

Business communication

Business



Business Communication Business Communication Julia Gillard Speech Anna Bligh Speech 1a. Communicative purpose Julia's speech is about recovering strategy for those affected by the floods.

The purpose of communication in Anna's speech is to pass a message to the people of Queensland.

1b. Main idea

Julia's speech was about the number of casualties in the Queensland flood and what the government is doing to help the families affected.

In Anna's speech, the main idea was to tell the world to come together and help the public who were submerged by the flood in the capital.

1c. Main points

Julia's main point was to encourage the people of Queensland to have courage during the difficult moment. She told them to be strong and confident that the emergency services are trying their best to rescue people. She gives the support and urges them to stay away from the flooded areas to avoid more deaths.

The main points made in Anna's speech were to tell the people of Queensland that the capital is with them during their difficult time and there are doing what they can to aid those affected by the floods. She warns people against being in the city at the time of floods because it is dangerous.

2. Organization

In Julia's speech, her introduction was direct to the point explaining the floods and the effects.

She went on to explain how many casualties are there, missing persons and what the rescue teams were doing. Her conclusion was to encourage the

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Queensland people by telling them that other people are doing their best to support them.

Anna started her speech by being sorry to the families that were affected by the floods and hoped that they will be better soon.

She went on to comfort them while addressing what the help team was doing to ensure least deaths. She concluded her speech in tears as she mourned together with people for the destruction.

3. Delivery clarity

Julia was composed while making the speech and this made the delivery very clear and effective and suited the situation.

The volume and the pitch in her speech were good because she spoke slowly making sure everyone received her message.

Her tone and pronunciation of words were well said making it easy for her to be understood.

In Anna's speech, the voice is clear and the words are well pronounced.

Even when she broke down, she was still able to pass the message with a good tone and proper pronunciation. Her words are well put to pass a message of concern to Queensland people affected by the floods.

4. Delivery style and pace

Julia's speech while addressing Queensland people was formal and she went direct to the point.

She was calm and composed which made her speech clear and she went at slow pace while talking.

She paused when on emphasizing on an important issue like the effects of the floods and the rescue teams.

In the second speech, Anna is formal as she is addressing different people

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from Queensland and her speaking style is simple and direct to the point. She also has an interpreter who explains what she is saying using gestures. She pauses to wait for her interpreter to finish before moving on to the next point.

5. Nonverbal elements

Julia's facial expression showed sympathy to those affected, as she looked both sad and concerned.

She made regular eye contact to those she was addressing ensuring that they understood what she was telling them.

She appeared confident and tried her best not to break down, as it was a sad moment for the capital.

In Anna's speech, she uses her eyes to show concern and she even breaks down at some point while addressing Queensland.

At the beginning of the speech, her appearance was calm and her facial expression portrayed strength.

She uses her gestures to indicate why people should not be in the city.

Bibliography

Guffey, M. E., & Loewy, D. (2012). *Essentials of business communication*.

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