

NFL Founder Bruno E. Jacob often said,
"Speech is a business suit,
oratory is white tie and tails!"

Mr. Jacob recognized that the finest oratory was formal, yet accessible; was logical, yet emotional; was ornate, yet transparent.

Bruno, himself, wrote the NFL oratory contest ballot which states:

. . .The composition should be considered carefully for its rhetoric and diction. The use of appropriate figures of speech, similies, metaphors, balanced sentences, allusions and other rhetorical devises to make the oration more effective should be noted especially. Use of English should be more than correct; it should reveal a discriminating choice of words and altogether fine literary qualities. . .

Today, most high school oratory contests contain more business suits (and even leisure suits) than formal clothes. And although the present time does value informality, most people, when asked to define "oratory", would invoke names like King, Churchill, Henry, and Kennedy -- all masters of true oratory where audience attention is demanded by figurative language and the mind and heart moved with the images conjured by figures and tropes.

Professor Wayne C. Mannebach, an expert on rhetoric has prepared a brilliant article "Making Language Impressive." Close attention to Professor Mannebach's teaching will elevate the expression of any oration.

James Copeland