



ПОЛУЧИТЬ БЕСПЛАТНУЮ КОНСУЛЬТАЦИЮ

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1. Winston Churchill gave a famous speech during World War II as Britain faced invasion from Nazi Germany:

«Even though large tracts of Europe and many old and famous States have fallen or may fall into the grip of the Gestapo and all the odious apparatus of Nazi rule, we shall not flag or fail. We shall go on to the end, we shall fight in France, we shall fight on the seas and oceans, we shall fight with growing confidence and growing strength in the air, we shall defend our Island, whatever the cost may be, we shall fight on the beaches, we shall fight on the landing grounds, we shall fight in the fields and in the streets, we shall fight in the hills; we shall never surrender, and even if, which I do not for a moment believe, this Island or a large part of it were subjugated and starving, then our Empire beyond the seas, armed and guarded by the British Fleet, would carry on the struggle, until, in God's good time, the New World, with all its power and might, steps forth to the rescue and the liberation of the old».

Identify the type of this speech.

2. Below is the text about coffee:

«I drink a lot of coffee, so I was wondering how that might affect my health. This inspired me to do some research on the subject, which made it the perfect topic on which to base my sample speech. It's something in which I have an interest and something I have researched thoroughly (and therefore know something about!).

I hope you enjoy it and can use it as an example for writing your own informative speech.

Today, I'd like to give you some of the facts about caffeine and its effects on your body. I may not cause you to change your coffee consumption, but at least you'll be better informed about what you are putting into your body.

I'm going to talk about the beneficial effects of caffeine, the negative effects and discuss what are considered to be 'safe' levels of caffeine consumption.

Let's start with the good news. Caffeine, which comes from the leaves, seeds and fruits of about 63 different plants, is well known as a stimulant. That's why people drink it, right?

Caffeine does help you wake up and feel more alert and it has been shown to increase attention spans. This is a beneficial effect for people who are driving long distances and for people who are doing tedious work. Calling this a health benefit may be stretching it, though staying awake while you are driving a car definitely contributes to your well-being!

Caffeine also contains antioxidants, which have been shown to have cancer prevention qualities.

The negative effects of caffeine are largely dependent on how much you consume.

When consumed in small quantities - for example, when you have one cup of coffee or one soda - caffeine can increase your heart rate, cause you to urinate more (which can cause dehydration) and prompt your digestive system to produce more acid.

In larger amounts, caffeine can cause you to have headaches, feel restless and nervous, be unable to sleep, and even - in very large quantities - to have hallucinations. (Don't try that at home!)

When larger amounts of caffeine (over 600 mg per day) are ingested over long periods of time, they can cause sleep problems, depression and digestion issues.

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According to a Medline article on the National Institutes of Health website, having caffeine in your diet is not of any benefit to your health, but by the same token moderate consumption is not considered harmful.

They say that having up to three eight-ounce cups of coffee a day - or 250 mg of caffeine - is considered (quote) «average or moderate». Ten cups of coffee a day is considered excessive. Also, remember that the amount of caffeine per cup can vary greatly depending on the type of beans that are used and the strength of the brew.

Most sodas with caffeine, unless they are specially enhanced, have about 35 mg of caffeine per eight ounces. This means that you don't have to worry TOO much unless you are drinking several two-liter bottles per day. Also, the effect of caffeine on you personally will depend on a number of factors, such as your weight, general health, mood and personal sensitivity to caffeine.

As you can see, caffeine can have both positive and negative effects on our health and well-being. Nevertheless, the bottom line is that if you drink your coffee or sodas in moderation, you don't have to worry too much.

So, the next time you are wondering whether or not you should have that second cup of coffee to perk you up, relax. At least now you know what it will - and won't - do for you!«.

Identify the type of speech in the text.

3. Anthony Campanelli, a partner with Deloitte Financial Advisory Services LLP's forensics and investigations team, has had to deliver negative news to clients on multiple occasions. It's evident they won't be happy to hear it and will be ready to express their negative thoughts and comments.

Identify the type of audience.

4. John Richardson is trying to convince first-year college students to avoid credit card solicitors on campus. The students are not passionate about the topic or speaker, because they do not have enough information and they are not aware that they should be concerned.

Identify the type of audience.

5. Below is a description of the effective public speaking skill:

“Fear of public speaking is normal but berating yourself for fostering such a fear is abnormal. It would be far more productive to generate positive thoughts and direct your fearful energy into that of determined practice to ensure success in your public speaking stint. Avoid phrases such as “I will never master it!” “I’m no good at this” as they all represent fear of failure which is trying to repress you within your comfort zone”.

Which skill of effective public speaking is referred to in the description?

6. Below is a description of the effective public speaking skill:

“Your listeners are the determinants of how well you spoke rather than how well you think you spoke. The words you use, the choice of language, the punch lines, the sense of humor and more should all be considerate of the people sitting in the audience. The audience will be much more attentive and responsive when they hear the message being spoken in a language

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26. Put five rhetoric canons into the correct order:

27. An audience-centered approach means that ... (укажите 2 варианта ответа)

28. The audience demographic analysis process explores factors such as ... (укажите 4 варианта ответа)

29. Friendly audience are most ...

30. The main questions referred to situational audience analysis are about ... (укажите 2 варианта ответа)

31. Demographic, behavioral, and cultural characteristics consist of ... (укажите 4 варианта ответа)

32. Physical characteristics include ... (укажите 2 варианта ответа)

33. ... audience are the people who are really interested in the subject and support the speaker

34. It is recommended for .... audiences to use some specific actions such as stressing common ground, presenting statistics/data that is clear to conclude from

35. If your audience is ..., don't exaggerate or drag your points since they may distract or even offend the audience

36. The situational audience analysis can include such questions as "... " (укажите 2 варианта ответа)

37. Conor Neill distinguishes four types of audience for public speaking: hostile, friendly; apathetic and ...

38. Given the limited choices perceived, a ... audience might give only grudging attention

39. A ... is a set of printed or written questions with a choice of answers, devised for the purposes of a survey or statistical study

40. ... audience is a particular group at which a performance or speech is aimed

41. According to Conor Neill, if your audience is ..., your purpose is to first convince them that it matters for them

42. According to Grice and Skinner, a ... expresses a judgment of what is desirable and undesirable, right and wrong, or good and evil

43. Match the characteristics of audience analysis and the examples:

44. Match the type of analysis and the aspects:

45. Put the steps of a presentation in front of the Uninformed audience in correct order:

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46. Put the steps of audience analysis into the correct order:

47. Before presenting to an audience, you must ...

48. Figurative language such as ... could be the best tool to explain difficult concepts effectively (укажите 2 варианта ответа)

49. The use rhetoric questions creates ... (укажите 2 варианта ответа)

50. Power-point slides, bullet points on white boards, brochures which help the audience digest the information faster and quicker are called ...

51. You can express humor through nonverbal communication in ways such as ... (укажите 2 варианта ответа)

52. For the conclusion of the speech you can use such phrases as “...” (укажите 2 варианта ответа)

53. For thanking the audience you can use such phrases such as “...” (укажите 3 варианта ответа)

54. The phrase “I’d like you to think about the significance of this figure here” is used for ...

55. To highlight information in the main part of the speech you can use such phrase as “...” (укажите 2 варианта ответа)

56. Typical linking word for explaining results, outcome and consequences is “...” (укажите 2 варианта ответа)

57. A ... word is a word or phrase which links parts of a sentence, or two sentences together

58. A ... is a verb form which is formed by adding “-ing” to the verb: e.g. “sleeping,” “drawing,” “swimming”

59. ... is information that can be received instantly after your finish speaking, in private as you ask how you did, or at the end of the presentation you can ask the audience to email them

60. Visual ... are items of illustrative matter, designed to supplement written or spoken information so that it can be understood more easily

61. “However,” “although,” “therefore,” “in spite of,” “nevertheless,” are examples of ... linking words

62. “But,” “because,” “and,” “so,” are examples of ... linking words (also called conjunctions), which we use frequently

63. Match the elements of influencing the audience with tips for using them in your speech:

64. Match the types of linking words and their examples:

65. Put the steps of preparing the speech in the logical order:

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85. Match the public speaking skills and their characteristics:

86. Put the phrases in the logical order in the presentation:

87. Helen made a speech about how to draw a portrait. She spent all of their time putting together content, felt really confident but remained inside the information bubble, forgetting that establishing lines of communication with listeners is all-important. She was comfortable with their talking points, and not comfortable with people at all. She had an interesting speech with great visual aids, but didn't look at the audience or answer their questions.

Identify which skills Helen should improve (укажите 2 варианта ответа).

88. An audience is ...

89. Possible methods of audience analysis include ... (укажите 2 варианта ответа)

90. Knowing the age of the target audience is important because ... (укажите 2 варианта ответа)

91. Psychographic information involves such things as ... (укажите 4 варианта ответа)

92. Physical characteristics consist of ... (укажите 4 варианта ответа)

93. Psychological characteristics consist of ... (укажите 3 вариантов ответа)

94. It is recommended to use some specific actions for hostile audiences such as ... (укажите 3 варианта ответа)

95. The passive forms are used in the following sentences: ... (укажите 2 варианта ответа)

96. An... approach means that in order to prepare, it is important to know the audience and adapt the message to them

97. Gender, marital status, race and ethnicity, socioeconomic status are the factors of ... analysis

98. ... is a learned predisposition, a feeling held toward an object, person, or idea that leads to a particular behaviour

99. An audience analysis that focuses on characteristics related to the specific speaking condition is called ...

100. The type of audience that gathers because they want to hear the speech, attend the event or participate in an event is a ... audience

101. The type of audience that should be present or feel obligated to hear the speech, attend the event, or participate in an event is a ... audience

102. A society for female students in university or college is called ...

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103. The type of audience that consists of egocentric people who question your claims and defend their views is ... audience
104. Conor Neill distinguished four types of audience for public speaking – friendly, uninformed, hostile and ...
105. The type of audience that consists of people who have come to learn a deep understanding of the subject is ... audience
106. Match types of audience and its purpose:
107. Put the steps of audience analysis in the correct order:
108. Eva – a university student – wants to give her class an informative speech on healthy food. They get on really well and they are interested in healthy lifestyle.  
Identify the type of audience.
109. Public speaking is the process of ...
110. Effective public speaking can help in ... (укажите 3 варианта ответа)
111. Basic reasons to speak in public are ... (укажите 2 варианта ответа)
112. Ceremonial speeches may include ... (укажите 3 варианта ответа)
113. Ceremonial speech should include ... (укажите 2 варианта ответа)
114. Demonstrative speech is...
115. Informative speeches are those that ...
116. The types of presentation styles are ... (укажите 3 варианта ответа)
117. There are the following strong points of impromptu delivery: ... (укажите 2 варианта ответа)
118. The problem with memorized delivery overall is that ...
119. ... speaking is speaking with the goal in mind to convince your audience of your idea or point of view
120. Speakers who use this style tend to use large and colorful slides with small quantities of text – It is a ... presentation style
121. There are four most common delivery methods: manuscript, memorized, extemporaneous delivery and ...
122. Speaking from a written or printed document that contains the entirety of a speech is called ... delivery

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123. Speeches given during a ceremony or a ritual marked by observance of formality or etiquette are called ... .

124. A speech or piece of writing that praises someone or something highly, especially a tribute to someone who has just died is called ... .

125. Persuasive speeches use many different communication skills to create the greatest impact, they are: tone of voice, body ... , crafting your message.

126. ... is a part of speech that introduces main points of your speech

127. Match the points of the presentation to the questions they may raise:

128. Put in the correct order three main components and one additional of persuasive speech structure:

129. Below is a speech sample:

1. Introduction

A. Today I am going to walk through with you the steps on how to create a sock bun. This new up-do style was made popular in the Hollywood scene and although we are not celebrities, ladies, you too can create this style in a few simple steps.

B. Sometimes a regular bun can become messy, especially if you've been outside all day and the wind is blowing; however, with a sock bun, it will be secure all day and you won't have to worry about it. Throughout my presentation, I will walk you through the steps on how to tease, roll, and pin in your sock bun using the «donut,» a few pins, and some hairspray.

2. Body

A. Gather all materials

1. Hair tie and «Donut»

2. Hairspray and bobby pins

3. Comb and mirror

B. Hair in a ponytail

1. Security and high or low

2. Create pony tail with hairspray and comb

C. Apply «donut» to ponytail

1. Helps create bun look

2. Place «donut» on top of ponytail

D. Teasing hair

1. Full coverage of «donut»

2. Hold straight and tease downward

E. Rolling hair with «donut»

1. Pull «donut» to end of ponytail

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