Elements of public speaking:
Tools for building an effective speech

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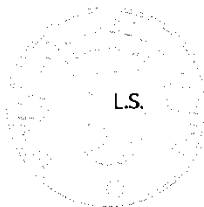
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ABSTRAKT

Cílem této bakalářské práce je zjistit náležitosti, které je třeba dodržet pro vytvoření efektivního veřejného řečnického projevu.

Teoretická část popisuje verbální, neverbální i stylistické prvky, které by měl veřejný projev mít, aby byl úspěšný. Praktická část je pak zaměřena na stylistickou analýzu veřejného projevu Steva Jobse a na potvrzení či vyvrácení teoretických závěrů v praxi.

Klíčová slova:

Veřejný projev, prezentace, projev, řečové prvky

ABSTRACT

The main goal of this bachelor thesis is to find all necessities which should the speaker obey while creating an effective public speech.

Theoretical part describes verbal, non-verbal and stylistic tools which should public speech have. The practical part is based on stylistic analysis of Steve Jobs speech. Its purpose is to certify or contradict my theoretical findings in practice.

Keywords:

Public speaking, presentation, speech, rhetorical elements

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INTRODUCTION

"A person can have the greatest idea in the world – completely different and novel – but if that person can't convince enough other people, it doesn't matter." Gregory Berns. Public speaking is everywhere around us, political speeches, speeches in talk shows, instructor lessons, speeches to inform you, speeches to entertain you, eulogies, dedications, commencements etc. It is a form of face-to-face communication, which is addressed to small or large number of. Audience influences the speech, speaker has to consider what pattern or medium, he or she should use that could be appropriate to the audience. But the question is; why are some public speeches successful and others are not? In my bachelor thesis I would like to talk to about all the necessary elements speaker should use to make effective speech. Elements of the speech which helps to create an effective speech and which the speaker has to consider are: topic, purpose, central idea, supporting material and organization. The speech should also be supported by language means and figures of speech which help to make the speech livelier and more dynamic.

But this is still not enough, you can have the best speech in the world, but "if you can't convince enough people" and here I am going back to the top; to the first quotation. For the effective speech, the speaker also needs to have great presenting skills. He or she has to master all factors of nonverbal communication: eye contact, facial expression, gestures, movement, posture, personal appearance and also paralingustic feature of the speech, the vocal delivery.

So how can the speaker implement the strategies of masters and learn from the mistakes of losers?

At the end of my bachelor thesis I will analyse the commencement address at Stanford University delivered by Steve Jobs, one of the greatest presenters in modern history, and I will discuss how the speech elements influence the speech's efficiency.

Tools for building an effective speech are the mixture of speech elements: topic, purpose, central idea, supporting material, organization; effective nonverbal communication: eye contact, facial expression, gestures, posture, movement, personal appearance, vocal delivery; and such usage of language means, expressive means and stylistic devices, which make the speech more vivid and dynamic.

I.   THEORY

1   ELEMENTS AND TYPES OF PUBLIC SPEAKING

Public speaking is not a modern discipline, but rather has a long history and it develops with each culture and means of communication we are engulf with. Before there were any forms of written communication, people were listening to myths, fairytales and stories which had the purpose to entertain or persuade. Now I would like to briefly mention the most important periods where speakers and movements were connected to the development of public speaking. (Beebe, Beebe 2011, 7)

The first important peak in the history of storytelling is definitely the 4th century B.C.E. thanks to the development of rhetoric in the Greek Republic and later in Ancient Rome. Rhetoric was taught as a separate discipline in schools and effective speakers had an honoured position in society. Great Greek speakers defined the term rhetoric. Plato connected rhetoric with the personality and responsibility of the speaker. Aristotle considered rhetoric to be "the faculty of observing in any given case the available means of persuasion", he identified 3 ways how the speaker can persuade listeners: logos (logical argument), ethos (credibility of the speaker), pathos (emotional appeal which uses emotions in such a way as to influence the listener in the right frame) which become the underlie for further development of rhetoric. (Aristotle, tr. Roberts 1954, 60-63)

Ancient Rome's speakers from 200 B.C.E. were highly influenced by ideas of Greek philosophers. Rhetorical training became a part of the educational system and students had to master 5 elements of rhetoric called rhetorical canon. Rhetorical canon consisted of parts: inventio (creation of the content of the speech), dispositio (selection and arrangement of the content), elocutio (right wording to express ideas in the content), memoria (memorizing the speech), pronunciatio (delivery of the speech, body language and voice used while delivering the speech). Cicero, a Roman philosopher influenced by Greek rhetoric, considered rhetoric to be a skill of the speaker. He also linked the art of rhetoric to ethics.

Rhetoric nowadays is a very complex discipline. Rhetoric can be defined in 3 ways: as a science defining and studying rhetoric, the art of rhetoric speaking (concrete skills of creating and delivering a speech) or generally public speaking (skills for delivering effective speeches, skills of particular person or even a group of people). (Žantovská 2008, 5-10)

In medieval Europe, the most influential public speakers were clergymen. Closely connected to this era is, for example, a German monk, Martin Luther, who became an iconic figure of the Protestant Reformation. (Beebe, Beebe 2011, 8)

Through the area of Enlightenment the study of rhetoric changed. The importance of written style strengthened while oral tradition was not observed as being so that important. The eighteenth century is closely connected with American patriots and their speeches for independence. In the nineteenth century, it is necessary to mention great speakers such as Henry Clay, an American politician or Frederick Douglas, United States Representative from New York. The nineteenth century can also be connected with speeches concerning the abolition of slavery or speeches from the suffrage movement. (Conley 1990, 211-216, 235-246)

The first half of twentieth century was full of political speeches about wars which usually oriented to a persuasive style: WW I., WW II., or the Cold War. The most memorable speakers of those times are: Adolf Hitler, Winston Churchill, Franklin Delano Roosevelt, John F. Kennedy or Benito Mussolini. But we should also not forget other speakers of the second half of 20th century John F. Kennedy, Mohandas Ghandi, Ronald Reagan, Bill Clinton, or the unforgettable "I had a Dream" speech by Martin Luther King Jr. (Beebe, Beebe 2011, 8)

The 21st century brought on a new era of speechmaking. You can see speeches online, you can listen to them on the radio, you can see them on TV or you can download them from internet sources. By now, the most important speeches of the 21st century are speeches connected with September 2011, Afghanistan War or the Financial Crises. Nowadays the term used for rhetoric or any form of storytelling is public speaking. Public speaking is a complex discipline and it has all the 3 elements which rhetoric dealt with: it is a science, a skill and an art. (Žantovská 2008, 5, 9)

Each element of public speech functions as a part of the whole process, but it is very hard to classify public speaking, the available literatures vary a lot about the proper classification. According to DeVito (1999, 10-13), public speaking has 6 major elements: the speaker, the listener, noise, effect, context, messages and channels. The speaker influences the audience. He or she is the centre of the whole process. Listeners are separate unique individuals with different wishes, beliefs, purposes and attitudes. Noise is anything that listeners are receiving during the speech, not only the words of the speaker but also all the physical, psychological and semantic noises. Effect shows how the speech influences each listener. Context is the physical and social-psychological setting. In other words, the

speech is different in different locations and in different atmospheres. Messages and channels are the signals sent by the speaker which pass through one or more channels, mediums that carry the message signals. Channels are both auditory and visual.

This division is very clear and it stresses the speaker as the centre of the public speaking process, but because my bachelor thesis is about making an effective speech I prefer the audience-oriented division mentioned in Beebe and Beebe (2011, 17-27). In this work the audience is obviously the centre of the public speaking process, the whole speech is focused on the listener who receives the message, gives the feedback and enjoys or not enjoys the speech. Every part of the speech-making process keeps the audience in mind. While preparing the speech, the speaker needs to identify and analyse his or her audience in terms of age, percentage of men and women, cultural background, knowledge, values, beliefs and also the responses which listeners are giving to the speaker during his or her speech. The audience-centred speech elements are: topic, purpose, central idea, supporting materials and organization.

1.1 1st speech element: Topic

It is always hard to define what topic will be the best for the audience. But there are rules which should an effective speaker follow. The speaker has to be informed about his or her audience, about the occasion, and in which moment is he or she going to give the speech. Once the speaker knows all the details which will accompany the speech, he or she can think about how will they influence the speech and adapt them. (Bilinski 2011, 21)

In the process of choosing the topic, the speaker firstly analyses the audience. In the analysis, the speaker should find out what listeners know about certain issues and what do they expect to hear from him or her. (Hospodářová 2007, 16-20)

In other words, the speaker needs to think about which topic is appropriate for the audience and worthwhile. Secondly, it is crucial that the topic is appropriate for the speaker. The speaker must talk about a topic which fits his or her interests, knowledge and experience. It is useful if the speaker talks about something which is familiar to him or her rather than trying to find new and unusual ideas which he or she is not familiar with. Thirdly, the topic has to be appropriate for the occasion. There is a huge difference between a speech in front of classmates and in front of a sports arena. (Beebe, Beebe 2011, 20)

1.2   2nd speech element: Purpose

According to DeVito (1999, 21-23), there are 3 major purposes of public speaking: informative speeches, persuasive speeches and special occasion speeches. As mentioned in Beebe and Beebe there are 3 major types of general purpose: informative speeches, persuasive speeches and entertaining speeches. In my opinion, there are 4 major purposes of a speech: informative speeches, persuasive speeches, entertaining speeches and special occasion speeches. I have decided for this classification, because I do not think it is possible to divide speeches of introduction or acceptance, farewells, dedications, commendations, or commemorations into the previous three parts. On the other hand, I agree with DeVito (1999, 23) that one purpose of speeches is definitely speech to entertain. I have listened to many entertaining speeches in my life and I cannot find in them any other purpose than simply to entertain the audience.

1.2.1   Types of Public Speeches

1.2.1.1   Informative Speech

Informative speeches create an understanding of the information, concepts, and ideas the speaker presents by correcting misunderstandings, clarifying or simply demonstrating how something works. (DeVito 1999, 23) As you can see in Beebe and Beebe (2011, 118-119), the speaker does not try to persuade listeners about something. He or she is trying to achieve 3 main goals:

- Enhance understanding
- Maintain interest
- To be remembered

1.2.1.2   Persuasive Speech

Persuasive speeches are probably the most common speeches of all of these types. You can hear them on the radio, on TV, in political speeches, in religious places, at the workplace, or in the family. Persuasive speeches are speeches of change, speeches to influence or reinforce attitudes, beliefs, or values. (Ibid., 313)

"Persuasion is the process of adjusting ideas to people and people to ideas." Donald C. Bryant. Persuasion is a skill in which the speaker adapts a message to people who is he or she trying to influence. The first task of the speaker is to identify potential obstacles which will hamper persuasion; the second task is to develop messages which will minimize or

remove these obstacles. Once the persuader has the needed audience's attitude, he or she should challenge the audience to act according to those attitudes. (Hargie 2006, 323, 324)

Basically, speakers try to motivate the audience to do something, to influence listeners' opinion about something, to change their attitude towards some idea or product, or to strengthen their current perspective. (Beebe, Beebe 2011, 314-316)

As mentioned in Klapetek (2008, 89, 90), the principles of an effective speaker are:

- to enhance his or her credibility

Credibility is not teachable for speakers. It belongs to qualities with which a speaker is born and which he or she develops throughout life.

- to use emotional appeals

Being emotional is a good way for the speaker to make listeners accept his or her idea.

- to develop logical arguments which help him or her to support persuasive message

Logical arguments can the speaker use after implementing the 2 preceding techniques. Logical arguments must have a logical structure which goes from the weakest to the strongest.

1.2.1.3 Speech to Entertain

These speeches are developed to entertain the audience. The speaker has to use proper delivery of stories, examples and illustrations to create an effective entertaining speech. Entertaining speech has to be again audience-centred, that means the speaker has to define what the audience considers as funny. The main goal of the speaker is to make the audience laugh, feel relaxed, basically that they will enjoy the time spent listening. (DeVito 1999, 23)

1.2.1.4 Special occasion speeches

Special occasion speeches, also called ceremonial speeches, usually consist of some kind of combination of the previous types of speeches (informative, persuasive, and entertaining). Ceremonial speeches are a bit limited in scope not just because their purpose is limited but also because there are specific expectations from the audience. Examples of ceremonial speeches can be: keynote addresses, nominations, acceptances, introduction speeches, toasts, award presentations, tributes, commencement addresses, commemorative addresses etc.

While creating the speech, it is always important that the speaker makes the speech appropriate to the occasion, chooses the right level of formality, humour and accurateness

to the atmosphere and audience. It is obviously different to say an eulogy to a friend or to give a toast for a friend's wedding. The speaker should also consider how big his or her audience is: the speech at a wedding or a speech of introduction at a new job is different from a commencement address in front of hundreds of people. (Beebe, Beebe 2011, 373-383)

As you can see in Beebe, it is also necessary for the speaker to define the specific purpose of his or her speech. Specific purpose is a concrete indicator of what the audience will have in mind, feel or remember after the speech. (Ibid., 21)

1.3   3rd speech element: Central idea

The central idea can be defined as the heart of speaker's message. The central idea should not be more than one sentence long and it should carry a very brief description of what the speaker tries to persuade or inform people about. Once the speaker has the heart of the speech it is crucial to create a body of the speech based on the most important key points of his or her speech. To make the speech effective speaker's ideas must always be supported. To achieve this goal speaker's task is to collect enough supporting material which will confirm his or her points. (Beebe, Beebe 2011, 121, 122)

1.4   4th speech element: Supporting materials

Even in this element, the speaker should not stop thinking about the audience. While gathering supporting material, the speaker must always have his or her audience in mind. Supporting material primarily illustrates, defines, clarifies, or proves something to the audience. It must be relevant to the listeners' knowledge, experience and interest. A good move is, if the speaker is not just giving the audience data, charts, maps or any other kind of supporting material, very important is to also find a link between these materials and people's lives. (Ibid, 23)

There are several different types of supporting material. To mention the most important of them, I would love to discuss visible materials, data and scientifically proven facts and speaker's personal experience. Materials with the highest credibility are those are visible. Listeners can really see the result, function or the thing itself and they trust it because it is based on their personal experience. Second in the line of credibility is the kind of supporting material that uses of facts, data or other measurable or scientifically proven information. The speaker has to be very careful about interpreting this kind of supporting material and he or she has to do proper research, because some literature vary or they are

even contradictory in definitions and explanations of terms. The speaker's personal experience is the last type of supporting material which I would like to discus. Personal experience is the most credible, but if the experience is shared to somebody else, it is not giving it the credibility or any kind of persuasion. The problem with sharing personal experience is that listeners only see the speaker's perspective; they are not given any complex overview of the problem. Listeners cannot really argue with the speaker, because the speaker has experienced the situation and they have not, but the one-sided view makes this type of supporting material the least credible for listeners. (Klapetek 2008, 90-92)

1.5   5th speech element: Organization

Speech organization is another important element of the speech-making process. Logically structured and linked speech is easier to remember for the audience: it looks more serious and it also gives the speaker control while delivering the speech. There are 3 major divisions of organization: introduction, the body and conclusion. (Beebe, Beebe 2011, 25, 26)

1.5.1   Introduction

Introduction is after the conclusion the second most important part of the speech. The main purpose of introduction is to attract the audience. According to Hospodářová (2007, 35) changes in society and communication have led to the point that listeners decide in the first minute of introduction if they are going to listen to the speech or not, therefore speaker has very limited time to establish dynamic contact with his or her audience and gain their attention.

Establishing dynamic contact comes in 3 phases: get and keep audience's attention, arouse and keep audience's interest about the topic, gain the credibility to talk about the topic. (Plamínek 2008, 155-157)

As for the organization of introduction, every speaker has to obey basic rules: greet the audience, introduce himself or herself, address the audience and inform them about the topic and the structure of the presentation. After the speaker has the audience's undivided attention, he or she should mention the length of the presentation and what he or she is concretely going to talk about. (Hospodářová 2007, 36, 37)

Introduction and conclusion are best done last: the speaker knows the speech in a detail which leads to creation of an effective introduction. (DeVito 1999, 30)

1.5.2 The body

The body is the main part of the speech which carries the content. While developing the body it is necessary for the speaker to choose from different patterns which will fit into his or her speech. There are several patterns from which he or she can choose: temporal, spatial, topical, cause-effect, problem-solution and the motivated sequence. Once the speaker knows the main ideas and pattern and he or she has supporting materials for the speech, it is time to start creating a basic outline of the speech. (Žantovská 2008, 89, 90)

The body is the longest part of the presentation and it carries most of the information. For creating the effective speech, it is not necessary to use all the information and all supporting material which the speaker has prepared for the presentation. He or she should prioritize which information is necessary to mention and organize them in a logical way according to the patterns already mentioned. Arguments should be supported by material which the speaker has prepared for the speech to create complex information which has clear and strong coherence between its parts. (Hospodářová 2007, 37)

During the oral delivery, the speaker should try to strengthen the audience's attention which is usually lower after the introduction: a simple way to do it is to be audience-centred and to react to the audience's mood and behaviour. For example, the speaker can try to drag the audience in the speech by asking them questions. There is also a difference in speeches with different length. If the speech is short, its topic should be narrowed as much as possible so that the speaker can get into the issue and have the opportunity to solve it in the limited time. If the speech is supposed to be long, it is good to plan some breaks. One rule which every speaker should obey is to stick to promised length of the presentation. (Plamínek 2008, 157-164)

1.5.3 Conclusion

Conclusion is the most important part of the speech and also the part which listeners remember the longest. It must be precise, perfectly organized and well delivered because it is the icing on the cake of every effective speech. If it is poor, it can damage the impact which the speaker had on the audience. If it is good, listeners remember key ideas of the speech and the speaker has influenced the audience in the way he or she wanted, meaning conclusion has supported the entire speech and its purpose. (Hospodářová 2007, 38, 39)

At the beginning of conclusion, the speaker should inform listeners that the end is coming and then follows a time to summarize key ideas. According to organization of conclusion, the speaker informs about the basic context, meaning of the speech and why and how he or

she hopes listeners will use the given information. In this part, it is crucial to summarize key ideas which listeners will hear for a third time (introduction, body, conclusion). Conclusion should also contain emotions: the speaker should be positive and if there are some personally oriented comments to the audience, he or she should use them in conclusion to strengthen the dynamics between himself or herself and listeners. At the end of conclusion, it is necessary that the speaker thanks for the attention and says goodbye. (Plamínek 2008, 167, 168)

2 IMPORTANCE OF DISCOURSE IN PUBLIC SPEAKING

Even when the speaker has developed the best speech which is worthwhile, interesting, logically structured and which has all the necessary elements and appropriate supporting material, the speech does not have to be effective. There is a necessity to deliver this speech with great presenting skills which will influence the audience and reinforce efficiency of the speech. To show the listeners effective delivery, speaker has to be a master of nonverbal communication.

To support this argument, according to research based on the topic that deals with what is influences the final effect of the speech on listeners, conducted by Dr. Albert Mahrabian, professor at UCLA, 7% of the final effect of the speech is influenced by word usage, 38% belongs to the vocal delivery and 55% of the final effect belongs to nonverbal communication used during the speech such as personal appearance, gestures, posture, eye contact and facial expression. According to this research I would like to point out that it does not mean that if the speaker concentrates just on perfect nonverbal communication, he or she will be an effective speaker. Organized and precise message is the foundation on which the whole speech is based. If the message will be poor, it will decrease efficiency of the whole speech. (Koegel 2009, 15)

2.1 Nonverbal communication

Based on the research already mentioned, nonverbal communication, containing the vocal delivery, is 13 times more important than the speech itself. In other words, speakers communicate 93% of their messages nonverbally.

Nonverbal messages are more likely to be trusted because listeners see them before they hear the oral message. The aim of nonverbal messages in public speeches is to support, complete, repeat and strengthen the message. An effective speaker must control nonverbal messages in a way that will not be contradictory to the message given. Listeners place the greatest importance on facial expressions and eye contact, then to gestures and last but not least to the movement and speaker's posture while delivering. (Mikuláštík 1990, 106-108)

Now I would like to define parts of nonverbal communication which the speaker has to master to create an effective speech; these parts are: eye contact, facial expression, gestures, movement, posture, vocal delivery and also personal appearance. (Beebe, Beebe 2011, 243-253)

2.1.1 Eye contact

Eye contact is a very powerful instrument of bodily communication. It strengthens the speaker's credibility. It makes the speech more interesting for the audience and it opens a communication channel between the speaker and the listener. (Ibid, 243)

Eye contact is one of the factors that influence a speaker's credibility. If the speaker does not make proper eye contact, he or she looks unsure, uninformed, not absolutely credible and dishonest to the listeners. From another point of view, sufficient eye contact works as a form of feedback for the speaker. The speaker sees if he or she has the audience's attention or the audience is bored, if listeners trust and agree with him or her. (DeVito 1999, 420)

Interesting is also the length of eye contact. If the speaker wants to inform the audience, the length of his or her eye contact is usually about 35%, if the speaker wants to influence and persuade the audience, the length of eye contact increases to more than 50%. (Mikuláštík 1990, 111, 112)

2.1.2 Facial expression

Facial expressions are created by movements of the facial muscles. They are associated not only with the speaker's immediate emotions but also with his or her relatively constant emotional expression. (Ibid., 108, 109)

Listeners see the speaker's face before they hear any oral message, hence the speaker's face is an important part of the communicating process. It is used for expressing emotions, attitudes and thoughts of the speaker. Obviously, emotions in the speaker's face must correspond with the emotional level of message he or she is delivering. (Žantovská 2008, 77, 78)

2.1.3 Gestures

Gestures have the function of illustrating person's ideas in everyday situations. The same goes for public speaking, the speaker must use natural body language during the delivery making gestures fit in the message being communicated. (DeVito 1999, 422)

There are several ways of using gestures. Gestures can be used to repeat the speaker's verbal message. They can be used to emphasize the speaker's idea or to complete the verbal message. They can also substitute verbal message or they can be used to regulate the audience. Some gestures can be also contradictory. The audience understands nonverbal message sooner than they get the verbal one, that is why the speaker must control himself or herself to link appropriate gesture to his or her verbal message. (Beebe, Beebe 2011, 243-245)

2.1.4 Movement

Movement is a part of every speech and it is crucial in that it is makes sense to the audience. That means the speaker should use just the right amount of movement at the right time while speaking. Adequate are movements connected with introducing new ideas or with transitions. However if the speaker is moves too much, the audience focuses just on the movement and it is more concerned about where the speaker will move next than on the message itself. On the other hand, if the speaker does not move at all, he or she looks distant and afraid of the audience. (Ibid., 246,247)

2.1.5 Posture

Posture symbolizes a complex picture of the way a person stands, how he or she tilts the body, the way the person carries his or her head and hands, and also the position of legs. It signals the emotional state of the body: happiness or failure, interest or apathy, uncertainty or self-confidence. (Mikuláštík 1990, 110-111)

The speaker's posture is another signal of how the speaker is accustomed to presenting. The way the speaker carries his or her body gives listeners concrete information about the speaker, and it can also influence the credibility of the whole speech. Posture should be straight and relaxed and it should be appropriate to the formality or informality of the situation, environment and topic being discussed. (Beebe, Beebe 2011, 247)

2.1.6 Personal appearance

Every listener has expectation of how a speaker should look like before they hear the speech. One of the speaker's tasks is to define what the audience expects and to dress in such a way so he or she does not violate these expectations and does not lose credibility but rather has a positive impact on the audience. This is a general truth, but it also depends on the context of the speech, the situation and the societal code. (Ibid., 253)

To give you one example, Steve Jobs is a person who does not really obeyed rules while dressing, for most of his last official presentations he wore faded blue jeans and a black mock turtleneck. Although Steve Jobs was one of the business legends of 21st century and he could dare to be dresses this way, he not always dressed like this. Later on when I analyse his speech at Stanford University, he wears gradation gown. It is a way how he shows his respect to the occasion. (Gallo, 2009, 195, 196)

2.1.7 Vocal delivery

Vocal delivery is influenced by paralinguistics. Paraliguistics is completing the meaning of the oral message and it also carries emotion connected to the message given. It means that the message is modified by several factors. (Mikuláštík 1990, 103)

As you can see in Devito (1999, 414), there are 5 factors of vocal delivery with which the speaker manipulates: volume, rate, pitch, articulation and pronunciation, and finally, usage of pauses, which complete the final form of a message as perceived by listeners from an auditory point of view.

2.1.7.1 *Volume*

Volume is connected with the intensity of voice. The intensity of the speech is the basic indicator of how pleasant the speech sounds to the audience from the point of view of the listener. From the point of view of the speaker, it indicates how captivated the speaker is about the topic or how he or she tries to gain the audience's attention. (Mikuláštík 1990, 102)

The 3 biggest problems with volume of the speech are: speaking too quiet, speaking too loud and speaking monotonously. Quiet speech is not a good solution for a public speech, because the speaker looks shy and audience gets tired of exerting energy straining to hear the message. Speaking too loud is not good either because it obtrudes the listener. (DeVito 1999, 414)

If the speaker does not want to be monotonous while speaking, an easy way how to change volume is to emphasize and subordinate words in the speech. However the speaker should not emphasize any random word or sentence, an emphasis must be targeted. The speaker should find a few mountain peak words which represent the main ideas and emphasize only them. The emphasis is based on the principle of contrast and comparison which makes the speech more dynamic and vivid. (Breckenridge 1905, 16-18)

2.1.7.2 *Rate*

Rate refers to the number of words spoken per minute. The rate of speech should not be too fast, too slow or monotonous. When the speaker speaks too fast, the audience gets soon tired of the speech. If he or she speaks too slow, the audience gets bored. While speaking, the speaker has to walk the middle line, he or she should speak moderately fast and should change the rate during the speech. Difficult definitions should be said at a slower rate, generally known things can be told at a faster rate. (Mikuláštík 1990, 104)

2.1.7.3 Pitch

Pitch can be defined as the highness or lowness of the message as perceived by the listener. A deeper voice sounds much more reliable to the audience than a voice with a high pitch. (Ibid., 103)

For the effective delivery speaker should apply a change of the pitch in his or her speeches. The change of pitch should not be applied only in the monosyllable, but also in different clauses, word-groups, or even sentences. Basically, different thoughts ought to be accompanied by changes in the voice-pitch. (Breckenridge 1905, 24, 25)

2.1.7.4 Articulation and Pronunciation

Articulation and pronunciation are connected to the way how a person produces sounds. Articulation refers to the movement of speech organs such as the lips, tongue, teeth etc., on the other hand pronunciation refers to the way a word or language is spoken, that means how the pronounced word is similar to the standard as stated in dictionaries. (DeVito 1999, 416, 417)

2.1.7.5 Usage of pauses

There are 2 basic types of pauses: intentional and unintentional. Pauses are used for better phrasing of the speech. Unintentional pauses are usually filled pauses, meaning the speaker uses vocalizations such as –er, -um, -ah or expressions like "you know". This type of pause make a speaker seem unsure, unprepared and it weakens the message he or she is passing on. Conversely, intentional pauses help the speaker to strengthen the message and to make it more effective. (Ibid., 418)

Intentional pauses can be further divided into: physiological, logical and rhetorical pauses. Physiological pause is a pause which signalized the end of speech section (sentence or paragraph). It gives the speaker time to inhale and then move on to next section. A logical or also called grammatical pause is used for expressing the clausal relations within the sentence. It helps the listener to better understand the speech and it eliminates ambiguity. Rhetorical pause is a pause used by the speaker to emphasize some information. It is an unpredictable pause and it helps the speaker to make the speech more vivid and dynamic. (Lotko 2004, 65, 66)

2.2   Methods of delivery

Speakers vary in their styles of delivery, which differ from no preparation at all to a word-to-word memorizing of the speech or creating a structured outline which guides the

speaker from one point to another. 4 basic methods of delivery are: impromptu speaking, manuscript speaking, memorized speaking and extemporaneous speaking. (DeVito 1999, 402)

2.2.1 Impromptu speaking

Impromptu speaking, also called "speaking off the cuff" or "thinking on your feet", is a very common method of delivery. Everyone probably has some experience with impromptu speaking, this is any kind of speech that has not been prepared in advance, for example: an interview. Impromptu speaking is very difficult even for talented speakers, its biggest disadvantage is that the speaker usually does not have his or her speech organized and the speech gets boring and unimpressive. As you can see in Beebe and Beebe (2011, 240) there are tricks which can help to make impromptu speech more effective: the speaker should consider the audience, be brief, organize the message, speak honestly, but with reserve from personal experience and knowledge and he or she should be cautious.

2.2.2 Manuscript speaking

Manuscript speaking is the right opposite of impromptu speaking. It is a speech with fixed content. The speaker prepares this speech in advance and he or she reads it to listeners. The biggest disadvantage of this type of speech is that it is nearly never interesting. It really takes an excellent speaker to make the speech livelier. The advantage is that the speaker can be sure that he or she will never forget the speech. (Ibid., 238)

This is the reason why the manuscript speaking is usually used by politicians. They can really control the situation, especially if they are speaking about some touchy issue, they can be sure that there will be no mistake nor misunderstanding in the speech. Manuscript speaking also increases the possibility for thorough preparation and also for giving longer eye contact to the audience. (Mikuláštík 2010, 193)

2.2.3 Memorized speaking

Memorized speaking is a method close to manuscript speaking with only difference in that, the speaker does not have the opportunity to read the speech. In this method, the speaker creates the message and then he or she delivers it word by word from memory. The advantage of this method is that the speaker can learn everything about the speech (pauses, wording, changes in the pitch and rate, gestures etc.) A very big disadvantage is that the speaker cannot react to the audience and do on-the-spot adaptations because he or she cannot divert even a little from the memorized text. Another problem of memorized

speaking is that the speaker does not look natural in the eyes of the audience, which can lower the speaker's credibility hand as well as lowering the audience's interest to listen to the speech. (Ibid., 193)

2.2.4 Extemporaneous speaking

Extemporaneous speaking is when the speaker has memorized the basic outline of the speech, but he or she has not memorized the speech word by word. (Beebe, Beebe 2011, 241)

The speaker may also memorize the first and last few sentences, but there is no exact wording for the body. This method is recommended by most of teachers and it is used mostly because the speaker looks more natural. (DeVito 1999, 404)

This method is the closest to conversation; it gives the speaker flexibility to divert a bit from what he or she had planned and also to react to situations that arise in the audience. There is still the outline, which forces the speaker to stay on the very basic message. The disadvantage of this method is that the speaker may have troubles when wording ideas or expressing details of the speech. (Mikuláštík 2010, 192)

3 PUBLIC SPEAKING FROM THE POINT OF VIEW OF STYLISTICS

3.1 Style

Style is a commonly used word which can be used in various cases and which is hard to clearly define. Definitions of stylistics are:

- a sum of linguistic features, in other words language features which are somehow characteristic for a person or for a particular group of people
- a manner of expression which is typical for a person in writing or speaking
- Variations of usage of words in different situations
- A choice of particular items while creating a text or speaking
- In a comparison style, it is a deviation from the standard (Miššíková 2003, 17-20)

3.2 Definition of stylistics

Stylistics is basically the study of style. As the style, also the stylistics can be defined in various complex ways. For the purpose of my bachelor thesis I have chosen the definition set out in Miššíková's book:"Stylistics is traditionally regarded as a field of study where the methods of selecting and implementing linguistic, extra-linguistic or artistic expressive means and devices in the process of communication are studied (Miššíková 2003, 15)."

Stylistics can be divided in 2 types: linguistic stylistics and literary stylistics. Linguistic stylistics usually deals with expressive means used while developing the text, text construction and structure, and stylistic difference in discourse. Literary stylistics is based on language means used while developing a work of art. (Mistrík 1985, 30) For the purposes of my bachelor thesis I will talk just about the linguistic stylistics on which my stylistic analysis will be based.

3.3 Language means

Language means are the general means of communication. When using them, the speaker creates, forms and modifies every speech. Although language means gain the final form in the context of the whole text, they also carry some features by themselves. By different distribution of these elements, text gains different meaning and qualities. (Mistrík 1985, 41, 42)

A writer uses language means to create the text with stylistic qualities that correspond to the speaker's desired function and type of speech. Language means come in 2 types: expressive means and stylistic devices. (Miššíková 2003, 29)

3.3.1   Expressive means

"The expressive means of language are those phonetic means, morphological forms, means of word-building, and lexical, phraseological and syntactic forms, all of which function in the language for the emotional or logical intensification of an utterance. Some of them are normalized and labeled in dictionaries as intensifiers. In most cases they have corresponding neutral synonymous forms (Galperin 1977, 24)."

3.3.2   Stylistic devices

Stylistic devices go a bit further than expressive means. A stylistic device is an intentional usage of some language facts which has raised to a generalized level and which now present the generative model. The stylistic device in comparison with the expressive mean is less predictable but it carries greater amount of information. (Miššíková 2003, 31)

Stylistic devices can be also expressed as a deviation from the meaning of the word in the dictionary and its contextual meaning in the text. This deviation is so big, that the contextual meaning creates new meaning of the word and listener perceives these two meanings simultaneously. (Ibid., 39)

3.3.3   Figures of speech

Figures of speech are created from the word or words deviations from dictionary meaning. There are 4 fundamental operations which lead to creation of such a figure: addition (adiecto), omission (detractio), transposition (transmutatio), and permutation (immutatio).

These operations are based on the change itself, but there is also different type of division of figures which is based on the manner which is used for making such a change: phonetic figures, lexical figures, syntactic figures, compositional figures and dialectical figures. (Wieke 2005, 96, 97)

Figures of speech are used for making the speech more vivid and dynamic, they deviate from ordinary meanings of words and, if the speaker uses them in a proper way, they can attract the audience and make the speech more efficient. There are plenty of figures, but I would like to mention at least the most common figures such as: metaphor, repetition, alliteration, omission and parallelism.

- Metaphor is implied comparison of two things which are similar in some way.

- Repetition is based on repeating a key word to emphasize something.

- Alliteration is based on repeating same consonants in the phrase.

- Omission is leaving out a word or a phrase which the audience expects to hear.

- Parallelism is usage of same grammatical patterns in the speech. (Beebe, Beebe 2011, 224-227)

I have used a list of figures for my stylistic analysis, this list is attached in Appendix P I.

II. ANALYSIS

4 BIOGRAPHY OF STEVE JOBS

Steven Paul Jobs was born on 24th February 1955 in Pao Alto. He was born to American graduate student Joanne Schieble Simpson and to her Syrian boyfriend Abdulfattah Jandali. They have decided to put the baby for an adoption and Steve Jobs was adopted by Paul Reinhold Jobs and Clara Jobs. While Steve was just a toddler, the whole family has moved to the Silicon Valley. Silicon Valley was that time a cradle for an electronic and computing industry and its development in this area. (Isaacson, 2011, 19-30)

Steve was very clever and turbulent child and he had problems with his teachers at school. He did not want to learn in a formal way and he was smarter than his schoolmates, there was even an option that he will skip to high school which his parents declined.

Steve Jobs had real passion for electronics, he had a brigade in Hewlett-Packard and he became best friend with Steve Wozniak. They two shared the passion for electronics and they respect each other. (Ibid., 31-51)

When he was 17, he enrolled at Reed College which was very expensive college and his parents could not afford it. He spent 6 months at the college until he dropped out, then he spent another 18 months dropping in on classes which interest him.

Steve Jobs was really influenced by Zen Buddhism, he travelled to India to find spiritual enlightenment and he spent in India 7 months. After he has returned he worked for company Atari, meanwhile he was creating new technologies with Steve Wozniak in the Jobs family garage. In 1976, the two Steves have founded the company named Apple and they created their first user-friendly computer Apple I, the computer became a revolution in computer industry. After releasing Apple II sales of the company increased to 139 million dollars and in 1980 market value of the company Apple was 1.2 billion dollars. (Ibid., 67-110)

In 1983 the CEO of Apple became John Sculley, the former president of PepsiCo. In the beginning Sculley and Jobs had a really perfect relationship and they were supporting each other in the work. However in a year their opinions about the future products and strategies of the company started to diverge and they had a falling out. Jobs tried to took control over the company, but executives of Apple did not support him, they have chosen Sculley as the head of Apple and Jobs was fired. In 1985 Jobs resigned and he started a company called NeXT. The next year Jobs purchased the company named Pixar which has later become Pixar Studios. He invested his own money into this company because he believed in its potential and it was really worth it. Pixar Studios merged with Walt Disney and it became

really successful especially thanks to production of animation films such as Toy Story, Finding Nemo and The Incredibles. (Ibid., 265-300)

In 1997 Apple bought the company NeXT and Jobs returned to the post as Apple's CEO. He revitalized the Apple and he created with his team completely new, innovative and stylish products such as iPod, iPad, and iPhone. In 2007 the company's stocks were worth $199.99 a share and its profit was 1.58 billion dollars. (Ibid., 373-613)

 As for the personality of Steve Jobs, he had big charisma which helped him to win people on his side. He had ability to persuade people about nearly everything; he made them believe that impossible things are possible. This ability was called Reality Distortion Field and it had its pros and cons. Some of his colleagues were used to his charisma and they know how to "stay in reality" while talking to him. But some of his co-workers have said that by creating the illusion of making impossible things possible he really made many of them happen. (Ibid., 155-160)

Steve Jobs was a father of 4 children. His first child, Lisa, was born in 1978 and for first two years Jobs denied the paternity, later he acknowledged Lisa to be his daughter but he never really had a good relationship with her. In 1991 Steve Jobs got married with Laurene Powell and in September that year she gave birth to Jobs' second child, a son named Reed. Later on, Laurene gave birth to two girls, Erin in 1995 and Eve in 1998. The whole family lived in Pao Alto in California. (Ibid., 333-346)

In 2003, doctors found out that Jobs had a tumour in his pancreas, instead of a surgery Steve Jobs tried a special diet and he postponed the surgery for nearly 9 months. In 2004 he had a successful surgery and he returned into his post at Apple. In 2006 his problems appeared again and he had big weight loss, later on in 2008 he announced that his problems are connected with "hormone imbalance" and he did not have recurrence of cancer. In August 2011, Steve Jobs had officially resigned to a post of CEO of Apple and on 5th October 2011 he died. (Ibid., 547-667)

Steve Jobs will always be remembered as the "visionary", "father of the digital revolution" and "design perfectionist". He was an extraordinary person who achieved extraordinary things. And now I would like to finish his biography with one the statements said in "Think different" Apple campaign started in 1997. "The people who are crazy enough to think they can change the world, are the ones who do." (Ibid., 667-678)

5 STYLISTIC ANALYSIS OF STEVE JOB'S SPEECH

5.1 Stylistic analysis

Stylistic analysis is based on analysing linguistic means and devices of the given text. Analysis is based on deconstructing text to elements and then on the study of elements' distribution in the text, how they follow each other and how they alternate. Basically analysis helps to find a pattern of usage in speech and writing. Analysis must have a fixed goal which should be reached. This means that after the analysis, it is clear why the author has chosen concrete distribution of elements in the text, how the speech is connected to the situation when the speech is given, and it is also clear how the text is connected to the author's ideas and also to particular societal codes. (Mistrík 1985, 34)

In agreement with modern stylistic studies, I decided to view the process of stylistic analysis as a multi-level procedure. (Miššíková 2004, 8-14) In the following subchapter, the speech of Steve Jobs is analyzed stylistically, focusing on specific stylistic means that Steve Jobs decided to use to meet the purpose of his speech.

5.2 Levels of analysis

For my analysis I have chosen a Commencement Address at Stanford University which was delivered by Steve Jobs on 12th June 2005 in Pao Alto:

    I.   Introduction

Thank you.

I'm honored to be with you today for your commencement from one of the finest universities in the world. Truth be told, I never graduated from college, and this is the closest I've ever gotten to a college graduation. Today, I want to tell you three stories from my life. That's it. No big deal. Just three stories.

    II.   Body

        1st part of the body

The first story is about connecting the dots. I dropped out of Reed College after the first six months, but then stayed around as a drop-in for another 18 months or so before I really quit. So why did I drop out?

It started before I was born. My biological mother was a young, unwed graduate student, and she decided to put me up for adoption. She felt very strongly that I should be adopted by college graduates, so everything was all set for me to be adopted at birth by a lawyer

and his wife -- except that when I popped out they decided at the last minute that they really wanted a girl.

So my parents, who were on a waiting list, got a call in the middle of the night asking, "We've got an unexpected baby boy; do you want him?" They said, "Of course." My biological mother found out later that my mother had never graduated from college and that my father had never graduated from high school. She refused to sign the final adoption papers. She only relented a few months later when my parents promised that I would go to college. This was the start in my life.

And 17 years later I did go to college. But I naively chose a college that was almost as expensive as Stanford, and all of my working-class parents' savings were being spent on my college tuition. After six months, I couldn't see the value in it. I had no idea what I wanted to do with my life and no idea how college was going to help me figure it out. And here I was spending all of the money my parents had saved their entire life.

So I decided to drop out and trust that it would all work out okay. It was pretty scary at the time, but looking back it was one of the best decisions I ever made. The minute I dropped out I could stop taking the required classes that didn't interest me, and begin dropping in on the ones that looked far more interesting.

It wasn't all romantic. I didn't have a dorm room, so I slept on the floor in friends' rooms. I returned coke bottles for the five cent deposits to buy food with, and I would walk the seven miles across town every Sunday night to get one good meal a week at the Hare Krishna temple. I loved it. And much of what I stumbled into by following my curiosity and intuition turned out to be priceless later on. Let me give you one example:

Reed College at that time offered perhaps the best calligraphy instruction in the country. Throughout the campus every poster, every label on every drawer, was beautifully hand calligraphed. Because I had dropped out and didn't have to take the normal classes, I decided to take a calligraphy class to learn how to do this. I learned about serif and sans-serif typefaces, about varying the amount of space between different letter combinations, about what makes great typography great. It was beautiful, historical, artistically subtle in a way that science can't capture, and I found it fascinating.

None of this had even a hope of any practical application in my life. But ten years later, when we were designing the first Macintosh computer, it all came back to me. And we designed it all into the Mac. It was the first computer with beautiful typography. If I had never dropped in on that single course in college, the "Mac" would have never had multiple typefaces or proportionally spaced fonts. And since Windows just copied the Mac,

it's likely that no personal computer would have them. If I had never dropped out, I would have never dropped in on that calligraphy class, and personal computers might not have the wonderful typography that they do. Of course it was impossible to connect the dots looking forward when I was in college. But it was very, very clear looking backwards 10 years later.

Again, you can't connect the dots looking forward; you can only connect them looking backwards. So you have to trust that the dots will somehow connect in your future. You have to trust in something -- your gut, destiny, life, karma, whatever -- because believing that the dots will connect down the road will give you the confidence to follow your heart, even when it leads you off the well-worn path, and that will make all the difference.

2nd *part of the body*

My second story is about love and loss.

I was lucky -- I found what I loved to do early in life. Woz and I started Apple in my parents' garage when I was 20. We worked hard, and in 10 years Apple had grown from just the two of us in a garage into a two billion dollar company with over 4000 employees. We'd just released our finest creation -- the Macintosh -- a year earlier, and I had just turned 30.

And then I got fired. How can you get fired from a company you started? Well, as Apple grew we hired someone who I thought was very talented to run the company with me, and for the first year or so things went well. But then our visions of the future began to diverge and eventually we had a falling out. When we did, our Board of Directors sided with him. And so at 30, I was out. And very publicly out. What had been the focus of my entire adult life was gone, and it was devastating.

I really didn't know what to do for a few months. I felt that I had let the previous generation of entrepreneurs down -- that I had dropped the baton as it was being passed to me. I met with David Packard and Bob Noyce and tried to apologize for screwing up so badly. I was a very public failure, and I even thought about running away from the valley. But something slowly began to dawn on me: I still loved what I did. The turn of events at Apple had not changed that one bit. I had been rejected, but I was still in love. And so I decided to start over.

I didn't see it then, but it turned out that getting fired from Apple was the best thing that could have ever happened to me. The heaviness of being successful was replaced by the lightness of being a beginner again, less sure about everything. It freed me to enter one of the most creative periods of my life.

During the next five years, I started a company named NeXT, another company named Pixar, and fell in love with an amazing woman who would become my wife. Pixar went on to create the world's first computer-animated feature film, Toy Story, and is now the most successful animation studio in the world. In a remarkable turn of events, Apple bought NeXT, and I returned to Apple, and the technology we developed at NeXT is at the heart of Apple's current renaissance. And Laurene and I have a wonderful family together.

I'm pretty sure none of this would have happened if I hadn't been fired from Apple. It was awful tasting medicine, but I guess the patient needed it. Sometime life -- Sometimes life's going to hit you in the head with a brick. Don't lose faith. I'm convinced that the only thing that kept me going was that I loved what I did. You've got to find what you love.

And that is as true for work as it is for your lovers. Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do. If you haven't found it yet, keep looking -- and don't settle. As with all matters of the heart, you'll know when you find it. And like any great relationship, it just gets better and better as the years roll on. So keep looking -- don't settle.

3rd *part of the body*

My third story is about death.

When I was 17, I read a quote that went something like: "If you live each day as if it was your last, someday you'll most certainly be right." It made an impression on me, and since then, for the past 33 years, I've looked in the mirror every morning and asked myself: "If today were the last day of my life, would I want to do what I am about to do today?" And whenever the answer has been "No" for too many days in a row, I know I need to change something.

Remembering that I'll be dead soon is the most important tool I've ever encountered to help me make the big choices in life. Because almost everything -- all external expectations, all pride, all fear of embarrassment or failure -- these things just fall away in the face of death, leaving only what is truly important. Remembering that you are going to die is the best way I know to avoid the trap of thinking you have something to lose. You are already naked. There is no reason not to follow your heart.

About a year ago I was diagnosed with cancer. I had a scan at 7:30 in the morning, and it clearly showed a tumor on my pancreas. I didn't even know what a pancreas was. The doctors told me this was almost certainly a type of cancer that is incurable, and that I should expect to live no longer than three to six months. My doctor advised me to go home

and get my affairs in order, which is doctor's code for "prepare to die." It means to try and tell your kids everything you thought you'd have the next 10 years to tell them in just a few months. It means to make sure everything is buttoned up so that it will be as easy as possible for your family. It means to say your goodbyes.

I lived with that diagnosis all day. Later that evening I had a biopsy, where they stuck an endoscope down my throat, through my stomach into my intestines, put a needle into my pancreas and got a few cells from the tumor. I was sedated, but my wife, who was there, told me that when they viewed the cells under a microscope the doctors started crying because it turned out to be a very rare form of pancreatic cancer that is curable with surgery. I had the surgery and, thankfully, I'm fine now.

This was the closest I've been to facing death, and I hope it's the closest I get for a few more decades. Having lived through it, I can now say this to you with a bit more certainty than when death was a useful but purely intellectual concept: No one wants to die.

Even people who want to go to heaven don't want to die to get there. And yet death is the destination we all share. No one has ever escaped it. And that is as it should be, because Death is very likely the single best invention of Life. It's Life's change agent. It clears out the old to make way for the new. Right now the new is you, but someday not too long from now, you will gradually become the old and be cleared away. Sorry to be so dramatic, but it's quite true.

Your time is limited, so don't waste it living someone else's life. Don't be trapped by dogma -- which is living with the results of other people's thinking. Don't let the noise of others' opinions drown out your own inner voice. And most important, have the courage to follow your heart and intuition. They somehow already know what you truly want to become. Everything else is secondary.

III. Conclusion

When I was young, there was an amazing publication called The Whole Earth Catalog, which was one of the "bibles" of my generation. It was created by a fellow named Stewart Brand not far from here in Menlo Park, and he brought it to life with his poetic touch. This was in the late 60s, before personal computers and desktop publishing, so it was all made with typewriters, scissors, and Polaroid cameras. It was sort of like Google in paperback form, 35 years before Google came along. It was idealistic, overflowing with neat tools and great notions.

Stewart and his team put out several issues of The Whole Earth Catalog, and then when it had run its course, they put out a final issue. It was the mid-1970s, and I was your age. On

the back cover of their final issue was a photograph of an early morning country road, the kind you might find yourself hitchhiking on if you were so adventurous. Beneath it were the words: "Stay Hungry. Stay Foolish." It was their farewell message as they signed off. Stay Hungry. Stay Foolish. And I've always wished that for myself. And now, as you graduate to begin anew, I wish that for you.

Stay Hungry. Stay Foolish.

Thank you all very much. (Jobs, 2005)

0 level - Considering speech as a whole

The best way how to start and develop the analysis is to have a look at the text of the analyzed speech from the "bird's perspective" and consider its purpose and effects as a whole. In general, the speech is meant to enhance the festive atmosphere of this special occasion, thus we can say that is a ceremonial speech. In agreement with the topic of this commencement address cannot be clearly defined. However there is a general idea introduced that one should "live the life to fullest", because everybody's time is limited. As stated above, considering the purpose of the speech, it is in the category of special occasion speeches and it is a highly motivational speech based on Job's life experience. The central idea is that "you've got to find what you love" in a personal life and also in your work in order to be happy in life. As a supporting material for this idea Steve Jobs used 3 stories from his life which showed how bad experiences led him to the right path in his life. According to organization of the speech, the text has an introduction, the body which is divided into 3 stories and then there is the conclusion. The target audience is obviously the graduates from Stanford University. The speech is not very formal, Steve Jobs uses colloquial language. As can be seen in the video published online, nonverbal communication is scarce in the point of view of bodily movements; there is a very low usage of gestures: Steve Jobs stands behind the lectern and holds his speech notes or he positions his arms on the lectern. Although bodily movements are rare, Steve Jobs frequently uses other parts of nonverbal communication, especially eye contact, facial expression and voice delivery are highly used. According to the personal appearance Steve Jobs is dressed in a graduation gown. Steve Jobs uses manuscript method of delivery in his speech.

1st level – Preliminary linguistic description

To achieve purpose of the speech and create particular effects on the audience the speaker can use variety of language means. His or her choice is always determined by the context

and situation in which the speech takes place. Addressing graduates Steve Jobs accommodates his language to create close proximity; he uses informal speech to establish a sincere and close relationship to his audience. Following analysis is divided into 4 points of view: lexical, syntactical, and paralinguistic and nonverbal communication.

1. At the level of lexis we can point out the following expressive means and stylistic devices:

Back-clipping: unwed (unwedded, unmarried); Mac (Macintosh); Woz (Wozniak)

Repetition: drop out drop-in; connecting the dots; looking forward; looking backwards; two; fired; still in love; company named; love; as; and the only way; keep looking; don't settle; Remembering; all; It means

Irony: that they really wanted a girl; I guess the patient needed it

Metaphor: (heart) leads you off the well-worn path; life is going to hit you in the head with a brick; time is limited; don't waste (time); be cleared away;

Metonymy: drop the baton; NeXT is at the heart of Apple's current renaissance; (being fired) awful tasting medicine; death was a purely intellectual concept; Death is the single best invention of Life; It's life change agent;

Idiom: make all the difference; love and loss; truth to be told

Cliché: follow your heart

Hyperbole: decided at the last minute, "prepare to die"

Synonymy: gut, destiny, karma, whatever

Antonymy: heaviness X lightness

Symploce: And so at 30, I was out. And very publicly out.

Epizeuxis: very, very clear

Informal language – No big deal; unwed; pop out; relented; it would all work out okay; pretty scary; dorm; how to do this

Neologism: Macinstosh

Illeism: patient needed it

2. At the level of syntax the following sentence patterns, expressive syntactic structures contribute mostly to smooth and natural communication, supporting friendly atmosphere of the event:

Omission: [Subject; Verb]Just three stories.; [Subject; Verb]And very publicly out; [Subject; Verb] And most important

Rhetorical question: So why did I drop out?; How can you get fired from a company you started?

Direct speech: "We've got an unexpected baby boy; do you want him?"; "Of course."; If today were the last day of my life, would I want to do what I am about to do today?"; "No."

Parallelism: If I had never

3. At the level of interaction with the audience, I would like to point out connotative and phatic language that Steve Jobs uses in order to keep audience's attention:

Verbal attack: Windows just copied Mac.

Communication with the audience: Let me give you an example; You have to trust in something; Don't lose faith; Keep looking and don't settle; Sorry to be so dramatic

Reformulating the sentence: Sometime life – Sometimes life

4. From the point of view of nonverbal communication, I would like to discuss eye contact, personal appearance, posture, movement, gestures and facial expressions.

Eye contact: As can be seen in the video, Steve Jobs is using a lot of eye contact. When he does not read the speech from manuscript, he connects with the audience all the time. The introduction is accompanied 90% by the eye contact, then, in the body of the text, there is less of the eye contact, but mostly Steve Jobs treats the audience with eye contact equally. He looks to one side of the audience for a sentence or paragraph and for next sentence or paragraph he looks to another side. But still the main ideas, introductory parts for each section of the body and direct speeches are accompanied by the eye contact for instance *The first story is about connecting the dots; This was the start in my life; And I found it fascinating; And that will make all the difference; My second story is about love and loss; And then I get fired; So at 30, I was out. And very publicly out; I still loved what I did; Don't lose faith; And Laurene and I have a wonderful family together.; is to love what you do; My third story is about death; go home and get my affairs in order; And thankfully I'm fine now.; "Of course"; Let me give you an example; Don't lose faith; Keep looking and don't settle; You are already naked.* The end of the body (see last of paragraph of the body) is after the introduction the most emphasized part of the speech and you can see there also a lot of eye contact. Steve Jobs usually reads the sentence or just the part of it and then he finishes it with long and direct eye contact. What might be surprising is that the conclusion does not come in with the frequent eye contact as the introduction or the end of body. But I think the point is that he wants to lighten the pressure which he created at the end of the body and to finish the speech in the nice and friendly atmosphere. That is why just the very end of conclusion (see last 5 lines of conclusion) is accompanied by strong eye contact.

Posture:

Steve Jobs stands upright, he looks relaxed and confident. He stands behind the lectern.

Personal appearance:

As for the personal appearance, Steve Jobs wears graduation gown, this kind of clothing fits the ceremonial event of commencement address and it shows his respect to this event.

Movement

As you can see in the video, Steve Jobs stands behind the lectern the whole time, the only movement which he does is the arrival to the lectern and then before conclusion when he drinks from the bottle of water.

Gestures

Gestures are not very common in the speech, because Steve Jobs stands all the time behind the lectern and he has his arms on the lectern or holds the text. I have, however, found several gestures in the video, which I would like to discuss. At the very beginning, he touches his mouth several times, which I took to be a sign of lie or uncertainty. I think Steve Jobs is a bit nervous before he starts the speech and he unintentionally uses these gestures. A gesture of touching the face is again used in the middle of the speech *I met with David Packard and Bob Noyce ; But something slowly began to down on me.; I guess the patient needed it.; It made an impression on me (beginning of the 3rd part of the body about death).* I also found one gesture which function is to emphasize the sentence, when Steve Jobs raises his hand *Because almost everything* (line 2, 2nd paragraph of the 3rd part of the body)

Facial expressions

All facial expressions are full of emotions and each emotion is supported by corresponding facial expression. Mostly Steve Jobs uses neutral facial expression which is connected with telling stories of his life, but this "neutral facial expression" is many times changed according to emotions connected with the text. In the speech you can see optimism, laugh, motivation, drama, surprise and also sadness.

In the beginning when Steve Jobs starts the speech he smiles and he creates nice and positive atmosphere, later on when he does the ice breaker *And this is the closest I've ever gotten to a college graduation* and he wants to entertain the audience he laughs himself. Every beginning of the story, when he sets the drama and the plot, is accompanied by brooding facial expression, for instance *It started before I was born; and here I was spending all of the money my parents had saved their entire life*. Shamefaced expression can be found in connection with the expression *And very publicly out.* Surprise is

connected with the sentence *I didn't even know where the pancreas was.* Sadness come in with the 3rd part of the body when Steve Jobs talks about cancer, especially you can see it in the sentence *It means to try and tell your kids everything you thought you'd have the next 10 years to tell them in just a few months.*

5. Last level of analysis is based on the vocal delivery, all the paralinguistic factors used while delivering.

According to paralinguistic factors of the speech, there is one repeating feature throughout the speech, Steve Jobs is never monotonous. He changes the pitch, volume and rate to make the speech sound natural and to keep audience's interest.

Pitch: Steve Jobs has very nice voice delivery, his voice is deeper and sounds pleasant. Pitch is changed naturally as the sentence comes to the end from the higher to the lower pitch or vice versa if we are talking about rhetorical questions.

Volume: Steve Jobs speaks in medium volume, all the words from the video are understandable and clear. Volume is changed with emphasis in the speech, when Steve Jobs talks about something important he talks louder.

Rate: Generally we can say that Steve Jobs does not talk very quickly which makes his speech easily understandable. The average speech speed of the speech is 161 words per minute, but after I divided the speech into several parts, there can be clearly seen the differences and changes of the rate. Introduction is the slowest part of whole speech, the speed of the introduction is only 109 words per minute. The body has average rate 170 words per minute, but if we will have a look a bit more in detail, 1st part connected with the first story has 164 words per minute, 2nd part of the body has the rate 189,5 words per minute and the 3rd part of the body has the speed 165 words per minute. As I mentioned before, the second most emphasized part of the whole speech, the last paragraph of the 3rd part of the body is said in a slower rate than the rest of the body, the speed is 161 words per minute. And finally if we will talk about conclusion, rate of the conclusion is on 154,5 words per minute which might be quite surprising because there is huge difference between the rate of introduction and conclusion.

Perfect example of change in the pitch, volume and rate can be seen in the introduction and I would like to analyze it from all these 3 factors.

Thank you. (medium level of volume; slower rate; pitch modulates from higher *thank* to lower *you*)

I'm honored to be with you today for your commencement from one of the finest universities in the world. (*I'm honored* louder volume then it weakens; pitch goes higher

with the natural stress on syllables *honored, commencement, finest, universities, world*; rate is slower in the beginning of the sentence and then it speeds up)

Truth be told, I never graduated from college, and this is the closest I've ever gotten to a college graduation. (*Truth to be told, I never graduated from college* – slower rate, louder volume, then after the comma rate is quicker and volume weaker, pitch modulates from higher to lower close to the end of the sentence)

Today, I want to tell you three stories from my life. That's it. No big deal. Just three stories. (*Today I want to tell you 3 stories of my life* - louder volume, slower rate, medium pitch; *That's* it, *No big* deal - quicker rate; *That's it* deeper pitch, *No big deal* higher pitch, *Just three stories* lower pitch and slower rate)

Articulation and pronunciation: As for the articulation as I already said, whole speech is understandable, Steve Jobs articulates clearly and properly. There is only one mistake in pronunciation when he reformulates the sentence in order to make it grammatically correct *Sometime life – Sometimes life*.

Usage of pauses: In the text can be found all 4 types of pauses. Unintentional pauses can be seen in the introduction twice: *Truth to be told –uh, I never graduated from college and –uh this is the closest I've ever gotten to a college graduation.* Physiological pauses can be found after each sentence and after each paragraph, Steve Jobs usually fills these pauses with the eye contact with the audience. Grammatical pause can be found in the 5th line of the 2nd part of the body in the sentence *We'd just released our finest creation -- the Macintosh -- a year earlier,* and finally rhetorical pauses which are not used all the time in the text, but there are placed before and after each important idea of the text and before and after rhetorical question, for instance: *Stay hungry. Stay foolish.; How can you get fire from the company you started?*

2nd level – Stylistic analysis

Based on the analysis at 1st level, we can now discuss the effects and desired purpose of the speech. From the first look it is obvious that Steve Jobs has used informal language in his speech which might be surprising for this kind of ceremony. There are also many contracted forms, informal expressions, and direct speeches which make the speech more vivid. Steve Jobs has never been a person who would be afraid of expressing his ideas openly and directly. I think the reason why he has chosen the informal language is that he was being more himself; he was talking as a man who never graduated from college, not as a CEO of 2 big companies. Talking as a friend, he could connect better with the graduates,

adapt to their language and knowledge and get closer to them. Apparently, the usage of informal language enables him to create close proximity and gives the whole story more credibility because Steve Jobs is trying to motivate graduates and emphasizes that everything is possible; they just have to follow their heart. Using informal language he has become one of the graduates – just like he was 20 years ago. Usage of informal language decreases his "world's importance" but still preserves its function. The speech does not look less prepared because Steve Jobs has used informal language; the informality even increases the desired motivational effect which the speech has on the audience.

As a special occasion speech, the speech combines informative and persuasive purpose. It is highly motivational, the point that Steve Jobs has developed from nobody to one of the greatest businessman of the 21ˢᵗ century gives all of his stories persuasiveness and it motivates the student *"follow your heart and you can achieve something, you can become as successful as I am and you will be happy"*.

In the beginning, he uses ice breaker when he is telling this is *the closest I've ever gotten to a college graduation*. Ice breaker appeals to the audience, listeners feel entertained and amused. It is also a rebellion, Steve Jobs uses this sentence in front of schools executive board and later on when he says *and no idea how college was going to help me figure it out* he practically says "I do not have college but anyway I was successful". I think this all is really likable for the audience; this is how he wins listeners on his side.

In the speech we can also find verbal attack on the company Microsoft. The sentence *And because Windows just copied Mac* is grammatically perfectly correct, but when the audience knows the background: the struggle of these companies to get bigger share on the market, we can nicely see the verbal attack on Microsoft. This shows the strength of Steve Jobs' personality and his professional focus. It is an expression of highly successful personality who can dare to say comment like this.

Steve Jobs is also not afraid to use clichés, for instance *follow your heart*. He as a respectful person and a person who has changed the world; he can talk in clichés and they still don't sound cheap and they are more trustworthy. Metaphors, metonymies and idioms are mostly used in the motivational parts, in the parts with the biggest emotional context; this is how he express his ideas more accurately and in more interesting way.

The whole text is very well organized and linked linguistically and semantically; it shows high level of cohesion and coherence. All stories are connected together and there is appropriate signposting language. Every important idea in the speech is emphasized by pause and repetition. The speech has also elements when Steve is communicating with the

audience, it is what we understand as phatic language function: to connect with the audience, to urge their response and keep their attention. For instance *Let me give you an example* or *Sorry to be so dramatic*.

From the nonverbal and paralinguistic point of view, Steve Jobs properly connects the nonverbal factors with emotions in the speech; he uses natural facial expressions, eye contact and dynamic vocal delivery. He frequently changes pitch, volume and rate of the speech, he modulates the voice the way the speech sounds natural and all main ideas are emphasized at the same time.

The summary:

To sum up my analytical part, findings in my theoretical part match with the analysis of Steve Jobs speech. As I already said, for the effective speech is not important only to create good speech which is clearly organized, supported by supporting material and completed by usage of lexical and syntactical items which will make the speech more vivid, but even more important part of the speech is way how the speech is said and the proper usage of nonverbal communication and vocal delivery.

CONCLUSION

My bachelor thesis dealt with the tools needed for building an effective speech.

In the theoretical part I have discussed the tools in 3 levels. First level was based on speech elements, second on nonverbal communication and third on stylistic features which the text should have. I have discussed why there is a necessity for usage of these tools and how they higher efficiency of the speech.

Speech elements are the basics which the speaker has to consider before he creates the speech. There are 5 elements for consideration: topic, purpose, central idea, supporting material and organization. The topic must be appropriate to the audience, to the speaker and to the occasion. Purpose is the major factor of the speech which the speaker wants to achieve. The speaker can give informative, persuasive, entertaining or special occasion speech. According to the type, the speeches vary in their function and also usage of words. The central idea is the heart of the message which listeners should remember. It is the main idea which the speaker wants to share. Supporting material is the material which the speaker uses to support his or her main ideas; properly chosen supporting material gives the whole speech higher credibility. Organization of the speech is the last step which the speaker should master. It gives the speaker control over the speech and also logically structured information are easier to be remembered for the audience. The speech is structured from 3 parts: the introduction, the body and the conclusion. The introduction and the conclusion are the most important parts of the speech; in the introduction the speaker gains audience's attention which he or she tries to keep till the end of the speech; in the conclusion the speaker summarizes the main ideas, it is the icing on the cake which has the biggest power.

Nonverbal communication is another very important factor of the speech which the speaker has to master. Speakers communicate 93% of their messages nonverbally. Every gesture, facial expression or movement sees the audience before they hear any oral message. For this reason, the speaker has to control his or her moves, gestures, postures and facial expressions. There is also big importance of speaker's eye contact while delivering speech; it increases or decreases speaker's credibility in the eyes of the audience. Voice delivery is another very important part of nonverbal communication. Speaker's voice must have the proper volume, rate and pitch which sound pleasant for the audience. Speaker also should not be monotonous; he or she should change the pitch, the rate and the volume in order to emphasize the most important ideas in the speech.

From the stylistic point of view, there is a highly figurative language use which increases the vividness and dynamics of the speech. These figures of speech make the speech more efficient and they attract the audience; they diverge from ordinary meanings of words or phrases; we can find phonetic, lexical, syntactic and compositional figures.

In my analytical part I have made a stylistic analysis of the Steve Jobs speech. I discussed his usage of words, organization of the speech and nonverbal communication. The final conclusion is that the tools for building the speech are the mixture of speech elements, nonverbal communication and figures of speech.

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APPENDICES

P I   Figures of speech

APPENDIX P I: FIGURES OF SPEECH

Back-clipping	A word formed by omitting the last part of the form from which it is derived
Irony	The use of words to convey meaning that is the opposite of its literal meaning
Repetition	The act of repeating words or phrases or even sentences
Metaphor	A word or expression that in literal usage denotes one kind of thing is applied to a distinctly different kind of thing, without asserting an explicit comparison
Metonymy	Substituion of a word for a related word, such as cause for effect, container for contained, raw material for the finished object, etc.
Idiom	An expression whose meaning is not predictable from the usual meaning of its constituent elements
Cliché	A stereotyped expression; a sentence or phrase, idea that has lost originality, ingenuity, and impact by long overuse
Hyperbole	Bold overstatement, or the extravagant exaggeration of fact or possibility
Synonymy	A word similar in meaning to another (usually as a matter of "shades" of meaning)
Antonymy	A word opposite in meaning to another
Symploce	Repetition of both beginnings and endings; a combination of anaphora and epistrophe
Epizeuxis	Repetition of a word or phrase immediately
Neologism	The use of new words or new senses of existing words