

# What Makes a Speech Great?

CLYDE REEVES, Professor of Speech at Monmouth College, New Jersey, guest speaker at the HGS annual banquet, said he got to wondering what would happen if several people of quite different economic, political, social, religious and educational persuasions were to evaluate the same speech. He was granted the opportunity to make such an evaluation at the annual convention of the Speech Association of the Eastern States in New York, and the test speech was Dr. McGlynn's address at the Anti-Poverty Society on June 5, 1887.

The word "poverty" in the subject made this very topical, current and controversial, since persons of differing views would participate. Robert Clancy was invited to speak first at the convention, and he classified the address as great, though conceding that while it was strong and stirring, it was perhaps too emotional, and did

not leave his hearers with any definite program of action.

"Tragic hero," was the image given to McGlynn by Dr. Morris Bogard of the State University at Cortland, New York, a classical critic.

Dr. M. M. Anapol of the University of Hartford divided his 109 students into three groups and asked them to grade the McGlynn effort. After the results were in, it appeared that those who knew the identity of the speaker reported a more favorable impression than those who did not — indicating that "ethos" was a factor.

A general semanticist of note, Dr. Harry Weinberg of Temple University, said it used human capacity to elevate learning from errors of the past, and passed that learning along in its more refined form. He called it a better speech than the speaker himself realized, but added that apparently the speaker wasn't listening, for he refrained from taking action.

In his own classes, Professor Reeves called on his students to give this a grade from 0 to 100, first on an immediate reading, and again following more thought and background knowledge. Their votes at first averaged out right on 50 but went progressively higher as they studied it more carefully. At the annual speech convention in New York, he tested his panel of experts, and there the median went as high as 80.

Dr. Reeves seemed on the whole well satisfied with his chary plan to lay this lengthy exercise before a sub-

stantial number of people. Of the document that provided a vehicle for getting together, as on this occasion 80 years later, he said that everyone should sit down with a copy of the speech and do his own thinking and evaluating, since, in Mr. Clancy's words, "it is still exciting reading today."

"Perhaps," said the speech professor, "you will leave it on the subway and someone else will pick it up and start reading, and thinking, and talking, and who knows when the process will stop, or where; or if it will ever stop?"

## Hope for the Crippled Spirit

by ALICE SIMPSON

IT IS seventy-six years since Henry George wrote his *Open Letter to Pope Leo XIII*, pointing out the injustice of private ownership of land and discussing at great length and in minute detail the various aspects of the subject wherein he differed from the Pope. It is possible that his brilliant logic has at last found capable fertile ground. The fifth encyclical of Pope Paul VI. "On the Development of Peoples," contained the message that help for those who lack basic needs must come first.

Let us pray that attention may at last be focused and free thought be brought to bear on the most important issue of our day—a just system of taxation—so the working man may escape the hard yoke of multiple taxation which whisks away a large portion of his earned income before he sees it. Extensive availability of land would free employers of the

many forms of taxation which restrict their ability to re-invest and limit their freedom of mobility and enterprise.

True Christianity does not wring revenue from the disenfranchised or take it by force from the wealthy to promote the general welfare of underdeveloped areas. Rather it concentrates on opening all channels of opportunity, supporting those who seek, encouraging and informing all others. Remove land from profit and speculation and enable the creative genius of man to once again wing its way on winds of eternal hope and renewed vigor, extinguishing once and for all the great penalty of poverty and the maimed and crippled spirit.

The above is a selection from a longer article sent by Miss Simpson of Oliphant Furnace, Pennsylvania, a student of Basic Economics, with her correspondence lesson V. Her grades are superior, and it is encouraging to find a writer among our students.

The trustees of the Henry George School wish to continue the Ezra Cohen Memorial prize offered annually by the late Mrs. Ezra Cohen. Graduates of summer high school classes at New York headquarters will be eligible to enter the contest, and the writer of the essay deemed best by the judges will be awarded \$100. High school graduates of 1967 outside New York who take the summer course at other extensions or by correspondence may also enter.