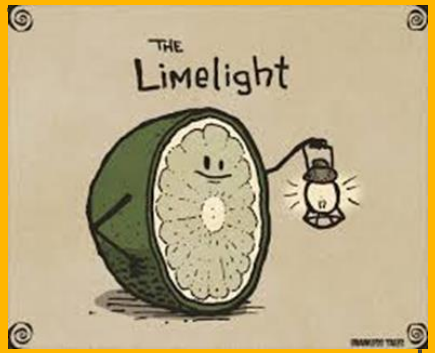
CoP Head Start:
Teacher alumni series (5)



‘Under the limelight’ -
English activation through public speaking

Joanna Wong (Tuesday 6 November 2018)
WLB208, Hong Kong Baptist University

Background

Target students: S1

Module: Computer games and technology

Unit: Connected with the world

Task: Introducing a new application (app)

Language focus: Speaking

Previous knowledge

The students have learnt:

- the basic structure of a speech
- the Belt and Road initiative and map
- vocabulary items about mobile apps
- the use of rhetorical questions to engage an audience
- the use of similes and metaphors to establish semantic links
- the use of adjectives to describe emotions

Learning objectives (outcomes)

By the end of the lesson, students should be able to -

1. state the **elements** of a good speech
   - repetition of words
   - rhetorical questions
   - facts/numbers/data/quotes
   - examples
   - similes and metaphors
   - emotional words/appeal
   - inclusive 'we'/'us'

2. identify the **techniques** that Steve Jobs used in his 2007 speech.

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Becoming a great speaker

and writing a good speech

Who wants to be a great speaker?

2018
21世纪英语演讲比赛
第二十三届中国日报社
"21世纪·可口可乐杯"
全国
英语演讲
比赛
The 23rd China Daily
21st Century · Coca-Cola Cup"
onal English Speaking Competition
NASC
NATIONA
ENGLISH
SPEAKIN
COMPET
第二十三届中国日报社"21世纪·可口可乐杯"全国英
The 23rd China Daily "21st Century · Coca-Cola Cup"National English Speal
全国半决赛·大学组
National Semifinals·College Category
2018
21世纪英语演讲比赛

What makes a good speech?

An example

‘What benefits does the Belt and Road initiative bring us? With Belt and Road, we are constructing a home, a home that is inhabited by and unites people from all around the world. So far yet so close. Isn’t this fantastic?’

(Joanna Wong)

Is this a good speech?

What techniques are used by the speaker?

What techniques are used?

'What benefits does the **Belt and Road** initiative bring us? With **Belt and Road**, we are constructing **a home, a home** that is inhabited by and unites people from all around the world. So **far** yet so **close**. Isn't this **fantastic**?'

(Joanna Wong)

Repetition of words	Rhetorical questions
Emotional words/appeal	Inclusive 'we'/'us'

7 elements of a good speech

1. Repetition of words
2. Rhetorical questions
3. Facts/numbers/data/quotes
4. Examples
5. Similes and metaphors
6. Emotional words/appeal
7. Inclusive ‘we’/’us’

The speech...

Did you know?

Steve Jobs, the **Apple founder**, introduced **iPhone 4** in **2007** (when you were little).

Did he give **a good speech**?

Listen on…

https://www.youtube.com/watch?v=GK55ElsVzxM

Task 1: The speech and more

Read **Extracts 1-3** from the **2007 speech** of **Steve Jobs** for his **introduction/launch of iPhone 4**.

What did he say? What **techniques** did he use?

- Underline the relevant words, sentences or questions.
- Circle the use of inclusive 'we'/'us'.
- ***Write down*** the techniques that are used.

Speech analysis

In groups,

- ❑ **read and analyse** the extracts of the speech; and
- ❑ **compare notes** with your mates.

An example

[Extract 1]

https://www.youtube.com/watch?v=GK55ElsVzxM

'An iPod, a phone, and an Internet communicator. An iPod, a phone … Are you getting it? These are not three separate devices, this is one device, and we are calling it iPhone.' (Steve Jobs)

Is this a good speech?

What techniques are used by the speaker?

An example

[Extract 1]

https://www.youtube.com/watch?v=GK55ElsVzxM

'An iPod, a phone, and an Internet communicator. An iPod, a phone … Are you getting it? These are not three separate devices, this is one device, and we are calling it iPhone.' (Steve Jobs)

we

Repetition of words

A rhetorical question

Inclusive 'we'

A recap: 7 elements of a good speech

1. Repetition of w____
2. Rhetorical q_____
3. Facts/numbers/data/q_____
4. Ex_____
5. S_____ and _____
6. E_____ words/appeal
7. Inclusive '__'/'__'

Task 2: The speech challenge

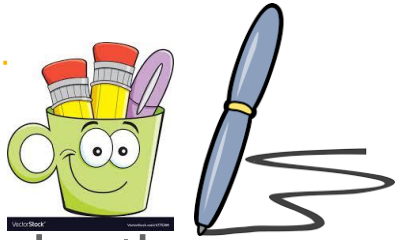
Read **Extract 4** from the **2007 speech** of **Steve Jobs**. ***Rewrite*** the lines with some of the **elements of a good speech** to make the **Apple founder** an even **better speaker**!

Speech practice

In pairs, take turns to be a speaker and a listener:

- ❑ As a **speaker**, **read and expand** the extract of the speech.
- ❑ As a **listener**, attend to the **techniques** used by the speaker.

The speech challenge…

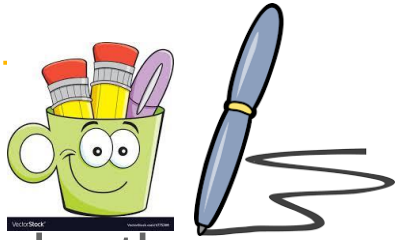


‘I can take any of these pictures and (uh) I can make them bigger and (and uh), so let me go ahead and get the camera back up. Yeah, there it is right there. I can (uh)... I can just take my fingers and I can… We call it the pinch. I can bring them closer together and move them further apart to make it bigger or smaller. And so I can just move them further apart and stretch the image.’ (Steve Jobs)

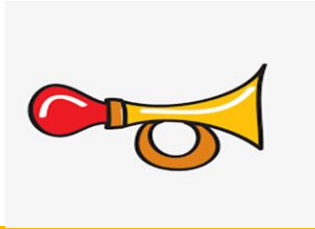
Speak to your audience.

What additional techniques are you going to use for effect?

The speech challenge…



‘I can take any of these pictures and (uh) I can make them bigger and (and uh), so let me go ahead and get the camera back up. Yeah, there it is right there. I can (uh)... I can just take my fingers and I can… We call it the pinch. I can bring them closer together and move them further apart to make it or smaller. And so I can just move them further apart and stretch the image.’ (Steve Jobs)



Listen to the speaker.

What additional techniques are used by the speaker for effect?

Next class...

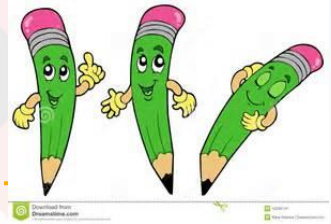
Situation:

You are a student representative on our **School Development Committee**.

You are going to develop a new app for our school.

Task:

- Discuss in groups **a new app** that our school needs the most.
- Write **a speech** to introduce the new app in a morning assembly.



Afterthoughts...

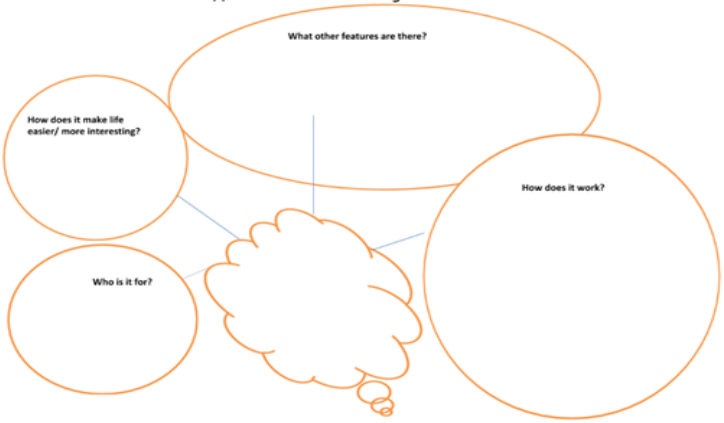
- To adopt or adapt?

Units 7 and 8/ Long Writing Preparation/ Group Discussion Date:_____

Group members: _____

Task: You are going to take on the role of an app developer and are going to develop a new app for the school.

What kind of app do you want to develop?

- App for **food** lovers (e.g. Foodpanda, Openrice)
- App for the **health-conscious** (e.g. Fitness Pal, Waterlogged)
- App for **fun** (e.g. Voice Changer Fun, Lie Detector, Action Movie FX)
- App for **socialising** (e.g. Facebook, Snapchat, Instagram)
- App for **organising your life** and increasing your **productivity** (e.g. Evernote, Spende)

Think of an app that is fun, interesting and makes our lives easier.