

PASSAGE 1

Public speaking is not primarily concerned with the search for truth, but rather, with setting forth of facts or principles, assumed to be true in such a way as best to appeal to the hearers. One of the two methods of appeal may be adopted, the appeal to the intellect and appeal to the emotions. By the first method, the orator seeks to convince the reason; by the second to stir the hearts of the audience; and since people are more readily moved to action through their feelings than through their understanding, the second method is usually the more successful and, therefore, the one more generally adopted.

Shakespeare has illustrated these two methods of appeal in speeches of Brutus and Mark Antony on the dead body of Julius Caesar. While Brutus's appeal to reason leaves the audience cold and indifferent, Antony's appeal to their emotions rouses them to fury and goads them on to revenge.

The ancients who held the art of oratory in high esteem classified the different kinds of discourses under three headings: the demonstrative or laudatory, the deliberative and the forensic. All speeches that are mainly concerned with setting forth the excellence of some principles or person come under the first category of demonstrative or laudatory speeches. Milton's Areopagitica, Pliny's panegyric of Trajan and the speeches of Demosthenes are well known examples of this class of speech. Those that deal chiefly with the consideration of various conflicting courses of action, or with criticizing the methods or doings of others, come under the second heading of deliberative speeches. Such are Edmund Burk's famous speeches on the treatment of American colonies. The forensic oratory comprises pleadings before a court of law, and was, among the Romans, held to be the most important branch of oratory, which attained perfection in orations of Cicero. Muhammad Ali Jinnah scrupulously shunned all appeal to emotions in his speeches and considered it an unfair and dishonest weapon. He exclusively built on reason and his speeches proved effective because of their sincerity and convincing power.

The importance of oratory has gradually diminished since the invention of printing press and the spread of education to all classes of society. But the written word can never make quite the same appeal to the hearts of men as the spoken word, and it is a great loss to mankind that the serious study of the art of public speaking should have fallen into neglect. (408 words)

Types of Appeal: intellectual and emotional
People believe in facts and figures which appeal them instead of searching truth. There are two types of appeal: intellectual and emotional appeal. In these, emotional appeal is more effective and useful. Moreover, the ancient art of oratory deals with different types including demonstrative, deliberative, and the forensic. However, Muhammad Ali Jinnah stopped emotional appeal and emphasized reason which ultimately proved effective. Due to printing press, the importance of oratory has decreased. But the written word can never make the same impact as the spoken word.

Total Words: 408

After $\frac{1}{4} = 90$ removed.