CONSTRUCTING AN EPIDEICTIC ADDRESS | * chapter thirteen *
SPEECH REQUIREMENTS

- Will develop an original ceremonial speech

- Must speak for 45 – 90 seconds

- Speech must be memorized → no notes!

- Do not have to turn in anything → no outline!

- Special occasion should be clear from the speech itself; do not “set the scene” beforehand
TYPES OF CEREMONIAL SPEECHES

- Commemorative (includes eulogies; toasts – wedding, birthday, retirement; commencement speeches, etc.)
  - Introduction
  - Presentation
  - Acceptance
SPEECHES TO COMMEMORATE

- Pay tribute to a person, people, institution, idea, etc.

- Give the audience some information about the subject of your speech

- Inspire the audience; express feelings and stir sentiment

- Creative and subtle use of language
SPEECHES OF INTRODUCTION

- Be brief!

- Remarks should be accurate

- Adapt your remarks for the occasion, the main speaker, and the audience

- Create a sense of anticipation and drama by announcing their name last!
SPEECHES OF PRESENTATION

- Main purpose is to tell the audience why the recipient is receiving the award or honor

- May want to explain the award/honor if audience is not familiar with it

- Should also acknowledge others who were eligible for the award/honor
SPEECHES OF ACCEPTANCE

- Main purpose is to give thanks for an award/honor/gift
- Usually will thank those who are bestowing the award
- Will also usually thank those who helped you gain the award
- Want: brevity, humility, and graciousness
EPIDEICTIC INTRODUCTIONS

- **Attention-Getter** – reinforce for the audience why they (and you) are in attendance

- Reinforcement Statement: expression of the connection between the event and the social value it represents

- Do not need a Preview... transition smoothly into the Body

- Important to establish an emotional connection between the occasion, speaker, audience, and shared social value
EPIDEICTIC SPEECH BODY

- Eulogies – not necessarily sad; celebrate the person’s life & what they meant to those close to them

- Wedding Toasts – should be brief; explain the values the couple represents; stories should illustrate this

- Award Ceremonies – when presenting: the focus should be on the value the award itself represents; when accepting: speech should be short if there were other honorees, may be longer if you are the sole honoree
EPIDEICTIC SPEECH CONCLUSIONS

- **Summary** – do not need traditional review
- **Eulogies** – stress what the stories told represent
- **Wedding Toasts** – connect the shared social values with an expression of hope and luck for the future
- **Presentation** – build toward the announcement of the winner
- **Acceptance** – reconnect the shared social value being celebrated with the award
CONCLUSIONS, CONT’D

- Clincher/Memorable End
- Eulogies – recall the meaning of the deceased’s life
- Wedding Toasts – well-wishes for the new couple, should be a serious expression of happiness and hope
- Presentation – announce the name of the winner
- Acceptance – express your understanding of what the award means to you and the audience
GENERAL DO’S AND DON’TS

- Be brief
- Remarks should be appropriate and sincere
- Do not overpraise a person or institution
- Keep the focus on the honoree (this is not about you!)
- Use language that evokes imagery and emotion 😊