The way I accessed the speech is mainly by watching the video on YouTube and sometimes by reading the text on the website. Since English is not my mother language, I need the text version to help me understand Dr. Banks (the speaker) better.

First thing first, I want to emphasis the way that Dr. Banks begins his speech. It is a very smart technology of presentation by singing a song at the beginning of his speech. By doing in this way, it is more efficient to attract audience’s attention and active the atmosphere at the mean time. Although in our essay, we can’t really “sing a song”, we can still use it as our reference method, such as giving an interesting story or a catchy poem to expand our topics.

Talking about the unity and organization, I love the way Dr. Banks organized his speech. It is very clear and concentrated on his topics. The title of his speech, which is “funk, flight and freedom”, is throughout his entire article. This is also the way he organized his speech. He divided his speech into three parts. Each part is composed of several paragraphs and focusing on only one word of his article title. As for each part, he likes to give a small story of other people or a real example of himself to expand his discussion. This is what we need for writing our essay. We need a very clear topic and then we should bring some examples or stories to support our arguments.

As for the transition of his speech, it is very smooth and each paragraph has a connecting link between what comes before and what goes after. Meanwhile, you will know very clearly at the time he is going to bring up a new idea. In our essay, although it is very important to bring up a topic as clear as you can, it is also very important to integrate your topics into the entire article so that each small topic won’t sound so awkward.

Since his indented audiences are majority of teachers, professors and other highly educated scholars from the university or college levels, the content of his article is more related to institution things. The examples or stories he used in his article are more academic but not common. The public won’t recognize some citations he used from celebrities probably but his audiences will understand it for sure. This is how our intended audiences shape how we write. Giving the related stories or examples from your audiences’ life will make them understand your topic better.

Obviously, another technology he used in his speech is the tone of his voice and the passion he showed. This is a very common strategy in presentation or a speaking conference. But when you look at his sentences in his articles, you will notice that he used a lot of parallelism sentences to make his speech more fluent, more encouraging and more powerful. In our essay, we can also use parallelism sentences to highlight and emphasis our topic.

I did some research and found that the genre of Banks’s speech is belonging to secondary speech (I am not sure)? Bakhtin defines secondary speech as composites of simple, primary speech genres in the analysis of the interaction between the multiple competing voices and registers in literary works. This kind of genre uses some facts and personal experience to support an argument, which is a good way that we can use in our essay.