. Then finish seriously. This contrast will create a great impact. It will convey the fact that you believe in a light-hearted approach to the subject, but the results are very serious to you.

Don't be afraid to use humour when you speak in public. Just make sure you learn to do it right.

Source: <http://www.public-speaking.org>



Danger sign:

- Do not ruin your good speech by dragging in new or irrelevant information or by creating an anti-climax. End on a high note!
- Do not thank everybody in the room. Simply acknowledge your audience, in particular the Content Chairperson, with a simple nod to indicate that you have concluded your speech.

Chapter 3:

What are you afraid of?

When asked, most speakers said they were afraid of the below-mentioned situations arising during their speeches.

“I’ll be boring.”

If you are not boring in real life, there is no reason for you to be boring as a speaker. Fear is the culprit. When you’re afraid, you become self-protective. You draw back into yourself. Your focus narrows to what is immediately around you, and all you can think about is survival. You lose your creativity, spontaneity, and humour. Control your nervousness, and your natural liveliness will surface.

“People will laugh at me.”

If you do or say something that amuses people, they will laugh – even if you don’t want them to. So laugh with them. Then they are not laughing at you, they are laughing with you. They will love you for it. Laughter is the most potent antidote to fear. While fear shuts you down and makes you cower in the corner, laughter pumps you up and gets you energised.

“People will see how nervous I am.”

So what! People expect you to be nervous. (They say to themselves, “I’d be nervous too, if I were up there.”) Being nervous is only a problem if you are so nervous that you make the audience nervous. Don’t call attention to your nervousness. Just go on with your speech.

“I’ll forget my next point.”

- Since so many speakers do forget their next point, there are lots of strategies to compensate for it.
- While you are preparing your presentation make sure your main points flow logically from one to another. Make the connections really tight.
- Take a moment, take a breath, and think. If you give yourself half a chance you will probably remember what you were going to say.
- Back up and try again. Repeat the previous point, the one you just summarised. Doing so will often lead you on to the next point.
- Refer to your notes. Even if you speak without a podium, keep your notes nearby.
- Tell your audience you have drawn a blank. They’ll understand, and their understanding will make you relax, which in turn will help you remember. Ask, “Where was I?” and someone will tell you.

“I’ll freeze.”

This is most people’s biggest fear. You’re standing before a room full of people and you freeze. You can’t remember a single thing you were planning on saying.

Here’s the secret. Say something. Say anything. The longer you stay silent – the more stressed you will get. Say, “You know, I’ve completely forgotten what I was going to say.” Your audience will identify with you. They may laugh. Then you can laugh. Oxygen will return to your brain and begin thawing things out. Refer to your notes, if necessary. And begin again.

Emphasis



- Remember that speakers are not only heard, they are also seen.
- Your aim should be to enhance your speech by your appearance, gestures and animation (or the absence thereof) – do this where suitable in your speech.
- Animation involves facial expressions, body movements and posture, and should be appropriate to your speech.
- Gestures should appear natural, complementing the spoken word – you do not have to work up a sweat!

Getting attention

Focus the listeners' attention by using memory retention techniques:

- Repeating a point, with deliberate emphasis
- Using a visual aid or a prop – these should not overshadow your speech though
- Dramatisation (acting out a point or explanation)
- Using examples
- Choosing appealing words or phrases that will be remembered

Self-confidence is the first requisite to great undertakings.

Samuel Johnson

Maintaining interest

The following methods will help you keep your audience's attention:

- Illustrate by means of vivid words or explanations.
- Humour can be used to emphasise a point. Avoid jokes that only make the audience laugh without adding to the purpose of your speech.
- Dramatise a part of your speech, but avoiding overacting.
- Where appropriate, refer to your own experiences or those of well-known personalities.
- Adjust the delivery of your message to the response. Without moving away from the goal of your speech, your delivery should be flexible enough to allow you to make changes in pace, level and detail to meet the response of your audience.

Danger sign:

If your content is excellent but your delivery is poor, this will count against you. Contestants in the past have lost out – they may have had a great speech on paper, but it failed when it came to delivery!



Chapter 5:

In conversation with South African Youth



Impromptu Speech and Conversation

Speak, listen, engage, debate, converse and get your message across!

The Impromptu Speech and Conversation, which replaces the traditional Impromptu Speech Session of the competition, provides you with an opportunity to engage on a key and topical issue affecting your community and the country. The conversation will afford you the opportunity to address the issue with your peers and leading personalities, in a formal setting, and to come up with possible solutions to the issue.

We constantly have conversations on issues affecting us as young people. The problem, of course, is the added pressure of having to speak to a much bigger audience. A good conversation is one wherein panel members question the views put forward by others by advancing excellent arguments, listen to the views put forward by others and are able to come up with excellent solutions to some of the issues discussed.

Conversation is not only about your views but being able to listen and understand the views of others and to adapt accordingly. A conversation is a dialogue, not a monologue. Never forget this!

Prepared and impromptu speeches are quite similar except for their delivery and length. An impromptu speech also contains an introduction (short and punchy), an interesting body (comprising one or two main points) and a conclusion that summarises your speech and leaves your audience stunned! At competition level you don't have much time to prepare, so using your time well is very important.

How it will work at the competition:

1. This session is divided into four main components:
 - a. Preparation time for the contestants (2 minutes)
 - b. Opening statement by the contestants (1 ½ minutes each)
 - c. Conversation and discussion portion where the chairperson will pose questions to the panel of contestants (about 12 minutes)
 - d. Closing statements by the contestants (1 minutes each)
2. Contestants will be paired in groups of 5 or 6 and will be allocated a topic for discussion. Each group of contestants, coupled with a leading business and political personality, will form part of the panel. A chairperson will direct the session.

Guidelines for preparing an impromptu speech for the conversation

- Exercise your mind – the more you read, the more subject matter you will have to work from. By reading newspapers and magazines regularly, you can relate the topic to a recent event. Read storybooks and poems. Memorise different quotations (and who said them).
- The best way to prepare for unprepared speeches is to have conversations with family, friends and your educators. This will help in giving you the practice you need.
- Also practise using the two-minute preparation time. Work out a method that suits you to organise your keywords and thoughts. For example: lists and spider diagrams.
- Spend the first minute or so thinking about what you want to talk about. Use the second minute to write down your thoughts.
- Jot down key words only, and the links to the next thoughts. **DO NOT ATTEMPT TO WRITE OUT YOUR WHOLE IMPROMPTU SPEECH!** It doesn't work!
- Think out of the box and use your imagination!
- Try and express your views on the issue. Present your arguments on the matter and leave the audience wondering at the end.
- Talk about what you know best – personal experiences, family life, school, friends – as long it relates in some way to the topic.
- Don't try to cover everything about the topic. Pick one or two points and expand on those. You don't have much time to prepare so rather use your time wisely by delivering a great speech on those two points than a weak speech on four points.
- Be clear-thinking and certain about your topic. Close on a significant note using an appropriate quotation that you've memorised, a humorous remark or a call for action!
- An impromptu speech allows for more emotion. Naturally, you will have more nervous energy. Use that to your advantage! Be passionate about your topic!

Key questions to ask yourself before and during the conversation

- What are my thoughts on the topic?
- How does the issue affect me, my family, my community and my country?
- Am I merely putting my views across or am I also listening and reacting to the views of others?
- Am I following the conversation and do I understand and agree/disagree by the views put by others?
- Have I put forward questions or raised issues with fellow panel members?
- Have I contributed to a vigorous and interesting conversation?

Chapter 7:

Adjudication process and criteria

An important part of an audience (especially at a contest) is your panel of adjudicators. They work from a set of criteria and evaluation guidelines, and knowing what they are will help you in preparing your speech. The prepared speech and conversation each count 50% of the contestant's total score.

General notes for the adjudicators

- Through this competition, contestants should be able to understand the basic principles of good speech-making, which takes into account well-researched content, original thought and creativity, appropriate and confident delivery as well as timing and length.
- We are privileged to be listening to the thoughts, aspirations, insights and opinions of a group of young and dynamic individuals. They are not first language English speakers, and their mere participation at national level warrants significant credit. The evaluation sheets allow for the objective assessment of their presentations.
- The Young Communicators Awards contest encourages freedom of thought and does not censor contestants from covering any particular topic or set of ideas. The responsibility lies with the speaker to ensure that he/she is open-minded and justified in the views that he/she expresses.
- Contestants are warned against the use of crude language or slang.
- Cue cards are permitted, and contestants are advised that cue cards be at hand, even if they feel confident enough not to use them. We encourage smaller cue cards (rather than larger sheets of paper), as long as the contestant maintains sufficient eye contact with the audience.
- Props are permitted.

Adjudicators' Code of Ethics

- Adjudicators will consciously avoid bias of any kind in evaluating contestants. They will not consider any contestant's school, region or province. Adjudicators will not consider any contestant's age, sex, race, creed, national origin or political beliefs. They will seek to demonstrate utmost objectivity.
- Adjudicators will not time the speeches and will not consider the possibility of under-time or over-time when judging a contestant's speech. A timekeeper's report is submitted to the chief adjudicator after the prepared and impromptu sessions.
- Adjudicators will support by word and deed the contest rules and judging standards, refraining from public criticism of the contest and revealing scores and ranking.



Evaluation criteria for 'general impression'

- *First impression of the speaker: We are looking for confident, passionate, sincere and enthusiastic speakers. Levels may range from nervousness to confidence, and from apathy to enthusiasm. The speaker should be convincing and show that he or she knows the content of the speech and topic of conversation.*
- *Audience participation/interaction: Does the speaker effectively evoke an appropriate response from the audience? Does the speaker engage with the audience?*
- *Overall impact; thoroughness and originality: Inclusion of facts, practical examples and insight. Core ideas have been researched and motivated. Contestant is original in thought and creative in delivery. Challenges perceptions and 'world views'. Content appropriate to audience. Contestant is passionate about topic.*

Structure and content

The speech is structured around a purpose, and this structure must include an opening, body and conclusion. A good speech immediately engages the audience's attention, and then moves forward toward a good conclusion. The development of the speech must also be supported by relevant examples, illustrations, facts and figures, delivered smoothly to present the audience with a unified whole.

Evaluation criteria for 'structure and content'

- *Introduction: Attains attention immediately and creates interest. Outlines elements that will be discussed in the presentation.*
- *Structure of the presentation and internal consistency: Well-organised with introduction, body and conclusion. Central idea remains the 'golden thread'. There is an easy flow between ideas.*
- *Conclusion: Main ideas are summarised, rounding off the speech. Innovative closing technique used.*
- *Thoroughness and originality: Inclusion of facts, practical examples and insight. Core ideas have been researched and motivated.*

first
impression



The physical presentation of a speech carries great weight in determining the effectiveness of the speech. The speaker's appearance should reinforce the speech message, whether profound, sad, humorous, or challenging. **Body language** should support points through gestures, expressions, and body positioning. Grooming also falls within this category – is the speaker neat and presentable?

The speaker's voice should be flexible, moving from one pitch level to another for emphasis, and should have a variety of rate and volume.

Manner is the indirect revelation of the speaker's real self as the speech is delivered. The speaker should speak with enthusiasm and assurance, interest in the audience and confidence in their reactions. The speaker must also be sincere in the delivery, and not over-dramatise the speech.

Appropriateness of language refers to the choice of words that relate to the speech purpose and the particular audience hearing the speech. Language should promote clear understanding of thoughts and should fit the occasion precisely.

Evaluation criteria for 'delivery'

- **Presentation, non-verbal communication:** *Emphasises the important elements with comfortable and applicable gestures and facial expressions. Contestant should maintain sufficient eye contact with audience.*
- **Language, grammar and pronunciation:** *Skilful composition. Correct grammar is used. Appropriate word selection. Good pronunciation allowing for comprehension by audience.*
- **Use of voice and audibility:**
Tone – *Variance in tone and speed. Applicable to emotion of speech aspects.*
Audibility – *Contestant is clear and audible. Clear and good projection of voice.*

Impromptu and Conversation evaluation criteria

The conversation includes all of the above criteria as well as:

Reaction time:

- The speaker should take enough (not too much nor too little) time to respond to questions posed.

Listening:

- Key to delivery is the speaker's ability to listen and accurately respond to the conversation.
- Is the speaker following the flow of the conversation?

Example of prepared speech evaluation sheet

LEARNER NAME:								
TOPIC:								
Points	Symbol value	Basic description						
0	Meagre/poor	Skills level inadequate for this level						
1	Unsatisfactory	Skills require considerable amount of guidance/practice						
2	Average/acceptable	Skills need guidance/exercise						
3	Good	Acceptable skills level has been reached						
4	Above average	Above average skills level has been reached						
5	Excellent	Skills are completely mastered						
Elements to be evaluated			Symbol					
			0	1	2	3	4	5
GENERAL IMPRESSION	1	First impression of the speaker Confidence – speech conducted with confidence and stature. Enthusiasm – enthusiastic and knows the content of work.						
	2	Audience participation/interaction Evokes emotional response from audience. Encourages audience participation.						
	3	Overall impact, thoroughness and relevance Inclusion of facts, practical examples and insight. Core ideas have been researched and motivated. Content appropriate to audience. Contestant is passionate about topic.						
	4	Originality Contestant is original in thought and creative in delivery. Challenges perceptions and ‘world views’, presenting solutions and ideas.						
STRUCTURE & CONTENT	5	Introduction Attains attention immediately and creates interest. Outlines elements that will be discussed in the presentation.						
	6	Structure of presentation and internal consistency Well-organised with introduction, body and conclusion. Central idea remains the ‘golden thread’. Easy flow between thoughts and ideas.						
	7	Conclusion Main ideas are summarised, rounding off the speech. Use of innovative closing technique.						
DELIVERY	8	Presentation: Non-verbal communication Emphasises important elements with comfortable and appropriate gestures and facial expressions. Maintains sufficient eye contact with audience.						
	9	Language, grammar and pronunciation Skilful composition. Correct grammar is used. Appropriate word selection. Good pronunciation allowing for comprehension by audience.						
	10	Use of voice and audibility Tone – variance in tone and speed. Applicable to emotions. Audibility – contestant is clear and audible. Clear and good projection of voice.						
SUBTOTALS								
General comments or advice			SUBTOTALS					/50

Example of impromptu and conversation evaluation sheet

LEARNER NAME:								
TOPIC:								
<i>Points</i>	<i>Symbol value</i>	<i>Basic description</i>						
0	Meagre/poor	Skills level inadequate for this level						
1	Unsatisfactory	Skills require considerable amount of guidance/practice						
2	Average/acceptable	Skills need guidance/exercise						
3	Good	Acceptable skills level has been reached						
4	Above average	Above average skills level has been reached						
5	Excellent	Skills are completely mastered						
<i>Elements to be evaluated</i>			<i>Symbol</i>					
			0	1	2	3	4	5
GENERAL IMPRESSION	1	First impression Creates a good first impression. Confidence – speech conducted with confidence and stature. Enthusiasm – enthusiastic and knows the content of work.						
	2	Overall impact, thoroughness and relevance Inclusion of facts, practical examples and insight. Demonstrates an awareness of the issue. Content appropriate to audience. Evokes emotional response from audience. Encourages audience participation.						
	3	Originality Contestant is original in thought and creative in delivery. Challenges perceptions and 'world views', presenting solutions and ideas.						
CONVERSATION SKILLS	4	Ability to follow the conversation The speaker should follow changes in the conversation and react and converse accordingly. The speaker is able to alter his or her argument according to the topic and the flow of the conversation.						
	5	Substantiation of points made Does the speaker substantiate his/her points? Does the speaker have an understanding of current affairs issues and the key points raised in the conversation? Is the argument logical, factual and coherent?						
	6	Overall impression The speaker understands the issue that is being discussed and the response is appropriate and well-received. The response is measured and also well-structured. The speakers points lead the discussion.						
DELIVERY	7	Presentation: Non-verbal communication Emphasises important elements with comfortable and appropriate gestures and facial expressions. Maintains sufficient eye contact with audience.						
	8	Reaction time The speaker should take enough (not too much nor too little) time to respond to questions posed.						
	9	Listening Key to delivery is the speaker's ability to listen and accurately respond to the conversation. Is the speaker following the flow of the conversation?						
	10	Use of voice and audibility Tone – variance in tone and speed. Applicable to emotions. Audibility – contestant is clear and audible. Clear and good projection of voice. Good pronunciation allowing for comprehension by audience.						
SUBTOTALS								
General comments or advice			SUBTOTALS					/50

Chapter 8:



Analysis of Barack Obama's acceptance speech

Key:

- – Analysis and commentary
- – Speech extract
- – Notes on how the different parts flow into each other

When you read President Barack Obama's acceptance speech from start to finish, you are struck by its simplicity. His use of vocabulary is, to a large extent, limited to the English that the average American uses. It is also interesting to note that the sentences used are short. This speech owes much of its effectiveness to the fact that it is quite simple. This is especially important when one realises that the message being delivered was at a very significant time in American, and indeed world, history. Keep it Simple, Silly (KISS)!

President Barack Obama spoke to the world from his home city of Chicago as he became the first black president of the United States. Here is the full text of his victory speech:

The introduction

"Hello, Chicago.

[Note the simple greeting. Mr Obama has not spent a large amount of time greeting dignitaries, friends, family and the world at large. Just be clear on your audience as sometimes a 'hello' might be deemed too informal in a public speaking contest situation but a 'good morning/afternoon/evening' can suffice.]

"If there is anyone out there who still doubts that America is a place where all things are possible, who still wonders if the dream of our founders is alive in our time, who still questions the power of our democracy, tonight is your answer.

"It's the answer told by lines that stretched around schools and churches in numbers this nation has never seen, by people who waited three hours and four hours, many for the first time in their lives, because they believed that this time must be different, that their voices could be that difference.

[At this point, Mr Obama could have delivered the same message by rattling off numbers and statistics in terms of how many people voted and what percentage of the American population they represented. However, he used images that we can very quickly conjure up in our minds and the impact remains the same. Painting a picture with your words, is most of the time more effective than dazzling your audience with numbers.]

"It's the answer spoken by young and old, rich and poor, Democrat and Republican, black, white, Hispanic, Asian, Native American, gay, straight, disabled and not disabled, Americans who sent a message to the world that we have never been just a collection of individuals or a collection of red states and blue states.

"We are, and always will be, the United States of America.

"It's the answer that led those who've been told for so long by so many to be cynical and fearful and doubtful about what we can achieve to put their hands on the arc of history and bend it once more toward the hope of a better day.

"It's been a long time coming, but tonight, because of what we did on this date in this election at this defining moment, change has come to America.

"A little bit earlier this evening, I received an extraordinarily gracious call from Senator McCain.

"Senator McCain fought long and hard in this campaign. And he's fought even longer and harder for the country that he loves. He has endured sacrifices for America that most of us cannot begin to imagine. We are better off for the service rendered by this brave and selfless leader.

“I congratulate him; I congratulate Governor (Sarah) Palin for all that they’ve achieved. And I look forward to working with them to renew this nation’s promise in the months ahead.

“I want to thank my partner in this journey, a man who campaigned from his heart, and spoke for the men and women he grew up with on the streets of Scranton and rode with on the train home to Delaware, the vice president-elect of the United States, Joe Biden.

“And I would not be standing here tonight without the unyielding support of my best friend for the last 16 years, the rock of our family, the love of my life, the nation’s next first lady, Michelle Obama.

“Sasha and Malia, I love you both more than you can imagine. And you have earned the new puppy that’s coming with us to the new White House.

[A simple vote of thanks that also humanises the subject matter – the election victory.]

“And while she’s no longer with us, I know my grandmother’s watching, along with the family that made me who I am. I miss them tonight. I know that my debt to them is beyond measure.

[Appealing to an audience’s emotions through a tale of woe and heartbreak is a popular device with politicians. Young Communicators are not politicians (though it is certain that some may aspire to become politicians!) so we would not encourage you to rely heavily on stories that you think might bring a tear to your audience’s eye. It is often a challenge to come across as authentic, whilst also dealing with your nerves.] Helpful hint!

“To my sister Maya, my sister Alma, all my other brothers and sisters, thank you so much for all the support that you’ve given me. I am grateful to them.

“And to my campaign manager, David Plouffe, the unsung hero of this campaign, who built the best – the best political campaign, I think, in the history of the United States of America.

“To my chief strategist David Axelrod who’s been a partner with me every step of the way. To the best campaign team ever assembled in the history of politics, you made this happen and I am forever grateful for what you’ve sacrificed to get it done.

“But above all, I will never forget whom this victory truly belongs to. It belongs to you. It belongs to you.

The body

“I was never the likeliest candidate for this office. We didn’t start with much money or many endorsements.

“Our campaign was not hatched in the halls of Washington. It began in the backyards of Des Moines and the living rooms of Concord and the front porches of Charleston. It was built by working men and women who dug into what little savings they had to give 5 and 10 and 20 to the cause.

“It grew strength from the young people who rejected the myth of their generation’s apathy, who left their homes and their families for jobs that offered little pay and less sleep.

“It drew strength from the not-so-young people who braved the bitter cold and scorching heat to knock on doors of perfect strangers, and from the millions of Americans who volunteered and organised and proved that more than two centuries later a government of the people, by the people, and for the people has not perished from the Earth.

“This is your victory. And I know you didn’t do this just to win an election. And I know you didn’t do it for me.

His first story: This is linked to the thanks he offered but is also a way of placing into context, who he is and where he comes from without being overt.

“You did it because you understand the enormity of the task that lies ahead. For even as we celebrate tonight, we know the challenges that tomorrow will bring are the greatest of our lifetime – two wars, a planet in peril, the worst financial crisis in a century.

“Even as we stand here tonight, we know there are brave Americans waking up in the deserts of Iraq and the mountains of Afghanistan to risk their lives for us.

“There are mothers and fathers who will lie awake after the children fall asleep and wonder how they’ll make the mortgage or pay their doctors’ bills or save enough for their child’s college education.

[As earlier in this speech, the use of imagery is far more effective than delivering cold, hard facts about

either the War in Iraq or domestic economic hardship. It is about bringing your subject matter as close as possible to what you know and to what your audience can recognise with ease.]

“There’s new energy to harness, new jobs to be created, new schools to build, and threats to meet, alliances to repair.

“The road ahead will be long. Our climb will be steep. We may not get there in one year or even in one term. But, America, I have never been more hopeful than I am tonight that we will get there.

“I promise you, we as a people will get there. There will be setbacks and false starts. There are many who won’t agree with every decision or policy I make as president. And we know the government can’t solve every problem.

“But I will always be honest with you about the challenges we face. I will listen to you, especially when we disagree. And, above all, I will ask you to join in the work of remaking this nation, the only way it’s been done in America for 221 years - block by block, brick by brick, calloused hand by calloused hand.

“What began 21 months ago in the depths of winter cannot end on this autumn night.

He has just explained the challenges that he will face.

“This victory alone is not the change we seek. It is only the chance for us to make that change. And that cannot happen if we go back to the way things were.

“It can’t happen without you, without a new spirit of service, a new spirit of sacrifice.

“So let us summon a new spirit of patriotism, of responsibility, where each of us resolves to pitch in and work harder and look after not only ourselves but each other. Let us remember that, if this financial crisis taught us anything, it’s that we cannot have a thriving Wall Street while Main Street suffers.

“In this country, we rise or fall as one nation, as one people. Let’s resist the temptation to fall back on the same partisanship and pettiness and immaturity that has poisoned our politics for so long.

“Let’s remember that it was a man from this state who first carried the banner of the Republican Party to the White House, a party founded on the values of self-reliance and individual liberty and national unity.

“Those are values that we all share. And while the Democratic Party has won a great victory tonight, we do so with a measure of humility and determination to heal the divides that have held back our progress. As Lincoln said to a nation far more divided than ours, we are not enemies but friends. Though passion may have strained, it must not break our bonds of affection.

[Mr Obama has quoted somebody in his speech. Note how the quote forms but a very small part of his speech and is not an entire paragraph or monologue. More importantly, note how Barack Obama has quoted from an individual who is of relevance to the subject matter and the occasion - the President-elect (Obama) is quoting a former President of the United States of America (Lincoln) and not, say a world-renowned TV talk show host.]

“And to those Americans whose support I have yet to earn, I may not have won your vote tonight, but I hear your voices. I need your help. And I will be your president, too.

“And to all those watching tonight from beyond our shores, from parliaments and palaces, to those who are huddled around radios in the forgotten corners of the world, our stories are singular, but our destiny is shared, and a new dawn of American leadership is at hand.

“To those – to those who would tear the world down: We will defeat you. To those who seek peace and security: We support you. And to all those who have wondered if America’s beacon still burns as bright: Tonight we proved once more that the true strength of our nation comes not from the might of our arms or the scale of our wealth, but from the enduring power of our ideals: democracy, liberty, opportunity and unyielding hope.

“That’s the true genius of America: that America can change. Our union can be perfected. What we’ve already achieved gives us hope for what we can and must achieve tomorrow.

A good public speaker possesses sound logic. Barack Obama spelt out the challenges he and the American people face.

He has now moved into a space where he is motivating his audience and persuading them that these challenges are not insurmountable.

When you pose a question or outline a challenge be sure to answer that question or seek a way to solve that challenge!

“This election had many firsts and many stories that will be told for generations. But one that’s on my mind tonight’s about a woman who cast her ballot in Atlanta. She’s a lot like the millions of others who stood in line to make their voice heard in this election except for one thing: Ann Nixon Cooper is 106 years old.

“She was born just a generation past slavery; a time when there were no cars on the road or planes in the sky; when someone like her couldn’t vote for two reasons – because she was a woman and because of the colour of her skin.

“And tonight, I think about all that she’s seen throughout her century in America – the heartache and the hope; the struggle and the progress; the times we were told that we can’t, and the people who pressed on with that American creed: Yes we can.

“At a time when women’s voices were silenced and their hopes dismissed, she lived to see them stand up and speak out and reach for the ballot. Yes we can.

“When there was despair in the dust bowl and depression across the land, she saw a nation conquer fear itself with a New Deal, new jobs, a new sense of common purpose. Yes we can.

“When the bombs fell on our harbour and tyranny threatened the world, she was there to witness a generation rise to greatness and a democracy was saved. Yes we can.

“She was there for the buses in Montgomery, the hoses in Birmingham, a bridge in Selma, and a preacher from Atlanta who told a people that ‘We Shall Overcome’. Yes we can.

“A man touched down on the moon, a wall came down in Berlin, a world was connected by our own science and imagination. And this year, in this election, she touched her finger to a screen, and cast her vote, because after 106 years in America, through the best of times and the darkest of hours, she knows how America can change.

His second story in the speech: Mr Obama is tracing world history but in a manner that is far less painful than a history lecture. When you tell stories in your speeches, be sure that they are relevant and an effective means of delivering the message you intend to deliver. Sometimes a speaker can tell a story that may be compelling for the audience but may be useless in terms of purpose.

“Yes we can.

“America, we have come so far. We have seen so much. But there is so much more to do. So tonight, let us ask ourselves – if our children should live to see the next century; if my daughters should be so lucky to live as long as Ann Nixon Cooper, what change will they see? What progress will we have made? This is our chance to answer that call. This is our moment.

The conclusion

“This is our time, to put our people back to work and open doors of opportunity for our kids; to restore prosperity and promote the cause of peace; to reclaim the American dream and reaffirm that fundamental truth, that, out of many, we are one; that while we breathe, we hope. And where we are met with cynicism and doubts and those who tell us that we can’t, we will respond with that timeless creed that sums up the spirit of a people: Yes, we can.

[Yes, we can. The device of repetition is a tricky thing to implement. The phrase repeated by Barack Obama is a mere three words. This is effective when attempting to entrench a message in your audience. This is important as this speech was not for entertainment purposes but more for motivation, influence and persuasion. The most important thing for you to remember before using any trickery in your speech is the purpose of your speech.]

“Thank you. God bless you. And may God bless the United States of America.”

[Note how Mr Obama has not introduced any new ideas into his conclusion. This is best typified by the fact that his concluding sentence is an often-used and well-known phrase in American life and by American leaders.]

ENDS

Great speeches

- Dr Martin Luther King Jnr – **“I have a dream”** (Delivered on August 28, 1963, from the steps of the Lincoln Memorial, during the March on Washington for jobs and freedom).
- **“I am an African”** – Thabo Mbeki (deputy president at the time) delivered this statement on behalf of the African National Congress on the occasion of the adoption by the Constitutional Assembly of The Republic of South Africa Constitution Bill 1996, Cape Town, 8 May, 1996.
- **“I am prepared to die”** – Former South African State President Nelson Mandela’s statement from the dock at the opening of the defence case in the Rivonia Trial Pretoria Supreme Court, 20 April, 1964.
- LB Johnson: **“We shall overcome”** (March 15, 1965)
- John F Kennedy: **“Ask not what your country can do for you”** (Inaugural presidential address of the late John F Kennedy, January 20, 1961)
- Mahatma Gandhi: **“Quit India”** (August 8, 1942)
- Kwame Nkrumah: **“I speak of freedom”** (March 5, 1957)

Exercise

What gives these speeches the status of being “great”? Can you make your speech as great as these examples?

A helpful checklist for speakers

- What is the date, time and place of the function? (Get there at least 30 minutes to an hour beforehand, depending on what is required of you. *See Rules of the Young Communicators Awards on page 5.*)
- How long am I required to speak?
- What is the dress code?
- How big is the audience likely to be?
- How will the audience be seated?
- What is there to know about the host or hosting organisation?
- What is the audience profile? To whom are you speaking?
- Is there anyone I should acknowledge, such as a dignitary or special guest?
- Do I have copies of my speech for distribution?

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