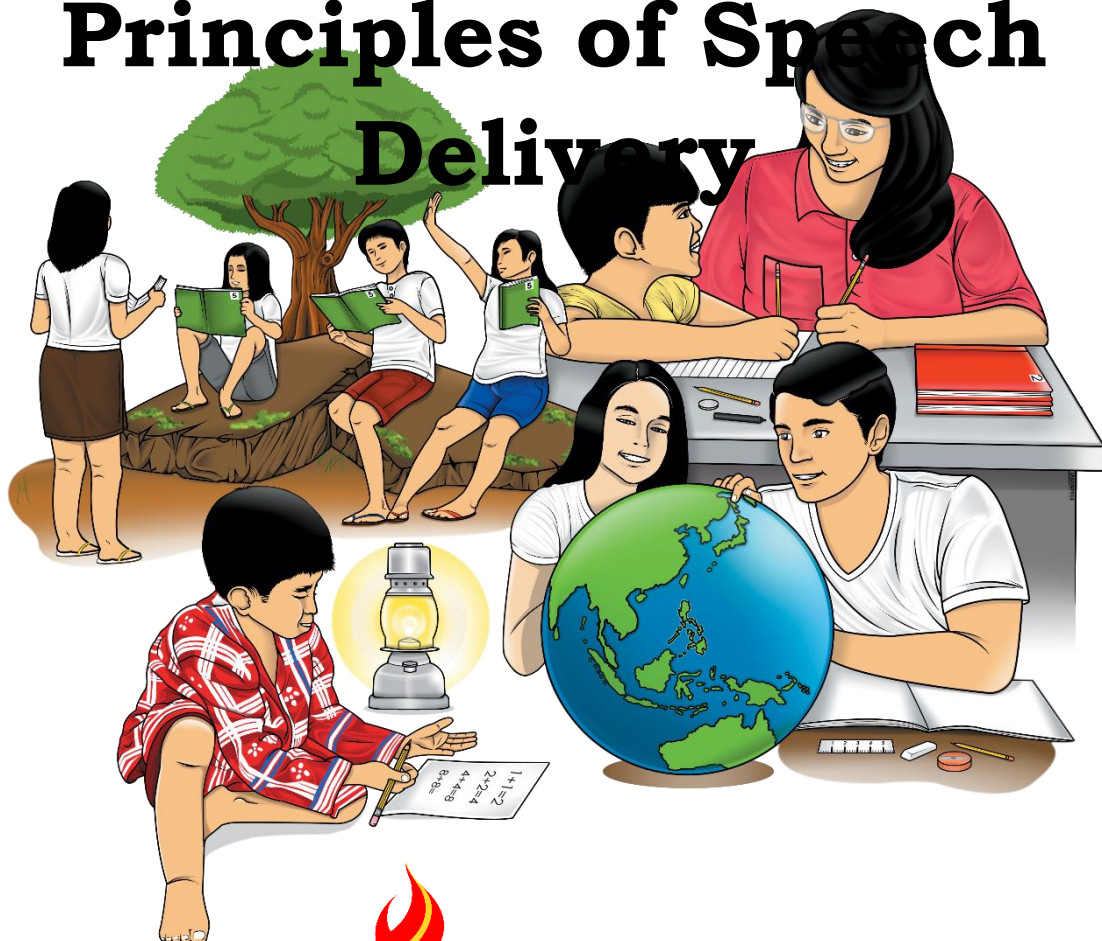


# Oral Communication in Context

## Quarter 2 – Module 11: Principles of Speech Delivery



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**Oral Communication  
Alternative Delivery Mode  
Quarter 2 – Module 11: Principles of Speech Delivery  
First Edition, 2020**

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Senior High School

**Oral  
Communication  
in Context**

**Quarter 2 – Module 11:  
Principles of Speech  
Delivery**

# Introductory Message

This Self-Learning Module (SLM) is prepared so that you, our dear learners, can continue your studies and learn while at home. Activities, questions, directions, exercises, and discussions are carefully stated for you to understand each lesson.

Each SLM is composed of different parts. Each part shall guide you step-by-step as you discover and understand the lesson prepared for you.

Pre-tests are provided to measure your prior knowledge on lessons in each SLM. This will tell you if you need to proceed on completing this module or if you need to ask your facilitator or your teacher's assistance for better understanding of the lesson. At the end of each module, you need to answer the post-test to self-check your learning. Answer keys are provided for each activity and test. We trust that you will be honest in using these.

In addition to the material in the main text, Notes to the teacher are also provided to our facilitators and parents for strategies and reminders on how they can best help you on your home-based learning.

Please use this module with care. Do not put unnecessary marks on any part of this SLM. Use a separate sheet of paper in answering the exercises and tests. And read the instructions carefully before performing each task.

If you have any questions in using this SLM or any difficulty in answering the tasks in this module, do not hesitate to consult your teacher or facilitator.

Thank you.



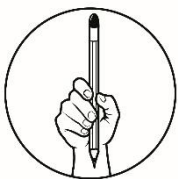
## ***What I Need to Know***

After learning the different principles, techniques and process in writing, setting a very clear objective you should have in your writing speech, using the principles of effective speech writing and exhibiting appropriate verbal and non – verbal behavior in a given speech context, you are now ready to deliver an effective speech.

Think of a speaker that one has heard and seen. Why do you think the audience would like speech? Is it the speaker’s confidence, articulation or pronunciation of words, appearance, or mastery of the language? All these answers are definitely correct. A good speaker has to have a clear voice and utter words understandably with the audience. The speaker also uses the right facial expressions and appropriate gestures. However, a great speaker talked directly to the audience with a convincing proposition and eye to eye contact. The speaker also moves with confidence on stage showing mastery of Public Communication. In this module, the learners are expected to understand wholeheartedly the principles of speech delivery.

After going through this module, you are expected to:

1. practice articulation, modulation, stage presence, facial expressions, gestures and movements and rapport with the audience; and
2. deliver a speech in an audience observing the principles of effective speech delivery learned.



## ***What I Know***

Directions: Below are the links of two speakers we have invited for today. Let’s watch them carefully and try to accomplish the template this module has provided for you. Here is the first link: <https://www.youtube.com/watch?v=XdK0uYjy85o>. Let’s watch this and jot down your observation based on what you have watched. Do the same to the second link: <https://www.youtube.com/watch?v=YivQYeI0vys>. Try to compare and contrast the two speakers by accomplishing the template below.

PRINCIPLES OF SPEECH DELIVERY	SPEAKER 1 OBSERVATION	SPEAKER 2 OBSERVATION
Areas to be focused on:		
1. Articulation		
2. Modulation		
3. Stage Presence		
4. Facial Expressions		
5. Gestures and Movements		
6. Rapport with the Audience		

Selected students share their answers in the class.

# Principles of Speech Delivery



## *What's In*

It is said that public speaking is a process of imparting ideas, sharing insights and giving information to broaden one's comprehension and experience. It is a kind of communication matter that involves a speaker delivering a prepared speech to an audience through both oral and visual symbols. According to Beeve and Beeve (1997), public speaking is both an art and science. An efficient public speaker crafts artfully and creatively a message while relying upon time – tested principles of human communication.

This lesson discusses about the different principles of speech delivery focusing on the speaker's articulation, modulation, stage presence, facial expressions, gestures and movements and the rapport of the speaker to his/her audience.





## ***What's New***

Directions: Go to [youtube.ph](https://www.youtube.com/results?search_query=Martin+Luther+King+Jr.+Speech) and type in [https://www.youtube.com/results?search\\_query=Martin+Luther+King+Jr.+Speech](https://www.youtube.com/results?search_query=Martin+Luther+King+Jr.+Speech). Watch and listen to the full version of Martin Luther King Jr. Speech entitled "I Have a Dream."

Using the chart below, try to scrutinize by honestly giving remarks or feedbacks to Martin Luther King's Speech.

<b>MY WORKSHEET CHART</b>	
Overall Reaction about the Speech	Remarks
1. What is the speaker trying to point out and the audience to know?	
2. Who do you think is the intended audience of the speaker? Why the particular group?	
3. What strategy(s) did the speaker use in order to make the speech an effective one?	
4. How do you feel about the speaker's ideas as you listened to the speech?	
5. Were you convinced by the speaker as you listened to the speech? Why or why not?	
6. If you were to rate Martin Luther King's Speech using the scale of 1-10 where 1 is the lowest and 10 being the highest, what rate could you give?	





## ***What is It***

### **Principles of Speech Delivery**

When we speak of Speech Communication, it always ends up with the concluding activity, which is the Speech Delivery. In this lesson, you will be honed on the different principles of speech delivery which will surely prepare you not only physically, mentally and emotionally but also confidently in facing an audience and delivered a great speech. The principles that this lesson will focus on will be thoroughly discussed.

There are several principles of Speech Delivery which an effective speaker needs to follow:

**The First Principle of Speech Delivery is Articulation.** When a speaker's words cannot be understood because of poor articulation, the speech might as well not have been delivered at all. Articulation refers to the clear pronunciation or diction and speech which is very essential in effectively transmitting the message. Word choice and grammatical correctness are necessary in writing the speech, but it is highly important to know by the speaker the correct way of saying a word, whether they are familiar or unfamiliar. It also includes proper breathing techniques together with the correct production of sounds that make up words contribute to an efficient articulation. **The Second Principle of Speech Delivery: Modulation.** Voice quality is the key when we speak of modulation. There is pleasant sounding voice which is soothing to the ears. On the other hand, there is sounding voice that is unpleasant to the ears. Something that sounds flat, high pitch and screeching to listen to. Modulation refers to the capability of the vocal tone to adjust to the resonance and timbre of the voice.

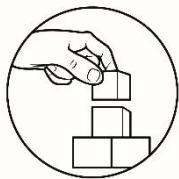
However, a microphone in any speaking engagement requires modulation as the amplifiers will resonate voices further. Nevertheless, with or without the microphone, the speaker should know how to produce a pleasant sound through his/her voice which will bombard the eardrums of the audience. If the speaker produces a well-modulated voice, the audience will pay attention to every details he/she will say. Hence, he/she will be heard and his/her purpose of delivering his/her message will be sent and received clearly and unmistakably.

**The Third Principle of the Speech Delivery is Stage Presence.** Stage Presence refers to the ability of the speaker to "own the stage," meaning to be able to fill the space and project his/her personality to the audience. However, the opposite of stage presence is stage fright, which is considered the topmost fear in the world of public speaking. There is a saying that "no one is immune from stage fright," the moment you stand in front of a large crowd you would always feel this fear. However, a good speaker though would feel fear in speaking in front of an audience should

only feel it in the beginning part of his speech and should always overcome the said fear. If the speaker manages overcoming his/her fear, chances are he/she would deliver the speech victoriously. Otherwise, the speaker will fail to transmit the message he/she has to send to his audience.

**The Fourth Principle of Speech Delivery is Facial Expressions, Gestures and Movements.** It is not just the choice of words and the proper pronunciation that make you an effective speaker and make a successful speech delivery. The message of the speech is being reinforced by the facial expressions, gestures and movements of the speaker. These principles emphasize certain points. Facial Expressions should change with the content of the speech, gestures or movements on the other hand, highlights the points being clarified and direct the audience to follow every word and important details the speaker has to say.

**Lastly, the Fifth Principle of Speech Delivery is Audience Rapport.** It has been said in the previous lessons that the most important tool for establishing a connection with the audience is an audience analysis. Using those data, the speaker will have an idea on a speech material that would appeal to the audience or listeners. With this data at hand, the speaker would know how to deliver the message to the audience and strike them or connect with his/her listeners at a deeper level.



## ***What's More***

Directions: Using the speech you wrote in the previous lesson, let you and your seatmate discuss and analyze the speech using the speech analysis template below. Write your remarks or observation.

SPEECH ANALYSIS	
Title of the Speech:	
Name of the Speaker:	
Event:	
Indicators	Analysis/Remarks
1. Articulation	
2. Modulation	
3. Stage Presence	
4. Facial Expressions	
5. Gestures and Movements	
6. Audience Rapport	

(Report your findings after the conduct of the “speech analysis” in class.)

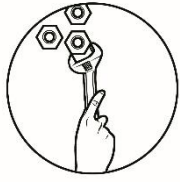
Directions: Draft a personal speech on any of the following topics listed below:

- a. Graft and Corruption in Government
- b. Sex and Violence in Filipino Movies
- c. Cellphone/Computer: Boon or Bane
- d. The Value of Lifelong Learning



## ***What I Have Learned***

1. Oliver and Cortright put succinctly that: **“a speaker, like a rifleman, ought first to make sure of his target.”** This only proved that for the speaker to succeed, he must first be well prepared.
2. We have to be familiarized with the different elements involved in delivering a speech successfully.
3. Using the principles of effective speech delivery, we would be able to transmit the message we have to transmit clearly and purposively to our audience.
4. The Principles of Speech Delivery include: articulation, modulation, stage presence, facial expressions, gestures and movements and rapport with the audience.
5. In **articulation**, the speaker must know how to pronounce the words clearly and the other elements of utterance, paying attention to critical sound, in **modulation**, the speaker must know how to control the flow and rhythm of his/her speech, in **stage presence**, the speaker must have the ability to “own the stage,” meaning to be able to fill the space and project his/her personality to the audience, **in facial expressions, gestures and movements**, the speaker’s facial expressions should change with the content of the speech, gestures or movements on the other hand, will highlights the points being clarified and direct the audience to follow every word and important details the speaker has to say, and lastly, in the **rapport with the audience**, it is the most important tool for establishing a connection with the audience.
6. To end this recapitulation about our topic, let us put in mind what Lilly Walters said, and I quote, **“the success of your presentation or speech, will be judged not by the knowledge you send but with what the listener receives.”**



## What I Can Do

Directions: Record or video your prepared speech using your mobile phones or any available gadgets you have at hand. Send or post your delivered recorded speech in a google drive or any media platforms or applications you know for your teacher's viewing and grading. Be guided by the rubric below.

Here are the possible topics you choose:

- a. Graft and Corruption in Government
- b. Sex and Violence in Filipino Movies
- c. Cellphone/Computer: Boon or Bane
- d. The Value of Lifelong Learning

### Rubric Scoring for a Speech Presentation

Skill	3	2	1	0
<b>1. Use of Verbal and Nonverbal Language</b>	Verbal and nonverbal elements worked together to complement the content of the speech.	Some verbal and nonverbal elements did not complement the content of the speech.	Very few verbal and nonverbal elements were employed to complement the content of the speech.	The verbal and nonverbal elements were inappropriate for the speech.
<b>2. Word Use</b>	Words used were creative and well-chosen for target audience. Examples were precise.	Words evidently considered the audience, appropriate language and examples.	Simple language, context, or examples were used.	Words were not chosen well. Some words were clearly inappropriate.
<b>3. Content</b>	Content was very entertaining enabling the speaker to connect well with the audience.	Content was sufficiently entertaining enabling the speaker to have good connection with the audience.	Content was a little entertaining; the speaker barely connected with the audience.	Content was not entertaining at all; speaker and audience did not connect.

<b>4. Delivery</b>	The delivery was spontaneous – natural, confident, and strengthened the message – posture, eye contact, hand gestures, facial expressions, volume, pace, etc. showed readiness to communicate.	The delivery seemed effective – but use of volume, eye contact, voice, etc. may not be constant. The content of speech was still consistent with the overall message.	The delivery was inconsistent with the overall message; gestures, facial expressions, and eye contact were very limited; the speech was read most of the time.	The delivery was totally ineffective. No connection with the audience was established. Speaker looked at the floor and mumbled most of the time. Message was not understood at all.
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## Assessment

Directions: Go to [youtube.ph](https://www.youtube.com/watch?v=jHyJYcUIUjg&list=PL929D1AFF81AAEB40) and type in <https://www.youtube.com/watch?v=jHyJYcUIUjg&list=PL929D1AFF81AAEB40>.

Watch and listen to the full version of the speech of the late Senator Benigno S. Aquino, Jr. Then, rate the speech you have watched and listened to. Exchange works with your classmates and evaluate their work using the rubric scoring below.

### Rubric Scoring for a Speech Presentation

<b>Skill</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>0</b>
1. Use of Verbal and Nonverbal Language	Verbal and nonverbal elements worked together to complement the content of the speech.	Some verbal and nonverbal elements did not complement the content of the speech.	Very few verbal and nonverbal elements were employed to complement the content of the speech.	The verbal and nonverbal elements were inappropriate for the speech.

2. Word Use	Words used were creative and well-chosen for target audience. Examples were precise.	Words evidently considered the audience, appropriate language and examples.	Simple language, context, or examples were used.	Words were not chosen well. Some words were clearly inappropriate.
3. Content	Content was very entertaining enabling the speaker to connect well with the audience.	Content was sufficiently entertaining enabling the speaker to have good connection with the audience.	Content was a little entertaining; the speaker barely connected with the audience.	Content was not entertaining at all; speaker and audience did not connect.
4. Delivery	The delivery was spontaneous – natural, confident, and strengthened the message – posture, eye contact, hand gestures, facial expressions, volume, pace, etc. showed readiness to communicate.	The delivery seemed effective – but use of volume, eye contact, voice, etc. may not be constant. The content of speech was still consistent with the overall message.	The delivery was inconsistent with the overall message; gestures, facial expressions, and eye contact were very limited; the speech was read most of the time.	The delivery was totally ineffective. No connection with the audience was established. Speaker looked at the floor and mumbled most of the time. Message was not understood at all.

Additional Comments/Observations:

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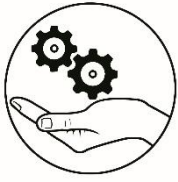
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## ***Additional Activities***

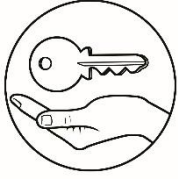
Directions: Read the instructions below and do what is asked for.

1. Have one of your speeches videotaped, and then watch yourself on video. List down your strong points and some points to be improved. Watch the tape a second time and then evaluate your articulation, modulation, stage presence, facial expressions, gestures and movements.

STRONG POINTS	POINTS FOR IMPROVEMENT
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.

2. Based on your task in number 1, examine the introductory part as well as the conclusion of your speech. Answer the following questions:

- a. Is your introduction adequate?
- b. Is your conclusion meaningful and powerful?



## ***Answer Key***

<p><b>WHAT I KNOW</b> (Answers may vary)</p>	<p><b>WHAT'S NEW</b> (answers may vary)</p> <p><b>WHAT'S MORE</b> (answers may vary)</p> <p><b>WHAT I CAN DO</b> (The teacher will refer to the rubrics prepared for the Activity)</p>	<p><b>ASSESSMENT</b> (The teacher will refer to the rubrics prepared for the Activity)</p>
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