

Influence of Movable Types and Animated Languages on the Development of Qualitative Speech- Making in Contemporary African Society

Ayo **Elebute**

Abstract This paper appraises the influence that movable types and animated language has on the development of qualitative speech making in contemporary African society. It reveals that the introduction of the first movable type by a German inventor Johannes Gutenberg created a watershed in the epoch of book publishing, which hitherto gave rise to documentation of spoken words. Also the oral tradition of ancient African cultures is positioned as a great influence on African public speakers in articulating their feelings, ideas and thoughts and in moving people with great speeches through creative use of vivid, animated language. The paper concludes that most accomplished public speakers in Africa have been employing vivid, moving languages that give sharp and poignant imagery as well as strong and insistent rhythm. They were able to appropriate accurate, clear and vivid, language to the occasion, to their audience, to the topic and to themselves.

Key words: Movable types, Animated language, Book publishing, Oral tradition, Public speakers