

Name: _____
Date: _____

**Under the limelight:
English activation through public speaking**

S1 English

Situation: You are a student representative on the **School Development Committee**. You are going to develop **a new app** for your school and give **a speech** in a morning assembly.

Did you know?

Steve Jobs, the Apple founder, introduced **iPhone 4** in 2007 (when you were little). Did he give **a good speech**?



Task 1: The speech and more

Listen to **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?

Repetition of words	Rhetorical questions	Facts/numbers/ data/quotes	Examples
Emotional words/appeal	Inclusive 'we'/'us'	Similes (using 'like' or 'as' to make a comparison) ----- Metaphors (without using 'like' or 'as' to make a comparison)	

Now read the extracts and learn what makes the Apple founder **a great speaker**.

In groups,

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

Instructions:

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

<p>The speech https://www.youtube.com/watch?v=GK55EIsVzxM</p>	<p>Techniques</p>
<p>[Extract 1]</p> <p><u>An iPod, a phone</u>, and an Internet communicator. <u>An iPod, a phone</u> ... <u>Are you getting it?</u> These are not three separate devices, this is one device, and we are calling it iPhone.</p> <p>Today, today, Apple is going to reinvent the phone, and here it is. No, actually here it is, but we're gonna leave it there for now...</p> <p>How are we gonna take this to a mobile device? What we gonna do is get rid of all these buttons and just make a giant screen. A giant screen. Now, how are we gonna communicate this? We don't wanna carry around a mouse, right? So what are we gonna do? Oh, a stylus, right? We're gonna use a stylus! No. No.</p> <p>We're gonna use the best pointing device in the world. We're gonna use a pointing device that we're all born with – we're born with ten of them. We're gonna use our fingers. We're gonna touch this with our fingers. And we have invented a new technology called multi-touch, which is phenomenal. It works like magic.</p> <p>[Extract 2]</p> <p>To unlock the phone I just take my fingers and slide it across, alright? Wanna see that again? I'm in artists right now. Well, how do I scroll through my lists of artists? Now, let me show you something else. I just take my unit here, and I turn it landscape mode, oh, look what happens! I'm in cover flow.</p> <p>Wouldn't it be great – if you didn't – if you had six voicemails if you didn't have to listen to five of them first before you wanted to listen to the sixth? Wouldn't that be great if you had random access [to]</p>	<p><u>Repetition of words</u></p> <p><u>A rhetorical question</u></p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>

voicemail? Well, we've got it. Just like e-mail you can go directly to the voicemails that interest you.

You can see the m...uh button has changed to merge calls right there in the middle, so I just push that right here, and now, I've created a conference call.

[Extract 3]

We have been very lucky to have brought a few revolutionary user interfaces to the market in our time. First was the mouse. The second was the click wheel. And now, we're gonna bring multi-touch to the market. And each of these revolutionary user interfaces has made possible a revolutionary product – the Mac, the iPod and now the iPhone.

Now, to conclude with the Internet device section here, I wanna show you something truly remarkable, which is, Google Maps on iPhone. I hit our maps application here and it's coming up. And it shows us North America, and I'm gonna go to Moscone West. That's where we are right now. And here we are. Boom. So I can pick that one if I want, and I can even go look at that Starbucks, and there it is, and let's give [th]em a call...



Task 2: The speech challenge

Listen to **Extract 4** from the **2007 speech** of **Steve Jobs**.

Now read the extract and **rewrite** the lines with some of the **elements of a good speech** to make the Apple founder **an even better speaker!**

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.



[Extract 4]

'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)