

PUBLIC SPEAKING

Lecture 3: Presenting Your First Speech

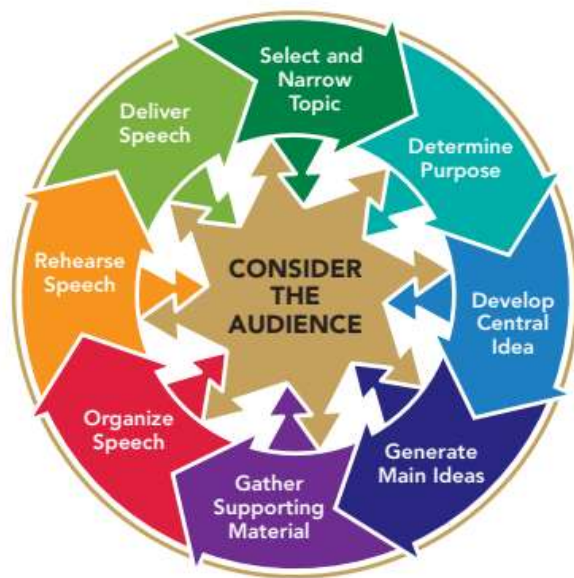
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Learning Objectives

1. Explain why it is important to be audience-centered during each step of the speechmaking process.
2. Select and narrow an appropriate topic for a speech.
3. Differentiate between a general speech purpose and a specific speech purpose.
4. Develop a sentence that captures the central idea of a speech.
5. Identify three strategies for generating the main ideas for a speech.
6. Describe several types of supporting material that could be used to support speech ideas.
7. Develop a speech with three main organizational parts—an introduction, a body, and a conclusion.
8. Identify successful strategies for rehearsing a speech.
9. Describe the essential elements of effective speech delivery.



- ▶ When you are assigned to perform a speech, you probably have no clue and ask yourself, “What do I do first?” Your assignment might be to introduce yourself. Or your first assignment might be a brief informative talk to describe something to your audience.
- ▶ Regardless of the specific assignment, you need some ideas of how to begin. Here I am going to explain to you the diagram of speech making.



- ▶ There are several steps that you can follow when you are making a speech. As you can see, the diagram presents the tasks involved in the speechmaking process. You can start making your speech by selecting a topic and will end when you have presented your speech.
- ▶ This model of the speechmaking process emphasizes the importance of considering your audience as you work on each task involved in designing and presenting a speech. In public speaking, the audience must be the central focus of your speech. Your audience plays a very important role, they influence the topic you choose and every later step of the speechmaking process. In a very real sense, your audience “writes” the speech.

Consider Your Audience

- ▶ Before you start making your speech, you need to consider your audience. There are two ways to consider your audience: analyze your audience and consider the cultural diversity of your audience.
- ▶ To be audience-centered, it means you need to first identify and then analyze information about your listeners. You will be able to gain some information or classification just by looking at your members of speech class, such as their ages, the percentages of men and women, etc. To determine other, less obvious information, you might need to ask them questions or design a short questionnaire.
- ▶ Being audience-centered involves making decisions about the content and delivery of your speech before you speak, based on knowledge of your audience's values, beliefs, and knowledge. It also means being aware of your audience's responses during the speech so that you can make appropriate adjustments.



Consider Your Audience

- ▶ In making a speech, you also have to consider the cultural diversity of your audience. Several years ago, the typical college student was likely to be a recent high school graduate between the ages of eighteen and twenty-one. Today, your classmates probably reflect a much wider range of ages, backgrounds, and experiences. Different cultures have radically different expectations about public speaking. You will want to adjust not only your delivery style but also your topic, pattern of organization, and the examples you use, according to who your audience members are and what topics they are interested in.
- ▶ Being sensitive to your audience and adapting your message accordingly will serve you well, not only when you are addressing listeners with different cultural backgrounds from your own, but in all types of situations. If you learn to analyze your audience and adapt to their expectations, you can apply these skills in numerous settings, I mean like at a job interview, during a business presentation or city council election campaign, even while proposing marriage.



Select and Narrow Your Topic

- ▶ While keeping your audience foremost in mind, your next task is to determine what you will talk about and to limit your topic to fit the constraints of your speaking assignment. You need to pay special attention to the guidelines your instructor gives you for your assignment.
- ▶ If your first speech assignment is to introduce yourself, your speech topic has been selected for you: It means **You are the topic**. It is not uncommon, it is really okay, to be asked to speak on a specific subject. Often, though, the task of selecting and narrowing a topic will be yours. Choosing or finding a topic on which to speak can be frustrating. “What should I talk about?” can become a haunting question to so many people.



3 Common Questions to Discover Topic:

Who is the audience?

What are my interests, talents, and experiences?

What is the occasion?

3 Common Questions to Discover Topic:

Who is the audience?

Your topic may grow from basic knowledge about your audience. For example, if you know that your audience members are primarily between the ages of 25 and 40, you might try to select a topic of interest to people who are probably working and either seeking partners or raising families.

What are my interests, talents, and experiences?

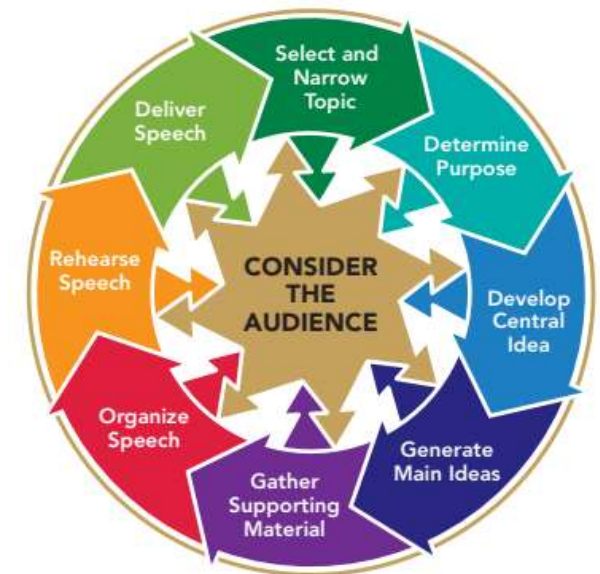
Your choice of major in college, your job, your hobbies, and your ancestry are sources for topic ideas. Issues about which you feel strongly or want to learn can also sometimes make good speech topics.

What is the occasion?

The occasion for which the audience has gathered may suggest some topics to you or may prohibit you from discussing certain topics. A speech to your class, for example, probably calls for a different topic than does a speech to a religious group, a model railroad club, or a city council meeting. Consider the physical setting of your speech as well as any time limits, too.

Determine Your Purpose

- ▶ Your general purpose is the overarching goal of your speech. There are three general purposes for speeches: to inform, to persuade, and to entertain.
- ▶ Your specific purpose is a concise statement indicating what you want your listeners to be able to do, remember, or feel when you have finished your speech.

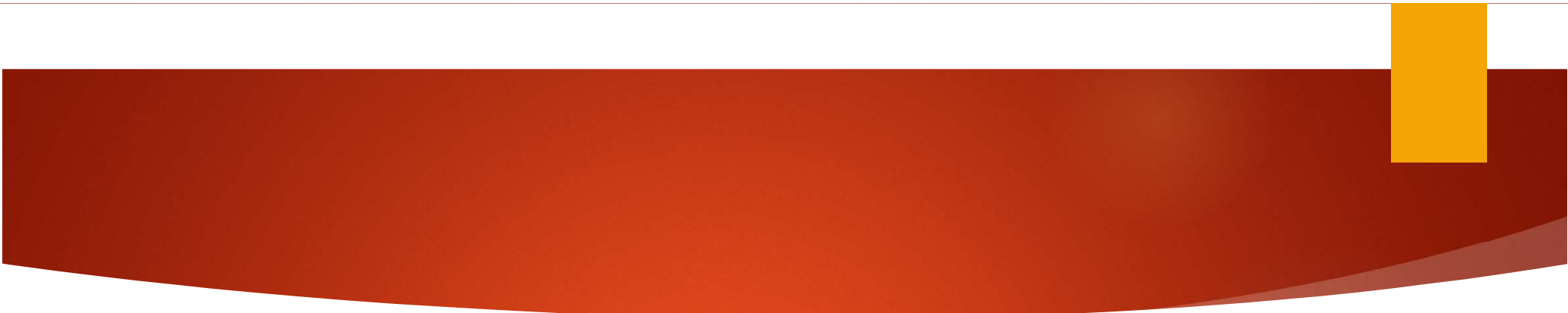


General Purposes for Speech

- ▶ Speaking to inform. To inform, teach, define, illustrate, clarify, or elaborate on a topic.
 - ▶ Class lectures, seminars, and workshops is to inform.
- ▶ Speaking to persuade: To persuade seeks to change or reinforce listeners' attitudes, beliefs, values, or behavior.
 - ▶ Ads on TV, the radio, and the Internet; political speeches; and sales presentations.
- ▶ Speaking to entertain. To entertain listeners.
 - ▶ After-dinner speeches, comic monologues.

Develop and Use a Specific Purpose

- ▶ Always consider your audience
- ▶ Start with the phrase “By the end of my speech the audience will [be able to]. . . .”
- ▶ State the response you desire, in precise, measurable terms.
- ▶ Write down the entire specific purpose, and keep it before you as you gather ideas for your talk.
- ▶ Use your specific purpose to guide your research and help you choose supporting materials.
- ▶ Modify your purpose, if necessary, while you prepare your speech.

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- ▶ **To inform:** you may simply want your audience to restate an idea, define new words, or illustrate something.
 - ▶ “At the end of my speech, the class will be able to identify three counseling facilities on campus and describe the best way to get help at each one.”
 - ▶ **To persuade:** you may try to rouse your listeners to take a class, buy something, or vote for someone.
 - ▶ “At the end of my speech, the audience will visit the counseling facilities on campus.”
 - ▶ **To entertain:** you may want your audience to feel some positive emotions.
 - ▶ “At the end of my speech, the audience will be amused by the series of misunderstandings I created when I began making inquiries about career advisors on campus.”

Develop Your Central Idea

- ▶ Your statement of a specific purpose indicates what you want your audience to do when you have finished your speech, and your central idea identifies the essence of your message. Think of it as a one-sentence summary of your speech. If you met someone in the elevator after your speech and this person asked you to summarize the speech as you traveled between floors, you would be stating your central idea. It is also known as the key message of your speech.





- ▶ Topic

- ▶ The Wheat Belly Diet

- ▶ General Purpose

- ▶ To inform

- ▶ Specific Purpose

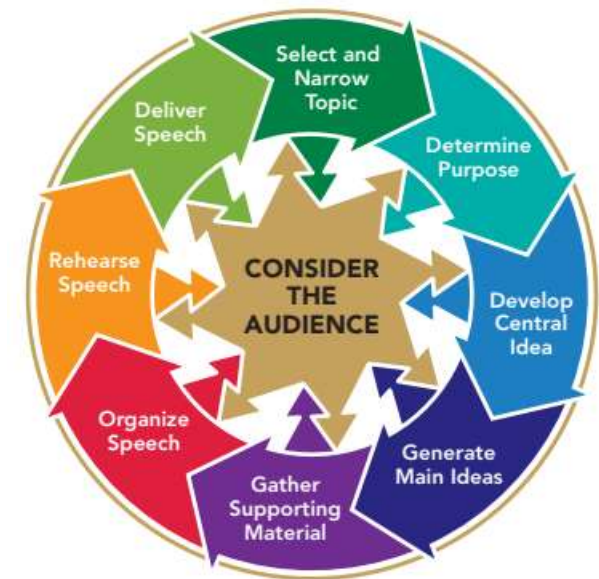
- ▶ At the end of my speech, the audience will be able to identify the three key elements in the Wheat Belly Diet.

- ▶ Central Idea

- ▶ The Wheat Belly Diet is based on reducing the amount of processed foods you eat, avoiding all processed flour, and increasing the amount of exercise you get.

Generate Main Ideas

- ▶ Main ideas are the major divisions of your speech, the key points that you wish to develop.
- ▶ Your goal is to develop or discover ideas that result in new insights or new approaches to an old problem.



Developing Main Ideas

1. Does the central idea have logical divisions?

If the central idea is “There are three ways to interpret the stock-market page of your local news source,” your speech could be organized into three parts, one about each method of interpreting the stock news. A speech about the art of applying theatrical makeup could also be organized into three parts: eye makeup, face makeup, and hair coloring. Looking for logical divisions in your speech topic may be the simplest way to determine key points.

2. Can you think of several reasons why the central idea is true?

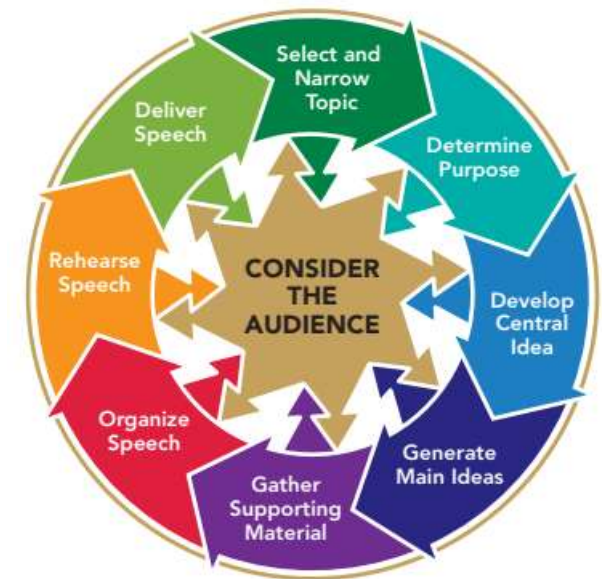
If you are trying to prove a point and you have three reasons to show that your point is true, you could organize your speech around those three reasons. If you have reasons that explain that your central idea is true, you are probably presenting a persuasive speech. If your central idea is “New legislation is needed to ensure that U.S. citizens’ privacy is protected,” each major point of your speech could be a reason you think we need new privacy laws.

3. Can you support the central idea with a series of steps?

Speeches describing a personal experience or explaining how to build or make something can usually be organized in a step-by-step progression. Suppose your central idea is “Running for a campus office is easy to do.” Your speech could be developed around a series of steps telling your listeners what to do first, second, and third to get elected.

Gather Supporting Material

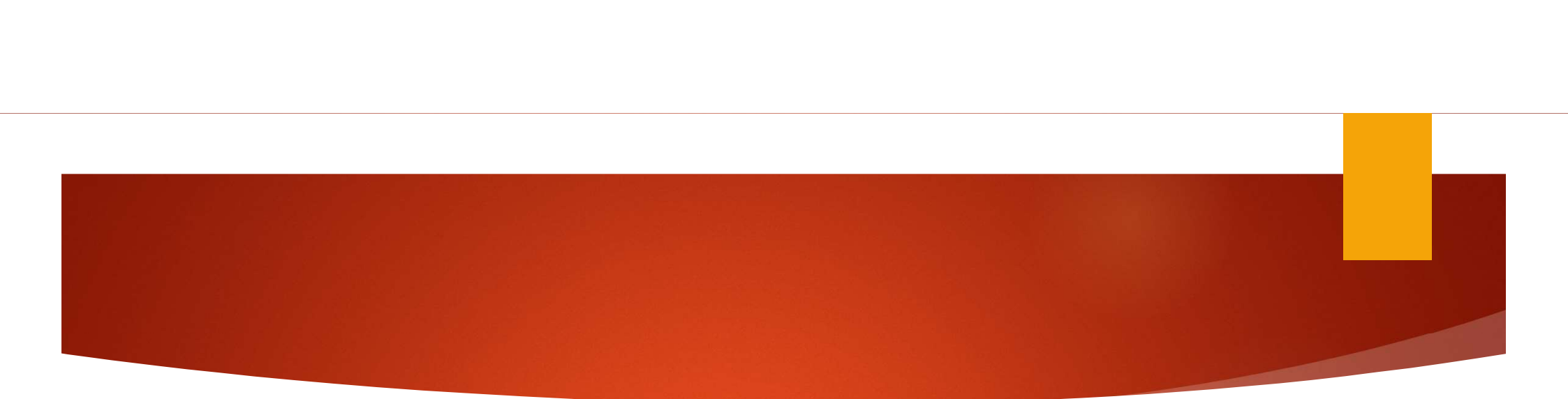
- ▶ Support your main ideas by presenting facts, examples, definitions, and quotations from other people that illustrate, amplify, clarify, and provide evidence. Here, as always in preparing your speech, the importance of being an audience-centered speaker cannot be overemphasized.
- ▶ If a speech is boring, it is usually because the speaker has not chosen supporting material that is relevant or interesting to the audience. Don't just give people data; connect facts to their lives.
- ▶ Supporting material should be personal and concrete, and it should appeal to your listeners' senses.





Supporting material should be personal and concrete, and it should appeal to your listeners' senses:

- **Personal.** Support your ideas with stories based on your own experiences.
- **Concrete.** Relating abstract statistics to something tangible can help to communicate your ideas more clearly. For example, to make a point about teenagers and safe driving, you could point out that the number of teens killed in car accidents in the United States each year is the same as if 12 fully loaded jumbo jets crashed each year.
- **Appealing to the senses.** Provide vivid descriptions of things that are tangible so that your audience can visualize what you are talking about. Besides sight, supporting material can appeal to touch, hearing, smell, and taste. The more senses you trigger with words, the more interesting your talk will be. A description such as “the rough, splintery surface of weather-beaten wood” or “the sweet, cool, refreshing flavor of cherry Jell-O” evokes a sensory image.

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- ▶ In addition to becoming a skilled user of electronic and library resources, you will also learn to be on the lookout as you read, surf the Internet, watch TV, and listen to the radio for ideas, examples, illustrations, and quotations that could be used in a speech. Finally, you will learn how to gather information through interviews and written requests for information on various topics.
 - ▶ Besides searching for verbal forms of supporting material, you can seek visual supporting material to support your main ideas. Almost any presentation can be enhanced by reinforcing key ideas with visual aids.



Visual supporting material

Make your visual images large enough to be seen.

Look at your audience, not your presentation aid.

Control your audience's attention by timing your visual displays

Keep your presentation aids simple.

Always concentrate on communicating effectively with your audience.

Organize Your Speech

Introduction



Body



Conclusion

Organize Your Speech

A clearly and logically structured speech helps your audience to understand and remember what you say. A logical structure also helps you to feel more in control of your speech, and greater control helps you to feel more comfortable while delivering your message.

For a good organization, you can divide your speech into three major divisions.

- The **introduction** helps to capture attention, serves as an overview of the speech, and provides your audience with reasons to listen to you.
- The **body** presents the main content of your speech.
- The **conclusion** summarizes your key ideas.

Because your introduction previews your speech and your conclusion summarizes it, it is recommended that you prepare your introduction and conclusion after you have carefully organized the body of your talk.

If you have already generated your major ideas on the basis of logical divisions, reasons, or steps, you are well on your way to developing an outline.

TOPIC:

How to invest money

GENERAL PURPOSE:

To inform

SPECIFIC PURPOSE:

At the end of my speech, the audience should be able to identify two principles that will help them to better invest their money.

CENTRAL IDEA:

Knowing the source of money, how to invest it, and how money grows can lead to increased income from wise investments.

INTRODUCTION:

Imagine for a moment that it is the year 2065. You are 65 years old. You've just picked up your mail and opened an envelope that contains a check for \$100,000! No, you didn't win the lottery. You smile as you realize your own modest investment strategy over the last 50 years has paid off handsomely.

Today I'd like to answer three questions that can help you become a better money manager: First, where does money come from? Second, where do you invest it? And third, how does a little money grow into a lot of money?

Knowing the answers to these three questions can literally pay big dividends for you. With only modest investments and a well-disciplined attitude, you could easily have an annual income of \$100,000 or more.

Your instructor may assign a topic, or you may select it.

To inform, persuade, or entertain. Your instructor will probably specify your general purpose.

A clear statement indicating what your audience should be able to do after hearing your speech.

A one-sentence summary of your talk.

Attention-catching opening lines.

Preview major ideas.

Tell the audience why they should listen to you.

BODY:

- I. There are two sources of money.
 - A. You already have some money.
 - B. You will earn money in the future.
- II. You can do three things with a dollar.
 - A. You can spend your money.
 - B. You can lend your money to others.
 - C. You can invest your money.
- III. Two principles can help make you rich.
 - A. The "magic" of compound interest can transform pennies into millions.
 - B. Finding the best rate of return on your money can pay big dividends.

CONCLUSION:

Today I've identified three key aspects of effective money management: (1) knowing sources of money, (2) knowing what you can do with money, and (3) understanding money-management principles that can make you rich. Now, let's go "back to the future"! Remember the good feeling you had when you received your check for \$100,000? Recall that feeling again when you are depositing your first paycheck. Remember this simple secret for accumulating wealth: Part of all I earn is money to keep. It is within your power to "go for the gold."

- I. Major idea
 - A. Supporting idea
 - B. Supporting idea

- II. Major idea
 - A. Supporting idea
 - B. Supporting idea
 - C. Supporting idea

- III. Major idea
 - A. Supporting idea

- B. Supporting idea

Summarize main ideas and restate central idea.



TRANSFORMING LEARNING

TED^x ManhattanBeach
x = independently organized TED event

Notes of the Video

Thomas Suarez knows that his audience are older than him and well-educated, but he is speaking like a young mobile app expert. He knows that not every audience knows the resource he works on.

In the video, Thomas Suarez opens his speech by expressing his huge interest in computers and technology. He shows his interest by introducing the apps he made using a visual aid and how the apps work. He uses very simple words so that the audience can understand how the apps work easily, without jargons and technical words.

He divides his speech into three major points if you still remember:

1. How he made the apps,
2. how he established his app club at school,
3. and how the app source can support education.

He finishes his speech by describing what he is going to do in the future.

What I like from Thomas' presentation is his confidence speaking like an expert. He uses visual aid and prompter but still keeps his eye contact, he successfully delivers powerful messages in a simple speech organization.

I believe that Thomas Suarez has prepared and practiced his presentation many times before he finally delivers his presentation. So, a speech is a performance. As with any stage performance, you need to rehearse.

Rehearse Your Speech

Try to find a comfortable way to phrase your ideas.

Practice making eye contact with your imaginary audience as often as you can.

Avoid jingling change with your hand in your pocket or using other gestures.

Rehearse Your Speech

- ▶ Experienced carpenters know to “measure twice, cut once.” Rehearsing your speech is a way to “measure” your message so that you get it right when you present it to your audience.
- ▶ Rehearsing does not mean reading over your notes, mentally running through your speech, or even speaking your speech aloud over and over. Instead, you need to practice with the goal of identifying the weaknesses in your delivery, improving upon them, and building good speech delivery habits.
- ▶ The best way to practice is aloud, standing just as you will, when you deliver your speech to your audience. Practicing your speech as if you were actually delivering it, will make you become a more effective speaker when you talk to the audience.
- ▶ As you rehearse out loud, try to find a comfortable way to phrase your ideas, but don't try to memorize your talk. Rehearse just enough so that you can discuss your ideas and supporting material without leaving out major parts of your speech.

Rehearse Your Speech

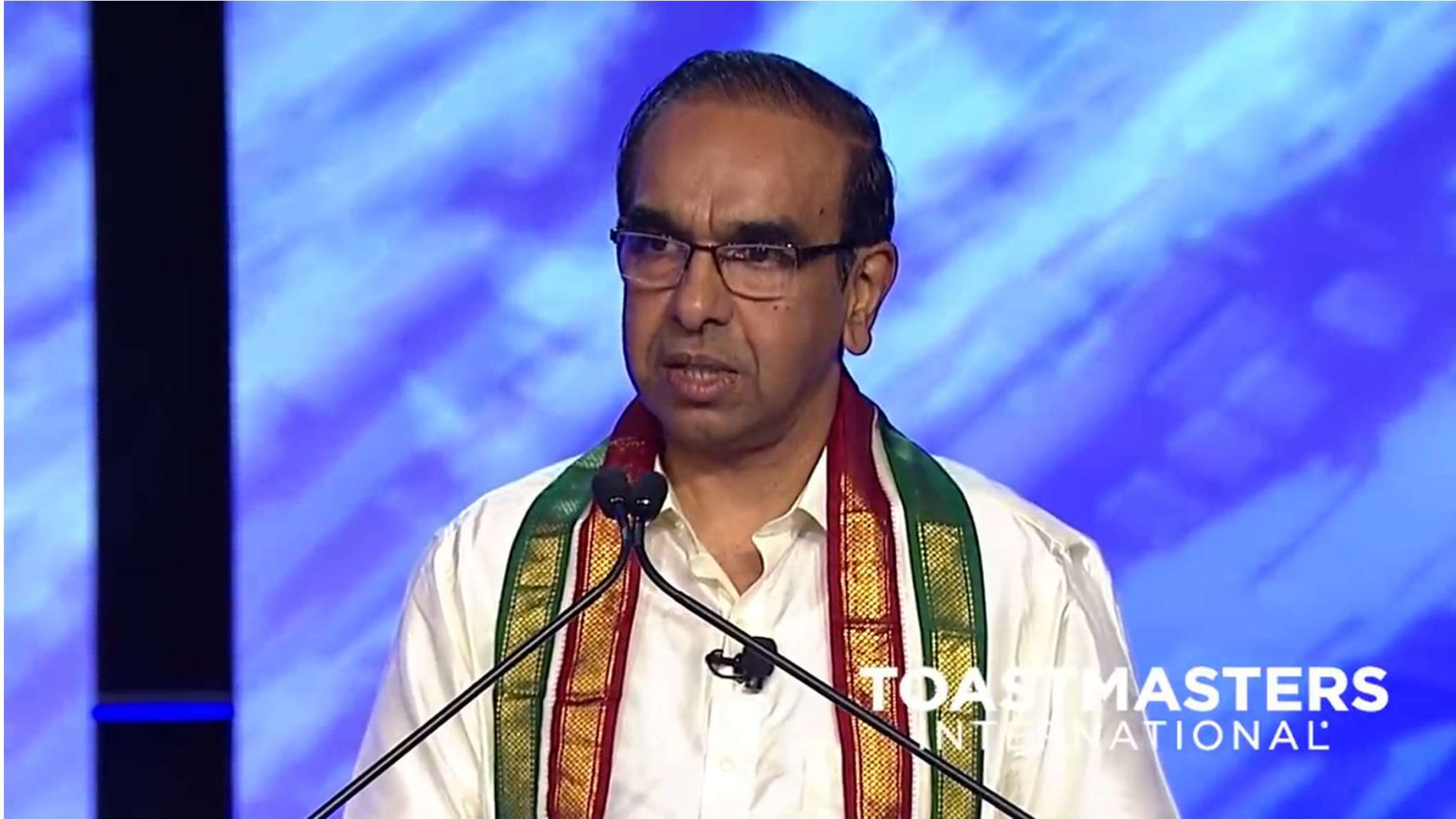
- ▶ As you rehearse, practice making eye contact with your imaginary audience as often as you can. The main purpose of eye contact is to show concern, warmth, friendship, seeking response, and support or reinforce spoken words.
- ▶ If you are not sure what to do with your hands when you rehearse, just keep them at your sides. Focus on your message rather than worrying about how to gesture. Avoid jingling change with your hand in your pocket or using other gestures that could distract your audience. A natural, conversational quality will be valued whether you are speaking in front of a camera or speaking to a live audience.
- ▶ Besides rehearsing your physical delivery, you also will decide about the style of your speech, the words that you use and your arrangement of those words. Some audiences respond to a style that is simple and informal. Others prefer a grand and highly poetic style. To be a good speaker, you must become familiar with the language that is used to be heard by your audiences and must know how to select the right word or phrase to communicate an idea.

Deliver Your Speech

- ▶ Delivery is the final step in the preparation process. Once you have created a comprehensive outline and have thought through your speech, you should be able to create your note cards or whatever you might be using, like notes or your mobile tablet.
- ▶ Your note cards must have enough information on them to be able to deliver the speech without missing details and organized in the precise order that you have planned. A common technique is to print the outline in a font that is large enough to be read from a distance.

Deliver Your Speech

- ▶ When you are introduced, walk calmly and confidently to the front of the room, establish eye contact with your audience. Without eye contact, the audience begins to feel invisible and unimportant, as if the speaker is just speaking to hear her or his own voice. Eye contact lets your audience feel that your attention is on them, not solely on the cards in front of you.
- ▶ Smile naturally because the most important facial expression is the smile. This creates an instant engagement and will make your audience warm to you. Use facial expressions to help convey key points: This will help to make your speech seem more convincing.
- ▶ Deliver your attention-catching opening sentence. I am going to show you another video that uses a great attention-catching technique.



Notes of the Video

- ▶ Darren successfully draws audience attention using the underwear and the audience feels amused. He looks so confident when he establishes a strong eye-contact and scans all the audience from the left to the right just before he opens his speech. Eye contact can be a powerful tool. It is not simply a sign of sincerity, but a sign of being well prepared and knowledgeable, or a sign of confidence; it also has the power to convey meanings.
- ▶ Darren also speaks with a powerful volume. Volume refers to the loudness or softness of a speaker's voice. As a public speaker, you need to speak loudly enough to be heard by everyone in the audience. Volume is also often needed to overcome ambient noise, such as the hum of an air conditioner or the dull roar of traffic passing by. In addition, you can use volume strategically to emphasize the most important points in your speech. Select these points carefully; if you emphasize everything, nothing will seem important.
- ▶ Deliver your speech just as you rehearsed it before your imaginary audience and don't forget to maintain eye contact, speak loudly enough to be heard, and use some natural variations in pitch. You may use such a tool, or any tool, to aid your speech just like what Darren has performed.
- ▶ If you have notecards or visual aids, Always practice with it. Practicing is also the best way to find out what kinds of things might go wrong with your notes in the presented speech and what steps you should take to make things go smoothly.

Conclusion

- ▶ Your audience influences your topic selection and every aspect of presenting a speech.
- ▶ You must have a clear and well-defined general and specific purpose of speaking.
- ▶ Generate your central idea and strengthen it with some main ideas and supporting evidence.
- ▶ Develop your speech with three main parts: introduction, body, and conclusion.
- ▶ Rehearse your speech before you deliver your speech.
- ▶ Deliver your speech effectively.



Thank you

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