

# **SPEAK to CONQUER**

## **THEORY AND PRACTICE**

**112 sample speeches to inform,  
persuade, entertain; for special  
occasions; and for impromptu  
sessions**

**DR ELIZABETH JAYA JOSEPH  
SUBRAMANIYAN A. NAMBIAR**

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**SPEAK TO CONQUER - Theory and Practice**  
**(Dr Elizabeth Jaya Joseph and Subramaniam A. Nambiar)**

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**Most names, places, dates, and things mentioned in the sample speeches in this book are concocted and thus fictitious.**

**They bear no resemblance or relationship to real people (living or dead), events and things.**

## FOREWORD

The authors Dr Elizabeth Jaya Joseph and Subramaniyan A. Nambiar have used their expertise and experience in public speaking to come up with this book entitled, "Speak to Conquer." They must be commended for their initiative in wanting to reach out to others who would like to conquer their fear of speaking in public and become confident speakers.

This book will no doubt serve as a useful tool for all who are interested in enhancing their public speaking abilities. As we are aware, public speaking skills are paramount in all areas of life and whether you are a student, teacher, academician, professional, businessman, corporate leader, or politician, you can benefit from this book. In this global era of rapid communication, public speaking skills can improve our chances of success and our relationship with others.

The book covers the fundamentals of public speaking in a comprehensive, concise, and easy-to-read format that does not overwhelm the reader. The organization of the different aspects of communication, especially Part One through Part Five, is meticulously handled. The memory aids, A-Z of tips, highlights of public speaking, remedies for bloopers, checklists, poetic power, and quotable quotes in Part Eleven are unique features. The authors even encourage readers to use short poems to enliven speeches.

What I find to be interesting and novel about this book compared to other public speaking books, is that it has a vast spectrum of sample speeches that cover all the main kinds of speeches such as speeches to inform, persuade and entertain. It also covers speeches for special occasions and impromptu sessions that can have an impact on the audience. Reading the speeches is not only a delight but also tells us indirectly the way to write good speeches that can have an impact on the audience.

This book will be a useful guide for training people who are interested in improving their public speaking skills and who want to become confident, eloquent and effective speakers. I urge all interested readers, both aspiring and veteran speakers, to read this book as it can help in personal and professional growth.

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Over the years he has conducted in-house seminars and has also given talks on debt recovery, labour law, banking law and other specific areas of law as required by corporate clients. He has contributed a number of articles to the local newspapers, and in local and international journals. He was a member of Toastmasters International.

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## REVIEWS

“This book is a very thorough guide to all students studying communication skills as well as to those who are already involved in public speaking. The chapters are arranged in a logical sequence to cover a wide range of topics. The best part of this book is the variety of sample speeches with local flavour. This is a book written by experienced public speakers who have a passion for the subject and have compiled considerable useful material which can benefit a wide range of readers.”

Dr Devikamani Menon  
Former Senior Lecturer  
Faculty of Languages & Linguistics  
University of Malaya  
Kuala Lumpur, Malaysia

“Speak to Conquer is an excellent and handy guide for students, teachers and anyone who has to make presentations in public. The Malaysian examples of the speeches serve the local cultural needs of the public. A must read for those aspiring to be effective speakers.”

Dr Kiranjit Kaur  
Associate Professor  
Faculty of Communication & Media Studies  
Universiti Teknologi MARA  
Selangor, Malaysia

“Speak to Conquer is an ideal book for individuals who want to enhance their public speaking skills and impress their listeners. A ‘must-have’ book in one’s collection.”

Dr Logeswary Doraisamy  
Former Principal Assistant Director  
Inspectorate and Quality Assurance  
Ministry of Education  
Putrajaya, Malaysia

“Most people need to speak in public when the need arises. This thorough and meticulously conceived book can definitely help anyone wanting to acquire public speaking skills.”

Dr Patrick Navin Sargunam  
Medical Officer  
Department of Obstetrics & Gynaecology  
Hospital Klang  
Selangor, Malaysia

“Public speaking is an essential communication skill that all tertiary students need to possess as they prepare to venture into the competitive world. This book is crucial for their career development.”

Dr Sebastian Koren Francis  
Former Assistant Professor  
Faculty of Arts & Social Sciences  
Universiti Tunku Abdul Rahman  
Perak, Malaysia

## PREFACE

Acquiring public speaking or speech communication skills is not an option in the borderless world of ours where communication and interaction are increasingly becoming important. It's a necessity. Whether we're in academic institutions or in the workforce, as long as there's a need to communicate with people there'll be a need for public speaking skills. The ability to speak convincingly is crucial in most professions and is not limited to orators and debaters. The need for effective speaking skills will be felt by most of us at some time in our lives especially when we attend job interviews, make oral presentations, and vie for promotions. For those in leadership positions, effective communication is paramount, for the ability to speak well is a mark of good leadership. The benefits of being a successful public speaker are immense and the good news is that public speaking skills and techniques can be studied, acquired and polished.

Going through books available on public speaking, we've realised that there're a number of books that exalt the importance of public speaking, teach ways to enhance speaking skills and show the route to effective public speaking. But these books provide only a few sample speeches for aspiring speakers to emulate and learn. Ample sample speeches on various topics and themes are just as important as telling people about principles and procedures of effective public speaking. Thus, this book was conceived to fill the gap in public speaking books currently available. It's a book that not only covers the essential principles, skills, and techniques of public speaking but it's also a compendium of sample speeches that can be a springboard from which aspiring speakers can work on their own speeches. Veteran public speakers too will find this book refreshing. This book covers the main types of speeches, namely, speeches to inform and convince; persuade and inspire; as well as entertain and humour. It also covers speeches for special occasions and for impromptu sessions.

Every sample speech in this book adheres to a proper structure. It has a topic or theme and starts with a stimulating introduction to get the attention of the audience from the start. This is followed by a systematically structured body of the speech that develops the central idea with a number of main points. These points are supported with explanations, examples, illustrations, analogies, quotations, testimonies, and statistics to drive the message home. Finally, there's a thought-provoking conclusion that can leave a lasting impression. The sample speeches are mainly narrative, descriptive, and expository accounts on subjects of interest.

The principles, guidelines, and tips in this book together with the variety of sample speeches will appeal to youths and adults from all levels of society who have the common aim of wanting to speak more effectively, becoming empowered individuals, and desiring to spread their ideas and influence through their oratorical skills.

Stephen E. Lucas in his book, "The Art of public Speaking," has said that the three major goals of public speaking are to inform, to persuade, and to

entertain and that they're also the three major goals of everyday conversation. So, to be a good conversationalist or to be an effective public speaker, it'll do us good to read widely books on public speaking especially those with a variety of sample speeches. It'll also be a good idea to attend public speaking courses and seminars as well as to join public speaking clubs such as Toastmaster Clubs.

Thank you for purchasing this book as it is for a good cause. God Bless!

*"IF READING MAKES A FULL MAN,  
SPEAKING MAKES A CONFIDENT MAN"*

## INTRODUCTION

### THANK YOU AND CONGRATULATIONS ON GETTING THIS BOOK

### YOU HAVE TAKEN THE FIRST STEP BUT HOW CAN YOU BENEFIT FROM THIS BOOK? BY BEING **P-R-E-P-A-R-E-D**

#### **PREPARE:**

Prepare mentally and emotionally by telling yourself that by reading this book you'll stand to gain immensely. The route to success in any endeavour is by being prepared.

#### **READ:**

Read thoroughly every chapter in this book with understanding. Internalize every idea that you feel is new but essential.

#### **ENUMERATE:**

Enumerate all the important points that you'll like to remember and review them now and then.

#### **PRACTICE:**

Practice using all the important points gathered in a conscious manner at every chance or opportunity you get to speak in public.

#### **APPLY:**

Apply all the skills and techniques learnt constantly and consistently till they become second nature to you.

#### **REAP:**

Reap the rewards of your efforts and let that spur you to greater heights in public speaking.

#### **EVALUATE:**

Evaluate yourself after every speech assignment. In this way you'll improve tremendously.

#### **DARE:**

Dare to excel and be a confident, competent, and charismatic public speaker. Challenge yourself and soar like Johnathan Livingstone Seagull.

***"HAVE THE DESIRE, FAITH, AND EXPECTATION  
TO BE A PUBLIC SPEAKER PAR EXCELLENCE"***

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