

## **ISC - CONTENT**

### **SPEECH VALUE RECEPTION**

#### **IDEAS, LOGIC, ORIGINAL THOUGHT – 15 MARKS**

(Speech Value justifies the act of speaking. The speaker has a responsibility to say something meaningful and original to the audience. The listeners should feel the speaker has made a contribution to their thinking. The ideas should be important ones, although this does not preclude a humorous presentation of them.)

#### **DO's :**

- 1. Have a take-home message for the listener. Everyone enjoys stories, and your audience will hang on until the end for your big reveal, but ensure that there is a message for them to take home.**
- 2. Add value to your speech with personal stories. Originality comes from sharing personal experiences and stories. Share something new to think about and to act upon. Lifestyles are changing. Let the anecdotes be topical and fresh.**
- 3. Stories, humour, or other “extras” should connect to the core idea. Anything that doesn't needs to be edited out. The question to ask: Does this add value to the speech?**
- 4. Be authentic: Deliver a message that you truly believe in. Make sure you are comfortable with the message you are trying to convey. The message should resonate from within.**

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**DO's :**

- 5. Keep the message or theme simple. Make sure you can define the message in one line. Ask yourself “What I am trying to convey?”**
- 6. Even if the idea is not too new, check if it is still universally applicable. Let the anecdote be fresh and new. Originality is from the way it is presented. No thought can claim to be fully original, remember. Yet, do check videos from earlier contests. If you feel the idea has been done to death, do change.**
- 7. Follow your style of communication. Iron out aspects of language or gestures that may be deemed inappropriate, by asking for feedback, but your presentation style and language should be nearer to your natural style than an idealised version.**
- 8. Attend Contests in other clubs. Observe other speakers; always offers some new learning. This includes watching the speeches of ISC winners online.**
- 9. Take home message for the listener: This is important since what remains, in the end, is what stays in the listener’s mind as learning.**

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##### **DO's :**

10. The message should come from a slice of life, observations made from around you. The illustration/ anecdote comes across best when it is from your own life, but needs not to be limited to it. Sometimes what happened to others also works.

11. At times we can always tailor what happened to someone else to fit into our own lives and make it our story. It should feel organic to the speech.

12. 12. Even if you feel your idea is not too new, check if it is still universally applicable. Let the anecdote be fresh and new. Originality is from the way it is presented. No thought can claim to be fully original, remember. Yet, do check videos from earlier contests. If you feel the idea has been done to death, do change.

##### **DON'Ts :**

1. Let the anecdotes not occupy more than 60% of the speech. It's not a storytelling manual speech, remember. The anecdotes have to support and embellish the concept.

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##### **DON'Ts :**

- 2. Avoid offering multiple facts and data which may confuse the audience**
- 3. Too many ideas are a no-no. Ideally have a single concept.**

##### **IDEAS: ADDING VALUE TO A SPEECH IS TO ENHANCE, CONTRIBUTE AND ENRICH A SPEECH**

- 1. Craft every word, keeping in mind the audience.**
- 2. Focus on the audience the entire time**
- 3. Give information that is practical, applicable, and simple even if it is a technical topic**
- 4. Ensure that your point is strong, convincing, and understandable**
- 5. Avoid too many facts and data which will confuse the audience**

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**IDEAS: ADDING VALUE TO A SPEECH IS TO ENHANCE,  
CONTRIBUTE AND ENRICH A SPEECH**

- 6. An appropriate transition between the major points will make your speech unique, memorable, and inspiring**
- 7. Be creative and provide a vision to the listeners**
- 8. Share something new to think about and to act upon**
- 9. Deliver a speech that resolves issues in a respectful manner with important points and a message**
- 10. Present problems & solutions and conflicts & concords**
- 11. Add value to your speech with personal stories**
- 12. Instead of stating your credibility describe your experience**
- 13. Deliver an unbiased speech**

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##### **LOGIC: THE MAIN POINT OF A SPEECH IS LOGIC**

- 1. Your way of appealing to the audience with reasonable points is adding logic to your speech**
- 2. The whole point of giving a speech is to have an idea that you want to convey logically**
- 3. Strong and clear logic or reasoning adds value to a speech, makes the message clear and helps people to remember a speech**

##### **ORIGINALITY :**

- 1. Originality comes from sharing personal experiences and stories**
- 2. Be authentic**
- 3. Share your own ingenious ideas**
- 4. Follow your style of communication.**

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##### **BE UNIQUE AND ORIGINAL :**

Counterfeiting/Plagiarism is a major NO. According to the ISC guidelines, any speech which has unoriginal content over 25% and doesn't credit/attribute the source of the content, is liable for disqualification. With original content, the speaker is likely to be more comfortable with the delivery of the speech and the chances of winning could increase.

##### **ADD IDEAS THAT CAN BE SUPPORTED BY SIMPLE LOGIC :**

The speaker has 7 minutes to convey a message which should be supported by simple logic, ideas, and interesting stories, complemented by humour. Too many ideas and tiring logic are no-nos.

##### **FOCUS :**

Help your audience grasp your message by focusing on your message. Stories, humour, or other “extras” should connect to the core idea. Anything that doesn't needs to be edited out. The question to ask: Does this add value to the speech?

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##### **TAKE FEEDBACK :**

Present your speech in various clubs and take feedback to see if the ideas and the logic appealed to the audience. Remember, if your original/unique message, ideas and logic are appealing to the majority of the audience, your speech value shoots up.

##### **ATTEND CONTESTS IN OTHER CLUBS :**

Observe and evaluate other speakers. The powers of observation always offer some new learning or other. This includes watching the speeches of ISC winners online.

##### **KEEP THE ENERGY AND ENTHUSIASM LEVEL UP :**

But at the same time, take full advantage of the power of silence. Drive a point home by letting it sink in for several seconds. The absence of your voice filling the room will bring back any wanderers.



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##### **ADD VALUE :**

Everyone enjoys stories, and your audience will hang on until the end for your big reveal, but be sure to educate them in the meantime. Ensure that there is a message for them to take home.

##### **REMINDER: THE PURPOSE OF SPEECH IS TO SERVE YOUR AUDIENCE**

As a speaker, one of the most fundamental things is that your speech should serve your audience. It may be to entertain, information, persuade, etc at the end your audience has to be benefitted.

##### **BE AUTHENTIC :**

Deliver a message in which you truly believe in  
Before you deliver the speech make sure you are comfortable with the message you are trying to convey. The message or purpose of speech should resonate from within. For example, if you find it difficult to wake up at 5 AM, please don't craft a speech to persuade your audience why waking up early at 5 AM is good.

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#### **IT'S NOT ALWAYS ABOUT THE MESSAGE, IT'S HOW YOU TELL IT :**

Watch these short videos:

<https://www.youtube.com/watch?v=Cz3H7zeDt7A>

<https://www.youtube.com/watch?v=w71aDaGAtHs>

These 2 videos might have motivated you or perhaps made you feel good. But have you noticed the similarity between these 2 videos? Their message is the same - “Don’t Give up” Even though the message is common or overused, the way you craft your speech makes it unique.

#### **DO YOU WANT TO KNOW HOW TO MAKE YOUR SPEECH UNIQUE?**

Share your personal stories. Everyone’s experience is unique, so by including your story your speech will be unique. Now the immediate response from you might be, I didn’t experience anything big in my life. I didn't achieve something great like Miss universe etc.

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This is where you need to revisit the first point, the purpose of your speech is to serve your audience. There are so many things happening in our day-to-day life that can impact others, but we have unknowingly conditioned our minds only to focus on extraordinary things.

Find ordinary incidents add extra public speaking techniques and make it extraordinary. You don't have to wait for an extraordinary event to happen in your life, take an ordinary event and find the extraordinary in it.

#### **KEEP THE MESSAGE OR THEME SIMPLE**

Before you start writing a persuasive speech make sure you can define the message in one line.

If you are delivering a humorous speech or trying stand-up comedy make sure you can define the theme clearly to yourself. It will help you to get more clarity and help you to craft a great speech.

Answer yourself

“What I am trying to convey?” or “What is my purpose of this speech?”