Your Name

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Course

Date

Speech Communication: Assignment and Discuss

**Julian Treasure**

Julian Treasure is a famous sound expert who works as a business advisor. In his speech about communication he has delivered a useful message about effective communication. He gives tips to make people listen to one and make him build a useful toolbox for communication to be effective.

Treasure has outlined few common habits that he considers as the seven deadly sins of speaking and asks the listeners to avoid them. The seven deadly sins are gossip, judging, negativity, complaining, excuses, exaggeration, and dogmatism. Then he share four powerful cornerstones helpful to build effective speech. An acronym HAIL is formed that is defined as “to greet or acclaim enthusiastically.” These four things are Honesty, Authenticity, Integrity, and Love. Then he introduces a speaking toolbox helpful for effective speech that is the most useful tip according to me. The basic toolbox is possessed by all of us but Treasure defines the effective and useful use of it. The toolbox consists of Register, Timbre, Prosody, Pace, Pitch, and Volume. This is the most significant part of his speech as most of us possess the toolbox but not all of us know how to use it to make our speech effective.

# Barbara Jordan

At the 1976 Democratic National Convention, former Texas Rep. Barbara Jordan was chosen by Bill Clinton, the presidential nominee to convey her vision about the racial harmony. Jordan is an effective public speaker who urged the Americans to listen her speech & embrace the political, racial and social change that was called for in the democratic platform of 1992. The message delivered by Jordan was full of articulation. She carried a message of the whites for the blacks. Each and every word of her speech was clear and understandable. She uttered every sentence clearly and her message was precise and understandable. She said, “We seek to unite people, not divide them, and we reject both white and black racism. This party will not tolerate bigotry under any guise.” Her pronunciation of words was clear and distinct. When she says, “We will change in order to satisfy the present, in order to satisfy the future -- but we will not die. We will change, but we will not die. From what to what? Why not change from a Party with a reputation of tax and spend to one with a reputation of investment and growth? Change. Change,” every word is clear and distinct. One can easily understand her message that is being conveyed. Jordan does not use monotone in her speech. She uses inflection to put emphasis on her ideas to create emotions and strong feelings. Credibility and confidence can be seen in her speech when she says, “We are one, we Americans, and we reject any intruder who seeks to divide us by race or class.” This speech by Jordan holds a significant position among other speeches of the United States.

**Works Cited**

*Barbara Jordan Speaks at the 1992 Democratic Convention*. 2011. *YouTube*, https://www.youtube.com/watch?v=ADDsKGs6Gr4.

*How to Speak so That People Want to Listen | Julian Treasure*. 2014. *YouTube*, https://www.youtube.com/watch?v=eIho2S0ZahI.