

- 1.) Why do companies today depend on public relations to write speeches for executives? What do you think of this trend?

Companies rely on public relations professionals to manage communication through writing and producing communication messages like news releases, social media posts and speeches.

Companies depend on public relations to write speeches for executives because spoken words can be very powerful and should be very clear, according to the textbook. Companies rely on public relations to produce speeches that enhance their reputations, build brand awareness and portray whatever it is the brand wishes to portray. I think this trend is useful and makes sense, as it is public relations professionals who should be responsible for finding out everything possible about the audience. Therefore, public relations professionals will be most equipped with the ability to write an effective speech for an executive.

- 1.) Examine the different types of speeches. Discuss the purpose of giving each type of speech and the scenario and when it is appropriate to use.

Each type of speech is beneficial and it is crucial to understand when and why to use each type. For each speech, the purpose may vary. According to the textbook, this is why it is important to first, know your listeners. You must know much about the members of your audience, like their age, gender, occupation, education, socioeconomic status, and why they are listening to this speech. Secondly, you should use their language and speak in terms or expressions that are familiar to them. You should also be cautious of why the audience is listening to you. Think of what is appropriate to say and what is not. Furthermore, use humor carefully. Avoid side comments and jokes that may offend any subgroup in the audience. Lastly, for any given scenario, focus on the benefit. Any speech must tell listeners why they will gain from the ideas being expressed.

- 2.) Assess the importance of rehearsals in helping a speaker deliver an effective speech
Rehearsing your speech is very important. Timing and practicing your speech can lead to success. Make sure that you hit the ideas that you very much wish to share and the ideas that are worth sharing. Rehearsing your speech can help you to realize what points are important to the audience and important to yourself.

- 3.) What are the advantages and disadvantages of using an application as a visual aid?

An advantage of using an application as a visual aid is that it can add clarity to the presenter's message. According to the textbook, it can also increase interest in the presenter's information. It can also increase the retention level of the presenter's message. The disadvantage of using applications as visual aids can distract your audience from your speech as they pay more attention to the visual aids. Overall, the purpose of your speech may not be fulfilled. The textbook urges that for some speeches, keeping away from overly elaborated visual aids can be more helpful than harmful.

- 4.) Recall some television interviews where a few panel members couldn't contribute much on the topics and the moderator had to handle the entire discourse with the other panel members. How did it affect the discourse?

When a few panel members couldn't contribute much to the topics being discussed, it mainly disrupted the flow of the television interviews. According to the textbook, it may also create dissonance for the audience members and lower their perception of the member's knowledge of the interview topics. It can also disrupt the organization of the panel and of the interview. Lastly, it can also disrupt audience involvement, which is a great feature in most conventions.

- 5.) Examine the role of public relations in the training and placement of good speakers. How does this improve the brand image of the company?

Overall, according to the textbook, good public speaking and the use of good speakers help to grow your brand. This can also improve brand image by storytelling and spreading relevant material. It can also make your brand more personal and help public relations professionals to make new friends and business acquaintances.

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