

Speaker



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Speech Analysis: Topping Cervical Cancer before it starts: The Success of HPV Vaccines I recently enjoyed the opportunity of attending a speech that was given by Dr. John A. Vanchiere at the Manchester Community College. The speech was well arranged in addition to its also being very informative in respect to the extremely broad range of topics that Dr. Vanchiere was able to cover within the limited time within which he had to give the speech. The lecture hall where the speech was given was particularly full with students and lecturers as the speech had been particularly well advertised using various media before the material day.

Although I initially expected that Dr. Vanchiere would give a speech that would be largely similar to nearly all the other speeches that I have heard over the years, I was pleasantly surprised to find that the speech was quite interesting and could easily be analyzed using the five canons of rhetoric. Rhetoric is mainly seen to be divided into five key categories that mainly include arrangement, style, invention, delivery and memory, it is these five categories that essentially comprise of the five canons of rhetoric. An analysis of the speech given by Dr. Vanchiere reveals that that he used the five canons of rhetoric as follows.

Invention: This canon is defined as being the art through which the speaker is able to successfully find a number of appropriate rhetorical arguments that can be presented in a given rhetorical situation. In using this canon of rhetoric, Dr. Vanchiere started off the lecture by pointing out that the HPV vaccine is one of the most successful vaccines that is currently being administered. Dr. Vanchiere then went on to compare the successes of the HPV vaccine as compared to other vaccines such as the flu vaccine. By using the flu vaccine as a comparison against the HPV vaccine, the doctor was able

to successfully create a reference point that resonated with his audience as most members of the audience could easily relate with the flu vaccine as nearly all of them had been given the vaccine at some point in their lives.

**Arrangement:** The rhetorical cannon of arrangement is seen to be concerned with the arrangement of a speech in a manner that will enable the speech to have the maximum level of persuasion that it can possibly have. In this regard, after Dr. Vanchiere had commenced his speech by arguing that the HPV is actually the most successful vaccine to have ever been created. He went on to validate his claims by providing empirical data on some of its successes such as the fact that an estimated 80 million doses of the vaccine have already been administered. After this, he went on to describe how one can be infected by the virus before eventually highlighting some of the most effective brands of the vaccine. This arrangement ensured that the doctor was able to fully captivate and hold the attention of the audience for the entire duration of the speech.

**Style:** This cannon of rhetoric is noted to mainly pertain to the manner in which a speech is given. In the case of the speech by Dr. Vanchiere, it can be noted that he mainly employed the use of an informative style that allowed him to provide a lot of detailed information within the shortest duration possible.

**Memory:** The memory rhetorical cannon is noted to include a large number of methods and devices that variously include the use of figures of speech that aid the speaker in the improvement of memory. This rhetorical cannon can be demonstrated by the fact that for the most part of his lecture, Dr. Vanchiere would often just glimpse at his notes to get his bearing on which part of the speech he was supposed to move onto next. He would then

proceed to go on and give a lot of information without referring to his notes for some time.

Delivery: This cannon refers to a speaker's voice and gestures during the speech. The use of this cannon by Dr. Vanchiere is evidenced by the fact that he would frequently vary his tone of voice and gestures to help in emphasizing different points during the presentation.

#### Conclusion

In general the speech by Dr. Vanchiere was well presented and proved to be quite informative and interesting. The Dr. was able to successfully utilize the five cannons of rhetoric throughout his speech and it can be predicted that the members of the audience would look forward to attending any other speech that the doctor might present in future.