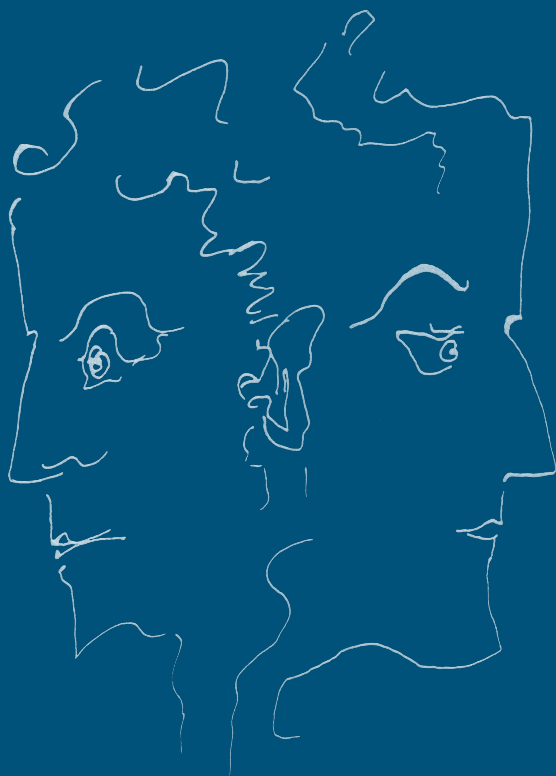


Jörn Lengsfeld
Glossary
of
Public Speaking



2019

GLOSSARY OF PUBLIC SPEAKING

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Illustration: Christiane Lengsfeld,[†] Bad Waldsee

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Translated into English from the German original by Dr. Dr. Jörn Lengsfeld.

To My Mother,
Christiane Lengsfeld,[†]
In Love And Gratitude



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Abstract



In the current "Glossary of Public Speaking" the author presents concise definitions for a few dozens of the most basic terms in the domain of public speaking.





Preface



Terms shape our thinking and are the basis for communication. Agreement on basic concepts is a central prerequisite for any constructive dialogue.

In his publications, the author therefore consistently proposes well-founded approaches to the definition of important terms. With the suggested definitions the author aims to contribute to the development of a coherent terminology to describe the phenomena of the respective subject area.

In the current "Glossary of Public Speaking" the author presents concise definitions for a few dozens of the most basic terms in the domain of public speaking.





Glossary



Glossary



Address

German: *Ansprache*

An address is a special form of speech, which is characterized by a short duration and a thematic focus on the occasion of the meeting.

The word "address" can be used to refer to both a genre of presentation and a literary genre.

With regard to the genre of presentation, the term "address" is defined as an oral, one-sided, verbal communication of one's own thoughts in a coherent form, formulated as prose, directed at an audience consisting of a plurality of listeners, which has a short duration and focuses on the occasion of the meeting.

With regard to the meaning of the word address as a literary genre, it is defined as a written text in the form of a prose, which is intended to serve as the basis for an oral, one-sided, verbal communication of one's own thoughts in coherent form to an audience of a plurality of listeners, which has a short duration and focuses on the occasion of the meeting.

Persons who deliver an address are referred to as speakers, official speakers, dinner speakers or keynote speakers.



Audience

German: *Publikum*

The word audience is defined as a plurality of people at whom a performance or a medium is directed.

Boardroom Discussion

German: *Boardroom Discussion*

A Boardroom Discussion is an oral exchange of ideas between the members of the board of directors of a company or a non-profit organization on the one hand and external experts on the other.

Boardroom Presentation

German: *Boardroom Presentation*

A Boardroom Presentation is an oral presentation given to the board of directors of a company or non-profit organization. The Boardroom Presentation is characterized by a special presentation style, which is subject to the specific customs of business life and at the same time takes into account the characteristics of the circle of addressees. Typically, a company's board of directors is made up of a small circle of highly competent individuals who are extremely busy and whose meetings are therefore subject to a tight schedule. Accordingly, boardroom presentations deliver the content in a highly condensed form and strive for efficient communication. Modern presentation techniques are used. Since professional expertise and technical excellence can be expected from the audience, Boardroom Presentations

make extensive use of economic terminology and industry-specific prior knowledge.

The Boardroom Presentation is named after the English term "Board of Directors", which refers to an executive body of certain legal entities, in particular stock corporations, in the Anglo-American legal area. In a broader sense, the term "Boardroom Presentation" refers to presentations made to management bodies of all kinds, such as the executive board, the management board, the board of directors or the supervisory board.

Ceremonial Address

German: *Festrede*

A ceremonial address or festive speech is a speech given on the occasion of a celebration. Usually, the occasion of the celebration is addressed in the speech and often placed in the wider context.

The term "ceremonial address" can be used to refer to both a genre of presentation and a literary genre.

With regard to the genre of the performance, the term "ceremonial address" is defined as an oral, one-sided, verbal conveyance of one's own thoughts in coherent form, formulated as prose and addressed to an audience of a plurality of listeners on the occasion of a festive celebration.

With regard to the meaning of the word "ceremonial address" as a literary genre, it is defined as a written text in the form of a prose, which is intended to serve as the basis for an oral, one-sided, verbal conveyance of one's own thoughts in coherent form, which is addressed to an



audience of a plurality of listeners on the occasion of a festivity.

A person who addresses an assembled festive society with a ceremonial address is called a ceremonial speaker. The generic term speaker is used alternatively, as are the terms keynote speaker and dinner speaker.

Ceremonial Lecture

German: *Festvortrag*

A ceremonial lecture is a lecture that is held on the occasion of a festive celebration in front of the party guests. The occasion of the celebration is often thematized in the lecture, whereby it is often put into the wider context.

The term "ceremonial lecture" can be used to refer to both a genre of presentation and a literary genre.

"Ceremonial lecture" as a genre of presentation refers to a one-sided verbal conveyance of one's own thoughts in a coherent form, presented orally on the occasion of a festive ceremony, which aims at the comprehensive presentation of factual information on a precisely defined topic, is conceived as prose and is addressed to an audience composed of a plurality of listeners who have gathered on the occasion.

The literary genre of a "ceremonial lecture" is a written text in the form of a prose, which serves as the basis for a one-sided verbal communication of one's own thoughts in a coherent and self-contained form, which is presented orally on a festive occasion and which is aimed at the comprehensive presentation of factual information on a

precisely defined subject and is addressed to an audience gathered for a festive celebration.

A person who addresses an assembled festive society with a ceremonial address is called a ceremonial speaker. The generic term speaker is used alternatively, as are the terms keynote speaker and dinner speaker.

Conference

German: *Konferenz*

A conference is a gathering of a plurality of people in a particular location to share thoughts, information, and knowledge about a topic or problem. The word conference may refer to a single session or meeting, or an entire convention or congress.

Congress

German: *Kongress*

A congress is a pre-organised formal meeting of a plurality of people in a specific location (congress venue) to exchange thoughts, information and knowledge on a topic, subject area, area of expertise or an academic field through lectures, speeches, conversations and discussions, typically consisting of professional colleagues, members of an institution, members of a trade association or members of a learned society.



Convention

German: *Tagung*

A convention is a pre-organized formal meeting of a plurality of people at a specific location (convention venue) to exchange thoughts, information, and knowledge about a topic, subject area, area of expertise or an academic field through lectures, speeches, conversations, and discussions, typically involving professional colleagues, members of an institution, members of a trade association or members of a learned society.

Conversation

German: *Gespräch*

A conversation is the mutual oral communication of one's own thoughts between two or more persons in a consecutive sequence of verbal utterances.

Conversation Leader

German: *Gesprächsleiter*

A conversation leader is a person who conducts a conversation about a given topic by several discussants, mostly performed in front of an audience, by coordinating the sequence of the contributions and shaping the structure of the content by asking specific questions, thus shaping and directing the course of the conversation.

The word "discussion leader" is used synonymously.

Conversation Leadership

German: *Gesprächsführung*

Conversation leadership or conversation conduct is the teaching and practice of purposeful and goal-oriented structuring and steering of the course of conversations through the targeted shaping of the content and form of one's own statements.

Dinner Speaker

German: *Tischredner*

A Dinner Speaker in the functional sense is a person who gives a Dinner Speech.

A Dinner Speaker in the institutional sense is a person who regularly gives Dinner Speech in a professional manner.

Dinner Speech

German: *Tischrede*

A dinner speech is a special form of speech which is distinguished by the fact that it is addressed before, after or during a meal to the people gathered at the table and deals with the occasion of the meeting.

The dinner speech is a special form of speech which is addressed to the people gathered at a table before, after or during a meal and deals with the occasion of the meeting.

Dinner speeches are usually given in a form appropriate to the occasion, which is usually reflected in a solemn and at the same time entertaining character of content and

style. Their function is to make the sense and meaning of the meeting present to those attending, as well as to offer possibilities for connecting to the discussion at the table by pointing out similarities.

In most cases, a dinner speech is given before or after a meal, but sometimes also between two courses. Usually, dinner speeches are given at dinner; they are not uncommon at lunch, whereas they are rarely given at breakfast or brunch. It is common for the speaker to address the dinner party from his or her seat, to which he or she rises and announces his or her dinner speech by making his or her glass ring with the help of his or her cutlery.

The word dinner speech refers to both a genre of presentation and a literary genre of written text.

A dinner speech in the sense of a presentation genre is a verbally presented one-sided verbal communication of one's own thoughts in coherent form as prose, which is addressed before, after or during a meal to the persons gathered at the table as listeners and which thematizes the occasion of the meeting.

A dinner speech in the sense of a literary genre is a written text in the form of a prose, which is the basis for a verbally presented one-sided verbal communication of one's own thoughts in coherent form, which is addressed before, after or during a meal to the persons gathered at the table as listeners and which deals with the occasion of the meeting.

Discussant

German: *Diskutant*

A discussant is a person who is actively involved in a discussion.

Discussion

German: *Diskussion*

A discussion is the mutual oral communication of one's own thoughts on a certain topic between two or more persons, which takes place in a consecutive sequence of related verbal utterances, whereby the exchange of ideas comprises in particular theses, arguments, evidence and examples.

Discussion Leader

German: *Diskussionsleiter*

A discussion leader is a person who directs a discussion on a given topic, which is usually carried out in front of an audience by several discussants, by coordinating the sequence of the contributions and shaping the structure of the content by asking questions, thus shaping and directing the course of the discussion. The word "conversation leader" is used synonymously.

Fireside Chat

German: *Kamingespräch*

A fireside chat is a conversation between a small number of people whose atmosphere is characterised by the



specific ambience of a fireplace in a fireplace room which typically radiates discretion, comfort and security. A fireplace conversation offers the setting for a particularly trusting, informal, relaxed and open communication.

The term "fireside chat" also refers to an event format. A fireside chat is an event that focuses on a combination of interview, panel discussion and public discussion, which is presented to a small audience in the specific ambience of a fireplace room.

The fireplace has been a central place for social interaction for thousands of years. For a long time, the fireplace was even the centre of life. It is therefore firmly anchored in the collective consciousness of the people as a special place with which positive associations are connected. With the fireside chat, reference is made to this tradition whereby the specific ambience is used to create a positive atmosphere for communication through the connotations associated with it.

Impulse Lecture

German: *Impulsvortrag*

An impulse lecture is a speech that aims to trigger a change in the audience's perception, attitudes, thoughts or actions.

Interjection

German: *Zwischenruf*

An interjection is a short oral communication of one's own thoughts about the current speech of another person, which a person from the panel of discussants or

the audience spontaneously expresses during a coherent verbal communication of a speaker or interlocutor usually without prior request to speak and without the need to give the floor, and which relates to the content of the current speech.

Interposed Question

German: *Zwischenfrage*

An interposed question is an oral communication in the form of a question which a listener spontaneously expresses during a coherent oral communication by a speaker or interlocutor, usually without prior request to speak and without the need to give the floor, and which relates to the content of the current speech.

Keynote

German: *Keynote*

A keynote is a lecture which, due to its significance in terms of the importance of its content, the nature of its presentation or the high profile of the speaker occupies a prominent position in a certain event and receives special attention. Usually a keynote is scheduled at a prominent point in time in the course of the event.

Keynote Speaker

German: *Keynote Speaker*

A keynote speaker in the functional sense is a person who delivers a keynote speech, i.e. a person who gives a speech, which receives increased attention because of its



significance in terms of content, type of presentation or popularity of the speaker.

A keynote speaker in the professional sense is a person who regularly delivers keynote speeches as part of his or her professional activity, i.e. a person who offers the paid service of holding speeches, lectures and presentations, which are suitable to take a prominent position in events of the client.

Kick-Off Lecture

German: *Auftaktvortrag*

A kick-off lecture is a speech that is scheduled to take place at the start of an event. Usually, the kick-off lecture is the first highlight in the dramaturgy of an event and fulfills several different functions. The task of the kick-off lecture is to open the event and introduce the topic. The kick-off lecture serves to get the audience in the mood for the event. In addition it directs the attention of the listeners to the topic, offers a preview of the following lectures, arouses thereby curiosity and generates positive tension. Typically, the kick-off lecture will cover the different parts of the event in a mental arc, work out the red thread and embed the topic in the relevant context. Ideally, the kick-off lecture is the first highlight in the event's course due to the way in which it is presented and its own thematic focus. The kick-off lecture is a special form of the kick-off speech.

People who give a kick-off lecture are referred to as speakers, official speakers or keynote speakers.

Lectern

German: *Rednerpult*

A lectern is a piece of furniture which serves the purpose of enabling a speaker to store his or her speech manuscript at an appropriate height during a speech held in a standing position so that it can be read easily. In addition, the lectern regularly serves to attach a microphone. The construction of a lectern consists of a frame, which is often adjustable in height in order to be adapted to the speaker's body size, and an inclinable plate, which serves as the actual underlay. Speakers, speakers, speakers and keynote speakers who give their speeches, talks, lectures and keynote speeches in free speech often do without the use of a speaker's desk in favour of free movement on stage or use it only for storing notes without holding the speech from the desk.

Lecture

German: *Vortrag*

The word "lecture" is used both to designate a genre of performance and a literary genre written text, and is used in each case in a broader and narrower sense.

If the word "lecture" is used to describe a genre of presentation, it refers in the broadest sense to a orally presented one-sided communication of one's own thoughts in coherent form as prose, which is addressed to an audience consisting of a plurality of listeners. In this sense, the word is largely used synonymously with the word speech.

A lecture in the sense of a performance genre is an orally presented one-sided communication of one's own



thoughts in coherent form, which aims at the comprehensive presentation of factual information on a precisely defined topic, is conceived as prose and is addressed to an audience of a plurality of listeners.

Concerning the literary genre described by the word lecture, the following definition can be used: the word 'lecture' is used to describe a work which is a written prose text which serves as the basis for an oral, one-sided, linguistic communication of one's own thoughts in coherent form to an audience of a plurality of listeners.

A lecture in the sense of a literary genre refers to a written text in the form of a prose, which serves as the basis for a verbally presented, one-sided, linguistic communication of one's own thoughts in a coherent form, which deals with the comprehensive presentation of factual information on a precisely defined subject and is directed at an audience of a plurality of listeners.

The person who addresses an audience with an oral presentation is referred to as a lecturer. The terms speaker or keynote speaker are also used.

Lecture Manuscript

German: *Vortragsmanuskript*

A lecture manuscript is a written copy of the text of a lecture, which is intended as a basis for the oral speech. It serves the lecturer, speaker or keynote speaker as a text template for his or her oral presentation, whereby he or she literally adopts the wording or uses it as a base but speaks freely.

Main Lecture

German: *Hauptvortrag*

A main lecture is a lecture which, due to its significance in terms of the importance of its content, the nature of its presentation or the high profile of the speaker assumes a prominent position within the course of an event and receives special attention. Usually, a main lecture is scheduled at a special time in the program of the event.

Main Presentation

German: *Hauptreferat*

A main presentation is a presentation which, in view of the importance of its content, the nature of its presentation or the high profile of the speaker, occupies a prominent position in an event and receives particularly high attention. Usually, a main presentation takes place at a special point in time during the course of the event.

Opening Speech

German: *Eröffnungsrede*

An opening speech is a speech that is scheduled to take place at the beginning of an event. It usually marks a first highlight in the dramaturgy of the event and fulfills several functions at the same time. An opening speech serves to open the event and introduce the topic. It creates an attunement of the audience to the event. It draws the audience's attention to the theme, offers a preview of the following lectures, arouses curiosity and creates tension. Typically, it creates a mental arc over the different parts of the event, works out the red thread and



embeds the topic in the relevant context. Ideally, it forms a first highlight in the course of the event through its own thematic focus and the type of presentation.

People who give an opening speech are referred to as speakers, official speakers or keynote speakers.

Oratory

German: *Redekunst*

The word oratory in the functional sense refers to the totality of the skills and abilities that enable and shape the writing and delivery of a speech.

In the institutional-disciplinary sense, the word oratory refers to the teaching and practice of writing and delivering speeches.

In a broad understanding of the term, the teaching and practice of the writing and presentation of oral utterances of other genres are also counted as oratory in the institutional sense.

Panel Discussion

German: *Panel Diskussion*

A panel discussion is a conversation between several people that takes place in front of an audience on a given topic. It is designed to give the audience an overview of the different points of view through an appropriate selection of participants and to bundle the knowledge.

Plenary Discussion

German: *Plenumsdiskussion*

A plenary discussion is a moderated discussion in which, in principle, all persons present at a larger meeting can take part.

A plenary discussion is a mutual exchange of one's own thoughts, usually moderated by a moderator or discussion leader, taking place in a consecutive sequence of verbal utterances in which, in principle, all persons present at a larger meeting can take part.

The term is used in particular in the context of events such as conferences, congresses and meetings to distinguish an open discussion in which the audience can participate from other forms of presentation, such as speeches or panel discussions, in which the audience is not involved. It is also used to distinguish a discussion in an assembly from discussions in individual parts of that assembly, such as working groups or committees.

Podium Discussion

German: *Podiumsdiskussion*

A podium discussion is a discussion between several people about a given topic, held in front of (an audience from) a plurality of viewers. It is designed to give the audience an overview of the different points of view and to bundle the knowledge through appropriate structuring.



Presentation

German: *Referat*

The oral presentation is a special form of lecture which is characterised by the fact that it contains the factual communication of knowledge on a narrowly defined topic in a structured manner and according to certain formal rules. The subject of a presentation is either the summary of the current state of knowledge on a narrowly defined topic or the presentation of new, usually scientific findings on a narrowly defined research question.

Public Speaking

German: *Öffentliche Rede*

Public Speaking refers to all forms of verbal communication to an audience consisting of a plurality of recipients in a public setting, in particular the speech, the lecture, the presentation, the address and the keynote speech, as well as all subtypes of these genres.

Rhetoric

German: *Rhetorik*

Rhetoric is the teaching and practice of writing and presenting linguistic utterances in oral form.

Scientific Lecture

German: *Wissenschaftlicher Vortrag*

A scientific lecture is a special form of lecture which is characterized by the fact that the information provided

has been obtained by the application of scientific methods. The subject of a scientific lecture is either the summary of the current state of scientific research on a precisely defined topic or the presentation of new, mostly own scientific findings.

Short Lecture

German: *Kurzvortrag*

A short lecture is a special form of lecture, which is characterized by a particularly short duration, which is achieved either by a particularly narrow delimitation of the treated topic or a particularly strict limitation to the essential aspects or an argumentation on a high level of abstraction.

Short Presentation

German: *Kurzreferat*

A short presentation is a special form of presentation, which is characterized by a particularly short duration, whereby the adherence to the short speaking time can be achieved by different approaches, such as a narrow delimitation of the topic addressed, a limitation to selected essential aspects or an argumentation on a high level of abstraction.

Speakers Agency

German: *Redneragentur*

A speakers agency is a provider of services whose core is the placement of natural persons who are willing to act as



speakers in the context of a client's events and who, due to education, research or experience, possess relevant expertise, competence and reputation as well as the necessary rhetorical skills and personality traits in order to perform adequately within the framework of a public event.

Speakers Bureau

German: *Referentenagentur*

A speakers bureau is a provider of services whose core is the placement of natural persons who are willing to act as speakers at events of a client and who, due to education, research or experience, have relevant expertise, competence and reputation as well as the necessary rhetorical skills and personality traits to make an adequate appearance within the framework of public events.

Speaking Fee

German: *Vortragshonorar*

A speaking fee is the fee agreed for holding a lecture, a speech, a presentation or a keynote speech and paid by the organizer to the speaker, lecturer or keynote speaker.

Specialist Lecture

German: *Fachvortrag*

The specialist lecture is a special form of lecture whose purpose is the transfer of specialist information. The purpose of a specialist lecture is either to summarise the

current state of the art on a specific topic or to present new findings in the relevant subject area.

Speech

German: *Rede*

A speech in the sense of a performance genre is a verbally presented unilateral verbal communication of one's own thoughts in a coherent form formulated as prose, which is addressed to an audience consisting of a plurality of listeners.

A speech in the sense of a literary genre is a written text in the form of a prose, which serves as the basis for a orally presented one-sided verbal communication of one's own thoughts in coherent form, which is directed at an audience consisting of a plurality of listeners.

Speech Manuscript

German: *Redemanuskript*

A speech manuscript is a written copy of the text of a speech, which is intended as the basis for an oral presentation. It serves the speaker, lecturer or keynote speaker as a text template for his or her oral presentation, whereby he or she literally adopts the wording or uses the points as a basis but speaks freely.

Speechwriter

German: *Redenschreiber*

A speechwriter in the broad sense is a person who drafts a speech and puts it into writing.



A speechwriter in the narrow sense is a person who writes speeches that are intended to be delivered by another person.

Summit Meeting

German: *Gipfeltreffen*

A summit meeting is a meeting of top politicians or executives for direct personal discussion.



Biographical Notes



FOTO: DR. DR. JÖRN LENGSFELD

Dr. Dr. Jörn Lengsfeld

Dr. Dr. Jörn Lengsfeld

– Author –

Jörn Herbert Bernhard Lengsfeld,

born in Wiesbaden, raised in Eltville am Rhein, spent his secondary school years in Bad Waldsee, Baden-Württemberg, where he passed his Abitur examination with the highest possible grade of 1.0. He then studied economics / business administration at the University of St. Gallen, graduating with the degree of licentiatus oeconomiae (lic. oec. HSG), which is equivalent to a Master's Degree. This was followed, also at the University of St. Gallen, by doctoral studies in economics and a dissertation on business administration, leading to the research degree of a doctor oeconomiae (Dr. oec. HSG) awarded with the highest distinction (*summa cum laude*). Due to a further dissertation in communication sciences, Jörn Lengsfeld was also awarded a doctorate by the Philosophical Faculty of the University of Erfurt with a grade of 1.0 (Dr. phil.). Jörn Lengsfeld received several honours, including a scholarship from the Studienstiftung des deutschen Volkes (German Academic Scholarship Foundation).



FOTO: DR. JÖRN LENGSFELD

Christiane Lengsfeld



Christiane Lengsfeld

– Illustration –

Christiane Elli Margarete Lengsfeld,

born Schönfeld, first absolved vocational training as a certified businesswoman after her secondary school years at a Gymnasium in Wiesbaden. She then completed her academic studies at the Werkkunstschule Wiesbaden, now the Hochschule RheinMain University of Applied Sciences, where she passed the state examination to become an Interior Architect and also graduated as a Designer. In her career she held various positions in architecture and design. A number of international stays led her to live in Paris for several years. Following advanced foreign language studies, she studied german literature, political science and philosophy at the Johannes Gutenberg University in Mainz. After her wedding she devoted herself to the parenting of her son Jörn and later to the care of her sick husband. Subsequently she worked as a self-employed freelancer for many years. Christiane Lengsfeld died of a most severe illness. She left behind an extensive artistic oeuvre.





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