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What makes a speech a great speech that people remember, especially your teacher? The key is in your message, not your presentation. Use the six sticky principles taught by Chip Heath and Dan Heath in their book Made to Stick: Why Some Ideas Survive and Others Die, and give a speech you get an A on. Unless you live in a cave, you know the story of Jared, the college student who lost hundreds of pounds eating Subway sandwiches. It's a story that was hardly told for the same reasons that many of our papers and speeches are boring. We are so filled with statistics and abstractions and all the things we know that we forget to share the simple message at the core of what we are trying to communicate. Subway executives wanted to talk about fat grams and calories. Player numbers. While just under their noses was a concrete example of what eating at Subway can do for you. The ideas the Heath brothers teach are ideas that will make your next paper or speech memorable, whether your audience is your teacher or the entire student. Here are their six principles: Simplicity - find the essential core of your message; Unexpectedness - use surprise to capture people's attention-taking - use human actions, specific images to convey your idea; Credibility - put hard numbers aside and bring your case closer to home, ask a question that helps your reader decide for him or herself; Attent - make your reader feel something for people, not for abstractions; Stories - tell a story that illustrates your message. Use the acronym SUCCESS to help you remember: Simple; Unexpected; Concrete; Credible; Emotional; Stories. Let's take a brief look at each ingredient: Simple - Force yourself to prioritize. If you only had one sentence to tell your story, what would you say? What is the most important aspect of your message? That's your lead. Unexpected - Do you remember the TV commercial for the new Enclave minivan? A family piled into the van on the way to a football game. Everything seems normal. Bang! A speeding car slams into the side of the van. The message is about wearing a seatbelt. You're so shocked by the crash, the message sticks. Didn't it come? says voiceover. No one ever does. Include an element of shock in the message. Include the extraordinary. Concrete - Include what the Heath brothers call tangible acts of people. I have a friend who consults in organizational development. I can still hear him asking me after I told him what I was hoping to achieve with my staff, how does it look? Exactly what behavior do you want to change? Tell your audience what it looks like. If you can examine something with your senses, the Heath brothers say, it's concrete. Trustworthy - People believe in things because their family and friends do, because of personal experience, or because of faith. People are obviously a tough audience. If you do not have authority, expert or celebrity to your idea, idea, the next best thing? An anti-government. When a regular Joe, who looks like your neighbor or your cousin, tells you something works, you believe it. Clara Peller is a good example. Remember Wendy's commercial, Where's the beef? Almost everyone does. Emotional - How do you get people to care about your message? You make people care by appealing to the things that matter to them. Self-interest. This is at the heart of sales of all kinds. Highlighting benefits is more important than features. What will the person get out of knowing what you have to say? You've probably heard of wifly, or whiffy, approach. What do you get out of it? The Heath brothers say this should be a key aspect of any speech. That's only part of it, of course, because people aren't that shallow. People are also interested in the good in the whole thing. Include an element of self- or group affiliation in the message. Stories - The stories that are told and retold usually contain wisdom. Think of Aesop's Fables. They have taught generations of children lessons of morality. Why are stories so effective teaching tools? Partly because your brain can't tell the difference between anything you imagine is happening and that things are actually happening. Close your eyes and imagine standing on the edge of a 50-story building. Do you feel butterflies? This is the power of history. Give your reader or audience an experience they'll remember. Chip Heath and Dan Heath also have a few words of caution. They recommend that the three things that hang people up the most are these: Burying the lead - make sure your core message is in your first sentence. Decision paralysis - because it's not to include too much information, too many choices. Crippled by knowledge - Presenting an answer requires expertise. Nothing others whether it requires you to forget what you know and think as a beginner. Made to Stick is a book that will not only help you write more effective speeches and papers, it has the potential to make you a more memorable force, wherever you go through the world. Do you have a message to share? At work? In your club? In the political arena? Make it last. Chip Heath is a professor of organizational behavior in the Graduate School of Business at Stanford University. Dan is a columnist for Fast Company magazine. He has spoken and heard about the topic of making ideas stick with organizations like Microsoft, Nestle, the American Heart Association, Nissan, and Macy's. You can find them on MadeToStick.com. We convey meaning through verbal and non-verbal communication. Regardless of language, we speak using vocals and consonant sounds that form into words. There is a lot of information that we convey through speech inadvertently. For example, our speech can convey age, gender, regional accents, education and health. As you can begin to see, speech is an important part of the human experience. Being able to speak and understand others is essential to our social well-being. Speech disorders and that affects our ability to speak can have a major impact on us. Problems affecting speech ability may be mild (lispings), medium (bronchitis) or severe (paralysis). Therapy and counseling can correct mild speech problems. Surgery and medication can correct some of the more serious speech problems. Typically our left brain handles language. Those with damage to the left brain tend to have problems with grammar and syntax. Additionally, damage to a particular part of the brain, Wernicke area, results in poor language understanding. Barbara Streisand sued a photographer who took a picture of her house and the lawsuit got the picture far more attention than it would otherwise have gotten. Author's Note: 10 things that do not freedom of expression. As a writer, freedom of speech, and certainly of the press, are the cornerstones of my profession. But a lot of self-censorship continues. A journalist friend, for example, is gay. He regularly covers religion, so is careful on social media and in other outlets, not to mention anything about this, if that would hamper his ability to secure future interviews. Similarly, I rarely comment publicly on politics or religion because I also occasionally cover religious topics. And on a personal level, I find myself again silent on various issues because some family members and friends work in often charged professions like education, law enforcement and federal employment. I wonder if more self-censorship happens in life than government charged? Related articles Bennett-Smith, Meredith. Pastors to challenge IRS ban on political speech with 'Pulpit Freedom Sunday.' Huffington Post. September 20, 2012. (February 22, 2016) Briefs. 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That's right, the First amendment to the United States guarantees the right to freedom of expression. But that doesn't mean that people won't be offended by your words, or that the First Amendment protects the right to say anything, anywhere or anytime without consequences. Advertisement: The full text of the First Amendment reads: Congress may not make any law that respects the establishment of religion, or prohibit the free exercise thereof; or abridge freedom of expression or the press or the right of the people to come together and ask the government to have redress. The founding fathers drafted the Constitution in 1787, but the states refused to ratify it without a Bill of Rights explicitly saying what the new government could and could not do. Recently liberated from a tyrannical king, the American people wanted a limited government with strong protections for personal freedoms and political dissent [source: ACLU]. The Bill of Rights (which encapsulates the first 10 amendments to the Constitution) became law in 1791, but the broad freedoms outlined in the First Amendment have been refined by centuries of court rulings, including many historic Supreme Court rulings. America is still a free country, but you may be surprised how many rights are absolutely not given by the First Amendment. Content Freedom of expression is one of the pillars of American democracy. The Supreme Court has repeatedly affirmed the right of every person or group to proclaim and publish their opinions – no matter how unpopular they are. In a high-profile 2011 ruling, the Supreme Court defended the rights of the controversial Westboro Baptist Church to protest during military funerals. The Ku Klux Klan is allowed to stage parades, and writers and artists are allowed to produce books and works of art that push the boundaries of taste. Does that mean you can say absolutely anything to anyone at any time? Absolutely not. The Supreme Court and lower courts have identified nine types of speech, not protected under the First Amendment [source: First Amendment Center]: Advertising Obscenity/Fighting word/Defamation (including libel and slander); Child pornography/Perjury/Blackmail/Incitement to imminent lawless action/True threats/Solicitations to commit crimes. These particular types of speech are unprotected because they either actively break the law, encourage others to break the law or create a potentially violent or unsafe situation. Obscenity arguably has proved the hardest to define. In the Supreme Court case Miller v. California, justices established a three-part test to determine whether a publication, film, image or artwork is obscene. In general, such a work is protected as freedom of expression, if as a whole, it has at least some serious literary, artistic, political or scientific value [source: Legal Information Institute]. In a 1786 letter to a friend, Thomas Jefferson wrote that our freedom depends on freedom of the press, and it can be limited without being lost Library of Congress. A free and unfettered press provides a strong control of government corruption. Journalists – including bloggers and other online writers – enjoy strong protection under the First Amendment, but does that mean you can publish absolutely anything? Not if it's fake. This is where libel laws come into play. Defamation is speech that is both false and harmful to a person's reputation [source: Doskow]. Written libel is called libel, and spoken defamation is called defamation. Over the years, courts have established some tests for defamation. The statement must be published, false and harmful (proven reputational damage). If the vilified person is a public figure (like a politician or celebrity), the defamatory statement must be made with actual malice, meaning it was not an honest mistake but a conscious decision to publish a lie [source: Doskow]. Advertising libel is a civil offense, not a crime. Victims of libel or defamation sue the illegal disclosure for damages. Not surprisingly, the National Enquirer and other tabloids are frequent targets of libel suits [source: Terry]. If offended parents had their way, high school libraries would be free of such filth as The Great Gatsby, Ulysses and Harry Potter series [source: American Library Association]. In the 21st century, individual pupils, external groups and, most often, parents have tried to ban or remove certain books from public school libraries. In case after case, the Supreme Court has defended a student's First Amendment right to read and receive information. Ad in a landmark 1982 Supreme Court case, ruled that a local New York board of education violated its students' constitutional rights by removing nine books identified by a conservative organization as anti-American, anti-Christian, anti-Semitic, and just plain dirty [source: ALA]. School officials cannot restrict access to books simply because they disagree with the content and ideas that exist in them. Sexually explicit material and offensive language are the main reasons for challenging books, but these reasons alone have not held up in court. The only legitimate reason cited by the Supreme Court for removing a book from a public school library is if it can be described as widespread vulgar [source: First Amendment Center]. Harry Potter should be safe for now. The First Amendment rejects any government restriction on free speech, but does that mean you are free to say what you want at work without fear of being fired? It is clear that some forms of speech – for example, in the case of the United States of America – are not the same as those in the European Parliament. But what about other types of protected free speech, like preferences of deeply owned religious or political beliefs? In both public and private workplaces, employees reserve the right to display religious or political signs or symbols at their desks and their opinions employees, as long as these desk screens and conversations do not create a hostile work environment [sources: First Amendment Center, Snyder]. Ad Of course, one person's random conversation is another person's harassment. Employers reserve the right to discipline or fire a worker who continues to proselytize after warnings that such behavior interferes with productivity or makes employees uncomfortable. That's as long as employers are confident that they won't run on the edge of laws that prohibit employment discrimination based on race, color, religion, gender and other characteristics [sources: First Amendment Center, Snyder]. Not so long ago, public schoolchildren across America – of all religious backgrounds – began their day with a recitation of the Lord's Prayer. It wasn't until a pair of landmark Supreme Court rulings in 1962 and 1963 that state-sponsored, compulsory school prayer was deemed a violation of the First Amendment's establishment clause prohibiting the establishment of a state religion [source: Americans United]. But the First Amendment is difficult. The same phrase, which prohibits the creation of a national religion, protects the right of individuals to express themselves and live according to their own religious beliefs. Students are free to pray at school, form Bible study groups, and openly discuss religious views in the classroom as long as the religious messages come from the student, not the public institution. Ad This puts primary school teachers in a constitutionally precarious position. Public school teachers are persons with the right to freely practise their religion. But public school teachers are also considered representatives of the state by the U.S. Department of Education. Teachers are free to pray individually before, during and after school and even form a Bible study group at lunchtime with other teachers, but they are prohibited from supporting or participating in religious activities directly with students during the school day [source: Ministry of Education]. It includes praying with students or joining student-run religious groups in nothing but a monitoring role [source: First Amendment Center]. The right to peaceful assembly is a basic First Amendment protection that allows citizens to gather to publicly air their grievances. Freedom of assembly is what gave the nonviolent civil rights movement of the 1960s the power to bring national attention to the injustices of segregation. So why is it that we often see scenes on television of police arresting peaceful protesters or employing tear gas to disperse a crowd? First of all, protests that occur on private property are unprotected by the First Amendment. A private property owner reserves the right to kick individuals or groups for any reason [source: First Amendment Center]. If protesters refuse to leave private property, they may be intruded. Ad But what about protests in public streets and square? Den Den The Court has found that cities and municipalities have the right to limit the time, place and manner of public demonstrations. These restrictions on freedom of assembly are constitutional as long as they are content neutral, which means that the same rules apply to everyone – from Girl Scouts to neo-Nazis – regardless of the content of a group's message [source: Goyette]. Most cities require permits for parades, protest marches and blockade lines. They also have laws against blocking traffic and making excessive noise after certain hours. Groups that break these laws can be forcibly dispersed or arrested, even if their speech is otherwise protected. Hidden among the most prominent rights guaranteed by the First Amendment is the right to petition the government for a redress of complaints. Despite its low profile, the right to petition has a long and honored pedigree dating back to Magna Carta in 1215 [source: Bernstein]. The right and the ability to complain to officials is a critical function of a representative democracy. Whether that official actually listens, well, that's a different story. To comply with the First Amendment right to petition, government entities and agencies must provide a way to contact them. All government agencies, including the White House, have email addresses and phone numbers to submit comments and questions. But nothing in the First Amendment – or anywhere else in the Constitution – requires the government to respond to those requests or even read them [source: First Amendment Center]. Instead, a democratic system relies on voters to remove officials who don't respond to public opinion. Ad The authors of the Constitution were most concerned about the government's censorship of political opposition. However, if the First Amendment guarantees the right to freedom of expression, it also prohibits any action – not only by the government, but also by private groups and individuals – aimed at censoring or silenced voices. Here's an example. A Chinese dignitary is invited to a college campus to give a speech. Midway through her remarks, a student activist begins to boo and shout about China's human rights abuses. The protester is so vocal that he drowns out any legitimate speech altogether. Ad This is called a heckler's veto when the opinion of an angry person – or a group of people – tries to silence all debate. The term arose from a series of Supreme Court cases in the late 1940s. In each case, the police detained a public speaker for fear that his speech would provoke a violent reaction from the crowd [source: Leanza]. The court held with the speaker, arguing that it is the duty of the police to protect free speech, even if it incites anger in others. The heckler – whether it's a single protester or an angry mob – doesn't have the right to veto opposing views. A function of freedom of expression under our is that it is not dispute, wrote Justice Stevens [source: Leanza]. Leanza]. The founders saw a free press as one of the most effective political watchdogs. But if journalists are to do their job well, they need opportunities to acquire sensitive or confidential information [source: Frontline]. In some cases, this involves an inside source that leaks the information on condition of anonymity. Most U.S. states have passed shield laws that protect journalists from having to disclose their sources, but the federal government does not offer such protections. Back in 1972, the Supreme Court ruled that a journalist should testify before a grand jury if he or she witnessed a crime. In 2005, that decision was confirmed when Judith Miller, a reporter for The New York Times, spent 85 days in prison after refusing to name a confidential source who had leaked the name of an undercover CIA officer – himself a federal crime [source: Van Natta]. Journalists continue to lobby for a national shield law to protect journalists from the very real threat of incarceration to protect a source. Advertising Fashion is a wonderful example of free speech. Although the First Amendment does not mention free speech by name, courts often lump together the freedoms of speech and religion, press, assembly and petition as forms of expression [source: ACLU]. So if you're free to express yourself through your clothes, what about clothes that are offensive, revealing or non-existent? Again, our First Amendment freedoms are limited by location. The Supreme Court has ruled that private property owners can kick people out of the premises for wearing an offensive T-shirt or no shirt at all [source: First Amendment Center]. For example, a restaurant is within its rights to put up a sign that says: No shirt, no shoes, no service. Similarly, individual states and cities can set their own public nudity and decency laws that dictate what people can legally wear or not wear in public. In a 1991 case, the Supreme Court affirmed that states also have the right to restrict nude dancing in adult clubs. The judges ruled that public nudity laws apply even during private shows. It's not a restriction on free speech, the justices concluded, because the dancers are still free to express themselves erotically wearing a small amount of clothing [source: LII]. Judge Amy Coney Barrett says her legal philosophy is originalism, following in the footsteps of her mentor, Justice Antonin Scalia. What does that mean? My 6-year-old has a sweet habit of asking me what I'm writing about. Sometimes it's easy to explain in kindergarten-level terms: The world's largest vehicles! Or how to make a backyard skate park! But when my son asked again this morning over bowls of cereal, it took me a minute to figure out how to explain the First Amendment in the simplest way possible. Firstly, I explained how the Constitution is like an instruction manual for how the country works. We have a congress and elections. We also have a Supreme Court. Supreme Court ensure that the laws are fair to all. The Bill of Rights, I explained, is a list of things the government can't do. The government can't control what you say or write or where you go to church. We are free to have conflicting opinions. In practice, that means a lot of bickering, but in the end it also means compromise. Sounds like a good system, my son replied, slurping up the last of his cornflakes. Couldn't have said it better though. Related articles ACLU. The Bill of Rights: A Brief History. March 4, 2002. (10 January 2014). Expression. October 31, 2005. (10 January 2014) Library Association. Banned & Challenged Classics (January 10, 2014) Library Association. Notable First Amendment lawsuits. (Jan. 10, 2014) United. Prayer and elementary schools. (January 10, 2014) David. Freedom of assembly and petition. The Heritage Guide to the Constitution. (January 10, 2014) /amendments/1/essays/14/1/freedom-of-assembly-and-petition/Doskow, Emily. Libel law made simple. NOLO (January 10, 2014) Amendment Center. FAQ - Montage. 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