

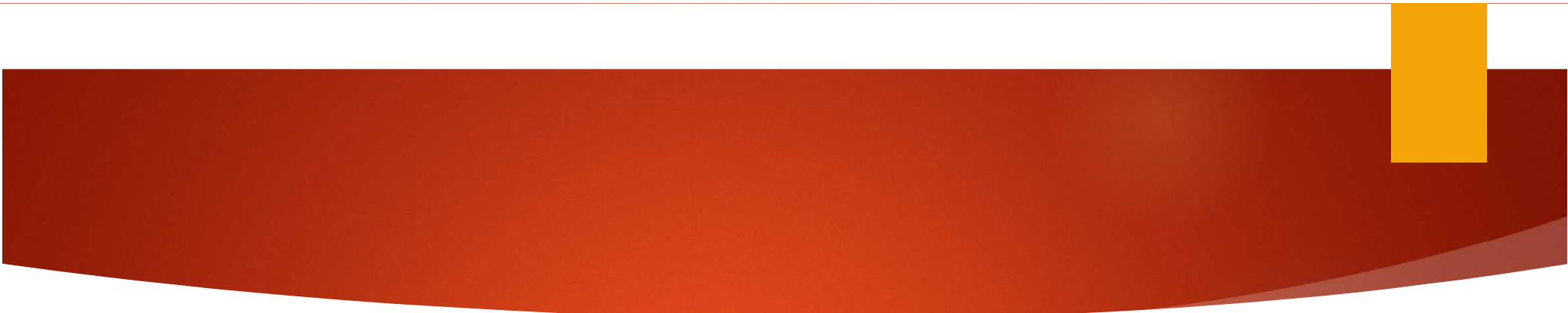
PUBLIC SPEAKING

Lecture 8: Delivering Your Speech

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Objective

- ▶ Identify three reasons why delivery is important to a public speaker
- ▶ Identify and describe four methods of delivery
- ▶ Identify and illustrate the characteristics of effective delivery

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- ▶ What's more important: what you say or how you say it? Delivery has long been considered an important part of public speaking. But is the delivery of your speech more important than the content of your message?
 - ▶ For centuries, since ancient Greece, famous speakers and speech teachers, such as Aristotle and, later, the Roman rhetorician Quintilian, have argued in favor of the primacy of either the content of the speech or its delivery.
 - ▶ Today, whether you are speaking in front of a live audience or presenting a talk via Skype or other online platforms, communication teachers believe that both content and delivery contribute to speaking effectiveness.

The Power of Speech Delivery

- ▶ Nonverbal communication is communication other than through written or spoken language that creates meaning for someone.
- ▶ Nonverbal factors such as eye contact, posture, vocal quality, and facial expression play a major role in the communication process.
- ▶ Listeners expect a good speaker to provide a good delivery.



Why is Delivery Important?

Listeners Expect Effective Delivery

Listeners Make Emotional Connections with You through Delivery

Listeners Believe What They See

Listeners Expect Effective Delivery

- ▶ People have certain expectations as to how you should communicate.
- ▶ If a listener expects you to have effective delivery, and your delivery is poor, you will lose credibility.



Listeners Make Emotional Connections with You through Delivery

- ▶ Nonverbal messages are the primary way we communicate emotion.
- ▶ When a speaker's delivery was effective, the audience felt greater pleasure and had a more positive emotional response than when the same speaker had poor delivery.
- ▶ Emotions are contagious.



Listeners Believe What They See

- ▶ We usually believe nonverbal messages because they are more difficult to fake.
- ▶ A person trying to deceive someone may speak with a higher vocal pitch, at a slower rate, and with more pronunciation mistakes than normal.



The Power of Speech Delivery: Recap

Nonverbal communication:

- ▶ creates a major portion of the meaning of a speech.
- ▶ disappoints audiences when it violates their expectations.
- ▶ expresses almost all the emotion in a speech.
- ▶ can help listeners “catch” the speaker’s feelings.
- ▶ is usually more believable than words.

Methods of Delivery

Manuscript
speaking

Memorized
speaking

Impromptu
speaking

Extemporaneous
speaking

Manuscript Speaking

- ▶ Manuscript speaking is the word-for-word iteration of a written message.
- ▶ This form of speaking is used when the exact words matter and when much time and energy is expended on getting everything just right.

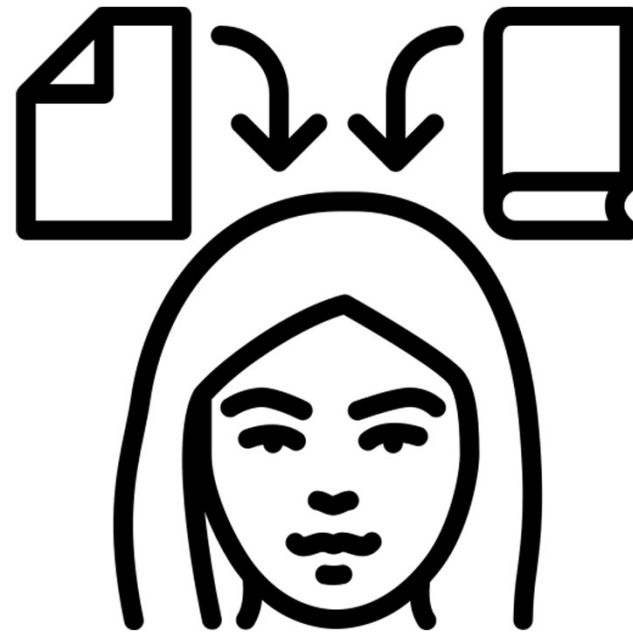


Tips to Deliver Manuscript Speech

- ▶ Indicate in writing on your manuscript where to pause or emphasize certain words.
- ▶ Type your speech in short, easy-to-scan phrases on the upper two-thirds of the paper so that you do not have to look too far down the page.
- ▶ As with any performance, practice with your manuscript before you speak.
- ▶ Make eye contact as much as possible; don't look over listeners' heads.
- ▶ Use your normal, natural speed of delivery with varied vocal variation.
- ▶ Use appropriate and natural gestures and movement to add nonverbal interest and emphasis to your message.

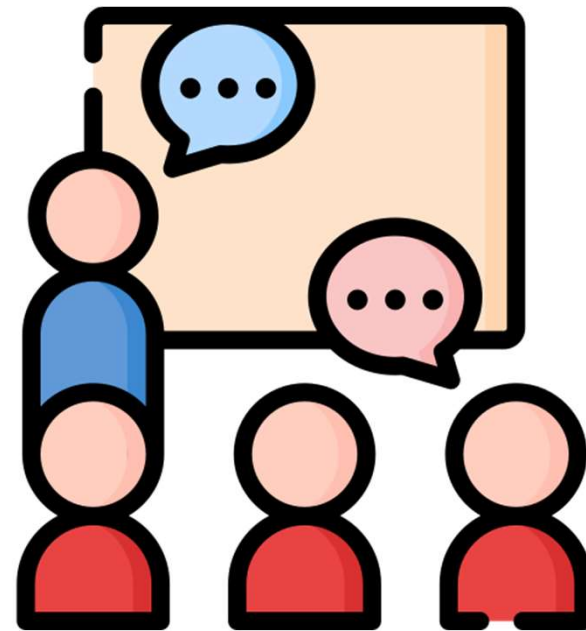
Memorized Speaking

- ▶ Delivering a speech word for word from memory without using notes.
- ▶ Memorized speaking allows you to have maximum eye contact with the audience.
- ▶ Most memorized speeches sound stiff, stilted, and over rehearsed.



Impromptu Speaking

- ▶ Delivering a speech without advance preparation.
- ▶ You have probably done impromptu speaking many times in informal, conversational settings.



Impromptu Speaking Guideline

Consider your audience

Be brief

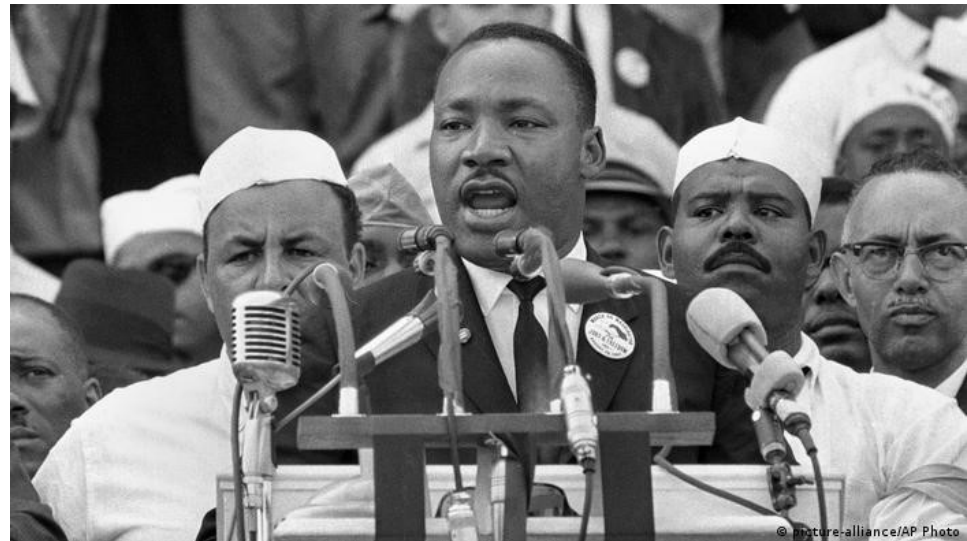
Organize

Speak honestly from personal experience and knowledge

Be cautious

Extemporaneous Speaking

Speaking from a written or memorized speech outline without having memorized the exact wording of the speech.





Method	Description	Disadvantages	Advantages
Manuscript speaking	Reading your speech from a prepared text.	<ul style="list-style-type: none">• Your speech is likely to sound as if it is being read.• It takes considerable skill and practice to make the message sound interesting.	<ul style="list-style-type: none">• You can craft the message carefully, which is especially important if it is being presented to the media.• The language can be beautifully refined, polished, and stylized.
Memorized speaking	Giving a speech from memory without using notes	<ul style="list-style-type: none">• You may forget part of your speech.• You may sound overrehearsed and mechanical.	<ul style="list-style-type: none">• You can maintain direct eye contact with the audience.• You can move around freely or use gestures while speaking, since you don't need notes.
Impromptu speaking	Delivering a speech without preparing in advance	<ul style="list-style-type: none">• It is challenging to organize your speech well and deliver it smoothly.• Lack of advance preparation and research makes it more difficult to cite evidence and supporting material.	<ul style="list-style-type: none">• You can easily adapt to how your audience is reacting to you and your message during the speech.• The audience sees and hears an authentic speech that is spontaneously delivered without notes.
Extemporaneous speaking	Knowing the major ideas, which have been outlined, but not memorizing the exact wording	<ul style="list-style-type: none">• It takes time to prepare an extemporaneous speech.• It takes skill to deliver the speech well.	<ul style="list-style-type: none">• Your speech is well organized and well researched.• Your speech sounds spontaneous, yet appropriately polished.

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Characteristics of Effective Delivery

Eye contact

Gestures

Movement

Posture

Facial
expression

Vocal
delivery

Personal
appearance

Eye Contact

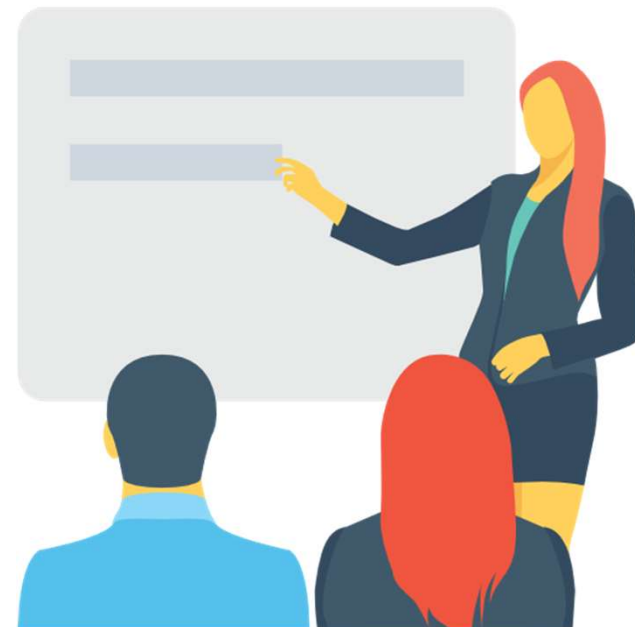
- ▶ Eye contact with your audience opens communication, keeps your audience interested, and makes you more believable.
- ▶ Making eye contact with your listeners clearly shows you are ready to talk to them.
- ▶ Most listeners will think you are capable and trustworthy if you look them in the eye.
- ▶ Eye contact may also make your speech more memorable.

Tips for establishing eye contact with your audience

- ▶ Have your opening sentence well enough in mind so that you can deliver it without looking at your notes or away from your listeners.
- ▶ Establish eye contact with the entire audience.
- ▶ Look to the back as well as the front, and from one side of your audience to the other.
- ▶ Look at individuals, establishing person-to-person contact with them.
- ▶ Don't look over your listeners' heads; establish eye-to-eye contact.
- ▶ If your speech is being recorded and there is an audience present, look at your audience rather than only at the camera lens.

Gestures

- ▶ Important points are emphasized with gestures.
- ▶ Many people who gesture easily and appropriately in the course of everyday conversation aren't sure what to do with their hands when they find themselves in front of an audience.



How to Use Gestures Effectively

Stay natural

Be definite

Use gestures that are consistent with your message

Vary your gestures but don't overdo it

Make your gestures appropriate to your audience and situation

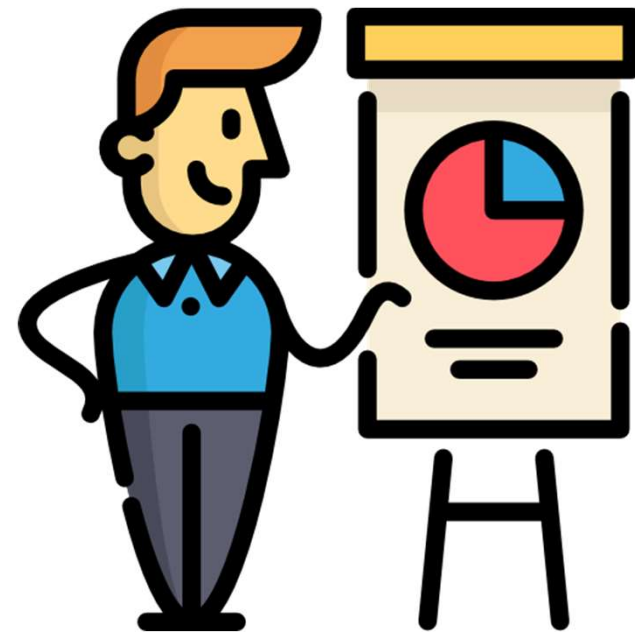
Adapt your gestures to audience cultural expectations



Business Insider. (Sep 11, 2016). *4 essential body language tips from a world champion public speaker*. Retrieved from <https://www.youtube.com/watch?v=ZK3jSXYBNak>.

Movement

- ▶ You may want to move purposefully about while delivering your speech, but take care that your movement does not detract from your message.
- ▶ Make your audience feel closer to you by establishing immediacy.



Posture

- ▶ The way you carry your body communicates significant information.
- ▶ Your stance can reflect on your credibility as a speaker.
- ▶ If you are happy, your face and voice reflect your happiness; your posture communicates the intensity of your joy.



How to Have Good Posture

- ▶ Stand up straight while pulling your shoulder blades back just a bit.
- ▶ Imagine that your head is being held up by a string.
- ▶ Have direct eye contact with your listeners while standing tall.

Facial Expression

- ▶ Your audience sees your face before they hear what you are going to say.
- ▶ Your facial expression should naturally vary to be consistent with your message.



How to Use Effective Facial Expressions

- ▶ Monitor your expression so that it communicates the emotion you intend.
- ▶ Pay special attention to your facial expression when you begin your speech.
- ▶ When presenting a speech that will be seen only on video, take care not to overly exaggerate your facial expression.
- ▶ Listeners from high-context cultures, such as people from Asia, often prefer less dramatic and more subtle facial expressions.

Vocal Delivery

- ▶ **Speak to be understood.** To be understood, you need to consider four aspects of vocal delivery: volume, articulation, dialect, and pronunciation.
- ▶ **Speak with variety.** To speak with variety is to vary your pitch, rate of speech, and pauses.



Speak to be Understood

- ▶ Volume: The softness or loudness of a speaker's voice.
- ▶ Articulation: The production of clear and distinct speech sounds.
- ▶ Dialect: A consistent style of pronouncing words common to an ethnic group or geographic region.
- ▶ Pronunciation: The use of sounds to form words clearly and accurately.



Speak with Variety

- ▶ Pitch: How high or low the voice sounds.
- ▶ Inflection: The variation in the pitch of the voice.





TED. (Jun 24, 2014). *How to speak so that people want to listen*. Retrieved from <https://www.youtube.com/watch?v=elho2S0Zahl>.

Personal Appearance

- ▶ There is considerable evidence that your personal appearance affects how your audience responds to you and your message, particularly during the opening moments of your presentation.
- ▶ If you violate their expectations about appearance, you will be less successful in achieving your purpose.
- ▶ As a general guideline, consider dressing slightly better than your audience. Also avoid wearing distracting T-shirts or clothing with words, images, or advertising unrelated to your message

Characteristics of Effective Delivery: Recap

- ▶ High level of eye contact with the entire audience
- ▶ Culturally appropriate, natural, nondistracting gestures
- ▶ Purposeful, nondistracting, movement designed to increase immediacy
- ▶ Straight but natural standing posture, matching the intensity of the message
- ▶ Culturally appropriate facial expressions, matching the message
- ▶ Audible volume, clear articulation, minimized dialect
- ▶ Varied vocal pitch and speaking rate
- ▶ Clean grooming and clothing appropriate to audience and situation

Conclusion

- ▶ Of the four methods of delivery—manuscript, memorized, impromptu, and extemporaneous—the extemporaneous method is the most desirable in most situations. Speak from an outline without memorizing the exact words.
- ▶ Eye contact is the single most important delivery variable. Your gestures and movements should appear natural and relaxed, definite, consistent with your message, varied, unobtrusive, and coordinated with what you say as well as appropriate to your audience and situation. Use your posture, facial expressions, and vocal cues—including pitch, rate of speaking, and use of pauses—to communicate your emotions. Be sure to speak loudly enough and to articulate clearly



Thank you

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