

# **BUSINESS SPEECH**

**The Practice of Verbal Communication in Business**

Tine A. Wulandari, M.I.Kom.

---

Speech is defined as an activity of public speaking to notice the ideas, information, and the purpose of the speaker to others (audience) verbally (orally).

Speech can also defined as the art of persuasion.

In a business, speech usually used by a leader to convey his/her ideas, views, or vision to the employee (public in general).

# **The Understanding of Speech**

---



**Speech Methods**



**Impromptu**



**Memorizing**



**Manuscript**



**Extemporaneous**

---

This method is more suitable to use by the speakers who who has many track records or experience in public speaking, which no longer need to make preparations.

The speaker did not submit, prepare, or read a script

Speaker only think about what they want to put forward.

Because the speaker was suddenly appointed to speak in public.

# Impromptu

This method uses a script or written text that has been prepared in order to avoid unwanted errors. The text is written in full accordance with what will be presented to the public. Speakers develop their ideas in sentences or paragraphs. Sometime the speaker write salutation and closing of public speaking.

This method is used when the delivery requires precision.

Some disadvantages using this method, we can not adapt to the situation when we talking to the public.

Maybe audience appreciate what we have said, but they will feel like we are not speak to them directly.

Our voice will be move in the same tone. And sometimes, we don't have time to look at the audience.

# Manuscript

Used by beginners and inexperienced speakers. This method is less desirable because it is difficult and only suitable for short public speaking. Stiff, inexpressive and has traditional impression.

The manuscript that had been prepared, will not be read but memorized in advance.

Sentences does not need to be the same with the script, but the content delivered equally.

# Memorize

The most "safe" method and quite attractive by making the points associated with the material to be conveyed (cue cards as a guide). The speaker wrote special notes required in the speech, for example, the verses, legislation, data, numbers which hard to remember.

When deliver the speech these points can be developed directly and the notes are only viewed at any time necessary.

Speech with this method is highly recommended because of its flexibility.

The contents of the speech delivered coherently without being forgotten.

Meanwhile, the speaker can freely look at the audience.

# Extemporaneous



# **Frame of Speech**



**Opening**



**Content**



**Discussion**



**Closing**

---



Contains a greeting as an introduction toward the subject matter that will be discussed and an attempt to mentally prepare the audience. Introduction speech is an important part and play a role for the speaker, because this section may provide the first impression for the audience.

Several ways which can use by the speakers for the opening of their speech:

By introducing themselves;

Opened the speech with humor;

Opened the speech with a general introduction.

# Opening

The contents of the speech as much as possible should be concise and easy to understand.

The subject which became the theme of the speech is shown by presenting the background of the problem in advance.

Use short sentences to pack all the messages that matter.

Use multiple repetitions (not too often).

Generate attention with surprise. Insert humor to lighten the message.

Think of all the listeners know as much as the speaker.

Avoid things that raises a question mark.

# Content

# DISCUSSION

This section represents the unity which contains supporting things that are mentioned in the contents. It usually contains a variety of explanations, reasons, evidence supports, illustrations, figures and comparisons, charts, models, and relevant humor.

---

Contains conclusion, hope, messages, closing, et cetera. Conclusion contains what should be remembered by the audience.

Summaries or conclusions need to be made to restate the main points contained in the speech.

Sometimes it is also necessary to provide inspiring stories or aphorisms that have a direct bearing on the discussion points speeches.

# Closing