

LESSON 6

MODERN COMMUNICATIONS

KEY SPEECH WRITING

Consider the following:
Do company directors have speech writers?
Why do they need them?
What about politicians?
Do these writers change the stories?

DEFINITION:

No frills travel (Expression): Inexpensive transportation.
Low cost travel. No extras.

Writing speeches can involve good understanding of human nature and political dynamics. With good supporting material and tasteful humor, it is possible to create a forceful form of influence. The following is a portrait of a spin doctor.



Time 60 Minutes

Vocabulary Builder Travel Vocabulary
Grammar Builder little, a little few, a few

Objectives Travel vocabulary and expressions.

Review Irregular verbs

VOCABULARY AND EXPRESSION BUILDERS

Event: A show.

Many people met at the event.

Delay: The airplane was late.

There were many delays in the project.

Involves: To include people.

It involves people from all departments.

On the back of: To use someone to help you.

He developed his career on the back of his professor.

Smoothly: The presentation went well.

The project went smoothly.

To spin a story: To tell a story. (spin spun spun)

He spun a great story.

A portrait: A picture of a person.

He gave a portrait of his boss.

Tasteful humor: Inoffensive jokes.

He used tasteful humor at the presentation.

Supporting materiel: Examples in a presentation.

He used great supporting materiel in his description of the idea.

Sensitive: To be emotionally aware.

He was sensitive to the criticism.

A column: A regular newspaper article.

Jack writes a column for the paper.

SENTENCE BUILDERS

Read each sentence out loud several times.

1. The speech writer for the president used to spin smooth stories.
2. He used supporting materiel and tasteful humor in his speech.
3. He is sensitive to other cultures when he writes his speeches.
4. Paul Becker spun a great story to avoid problems with the press.
5. There is a column that appears every week.

The Spin Doctors. Communication strategies The Tribune Asian Edition

Definition: A Spin Doctor

A person who tells stories about events or situations that are not always accurate and are designed to make the reader look good (this technique is mostly for politicians). For example, a spin technique involves the delay in the release of bad news so it can be hidden on the back of more important or favourable news or events.

The Portrait of a Spin Doctor.

Jack Zarry graduated from the London Business School with a specialization in communications. He was always reading spy books when he was young. He was also always telling great stories to the teachers about why he was late for class. He has become a communication consultant for many different organizations including the United Nations and the European Union. He has written speeches for many EU leaders including Tony Blair and Angela Merkel to name a few. Jack has prepared several points on communication strategies that he would like to share with us.

I consider my objectives as a spin doctor to convince people to follow my ideas and to lead them in the direction that I want them to go.

1 Do not be redundant.

When you are writing a letter, or email it is important to remember that we read faster than we write. The author had better prepare the ideas so they flow smoothly when being read.

2 Make every sentence count.

Make sure every idea counts. Keep your reader intrigued by having one idea flow well into another. Think of a carrot leading the curiosity of the reader on.

3 Use supporting material.

The writer had better use supporting material so the ideas come across as more credible. It is better to write after the supporting examples have been formulated.

4 Use humor.

Humor is one of the most sophisticated forms of communication. If you can place tasteful humor into a text do so. By the way, the humor had better be appropriate otherwise it will have the opposite effect.

5 Culture

Be sensitive to the culture you are communicating with. Know when you are about to insult someone.

Jack is continuing to write speeches for famous personalities and writes a regular column in the Tribune Asian Edition.

QUESTIONS

- 1) According to Jack Zarry you _____ in your speeches.
 - a. should not be informal
 - b. can repeat yourself
 - c. should be sensitive to culture

- 2) Jack Zarry has not worked for the following organization.
 - a. The Russian Government
 - b. the EU
 - c. the UN

- 3) You can spin bad news to make it appear better by _____.
 - a. having a drink
 - b. telling it with a good news story
 - c. being flashy

- 4) Jack Zarry used to _____ about why he was late for class.
 - a. make up stories
 - b. read thrillers
 - c. tell the truth

TECHNIQUE BUILDERS (Using had better .)

Had better is used to express the present or future.

Means: It would be a good idea.

The negative is had better not.
Contracted form 'd better.
Means: It would be a good idea.

Structure

Subject had better verb stem (infinitive without to)

Paul had better get to work on time tomorrow.

Examples

I'd better prepare for the presentation.
You'd better go to the meeting tomorrow.
We'd better get going.

EXERCISES

Complete the sentences using the past if necessary.

Complete the following using had better, should may or could. Choose the best one to support the context.

1. They (had better, may, should) _____ patent the device or there is a risk the idea will be taken.

2. They (had better, may, could, should) _____ consider the solution if the delay is not too long or they may not.

3. He (had better, may, could, should) _____ get a good communications specialist to spin the story.

4. They (had better, may, could, should) _____ use humor if they want a good response from the audience.

EXERCISES

5. The (had better, may, could, should) _____ get started because the board wants results now.
 6. The correspondent (had better, may, could, should) _____ indicate her sources or not.
 7. It (had better, may, could, should) _____ be that the deluge of information from the presenter is redundant.
 8. He (had better, may, could, should) _____ use a word processor to speed up the correspondence.
 9. The spin doctor (had better, may, could, should) _____ release the story with tasteful humor.
 10. The electric typewriter (had better, may, could, should) _____ be replaced by word processors in all offices.
- 