

TOASTMASTERS
INTERNATIONAL



SPECIALTY SPEECHES

Advanced Communication Series





TOASTMASTERS
INTERNATIONAL

WHERE LEADERS
ARE MADE

Galaxy Club

Address: Jinqiao Languages Center, on the 4th floor of Guangzhou Vili International Hotel, the opposite of Gate No.7, East Railway Station (Metro: Guangzhou East Railway Station Exit B)

地址：广州威尼国际4楼津桥外语，火车东站7号门马路对面（地铁广州东站B出口）

Time: Meeting begins on time on every Thursday 7:30 pm
时间：会议在每周四晚上七点半准时开始



SPECIALTY SPEECHES

TOASTMASTERS INTERNATIONAL

P.O. Box 9052 • Mission Viejo, CA 92690 • USA
Phone: +1 949-858-8255 • Fax: +1 949-858-1207

www.toastmasters.org/members

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**WHERE LEADERS
ARE MADE**

CONTENTS

How to Use This Series	4
Introduction	5
Project 1: Impromptu Speaking	6
Project 2: Uplift the Spirit	10
Project 3: Sell a Product	13
Project 4: Read Out Loud	17
Project 5: Introduce the Speaker	21
Appendix	24
The Written Speech	24
Project Completion Record	26
Toastmasters Educational Program	27
Educational Award Requirements	28
Advanced Communicator (AC) Award Application	30
Complete Listing of the Advanced Communication Series	32

HOW TO USE THIS SERIES

Each of the advanced manuals in this series assumes you already know the basics of speech – organization, voice, gestures, etc. – but not necessarily that your skills are fully developed. Refer to your **Competent Communication** manual if you need to review some of the principles of speech.

These advanced manuals are designed around four principles:

- ▶ The projects increase in difficulty within each manual, beginning with an overview of the subject and then becoming more specialized as you progress.
- ▶ Each subject incorporates what you have learned from the preceding ones, and it is assumed you will use these techniques whether or not they are specifically referred to in that section.
- ▶ The projects supply more information than you need to complete each particular assignment. This will give you ideas for future talks.
- ▶ It is the speech preparation and delivery that teach you, not just reading the project in the manual.

BE SURE TO

- ▶ Read each project at least twice for full understanding.
- ▶ Make notes in the margin as you read.
- ▶ Underline key passages.
- ▶ Repeat projects as necessary until you are satisfied with your mastery of a subject.
- ▶ Ask for an evaluation discussion or panel whenever you wish, especially if few of your club members have completed the *Competent Communication* manual.
- ▶ Credit up to two speeches per manual given outside a Toastmasters club if:
 - 1) your vice president education agrees in advance
 - 2) a Toastmasters evaluator is present, completes the written project evaluation, gives a verbal evaluation
 - 3) you meet all project objectives.
- ▶ Have your vice president education sign the Project Completion Record in this manual after you complete each project.
- ▶ Apply for Advanced Communicator Bronze, Advanced Communicator Silver, or Advanced Communicator Gold recognition when you have completed the appropriate manuals and met the other requirements listed in the back of this manual.

INTRODUCTION

Today's leaders are relied upon to handle many different communication situations. The projects in this manual introduce some particular speech disciplines designed to help you prepare for distinctive communication situations.

In the first project, you will begin developing an awareness of situations in which you might be called upon to deliver an impromptu speech. Project Two requires you to deliver an inspirational speech. In the third project you will practice your powers of persuasion by selling a product. The next project asks you to practice oral interpretation by reading aloud. Finally, you will focus an audience's attention on a speaker by delivering a well-informed introduction.

When you have completed the projects in this manual, you will have gained the skills and poise you need to meet the demands of presenting specialty speeches.

EXECUTIVE SUMMARY:

Every day you most likely are asked to give your opinion, offer advice, or contribute an idea or piece of information. Such impromptu talks are opportunities to build your confidence and improve your speaking skills. You can prepare for impromptu speaking situations by reading, listening, and keeping abreast of current events and by knowing the different ways in which you can organize your thoughts.

OBJECTIVES:

- ▶ Develop an awareness of situations in which you might be called upon to deliver an impromptu speech.
- ▶ Understand how to prepare for impromptu speaking.
- ▶ Use one or more patterns to approach a topic under discussion, for example, comparing a past, present, and future situation or before and after.

Time: Five to seven minutes

IMPROMPTU SPEAKING

The most common misconception about the impromptu speech is that the speaker is called upon to say a few words without having made any preparation whatsoever. To the skilled and knowledgeable speaker, impromptu does not mean totally unprepared. Whatever the situation, from casual conversation to a platform presentation, you will discover there is no substitute for preparation.

Extemporaneous speaking is more a situation than a method of delivery. The predicament is that you have not received previous notice that you will be asked to speak and, therefore, have no opportunity to rehearse.

Daily conversation is impromptu by nature. You experience it in the classroom, business offices, on the phone, over lunch or coffee, and with family and friends and during interviews. One of the most common impromptu situations for a Toastmaster is to be asked to give an invocation. Another, of course, is Table Topics™.

As a Toastmaster you understand that to be successful you must present yourself and your ideas. Your appearance and manner of speaking all say something about who you are. That is why you should be prepared in an impromptu situation with a hip pocket talk. You may be asked “What are your feelings?” or “What have you got to add?” You want to be able to respond knowledgeably and effectively.

HOW TO PREPARE

You can build your impromptu material well in advance through reading, listening, and carefully organizing your thoughts. Keep abreast of the latest developments in your career. Attend conferences, seminars, conventions, and workshops.

Because of advanced technology in the various media – the Internet, print, radio, television, film – you have limitless opportunities and resources to find new information on any conceivable subject.

You will also benefit from observing other speakers in different impromptu situations, such as political rallies, religious meetings, college lectures, and trade business meetings. Pay particular attention to their style and manner of expression. Then determine the methods of delivery you prefer.

MANAGING THE IMPROMPTU SITUATION

Depending upon your experience, occupation, interests, and level of involvement in an organization or group, you should be able to predict when you might be asked to speak. For example, given the following hypothetical situations, you can ascertain with some degree of accuracy whether you might be called upon.

You may be asked “What are your feelings?” or “What have you got to add?” You want to be able to respond knowledgeably and effectively.

- ▶ You are an engineer employed by a hydroelectric power company and you are attending a local city council meeting regarding the construction of a dam that would be located upstream from the city. One or two members on the council are personally acquainted with you and ask for your remarks regarding the structure of the proposed dam.
- ▶ You are a military veteran who is currently employed part-time and working on an advanced degree at a college or university. While attending a party where most of the students are five or six years younger than you and have had no military experience, the discussion turns to how dull society is because we have no major issues to protest like a war. They ask if you were involved in protest marches and to express your attitude about military service.
- ▶ You are employed as a secretary in a real estate office. A young couple comes in seeking information about residential housing. You must answer their questions on local schools, tax rates, and new developments.
- ▶ The board of education is holding a meeting to discuss a new educational policy. As a concerned parent, you attend the meeting to see what is said and what action is taken. The chairman calls for opinions from the audience and you respond.
- ▶ While attending a banquet sponsored by your organization, you are unexpectedly asked to say a few words.

List what makes you most anxious about giving an impromptu speech. From that list you can eliminate some of the uncertainty by planning an approach to overcome them.

TIPS FOR THE IMPROMPTU SPEECH

Before attending a meeting, banquet, social, or civic function, ask yourself what you might say if called upon to speak. Have a few stories and remarks ready. Think for a moment what makes you most anxious about giving an impromptu speech. List your concerns. From that list you can eliminate some of the uncertainties by formulating a logical approach to overcoming them. The following tips will help you:

- ▶ Never begin by apologizing. Talk about what you know.
- ▶ Be familiar with the latest information available on an issue you might have to defend.
- ▶ Focus your thoughts on the subject and the occasion.
- ▶ Comment on views expressed by others in attendance.

You can structure your talk in several ways:

- ▶ Compare past and present with a possible conjecture about the future.
- ▶ Contrast a before and after situation.
- ▶ Approach the topic from alternative viewpoints.
- ▶ State the problem and suggest a solution.
- ▶ Compare the advantages and disadvantages.
- ▶ Consider political, economic, or social aspects of the topic.
- ▶ Consider geographical influences – city, state, country, world.

YOUR ASSIGNMENT

Training and practice in impromptu speaking build your confidence and expand your abilities as an effective communicator. Look for opportunities to get experience in this area so you will be better able to express your ideas in the various meetings, sessions, classes, clubs, and conferences in which you participate.

On slips of paper, write down five general topic areas with which you are familiar. Give them to your speech evaluator before the meeting. He or she will select one at random and you will deliver a five- to seven-minute impromptu speech on that subject.

EXECUTIVE SUMMARY:

An inspirational speech acknowledges listeners' present beliefs, values, and sentiments, explains the need for change, then encourages and motivates listeners to make these changes. An inspirational speaker's success relies heavily on delivery, language, vocal variety, and phrasing. The inspirational speaker adapts to the mood and formality of the occasion and conveys confidence, sincerity, conviction, and enthusiasm.

OBJECTIVES:

- ▶ Identify and understand the basic differences and similarities between inspirational speeches and other kinds of speeches.
- ▶ Learn how to evaluate audience feeling and establish emotional rapport.
- ▶ Develop a speech style and delivery that effectively expresses inspirational content by moving the audience to adopt your views.

Time: Eight to 10 minutes

UPLIFT THE SPIRIT

You have heard many inspirational speeches: A coach giving the team a pep talk; your clergyman delivering a sermon; booster speeches at conventions; keynote, commemorative, and commencement addresses; eulogies; orations on national holidays; speeches at banquets, reunions, anniversaries, and dedications.

As in all good speaking, the inspirational speech must be appropriate for the audience and the occasion. You may find many occasions to address audiences as their agent or spokesman for a cause. The speech to inspire expresses the audience's beliefs, values, and sentiments in a language and style fitting to their shared emotion and encourages the audience to change.

The concept of leadership plays an important role in an inspirational speech. You must be united with the members of your audience by bonds of sympathy, common experience, and understanding, but you also must be directive. This kind of speaking requires a personal presence of dignity and a preoccupation with excellence of style. Mainly style and delivery differentiate the inspirational speech from other kinds of speeches with other objectives.

Traditionally, inspirational speeches have provided the world's great oratory. Religion, patriotism, brotherhood, social causes, sacrifice and loyalty, pride in past achievements and optimism for the future rely on the expressive communication of inspiration. This kind of speech may be considered the highest level of public speaking.

PREPARING THE SPEECH

In preparing an inspirational speech you must determine the spirit and mood of the particular occasion. Planning the speech, organizing your thoughts, and structuring them in an outline is much like the process for other speeches. Although you are acting as a spokesman, you still must meet the listeners' expectations and engage their interest through originality of content and presentation.

Six qualities distinguish the inspirational speech from speeches that explain, induce belief, persuade, and entertain.

You should:

- ▶ Express the general feelings of the audience.
- ▶ Uplift and attribute further meaning to the feelings of the audience.
- ▶ In terms of content, style, and delivery, satisfy the listeners' expectations for the occasion.
- ▶ Project confidence and authority devoid of doubt or qualifying statements.
- ▶ Make the manner of style and delivery of superior quality.
- ▶ Use voice level, modulation, and word pictures to dramatize and raise emotions to a higher plane than in other kinds of speeches.

REACTIONS OF THE LISTENER

An inspirational speaker communicates truths that your listeners previously accepted without qualification. A clergyman who preaches against traditional beliefs or a leading politician who decries nationalist policies must either convince the audience or be certain the listeners' views correspond to his or her own to inspire them with the virtues of any alternatives.

Part of your preparation involves research to help you understand the actual feelings of your listeners. What may inspire one particular group will not necessarily appeal to another.

Another point to consider is that as a group, listeners don't always know or understand their own feelings. An inspirational speech may take the form of interpreting or reinterpreting existing feelings in the audience. A sales manager may enhance the group spirit of the sales force by pointing out the benefits and positive advantages that those who buy their product will accrue beyond just the material possession.

An educator might motivate a conference of teachers to improved performance in a system under attack by a taxpayers' revolt by showing and explaining statistics illustrating low educational ratings.

MAKE THE STYLE FIT THE OCCASION

You would not deliver a eulogy at a funeral in the same manner that you would speak at a political campaign dinner or conduct a football pep rally. The former occasion calls for a dignified and, in some cases, lofty style. This would also apply to other formal situations such as commemorative occasions and graduation ceremonies. The speaker's appearance, the seriousness of his or her tone and the formality of delivery reflect the importance of the occasion, and the listeners will base their impressions and response on those cues.

The mood and tone of the occasion may be informal, encouraging high spirits and good humor. If that's the case, your speaking style also should be less formal. The important thing is to meet the fundamental expectations of the audience.

In all good speaking, the following characteristics determine the effectiveness of the inspirational speech:

- ▶ Thought and content
- ▶ Nature of the speaker
- ▶ Conformity to the audience
- ▶ Influence of the audience

Your goal as an inspirational speaker is to excel in your style of delivery and use of language, dramatic modulation, and phrasing. As an inspirational speaker, you become a medium for the expression of audience emotion.

You can accentuate feelings and encourage stronger identification through the use of such phrases as "we all understand," "as we have experienced together," and "as we all know."

Confusion, doubt, and uncertainty have no place in the inspirational speech. Affirmations of achievements, faith, and values are rooted in deep established convictions that are well-known and universally accepted.

YOUR ASSIGNMENT

Prepare, rehearse, and deliver an eight- to 10-minute inspirational speech. Your topic may be selected from among the following categories: keynote address, political presentation, stockholders meeting, trade association or union meeting, sales convention rally, testimonial dinner or organization banquet, sports rally, sales rally, religious service. Use language and style appropriate to the occasion and remember your goal is to uplift the spirit of the audience.

EXECUTIVE SUMMARY:

A sales presentation is a type of persuasive speech. Its purpose is to generate listeners' interest in the service or product you are selling and motivate them to buy it. You should create a unique selling proposition that explains how your service or product will benefit them and how it is better than the competition's service or product. Be sure to incorporate words that have proven to be effective in the sales process. Plan for listeners' potential objections and be able to refute them.

OBJECTIVES:

- ▶ Understand the relationship of sales techniques to persuasion.
- ▶ Skillfully use the four steps in a sales presentation: attention, interest, desire, action.
- ▶ Identify and promote a unique selling proposition in a sales presentation.
- ▶ Be able to handle objections and close a prospective buyer.

Time: 10 to 12 minutes

SELL A PRODUCT

A sales talk conveys ideas and information about a service or product. Although many elements of persuasion are involved, certain concepts are unique to the sales situation.

Environment exerts a major influence on the form and content of a sales speech. For example, what a salesperson would say to a customer in a clothing store differs from the sales talk of a person selling door-to-door or over the telephone. In the clothing store, the setting or displays are part of the approach. The customer voluntarily walks into the setting as an expression of his or her interest in the product. The salesperson's responsibility is to hold that interest.

Considering that this project takes place in a club environment, your orientation will be toward a sales presentation rather than a one-to-one situation.

ATTENTION: GETTING ATTENTION AND INTEREST

Getting your audience's attention and holding it is mandatory before you can proceed with the information. Various openers are designed to achieve that effect:

"How would you like to...?"

"I've got an idea that will..." or

"I believe I can help you..."

Notice that one of these examples is a question. Before you begin by asking a question, be certain that you know the answer will be affirmative. Most companies will respond positively when asked if they would like to have an increase in sales. And your club is likely to give a positive response to a similar question dealing with increases in membership or speech project completions.

GENERATING INTEREST

Once you have your audience's attention, your next step is to generate interest in the service or product you are selling. You must consider what motivates the people to buy. The audience is not concerned about you or your service or product. They are really only interested in what your service or product can do for them. How will it benefit them?

The goal of your sales speech is to prove that the benefit(s) will do what you claim. In other words, you must prove your case. What this implies is that you must sell the benefit, not the feature.

The audience is not concerned about you or your service or product. They are really only interested in what your service or product can do for them.

A USP (UNIQUE SELLING PROPOSITION)

You will discover that advertising concepts figure prominently in the sales presentation. One definition of advertising is “the art of moving an idea from one person’s head into the head of another.” Your sales speech is an advertisement. To be effective, it must convey two important messages:

- ▶ Purchase of the service or product will result in a specific benefit (e.g., increased sales, protection from injury, comfortable living).
- ▶ The competition does not offer what you offer (e.g., lower interest rate, solid construction, choice of amenities at no extra cost).

These points comprise what is known as a unique selling proposition (USP). The product or service itself must be interesting and worthwhile. If it is worth paying for, it is worth paying attention to. We have all heard and seen many USPs. A few of the more familiar ones are: “The most important thing we put in a car is people.” “Prevents body odor!” “Cleans your breath while it cleans your teeth!”

We associate those USPs with safety and hygiene. The nature of a unique selling proposition depends upon your service or product. Not all services or products have the USP. You determine what the USP is. Puffery and verbosity alone will not prompt your customer to buy. Your product must meet a genuine need.

BUILDING DESIRE IN YOUR SALES PRESENTATION

Your objective is to create desire by causing the audience to recognize the value of what you are selling. You can facilitate this process by showing respect for your service or merchandise. Look, talk, and project a sense of quality in every aspect of your presentation.

Intelligent word choice is important. The following 12 persuasive words have been determined to be the most effective in sales and advertising:

You	New	Easy
Discovery	Money	Results
Safety	Prove	Save
Help	Love	Guarantee

Use words that paint pictures in the minds of your listeners. Use strong action verbs and colorful nouns and adjectives. Drape your service or product with as many pleasant associations as possible.

Show your enthusiasm through sincere conviction. Put your audience in the picture by explaining how they will use the product or service so they will see the benefits you’re talking about. When your listeners own the service or product mentally, you can more effectively convince them they should own it in reality.

Remember that a presentation is not just a sales talk. You should use audiovisuals to make the intangible tangible and let members of the audience into the act by providing opportunities for hands-on experience. Use charts large enough to be easily seen and interpreted. Make certain beforehand that your equipment functions and is set up properly.

You should make the intangible tangible. Let members of the audience into the act by providing opportunities for hands-on experience.

HANDLING OBJECTIONS

Argument characterizes the sales situation. The listener's reaction to any claim you make is to challenge it. The challenge may or may not be expressed verbally.

The best way to handle an objection is to ask a question that expresses your counter argument, maintaining strong eye contact with whomever voiced the objection. Give a positive answer to your own question that outweighs the importance of the objection.

The simple question "Why?" often will uncover the real objection. Objections can often be interpreted as buying signals; if you, the salesperson, can satisfactorily explain away the objections, you'll have a buying audience.

Provide information that illustrates the audience's problem(s) and how to solve them. Allow the members of your audience to feel that they have made the decision to buy.

THE CLOSE

Watch for buying signals. Your listeners will let you know when they are ready to buy. When they ask, "How much is it?" you can safely assume that they have begun to own the product mentally. Act as if you expect to get the order or make the sale. Indirectly ask them to make a purchase by giving them choices: "Which color?" "Which model?" "What would be a convenient delivery date?" "What payment plan would you prefer?" This gives you a psychological edge.

YOUR ASSIGNMENT

Prepare and deliver a 10- to 12-minute sales presentation that involves the sale of a service, a product, or both. This might include a talk for fund raising or support of a community activity.

Remember to be sincere and to speak convincingly and knowledgeably about the value of your service or product, highlighting the benefits.

EXECUTIVE SUMMARY:

An interpretive reader communicates the ideas and emotions of someone else. You read from a work of literature, using your voice and body to convey the ideas, emotions, attitudes, and intentions of the author. Creating the illusion of spontaneity is key to effective interpretive reading and requires close attention to pacing, animation, rhythm, tone, and inflection. If the literature you select requires cutting to fit time requirements, begin the reading at a point of crisis and move directly toward the climax.

OBJECTIVES:

- ▶ Arrive at an understanding of the elements that comprise oral interpretation and how it differs from preparing and giving a speech.
- ▶ Learn the preparation or planning techniques of effective interpretation.
- ▶ Learn the principles of presentation and develop skill in interpretive reading with regard to voice and body as instruments of communication.

Time: 12 to 15 minutes

As an interpreter, your responsibility is to understand what an author is saying through his or her expression of ideas, attitude, style and mood, then convey it to your audience.

READ OUT LOUD

Oral interpretation is primarily storytelling. Historically, its origins began with the traveling bards and troubadours who related epic sagas throughout man's earlier centuries. In our present context, the purpose of oral interpretation is to communicate the thoughts, emotions, attitudes, and intentions of an author through a reader's performance. It is interpretive reading as opposed to delivering a speech. However, oral reading can certainly be incorporated as part of a speech.

THE BENEFITS OF ORAL INTERPRETATION

Oral reading helps you improve your pronunciation and broaden your expression in daily conversation. You'll improve your voice, too, because you must focus attention on the sounds of speech.

Oral reading also will enhance your skill at written composition. As you study selections by various authors, you'll develop your written style.

Perhaps most important is the satisfaction you will derive through your ability to bring the printed page to life.

PLANNING EFFECTIVE INTERPRETATION

The goal in interpretive reading is to communicate the author's emotional meaning. Interpretation is achieved through perception. We interpret through our sense impressions. We hear sounds; see movement; smell and taste food; feel texture, pain, and pleasure. As an interpreter, your responsibility is to understand what an author is saying through his or her expression of ideas, attitude, style, and mood, then convey it to your audience.

The audience is just as important to the oral reader as it is to the public speaker. You should have some idea about your audience so you can select appropriate material. The type of audience also will determine to some extent your manner of reading for a particular presentation. To this end you must recognize the objective considerations of content, form, and the effect on the reader. The following steps will assist you in analyzing a particular piece of literature.

CONTENT

1. What is the author's intention?
2. How does the author accomplish his or her purpose?
3. Does the selection have worth and value as a good piece of writing?

4. What is the theme? Does it apply in some way to the lives of most people?
5. What point of view does the author take in expressing characters and their actions? (First person, [I, we]; second person [you]; third person [he, she, it, they].)

FORM

1. What is the nature of the author's style? For example, does the author write using personal idiom or vernacular? Is it detached and objective? Does the author incorporate subjective passages or mental thoughts to convey a character's inner state?
2. Does the material have unity and harmony?
3. Is sufficient excitement generated through variety and contrast to hold the audience's attention?
4. Can you identify the crisis, high point of intensity, the major climax of the story?

EFFECT OR READER RESPONSE

1. Why does the story interest or arouse you?
2. Does the material let you down or weaken at any point?

CONSIDERING THE SELECTION

After you have decided what to read, select a chapter or section of the writing that has many crises leading to a major climax in the action of the story. For reading, a single crisis may provide the basis for a cohesive reading unit. On the other hand, if you decide to work with the major climax, begin your cutting at this structural point and move back from that point to determine what elements (character, mood, setting, etc.) are necessary to effectively lead to the climax.

You can condense the material somewhat by providing an explanatory introduction to the audience before you give the actual reading. Include information about the author, title, time, place, characters, action, and a brief statement as to why you like the particular literature and why the audience might enjoy it. Begin your reading at the point of crisis and move directly toward the climax.

A word of caution: You are obligated to convey the author's intention or purpose. As you cut the material, don't distort that intention.

PRACTICING THE READING

Creating the illusion of spontaneity is the key to effective interpretive reading. This requires close attention to pacing, animation, contrasts of emotional levels through rhythm, tone, and the inflection and to the creation of a visual as well as auditory experience for the audience.

Pacing or tempo refers to the rate of speed – fast, moderate, or slow – at which your reading moves. The word patterns, phrases, moods, and thoughts within the written work will determine to a large extent the appropriate reading rate, the timing of effective pauses, and manner of expression. Generally, the tempo in serious material is slow and deliberate while the pace and tempo in comedy is light and fast. Whatever your selection, your presentation should never be monotonous.

The author will have a certain rhythm in his or her work. Your concern as interpreter is to manifest that rhythm through voice, mind, and body. Rhythm is the cadenced flow of vocal sounds translated into live patterns of speech. For example, "Around and around the rugged rock the ragged rascal ran." An awareness of rhythm is essential to conveyance of the author's material.

Inflection is the gradual rising and falling of the voice or change of pitch. For example, within a sentence or phrase, usually one or two words are read or spoken with particular emphasis. "HE ran down the stairs!" "He RAN down the stairs!" "He ran down the STAIRS!"

Since inflection is so essential to the projection of the correct meaning and emotional context of a work, read over lines many times to discern the shades and fine distinctions of intended meaning. A slight raising of the voice at the end of a line tends to carry the listener forward with the speaker. It adds tension by keeping the sentence off the ground. In comedy, a light, deft inflection creates a run-on feeling. "It was at a political barbecue. Everybody was there from high society to low society to no society."

A downward inflection creates a sense of finality. "Our generation would return having turned in its weapons, jingling its heroes' medals, proudly telling its combat stories, and our younger brothers would only look at us with contempt."

Inflection is motivated from within. The greater the intensity of emotion, the greater should be the degree of inflection. It is living and vibrant. Aided by body movement, gestures, and facial expression, its range widens considerably.

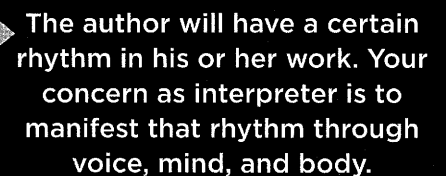
Direct your delivery to the audience. Draw your listeners in, making them a party to the story. Maintain the author's perspective. Identify with the author rather than the characters. See and recreate the characters as portrayed by the author.

It is acceptable to use transitional statements to move from one section of a story to another in order to cover deletions in your adaptation. However, your performance should end with a reading from the literature, not with a comment of your own.

YOUR ASSIGNMENT

Select a literary work that appeals to you and that you believe will appeal to an audience. Analyze the material according to the guidelines discussed in this project to determine if it is appropriate and clearly understandable for oral presentation. Edit and rehearse the material to a polished performance level. Prepare an introduction and transitions as necessary.

In preparation you may find it helpful to record your reading to hear your voice, or stand before a mirror to see the effect of your appearance. Practice reading to several different audiences (family, friends) before giving the presentation for your club. The time for this presentation is 12 to 15 minutes.



The author will have a certain rhythm in his or her work. Your concern as interpreter is to manifest that rhythm through voice, mind, and body.

EXECUTIVE SUMMARY:

A proper introduction prepares the audience for the speaker, helping them to focus their attention on him or her and sometimes even preparing listeners for a change in mood. The introduction should highlight the speaker, explaining who the speaker is and why he or she is qualified to speak on that topic. A good introduction requires just as much preparation as a prepared speech and should be drafted well beforehand.

OBJECTIVES:

- ▶ Focus on the special occasion talk from the standpoint of the introducer (function chair, toastmaster, master of ceremonies).
- ▶ Become knowledgeable and skilled in the functions associated with the master of ceremonies.
- ▶ Handle the introduction of other speakers at a club meeting.

Time: The duration of a club meeting. (To be arranged with the vice president education)

INTRODUCE THE SPEAKER

The functions of a Toastmaster or master of ceremonies vary depending upon the program for any specific meeting. The club agenda usually involves reports and announcements. For this project, you will serve as Toastmaster and introduce other speakers within your club.

Offer a word of thanks to the club president when you are presented as Toastmaster. Say a few words about the nature of the forthcoming program to warm up the audience. You should emphasize a theme for this particular meeting or explain the significance of the gathering.

INTRODUCTION OF ANOTHER SPEAKER

The purpose of the introduction is to highlight the speaker. This is accomplished by explaining who the speaker is and why he or she is addressing the selected subject.

In this case, identify the manual project the speaker is presenting and briefly describe the purpose of that project. Your introduction establishes this important relationship between the speaker and the audience.

In making an introduction, be brief and focused. You should not dwell on yourself.

By the same token, you should not read off a list of facts about the speaker's life. If possible, talk to the speaker well in advance to become acquainted and get information. Select only the significant accomplishments and expand slightly on some incident in the career of your guest. Your anecdote should reveal qualities that will help the audience relate to the speaker.

When introducing a leading businessman, you might relate an unusual incident from his childhood that motivated him to achieve, or some good work that he has done in the community.

Perhaps you are to introduce a woman who is a renowned authority on education.

Undoubtedly some incident in her life would explain the motivation behind her accomplishments.

Various methods or devices can help you convey the essential qualities and nature of your speaker. They might take the form of quotes, anecdotes, a summarization, or even brief dramatization or any combination of these elements. The following introduction provides an example:

(Why this speaker?)

"Ladies and Gentlemen, people have said our guest speaker is an irritant to traditional education in our public schools, and that she is not supportive of our educational system and is overly concerned with revolutionary tactics rather than working within established guidelines according to the system.

Various methods or devices can help you convey the essential qualities of your speaker. They might take the form of quotes, anecdotes, a summarization, or even brief dramatization.

(Why this audience?)

Those seem like strange qualifications for a speaker about to address a conference of educators, many of whom have years of experience in their profession.

(Why at this time? Why this subject?)

During a recent press conference, our guest speaker offered a rebuttal to the accusations I have just enumerated. Quote, 'Those who call me an irritant are disturbed at being aroused from their complacency. Those who say I'm not supportive of our educational system should reconsider where in fact their support comes from. And as for revolutionary tactics, I would strongly advise them to carefully reread recent legislation concerning a child's educational rights.' Unquote.

(Why this speaker?)

_____ 's career has taken her through 25 years of dedicated study, research, teaching, and administration. She holds five advanced degrees in psychology and education and is currently working on a sixth.

(Why this audience? Why at this time? Why this subject?)

We are all familiar with some of the reasons why the teaching profession has come under attack the past three or four years. As a professional group, we are confronted with problems for which we must take responsibility. Our speaker tonight intends to illuminate these problems and offer some solutions. Please join me in welcoming _____."

As master of ceremonies, your manner of introduction will establish an attitude toward the speaker. You lead the audience into a mood of seriousness or humor according to your speaker's topic. You prepare the emotional and mental disposition of the audience to receive what the speaker is about to say.

You should prepare your introduction in the same way you prepare for any other speech. Be certain that you have accurate information about your guest so he or she does not have to make corrections following your introduction.

YOUR ASSIGNMENT

Your project is to be Toastmaster of the meeting, fulfilling the functions of that position for the club meeting. Remember to keep your introductions brief, within one to three minutes, and to adhere to the following guidelines:

- ▶ **The Opening:** Capture the audience's attention and emphasize the importance of the speaker.
- ▶ **The Body:** Why this speaker? Why this subject? Why this audience? Why at this time?
- ▶ **The Conclusion:** It should lead to your actual presentation of the speaker.

At the end of the program, briefly thank all speakers, then introduce the president, who will conclude the meeting.

Remember that you are the intermediary between the speaker and the audience. When you have completed your introduction, welcome the speaker with applause. Wait until the speaker arrives at the lectern and greet him or her before returning to your seat.

While seated on the platform, you are providing the cues that tell the audience how to respond to the speaker. Listen attentively and with appreciation. At the conclusion of the speech, stand, begin the applause, walk to the lectern, and publicly thank the speaker on behalf of the audience.

THE WRITTEN SPEECH

While the typical speech given by Toastmasters involves the use of notes, the speaker generally strives for an extemporaneous style or manner. There are, however, occasions when a written speech is appropriate. Some reasons for writing part or all of a speech include:

- ▶ Phrasing your thoughts with special beauty, as on a formal occasion
- ▶ Defining your meaning with special care in sensitive situations (e.g., contract negotiations)
- ▶ Presenting detailed and complex information accurately (statistics, etc.)
- ▶ Providing an advance record to meet early press deadlines or to protect you from misquotation
- ▶ Ensuring that your quotations are accurate.

WRITING THE SPEECH

- ▶ Prepare as you would for any talk. Plan, research, and develop your speech with a clear purpose in mind and adequate back-up material to present a convincing case.
- ▶ Write the speech as if you were “talking it.” Remember that it is a speech, not a book or article. If sentences are long, break them up into brief phrases. Words should be instantly understandable, with active verbs (“doing” something) and colorful adjectives (descriptions).
- ▶ Read the draft aloud, preferably into an audio recorder, and rewrite it until it is perfect. Work on the length of the talk to fit it precisely within the time limit you are given.
- ▶ When the final draft satisfies you, type your speech in capital letters on one side of standard or legal sized paper. Double or triple space the lines, containing each thought in a separate paragraph. Write short phrases which can be picked up with a single glance, and never let a thought continue from one page to another.

Experienced speech readers orchestrate the script for easy reference. Lines are short and divided into separate thoughts. Colors are often used to indicate emphasis (softer, louder, slower, etc.) and gesture points are written right into the script. For example:

THE SPEAKER SEES
A COMPLETE
THOUGHT LINE

AND CAN DELIVER
IT TO THE AUDIENCE.

IF YOU ARE READING
SLOWLY ENOUGH

YOUR EYE WILL BE
AHEAD OF YOUR VOICE,

SO YOU CAN BE
LOOKING UP

ON THE LAST FEW
WORDS OF EACH LINE.

YOUR VOICE,
GESTURES,
AND PHRASES

AND A ONE OR
TWO WORD CUE-UP

FOR THE
NEXT PAGE

ARE ALREADY
PRE-ARRANGED.

AN EFFECTIVE DELIVERY

Above all, avoid reading the speech as if it were an essay. Rehearse until you have it nearly memorized, and always deliver the opening from memory. Slide the pages quietly as you finish them; there is no reason to turn them over.

As you speak:

- ▶ Maintain eye contact with the audience or television cameras. Spend the least time possible reading your text.
- ▶ Use vocal variety for dramatic effect. Be careful not to slip into a reading monotone.
- ▶ Speak slowly, allowing your eye time to read ahead and then look up at the end of a phrase.
- ▶ Don't forget body language. Try to add life that the act of reading may have taken out of your presentation.

PROJECT COMPLETION RECORD **SPECIALTY SPEECHES**

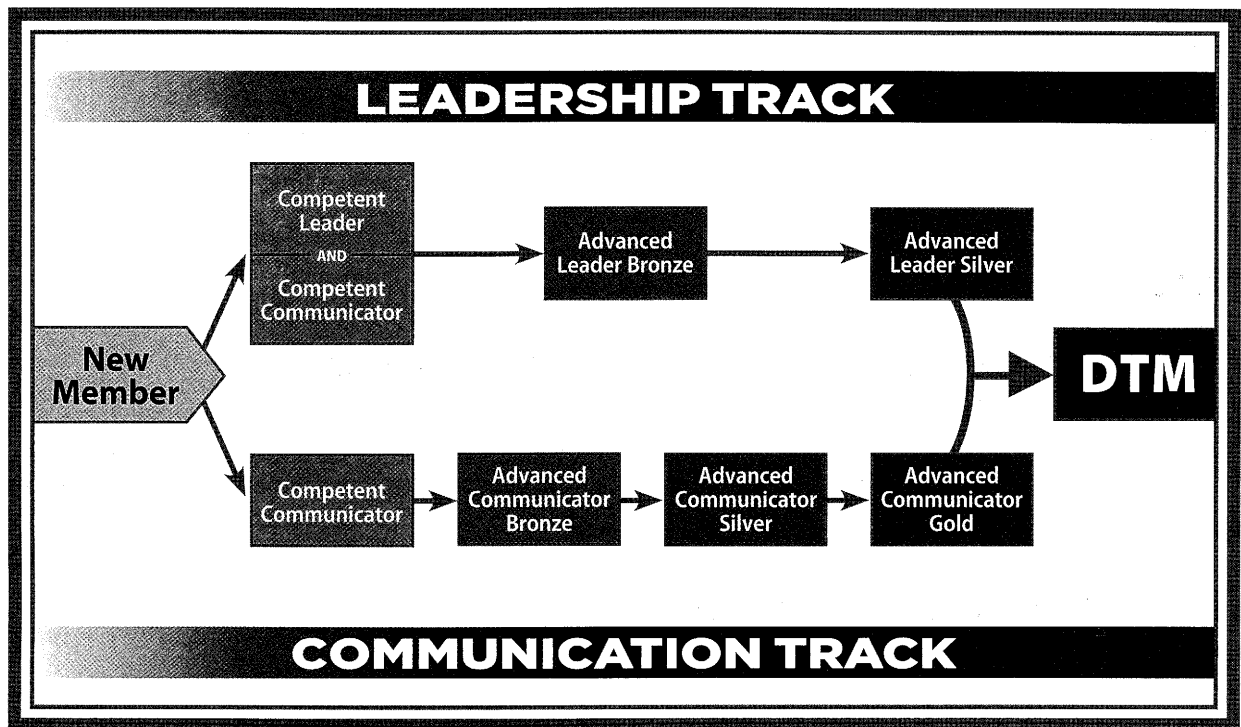
PROJECT	SPEECH TITLE	DATE	VICE PRESIDENT EDUCATION'S INITIALS
1. Impromptu Speaking			
2. Uplift the Spirit			
3. Sell a Product			
4. Read Out Loud			
5. Introduce the Speaker			

Save this page to verify your completion of the projects in this manual. Submit the Project Completion Record form from the appropriate manuals when applying for the Advanced Communicator Bronze, Advanced Communicator Silver, or Advanced Communicator Gold awards.

TOASTMASTERS EDUCATION PROGRAM



The Toastmasters education program consists of two tracks – a communication track and a leadership track. You are encouraged to participate in both tracks. The two tracks are not mutually exclusive, and you can work in both at the same time. Both provide recognition for specific accomplishments. The awards and their requirements appear on the next page. The diagram below shows the award progression in each track.





EDUCATIONAL AWARD REQUIREMENTS

Following are the awards you can earn in each track and a brief explanation of its requirements. For complete details about requirements, see the actual award applications.

COMMUNICATION TRACK

COMPETENT COMMUNICATOR (CC)

Requirements:

- ▶ Completed the *Competent Communication* manual

When the requirements are fulfilled, have your club vice president education submit the CC application online, or send the completed and signed CC application attached to the Project Completion Record from the manual to World Headquarters.

You'll Receive: A certificate, two *Advanced Communication Series* manuals free of charge (first time applicants only), and a letter to employer

ADVANCED COMMUNICATOR BRONZE (ACB)

Requirements:

- ▶ Achieved Competent Communicator award (or achieved Competent Toastmaster award)
- ▶ Completed two manuals from the *Advanced Communication Series*

When the requirements are fulfilled, have your club vice president education submit the ACB application online, or send the completed and signed ACB application attached to the Project Completion Records from each manual to World Headquarters.

You'll Receive: A certificate and a letter to employer

ADVANCED COMMUNICATOR SILVER (ACS)

Requirements:

- ▶ Achieved Advanced Communicator Bronze award (or achieved Able Toastmaster award or Advanced Toastmaster Bronze award)
- ▶ Completed two additional manuals from the *Advanced Communication Series*
- ▶ Conducted any two presentations from *The Better Speaker Series* and/or *The Successful Club Series*

When the requirements are fulfilled, have your club vice president education submit the ACS application online, or send the completed and signed ACS application attached to the Project Completion Records from each manual to World Headquarters.

You'll Receive: A certificate and a letter to employer

ADVANCED COMMUNICATOR GOLD (ACG)

Requirements:

- ▶ Achieved Advanced Communicator Silver award (or achieved Able Toastmaster Bronze award or Advanced Toastmaster Silver award)
- ▶ Completed two additional manuals from the *Advanced Communication Series*
- ▶ Conducted a presentation from the *Success/Leadership Series*, *Success/Communication Series*, or *Youth Leadership*
- ▶ Coached a new member with the first three speech projects

When the requirements are fulfilled, have your club vice president education submit the ACG application online, or send the completed and signed ACG application attached to the Project Completion Records from each manual to World Headquarters.

You'll Receive: A certificate and a letter to employer

Earning Multiple Awards

Each time any Toastmaster wishes to complete the series of awards on the communication track (ACB, ACS, and ACG), he or she must complete two new *Advanced Communication Series* manuals for each award. This means that each time a member earns an ACG award, he or she must complete six different *Advanced Communication Series* manuals – two for ACB, two for ACS, and two for ACG. Each time any Toastmaster wishes to repeat an award on the communication track, he or she is permitted to repeat the manuals used for a previously earned communication award. For example: If a member completed *The Entertaining Speaker* (Item 226A) and *Speaking to Inform* (Item 226B) for their first ACB, the member may repeat these manuals for credit toward a second ACB or any other communication award being repeated.

A member cannot repeat any *Advanced Communication Series* manuals while working toward a single award (ACB, ACS, ACG). For example: The member cannot complete *The Entertaining Speaker* twice for the same ACB.

LEADERSHIP TRACK

COMPETENT LEADER (CL)

Requirements:

- ▶ Completed the *Competent Leadership* manual

When the requirements are fulfilled, have your club vice president education submit the CL application online, or send the completed and signed CL application attached to the Project Completion Record from the manual to World Headquarters.

You'll Receive: A certificate and a letter to employer

ADVANCED LEADER BRONZE (ALB)

Requirements:

- ▶ Achieved Competent Leader award (completion of *Competent Leadership* manual)
- ▶ Achieved Competent Communicator award (or achieved Competent Toastmaster award)
- ▶ Served at least six months as a club officer (president, vice president education, vice president membership, vice president public relations, secretary, treasurer, sergeant at arms) and participated in the preparation of a Club Success Plan while serving in this office
- ▶ While serving in the above office, participated in a district-sponsored club officer training
- ▶ Conducted any two presentations from *The Successful Club Series* and/or *The Leadership Excellence Series*

When the requirements are fulfilled, have your club vice president education submit the ALB application online, or send the completed and signed ALB application to World Headquarters.

You'll Receive: A certificate and a letter to employer

ADVANCED LEADER SILVER (ALS)

Requirements:

- ▶ Achieved Advanced Leader Bronze award (or former Competent Leader award)
- ▶ Served a complete term as a district officer (district governor, lieutenant governor, public relations officer, secretary, treasurer, division governor, area governor)
- ▶ Completed the *High Performance Leadership* program
- ▶ Served successfully as a club sponsor, mentor, or coach

When the requirements are fulfilled, have your club vice president education submit the ALS application online, or send the completed and signed ALS application to World Headquarters.

You'll Receive: A certificate and a letter to employer

DISTINGUISHED TOASTMASTER (DTM)

Requirements:

- ▶ Achieved Advanced Communicator Gold award (or achieved Advanced Toastmaster Gold award)
- ▶ Achieved Advanced Leader Silver award (or achieved Advanced Leader award)

Distinguished Toastmaster is the highest recognition a member may receive. When requirements are fulfilled, have your club vice president education submit the DTM application online, or send the completed and signed DTM application to World Headquarters.

You'll Receive: A plaque and a letter to employer



ADVANCED COMMUNICATOR (AC) AWARD APPLICATION

TO APPLY:

You must be a current member of the club listed below at the time your application is received at World Headquarters to be eligible for the award.

- ▶ Complete all five projects in two different manuals from the *Advanced Communication Series*.
- ▶ Complete both sides of this application.
- ▶ A current club officer must sign and date the application.
- ▶ Ask a current club officer to submit your application online at www.toastmasters.org/members.
If no current officer has online access, mail **OR** fax (one method only please) the completed form to:

Member Services - Education Awards
Toastmasters International
P.O. Box 9052, Mission Viejo, CA 92690 USA

Fax: 949.858.1207

ATTACH PROJECT COMPLETION RECORDS FROM MANUALS

PLEASE PRINT OR TYPE:

Member No. Club Name & No. _____ District _____

Name _____ Date _____
PLEASE PRINT OR TYPE (AS YOU WOULD LIKE IT TO APPEAR ON CERTIFICATE)

Permanent Address Change? Yes No

Address 1 _____

Address 2 _____

City _____ State/Province _____ ZIP/Postal Code _____

Country _____ Email Address _____

Phone _____

*Complete all requirements before submitting award applications to World Headquarters.
Check award for which you are applying.*

- Advanced Communicator Bronze** (complete Section I) **Advanced Communicator Silver** (complete Section II)
- Advanced Communicator Gold** (complete Section III)

I. Advanced Communicator Bronze (ACB)

▶ Received Competent Communicator award
(Or received Competent Toastmaster award) Date _____ Club/District No. _____

▶ Completed two Advanced Communication manuals.
(Attach Project Completion Record from each manual.)

II. Advanced Communicator Silver (ACS)

- ▶ Received Advanced Communicator Bronze
(Or received Able Toastmaster award or
Advanced Toastmaster Bronze award) _____
CLUB NO. CERTIFICATE NO. (If applicable) DATE RECEIVED
- ▶ Completed two Advanced Communication manuals.
(Attach Project Completion Record from each manual.)
- ▶ Conducted two presentations from *The Better Speaker Series* and/or *The Successful Club Series*. (*Success/Communication*, *Success/Leadership*, Youth Leadership workshops and *The Leadership Excellence Series* do not qualify.) Presentation date may not be one used previously.

Presentation Name

Date Presented

1. _____
2. _____

III. Advanced Communicator Gold (ACG)

- ▶ Received Advanced Communicator Silver
(Or received Able Toastmaster Bronze or
Advanced Toastmaster Silver) _____
CLUB NO. CERTIFICATE NO. (If applicable) DATE RECEIVED
- ▶ Completed two Advanced Communication manuals.
(Attach Project Completion Record from each manual.)
- ▶ Coordinated and conducted one *Success/Communication*, *Success/Leadership* or Youth Leadership workshop. (*The Better Speaker Series*, *The Successful Club Series*, and *The Leadership Excellence Series* do not qualify.) Presentation date may not be one used previously.

Workshop Name

Date Presented

- ▶ Coached a new member with his or her first three speeches.

Name of New Member

New Member Number (if known)

Year Coached

CLUB OFFICER VERIFICATION

The Toastmaster whose name appears above has completed all of the requirements for this award.

SIGNATURE _____ PRINT NAME _____ CLUB OFFICE HELD _____ Date: _____

(Members may not sign their own application even if they are a current club officer.)

OPTIONAL: Please send a letter about my award to my employer or supervisor listed below.
(Type or print neatly and do not abbreviate company name.)

Name of Employer/Supervisor _____

Company Name _____

Address 1 _____

Address 2 _____

City _____ State/Province _____ ZIP/Postal Code _____

Country _____

Email: _____



COMPLETE LISTING OF THE ADVANCED COMMUNICATION SERIES

The *Advanced Communication Series* trains you for speaking situations you may encounter outside of your Toastmasters club. Each of the following five-project manuals may be used toward the Advanced Communicator Bronze, Advanced Communicator Silver and Advanced Communicator Gold awards.

THE ENTERTAINING SPEAKER (Item 226A) Entertaining speakers are always in demand. Projects address preparing and delivering an entertaining speech, finding good stories and anecdotes to include in speeches, using humor, incorporating drama into presentations, and presenting an after-dinner speech.

SPEAKING TO INFORM (Item 226B) Informational speeches are common, so it's likely you will be asked to present one sometime. This manual contains information about organizing an informational speech, tailoring your speech to the audience, conducting a demonstration, presenting a report, and delivering a speech about an abstract subject.

PUBLIC RELATIONS (Item 226C) Everyone benefits from the ability to present a good public image. Projects cover preparing a speech that will generate a favorable attitude toward you and your product, company or service; presenting a positive image of yourself and your company or organization on a radio talk show; persuading an audience to accept your viewpoint; addressing a hostile audience; communicating with the public during a crisis situation.

FACILITATING DISCUSSION (Item 226D) Group discussions are common, and this manual provides instruction in facilitating the most common types of discussions. Learn about moderating a panel discussion, facilitating a brainstorming meeting, leading a problem-solving discussion, handling challenging people during discussions, and helping a problem-solving group achieve a consensus.

SPECIALTY SPEECHES (Item 226E) Speakers are often called on to give different kinds of talks. This manual contains information about giving those considered most common: impromptu talks, preparing inspirational speeches, selling a product, reading aloud, and introducing a speaker.

SPEECHES BY MANAGEMENT (Item 226F) Managers encounter a variety of speaking situations in the work environment. This manual offers instruction in giving briefings, providing feedback, persuading and inspiring an audience, convincing an audience to accept change, and delivering bad news.

THE PROFESSIONAL SPEAKER (Item 226G) Professional speakers can give a variety of presentations to many audiences. This manual offers guidance in preparing and presenting a keynote address, an entertaining speech, a sales training speech, a seminar, and a motivational speech. It also includes information about marketing yourself as a professional speaker.

TECHNICAL PRESENTATIONS (Item 226H) Presenting technical information in a way that doesn't bore the audience is challenging. Learn how to prepare technical briefings, design and present a proposal, talk about a technical subject to a nontechnical audience, present a technical paper, and enhance a technical talk with the Internet.

PERSUASIVE SPEAKING (Item 226I) Successful people know how to influence and persuade others to accept their ideas, products or services. Projects cover selling a product, making "cold calls," preparing a winning proposal, convincing an audience to consider your side of a controversial issue, and persuading listeners to help bring a vision and mission to reality.

COMMUNICATING ON VIDEO (Item 226J) Video presentations require special preparation and attention to details. Learn how to present an editorial, appear as a guest on an interview program, host an interview program, conduct a press conference, and use video to train others.

STORYTELLING (Item 226K) A good story enhances your speech and makes it memorable. This manual offers instruction in telling folk tales, personal stories, stories with morals, emotional stories and stories about historical events or people.

INTERPRETIVE READING (Item 226L) Reading words written by someone else requires a special set of skills. Projects include reading stories, poetry, monodramas, plays, and famous speeches.

INTERPERSONAL COMMUNICATION (Item 226M) Daily life presents many challenging communication situations. Topics covered in this manual include conversing with ease, negotiating, handling criticism, coaching someone to improve performance, and expressing dissatisfaction effectively.

SPECIAL OCCASION SPEECHES (Item 226N) Special events present special speaking opportunities. This manual provides instruction in giving toasts, speaking in praise/giving a eulogy, "roasting" someone, and presenting and accepting awards.

HUMOROUSLY SPEAKING (Item 226O) Every speaker benefits from using humor. Learn how to incorporate humorous anecdotes and jokes into a speech to enhance its beginning, middle or end. Also, learn how to prepare and present an entirely humorous speech.

ADVANCED COMMUNICATION LIBRARY SET (Item 226Z) Save \$15 by purchasing all 15 *Advanced Communication Series* manuals.

For fastest service, order online at www.toastmasters.org/shop

CHARTS

- ▶ Competent Communication Achievement Chart (Item 307)
- ▶ Competent Leadership Achievement Chart (Item 308)
- ▶ Advanced Communication Achievement Chart (Item 309)



Wall Chart Set - one of each of
307, 308, and 309 - (Item 306)

These materials are available only to members of Toastmasters International. To order, please visit our online store at www.toastmasters.org/shop or call Toastmasters International at 949-858-8255.

Toastmasters International P.O. Box 9052 • Mission Viejo, CA 92690 • USA



TOASTMASTERS
INTERNATIONAL

WHERE LEADERS
ARE MADE

Galaxy Club

Address: Jinqiao Languages Center, on the 4th floor of Guangzhou Vili International Hotel, the opposite of Gate No.7, East Railway Station (Metro: Guangzhou East Railway Station Exit B)

地址：广州威尼国际4楼津桥外语，火车东站7号门马路对面（地铁广州东站B出口）

Time: Meeting begins on time on every Thursday 7:30 pm
时间：会议在每周四晚上七点半准时开始