

LEARN TO PREPARE EFFECTIVE SPEECH FOR VARIOUS PURPOSES

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ABSTRACT

The process of creating powerful speeches for a range of occasions is examined in this essay. Speaking in a variety of contexts, such as business, academia, and public speaking, requires careful planning of speeches. Learning effective speech preparation strategies can help people communicate ideas more effectively, persuade others, and accomplish their goals. This article covers the essentials of speech preparation, such as careful audience analysis, message organization, and delivery strategies appropriate for specific situations. Effective speech preparation can improve a person's communication skills and make them more persuasive and self-assured speakers in a variety of settings.

Key words: Speech Preparation, Effective Communication, Persuasive Strategy.

INTRODUCTION

One way to transmit notions is through speech. A person can use their feelings to verbally convey ideas or information. One term that is commonly used in society when learning a language is "speech." Speech can also be thought of as the spoken communication or expression of ideas. Everything that is said orally, including messages meant for general audience, is referred to as speech. In other words, communication is always a part of society because its users make up the community as a whole. Speaking also adds a layer of complexity to our interactions with each other that is not possible with other methods. Words can be viewed as social as talking is a social activity. On this earth, words can have an effect on people's lives. Remarks such as "the winner depends on how he actively faces the problem" incite people to give up and get over their problems, which makes them wonder about the effects of this kind of speech on society. As we work out the answer, we realize that the speech or voice needs to be sustained by some "thing," some kind of power. In short, it's known as "the power of language". Even though it's immaterial, we can feel it internally.

It takes a deep understanding of communication dynamics to become proficient at creating speeches that have an impact on a variety of audiences. This method requires a thorough analysis of the audience, taking into account their hobbies, cognitive backgrounds, and subtle demographics. By building a connection with the audience and using their own attributes in their speech, presenters can boost receptivity. Speech craft requires a clear declaration of the speech's purpose, be it to enlighten, persuade, or entertain. This deliberate clarity serves as a guide for the speech's content development and tone modulation throughout.

A strong speech is supported by in-depth research, which guarantees that the data is reliable, current, and correct. In order to smoothly lead the listener through the discourse, the organizational structure is essential. An interesting opening, a body that is supported by logically ordered primary ideas, and a conclusion that briefly restates important points are

the standard components of a good speech. The narrative is made more coherent and understandable by the transitions that occur between these portions. An important aspect of a speech is the language and style used. Using rhetorical strategies to emphasize points, adjusting language complexity to the audience's comprehension level, and adding captivating features all add to the overall efficacy. Slides or graphs that provide visuals can help the audience comprehend and remember important topics.

Furthermore, a successful speech is an interactive exchange rather than a one-way speech. A connection between the speaker and the audience is cultivated through strategies including enticing audience participation and sustaining a dynamic delivery through gestures, tone variation, and eye contact. Practice is essential for perfecting timing and material delivery, and flexibility guarantees that you will be able to react quickly to audience feedback and unanticipated events.

To summarize, developing the skill of crafting impactful speeches for many occasions necessitates a comprehensive strategy that integrates thoughtful content creation, audience comprehension, and engaging delivery methods. With the help of this skill set, people may connect meaningfully with their audience and effectively communicate information.

METHOD

In the context of this article the application of the literature review approach can provide a strong framework for addressing effective speech preparation. By using this method, the article's author can research and review relevant materials, such as books, articles, and scholarly journals, that discuss strategies and techniques for creating speeches for various types of communication. By reviewing the literature, the author can look into a variety of tactics and best practices that are acknowledged by experts and practitioners in the communication sector. For instance, the author could get comprehensive guidelines for conducting subject research, planning speeches, identifying target audiences, and honing delivery techniques.

RESULTS AND DISCUSSION

The kinds of preparation effective speech for various purposes are:

1. Conducting In-depth Research

Conducting in-depth research entails a comprehensive procedure of exploring intricate details on a specific subject. Identification of the topic, data collection from a variety of reliable sources, information evaluation, in-depth analysis, conclusion drawing, and unambiguous referencing are all necessary. The objective is to obtain a thorough and in-depth comprehension of the subject of the investigation.

2. Understanding the Audience

Knowing your audience means being able to recognize their traits, requirements, and expectations and adjust your presentation or message accordingly. It entails being aware of their demographic profiles, comprehending their expectations, figuring out how to communicate with them most effectively, and being able to react to their comments or inquiries in a suitable manner. You can deliver your speech or message more successfully and relevantly if you have a thorough understanding of the audience.

3. Having Clear Structure

A speech's primary building block for successfully communicating a message is a clear framework. It comprises an engaging opening, thoughtfully arranged information, and a powerful denouement. A captivating opening is an essential first step in holding the audience's interest. To get their attention, you could use an intriguing question, anecdote, quotation, or shocking truth. The message can be delivered in an orderly and understandable manner with well-structured information. In order to help the audience follow the presentation effectively, the content must be rationally

organized with clear primary ideas.

4. Facts and Statistics

The credibility of the arguments made to the audience can be increased by the inclusion of data and facts. It strengthens the speaker's argument and may encourage the audience to believe the facts being presented more strongly. It is important to ascertain that the data and figures utilized originate from credible and authenticated sources. This keeps your audience from becoming misinformed or receiving inaccurate information.

5. Providing Examples and Stories/Illustrations

Anecdotes, analogies, or pertinent incidents pertaining to the subject under discussion might be used as stories or instances. You can make concepts that can be challenging to understand through theoretical explanation or knowledge more understandable by using emotionally charged stories or real-world examples. While examples can give a realistic representation of how those concepts can be implemented in everyday life, stories can emotionally connect the listener to the message being given. As a result, there is an increase in audience engagement and improved comprehension of the ideas being conveyed.

6. Speaking Practice or Rehearsal

There are several ways to practice speaking: you can perform speech simulations in front of friends, family, or coworkers to get feedback and improve your speaking abilities, or you can practice in front of a mirror to focus on your body language and facial emotions. Frequent practice speaking in front of an audience reduces anxiety and enhances ease. It also helps you to modify your speech's appeal and quality by helping you with tone, speed, and suitable body language.

The Reason why We Need to Prepare Effective Speech for Various Purposes

Preparing an effective speech for various purposes is crucial for several reasons:

1. Communication Effect

Effective communication is improved by a well-prepared speech. It guarantees the impact, coherence, and clarity of your message. It enables you to communicate your thoughts in a style that interests and connects with your audience, improving the possibility that they will comprehend and retain what you are trying to say.

2. Engagement of the Audience

Well-crafted speeches take into account the requirements, preferences, and interests of the audience. A relationship between the speaker and the audience is cultivated by this interaction. An interesting speech draws the audience in, keeps them interested, and invites active engagement in the form of queries, debates, or other forms of engagement.

3. Power and Persuasion

The goal of speeches is frequently to influence or persuade the audience. Developing strong arguments, providing data to back them up, and using persuasive strategies are all part of effective speech preparation. A well-crafted speech improves your chances of influencing the audience's thoughts, modifying their attitudes, or motivating them to take action.

4. Expertise and Trustworthiness

A speech that is prepared shows expertise and professionalism. Your credibility as a speaker is increased since it demonstrates that you have taken the time and made the effort to fully understand your subject. Being ready for inquiries or problems also gives you the confidence to answer them and further establishes your subject-matter competence.

5. Time Management

Efficient speech preparation necessitates prudent time management. A well-organized speech makes sure you don't go over the allocated time limit and avoids boring presentations or providing too much information. Effective time management is essential to keeping the attention of the audience and earning their respect during your speeches.

6. Flexibility in Varying Environments

Distinct speaking methods are necessary for various occasions and circumstances. Adapting your speech style and topic is crucial for success in any type of presentation, be it formal, motivating, persuasive, or educational. You can handle a variety of speaking situations with confidence and

adaptability if you are ready for different situations.

7. Memorability

A speech with preparation will probably stick in your memory more. A memorable impression on your audience can be achieved by thoughtful arrangement, captivating storytelling, and skillful language use. Remarkable speeches have a higher probability of being remembered, talked about, and shared by the audience.

CONCLUSION

In summary, careful planning, comprehension of the target audience, a clear framework, the use of examples and facts, and frequent practice are all necessary for good speech preparation. It guarantees effective time management, persuasion, audience engagement, clarity of message, credibility, flexibility, and memorability. Well-received speeches strike a chord with the audience, leaving a lasting impression.

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