

## APPENDICES



### Appendix 1 (continued)

works with the other family and to make plans for changes, either taking a representative family job or acting as an adviser.

One of your roles, wherever you go, is to collect facts, ideas, feelings, emotions, and beliefs, among other things, about what is the current culture of the school, about its role in the community, and about the current and intended future of the school.

As school members and as family members, you will work together throughout the working day.

When you are in the school, you will work with the school staff and with the families.

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# APPENDIX 1

## Example of task analysis



- 1 Title of task: How to prepare yourself for your speech.
- 2 Introductory information: Remember that your own preparation is an essential requirement for a successful speech. You can hardly spend too much time and attention on preparation. In fact, it often happens that successful speakers spend as much as 75 per cent of their available time on their own preparation and the remaining 25 per cent on the actual presentation of the speech.

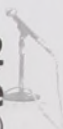
Steps	Keypoints (How?)
1 Choose a suitable SUBJECT for your speech	Begin with the most familiar and simplest points and examples before tackling complex matters. Adapt your content to the audience.
2 Gather all relevant MATERIAL and STUDY it THOROUGHLY	Use all prescriptions, instructions, legal information, books, articles, manuals, memorandums and forms, among other things that relate to the specific subject, and also on speechmaking (publishers, bookshops and libraries could assist here).
3 Break your subject down into STEPS and KEY POINTS. Listen to how good speakers go about making their speeches	Ask yourself questions such as: WHAT? HOW? WHERE? WHEN? WHO? (Rudyard Kipling's five loyal soldiers).
4 Choose suitable EXAMPLES	Select simple and practical examples that illustrate the basic principles.
5 Make sure all your AIDS are ready and at hand	Use manuals, writing paper, charts, pencils, erasers, forms, videos and films, among other things.
6 Choose a suitable LOCATION for your speech	Where possible, use a separate room where you can proceed undisturbed. Pay attention to light, air and temperature.
7 Reserve an allocate time for your speech	When everyone is fresh and wide awake.



## APPENDIX 2

# How to get on well with people

(that is, how to maintain good human relations)



Expert hints could be summarised as follows:

- 1 Guard your tongue; always say less than you think. Develop a controlled, convincing voice. How you say something is often more important than what you say.
- 2 Do not make easy promises, and if you do make promises, be sure to keep them, at whatever cost.
- 3 Never miss an opportunity to make a friendly or encouraging remark to someone. Praise work well done, no matter who did it. When criticism is necessary, make it positive, never insulting.
- 4 Take an interest in others: their activities, their welfare, their homes and their families. Make everyone you encounter feel that he or she is important to you.
- 5 Remember, maintain unbiased attitude towards all disputable matters. Discuss, do not argue. Intelligent people can differ and still remain friendly.
- 6 Let your virtues speak for themselves and refuse to discuss other people's shortcomings. Discourage slandering. Make a rule rather to say nothing if you do not have something good to say.
- 7 Consider the feelings of others. Wit and humour at the expense of others is never worthwhile, and may hurt where it is least expected.
- 8 When you have made a mistake, acknowledge it immediately and apologise – people will despise you if you try to put the blame on others.
- 9 Do not jump to hasty conclusions – it may take years to rectify the damage you did in one unguarded moment.
- 10 Be cheerful and enthusiastic – it is infectious.





## Guidelines on and outlines of different kinds of speeches



### 3.1 Bridegroom's speech

A bridegroom's speech is aimed in the first place at thanking people, and should consist of a blend of humour, seriousness and appropriate jokes. The acknowledgements should be directed at the following people:

- 1 The bride for her virtues and her decision to marry the groom **for better or for worse**, accompanied by special events in their relationship.
- 2 The parents of the bride and groom, under headings such as:
  - The value of their achievements, such as problems overcome and triumphs.
  - Analysis of their attractive qualities and personalities. Congratulate them on their achievements. Wish them success and good health in the future. (Mention gifts received as well.)
- 3 All who have made the best day of the couple's lives possible (people like being thanked in public). Thank everyone, from the bridesmaids to the kitchen staff, and all the guests and friends for being there, especially those who had far to travel.

**IMPORTANT:** Invite everyone to have a good time!

**NOTE:** This pattern should be amended and adjusted according to circumstances. Do not let shouting and disruptions put you off – remain calm! Build interesting jokes into your speech and be yourself!

### 3.2 Toast to parents of the bride and bridegroom

- 1 Describe your personal feelings about being asked to make this toast (e.g. honour, trust and respect).
- 2 Analyse the value of their good example:
  - in good times and bad times
  - problems overcome
  - triumphs achieved.



- 3 Analyse the positive attributes in the characters and personalities of the people being honoured:
  - their ingenuity
  - their sense of humour
  - their humanity (e.g. hospitality, good example, reliability, the way they brought up their son/daughter).
- 4 Congratulate the people being toasted for what they have achieved or brought about (give examples).
- 5 Express the hope that the future will bring them a great deal of happiness, good fortune and health.

**NOTE:** Such speeches should be a blend of seriousness, humour and jokes. A gem of a book for masters of ceremonies is entitled *Your attention please!* written by Felix Bosch and published by HAUM. Bosch is a master of public speaking. Without the help of the suggestions contained in this book, you should not even consider an invitation to preside at a wedding as master of ceremonies!

### 3.3 Suggestions for a successful marketing speech for your own business

One of the most common speeches in the business world today is the business promotion speech.

To be successful, this type of speech must be very diplomatic, it should never degenerate into a direct sales speech. You and your business should always be kept in the background. The philosophy underlying a good business speech may be summarised as follows:

#### 1 Introduction

- Ambition is praiseworthy and should be encouraged.
- It is good that everyone should strive to succeed and to move forward.
- You will make progress only if you strive to serve your fellow human beings.
- If you are in a position to advise your fellow human beings on how to achieve success, you will reap a rich harvest.

#### 2 Points of reference

- Belief in **sentiment**, but also in honest profit on every sales transaction.





- Stress the assumption that profit is made by **people** and not by machines – machines are merely aids in the process. **Poor** management of human resources will lead to losses in spite of having the best machines at your disposal.
- 3 Progress is based on analysis, comparison and the application of management.
- 4 A large part of the success of a business promotion speech is based on the **stature** and **personality** of the speaker. These attributes can generate trust and friendship among the audience, while at the same time offering good arguments for his or her own business, and benefiting the business.

**NOTE:** Appropriate wording is of the utmost importance for a successful business promotion speech and should be drawn up by an advertising expert.

### 3.4 Outline of a speech on being elected or appointed to a high position in the community (in an organisation)

- 1 Thank your supporters for the honour they have bestowed on you by electing you to the specific post.
- 2 Assure them that you appreciate the demands the post makes on the incumbent.
- 3 Show that you are aware of the hard work and dedication that will be demanded of you, particularly when considering the high standards of your predecessors.
- 4 Describe your predecessors' skills, dedication, and their loyalty and faithfulness, as well as the sacrifices they made in the interests of the community or organisation.
- 5 Mention to the audience how you regret that the leaders of the past could not remain in office due to constitutional rules, poor health, or other reasons.
- 6 Give your audience a **preview** of what you hope to achieve and praise them for their loyalty, support and co-operation.
- 7 Reassure them of your loyalty and determination to continue the work initiated by your predecessors in the coming year, and to maintain the traditions of the community or organisation.



### 3.5 Welcome speech

(to a group of people or one person)

For example, a draft speech at the Olympic Games, or to other international or local groups

- 1 Name the characteristics of the person or group of people to be welcomed:
  - the number of people in the group
  - the place(s) they come from
  - their work and achievements in various fields, such as:
    - literature
    - sport
    - economics
    - politics
    - community services
  - Traditions and successes of their country or province of origin.
- 2 Mention the appropriateness of the location of the event:
  - building (if this is relevant)
  - town or province
  - host country.
- 3 Describe the characteristics the participants in the games (invitees):
  - traditions or customs
  - goals
  - achievements and other interesting features.
- 4 Discuss the importance and meaning of the event or occasion:
  - appropriateness of the time (timing)
  - potential for the future.
- 5 Describe the importance of the event for participants and the public and spectators.

### 3.6 An outline of a commendation and testimonial speech

(for example, a tribute to a person who has been elected mayor for three consecutive terms)

- 1 Describe your personal feelings on being chosen to present the tribute on behalf of the residents of the town or city.



- 2 Analyse the value of the service and improvements brought about under his or her leadership. Refer specifically to:
  - conditions that prevailed before his or her appointment
  - solutions to problems that were found
  - successes achieved as a result of his or her initiative.
- 3 Analyse his or her personality and character.
  - Emphasise his or her resourcefulness, sense of humour, readiness to serve the community and other human characteristics.
- 4 Thank him or her for unselfish service and admirable achievements.
- 5 Wish him or her good health and a prosperous term of office.

### **3.7 Commemoration speech**

- 1 State the objective of the occasion. For example, to mourn the passing away of the deceased:
  - name(s) of the deceased(s)
  - company where he or she worked
  - date of death
  - circumstances of the death.
- 2 Analyse the character and personality of the deceased:
  - intellect, qualifications and personality
  - nature
  - dreams and ideals
  - helpfulness.
- 3 Mention his or her good deeds:
  - in the business world
  - in the community
  - in the family
  - in the religious sphere or in sport
  - in upholding peace and love
  - for the example he or she set in many fields.
- 4 Sum up the deceased's admirable characteristics and point out the lessons that may be learnt from them, and mention that we should not wait for someone to die before we appreciate him or her.



### **3.8 Framework for an opening speech by the chairperson of an event**

- 1 Welcome all the guests and others: mention names and state why they were invited.
- 2 Refer briefly to the objective of the event or occasion, for example, to celebrate a special event, or to honour a person of high status.
- 3 Introduce the main speaker to the audience.

**NOTE:** Keep your speech brief and businesslike; remember that you are not the main speaker!

### **3.9 Speech to introduce the main speaker to an audience**

- 1 State the title and objective of the occasion, and any associated objectives which the main speaker is going to discuss.
- 2 State why that particular subject should be discussed.
- 3 Mention and discuss the reasons that the particular person should be discussing the subject. Emphasise his or her knowledge and experience, distinctions achieved in the past, and solid contributions made to his or her profession.
- 4 Give any personal reasons for recommending him or her as the speaker, for example, any incidents in his or her career that made a deep impression on you.
- 5 Promise the audience that what you are certain of, you will receive, for example, specialist knowledge, financial rewards, intellectual rewards, or entertainment.
- 6 Present the main speaker, with appropriate hand gestures, to the audience.

### **3.10 An outline of a speech delivered at the handing over of a gift or certificate to a person by one of his or her heads or colleagues at his or her promotion or for an outstanding achievement**

- 1 Tell the person that you have been chosen to hand over this gift on behalf of his or her colleagues on his or her promotion or for a special achievement.
- 2 Tell him or her something about the gift, which is meant as a token of respect and appreciation.
- 3 Tell him or her what the gift consists of – its function or beauty.



- 4 Describe any specific feature of the gift that is worth mentioning or unique.
- 5 Tell the recipient that the gift is not given for its intrinsic value, but as an expression of the love and respect of his or her colleagues, and their admiration for his or her indisputable knowledge, loyal service, good example and leadership.
- 6 Express the hope that the gift will always evoke pleasant memories.

### **3.11 Outline of a speech on receipt of a personal gift before a small group of friends or colleagues, at a wedding, birthday, or on reaching some milestone**

- 1 Describe your happiness and surprise at receiving the gift.
- 2 This gift represents good spirit, belief, esteem and love.
- 3 Admire it for its utility value, beauty and sentimental value.
- 4 Thank the givers for the good spirit in which it was given.

### **3.12 Outline of speech on the occasion of retirement**

Store notes away in your mind for such an occasion.

- 1 Express thanks for friendship and loyalty through the years.
- 2 Convey your regret that company policy insists that everyone should retire at a certain age despite still feeling fit enough for many years of service.
- 3 State the intention to remain loyal after retirement.
- 4 State the contribution made in many ways towards the success of the company or organisation.
- 5 Express thanks for the **privilege** of working in the section or department.
- 6 Refer to people who have made a deep impression (usually head of company or organisation) – state why.
- 7 Wish everyone good health and a prosperous future.

**NOTE:** These suggestions are applicable to all farewell speeches.





### 3.13 Example of a speech in response

(For example, a farewell speech)

In this case a professor says farewell to his or her faculty colleagues and friends after a farewell tea party and farewell speech by the Dean of the Faculty.

‘You are, no doubt, all familiar with the saying “Old soldiers never die, they simply fade away.” In the same vein, it can be said “Old professors never die, they simply lose their faculties.” Before losing all my “faculties”, I have decided to retire – fortunately, honourably – with the hope that I am still capable of saying a few meaningful words of farewell.

‘I hope you will grant me a few moments to say what I have to say, knowing full well that I am risking saying something that I should not be saying, and not saying what I should be saying. In other words, finding myself in the same dilemma as a VIP recently found himself. This is how it happened. He was asked to address first a group of young soldiers and then a home for the elderly. All set and clear. His rousing speech for the soldiers went off well and he finished off with the Afrikaans expression “*vasbyt manne – min dae!*” (“hang in there – it’s almost over!”). At the home for the elderly, things also went according to plan until almost at the end, when he absentmindedly repeated the same conclusion: “Hang in there folks – not long now!” Needless to say, this did not go down at all well!

‘Thank you for your kind words; most of them probably spoken more out of consideration and politeness than because I really deserve them. And though I recognise the realism of Mark Anthony’s famous words: “We are here to bury Caesar, not to praise him”, it is nevertheless good to hear that I was able to contribute towards the pursuit of the admirable goals of our faculty.

‘It was an honour and a privilege to be associated with you as a team over an era that stretched from “talk and chalk” to “publish or perish”. A memory that will always remain with me. We are blessed with a good captain in the person of Herb Johnson – but, unfortunately, punished with a less good vice-captain – not that John is a poor player or leader, on the contrary, he is simply “too big” for his post – a man destined for





higher things – which I am convinced he will achieve. He is a man who is caught between Newton's theory, which states that "what goes up, must come down" and the law of economics, which says "not on your life!"

'To get back to our Dean, Herb, I would like to express my sincere appreciation for the masterly way in which he steers and motivates this heterogeneous heard of his; a flock of builders and breakers. He certainly has an ability to apply the law of psychology correctly – and to push those who lean too far to the right or to the left, back in line. Truly a formidable task for someone in such a "hot seat", with pressure from the top, the bottom, and from all around as well. I wish you strength, Herb!

'And to all the other players in the faculty team – the forward, back and wing players, the pace-setters, pace-keepers, strugglers and stragglers – my sincere thanks and appreciation for your friendship throughout the years – I have grown to love each one of you in a special way. Yes, and even the students – both the regular and the distance students. A special word of thanks to our women who always made sure that there was always something special in the air – in the beautiful words of Keats: "a thing of beauty is a joy forever." On a more sombre note, I would like to pay tribute to our deceased colleagues Danny, Bill and Bert. May we never forget their work and what they left us.

'I conclude with the following words by the to-me-unknown writer; a kind of retrospection, or the last post:

Let us be contented with what has happened to us and thankful for all we have been spared. Let us accept the natural order in which we move. Let us reconcile ourselves to the mysterious rhythm of our destinies, such as they must be in this world of space and time. Let us treasure our joys but not bewail our sorrows. The glory of light cannot exist without its shadows. Life is a whole, and good and ill must be accepted together. The journey has been enjoyable and well worth making – once.

Fare thee well.

**NOTE:** Note in particular the way the speaker says his farewell, and thanks his colleagues for their friendship and co-operation. Also note the use of language, style and humour.



## APPENDIX 4

### Evaluation form based on the performance of a speaker



Critical elements in judging a speaker's performance in verbal and non-verbal communication, in other words, his or her ability to use all the critical elements in speech-making.

Use the following scale to assess each element:

- 5 – Brilliant and outstanding
- 4 – Good
- 3 – Average
- 2 – Unsatisfactory
- 1 – Poor

#### 1 INTRODUCTION

- Benefits involved in mastering the art of verbal communication
- Obstacles on the road to success
- Rules to overcome one's fear of public speaking

#### 2 SPEAKER'S OWN PREPARATION

- Choice of suitable subject
- Crux and aim of the speech
- Breakdown of subject – matter or problem – into separate options
- Analysis and recording of subject in steps and key points
- Suitable examples
- Suitable location
- Rehearsal of all the steps and key points

#### 3 PREPARATION OF THE AUDIENCE

- Listeners put at ease
- Interest of the group members stimulated

#### 4 PRESENTING THE MESSAGE TO THE AUDIENCE

- Position on stage
- Suitable material
- Comprehensive explanations



- Illustrations
- Use of correct grammar
- Eye contact with the audience
- One aspect at a time
- Emphasis on key points
- Brief pauses after each step and its key points
- Clarity
- Body language
- Suitable pace
- Enthusiasm and self-confidence
- Fluency and eloquence
- Reaching a conclusion
- Making a recommendation


## 5 ROUNDING OFF THE SPEECH

- Listen and read
- Draw up a framework
- Persevere until success is attained




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