

PUBLIC SPEAKING

Lecture 5: Preparing and Developing a Speech

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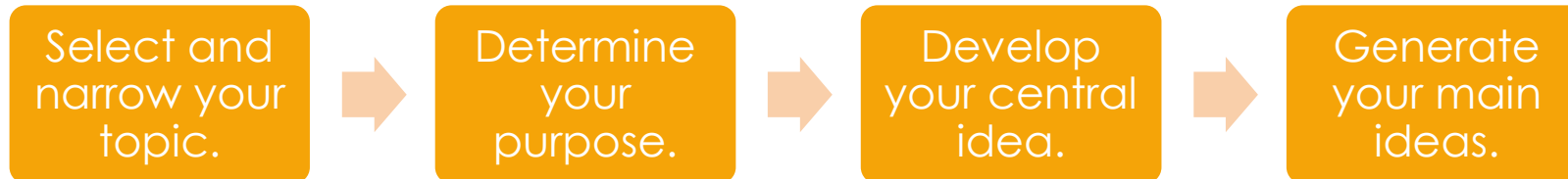
Objectives

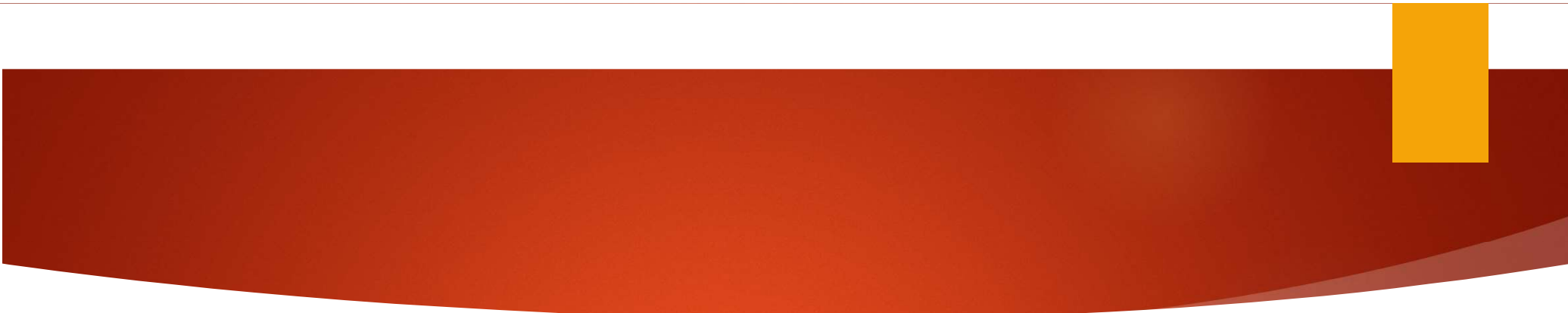
- ▶ Select and narrow a topic for a speech that is appropriate to the audience, the occasion, the time limits, and yourself.
- ▶ Write an audience-centered specific-purpose statement for a speech.
- ▶ State a single audience-centered central idea with direct, specific language in a complete declarative sentence.
- ▶ Apply three ways of generating main ideas from a central idea.

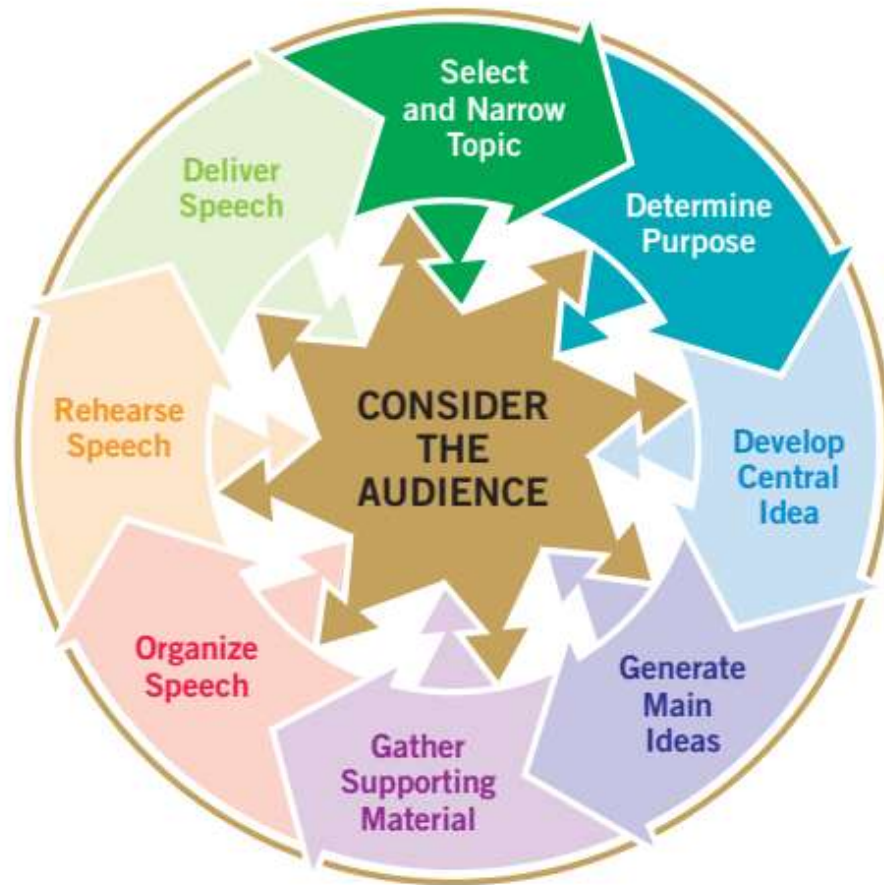
- ▶ Preparing a speech isn't difficult if you have a process you can follow.
- ▶ There are tried-and-true steps for putting together a talk.



Preparing a Speech



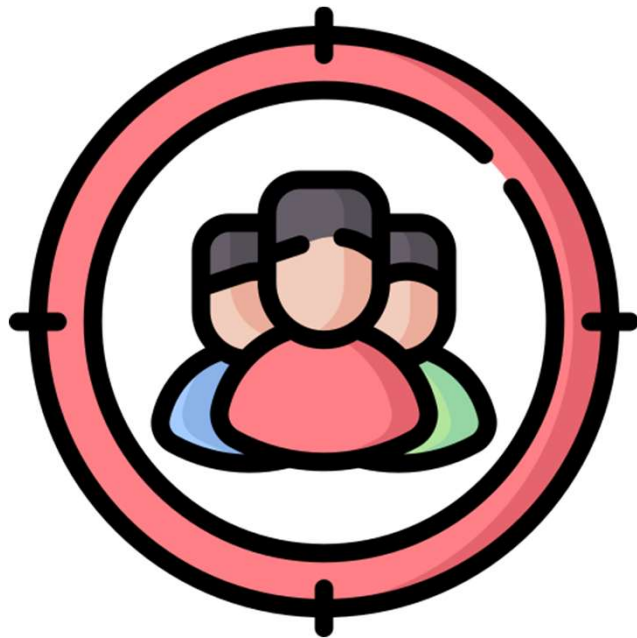
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- ▶ The first steps in preparing a speech are these:
 - ▶ Select and narrow your topic.
 - ▶ Determine your purpose.
 - ▶ Develop your central idea.
 - ▶ Generate your main ideas.



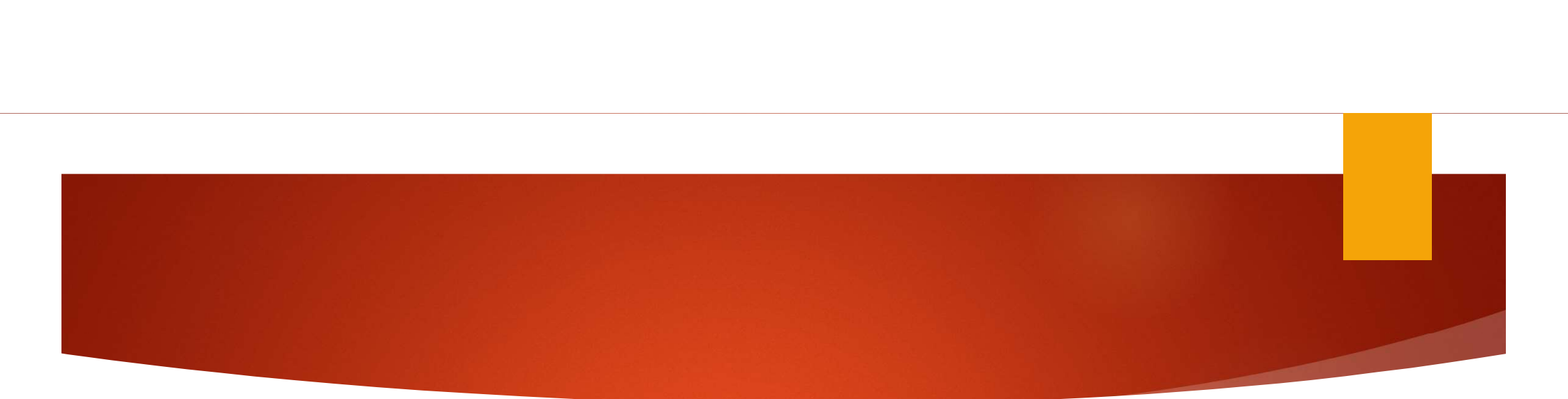
Audience-centered speakers consider the needs, interests, and expectations of their audience during the entire speech preparation process—needs, interests, and expectations that will be as diverse as the audiences themselves.

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Select and Narrow Your Topic



- ▶ Select and narrow a topic that is appropriate to the audience, the occasion, the time limits, and yourself.

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- ▶ When you are assigned to deliver a speech, the first task is to select and narrow a topic that is appropriate to the audience, the occasion, and yourself. But, sometimes you can eliminate one or both of these steps because the topic has been chosen and properly defined for you. For example, knowing that you visited England's Lake District on your tour of Great Britain last summer, your English literature teacher asks you to speak about the mountains and lakes of that region before your class studies the poetry of Wordsworth and Coleridge. Or knowing that you chair the local drug-abuse task force, the Lions Club asks you to speak at its weekly meeting about the work of your group. In both cases, your topic and its scope have been decided for you.
 - ▶ At other times, the choice of topic may be left entirely to you. In your public speaking class, your instructor may specify a time limit and type of speech: informative, persuasive, or entertaining, but allow you to choose your topic. In this event, you should realize that the success of your speech may rest on your decision. But how do you go about choosing an appropriate, interesting topic?

Selecting a Topic

- ▶ **Consider your audience.** Your choice of topic as a speaker must be relevant to the interests and expectations of your listeners.
- ▶ **Consider the occasion.** A public speaking situation occurs at a specific time and place.
- ▶ **Consider yourself.** The best public-speaking topics are also those that reflect your personal experience.

Consider your audience

- ▶ You should keep in mind each audience's interests and expectations. It is important to ask yourself "What interests and needs do the members of this audience have in common?" and "Why did they ask me to speak?" to search for potential speech topics. For example, a university president who has been invited to speak to a civic organization should talk about some new university program or recent accomplishment.
- ▶ Your choice of topic as a speaker must be relevant to the interests and expectations of your listeners; it should also take into account the knowledge that listeners already have about the subject. For example, the need for a campus wide office of disability services would not be a good topic to discuss in a speech to a group of students with disabilities, who would already be well aware of such a need. The speech would offer them no new information. Finally, speakers should choose topics that are important—topics that matter to their listeners as well as to themselves.

Consider the occasion

- ▶ A public speaking situation occurs at a specific time and place. With regard to time, the speech can be affected by events that have very recently occurred; by the time of day ; and by the fact that it comes after or before other speeches. Place matters too--different-sized rooms make a difference for visual aids and intimacy.
- ▶ There is also a reason that the speech is happening, the occasion for which the audience has gathered. Are you speaking at a wedding or a funeral? An academic lecture series or a public meeting of concerned citizens? A mandatory assignment for freshman communication students? Each of these occasions has different norms for speaking, calling for speakers to operate in different modes--from formal to informal, from light to heavy, humorous to serious, conversational to highly practiced.

Consider yourself

- ▶ What do you talk about with your friends? You probably discuss school, mutual friends, political or social issues, hobbies or leisure activities, or whatever other topics are of interest and importance to you. Like most people, your liveliest, most animated conversations revolve around topics of personal concern that arouse your deepest convictions.
- ▶ The best public-speaking topics are also those that reflect your personal experience or especially interest you.
- ▶ An alternative to selecting a topic with which you are already familiar is to select one that you would like to know more about. Your interest will motivate both your research and your eventual delivery of the speech.

Strategies for Selecting a Topic

Brainstorming

Listening and
reading

Surfing the
internet

Brainstorm for a Topic

1. Start with a blank sheet of paper.
2. Set a time limit for brainstorming.
3. Begin writing; list as many possible topics for a speech as you can.
4. Do not stop to evaluate your topics; just write them down.
5. Let one idea lead to another.
6. Keep writing until your time is up.

Brainstorming

- ▶ First, you can brainstorm to generate ideas for speech. Brainstorming can take place multiple times as you narrow your topic.
- ▶ For example, you may begin by brainstorming a list of your personal interests that can then be narrowed down to a speech topic. It makes sense that you will enjoy speaking about something that you care about or find interesting. The research and writing will be more interesting, and the delivery will be easier since you won't have to fake enthusiasm for your topic.
- ▶ Start with a blank paper and set a time for brainstorming. Begin writing, list as many possible topics for a speech as you can, Do not stop to evaluate your topics; just write them down. Let one idea lead to another—free-associate; piggyback off your own ideas, and Keep writing until your time is up.

Listening and Reading for Topic Ideas

Read news
sources

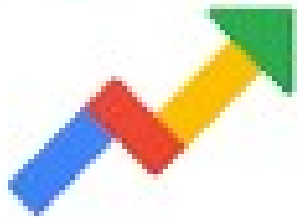
Listen to
lectures or
discussion

Listening and reading

- ▶ Very often, something you see, hear, or read triggers an idea for a speech. A current story from your favorite news sources may suggest a topic.
- ▶ You may also find speech topics in one of your classes. One of the topics that we've mentioned so far might cause you to get an idea, or a lecture in an economics or political science class may arouse your interest and provide a good topic for your next speech. The instructor of that class could probably suggest additional references on the subject.
- ▶ Sometimes even a subject that you discuss casually with friends can be developed into a good speech topic. You have probably talked with classmates about such campus issues as dormitory regulations, inadequate parking, or your frustration with registration and advisors. Campus wide concerns would be relevant to the student audience in your speech class, as would such matters as how to find a good summer job or the pros and cons of living on or off campus.

Scanning a Web Directory

Google Trends



- ▶ You can access the recent trend on Google Trend.
- ▶ Search for a keyword and Google will show you the queries related to that keyword.

Scanning a Web Directory


- ▶ You can access the recent trend on Google Trend. Search for a keyword that you want to talk about and Google will show you the queries related to that keyword. An additional advantage of this strategy is that you begin to develop your preliminary bibliography while you are searching for a topic.

Narrowing the Topic

Create
categories



Find the
right level

- 
- ▶ Firstly, Create categories. Divide the topic into categories. First, write your general topic at the top of a list. Then add words to the topic, making each added word a more specific or concrete topic.
 - ▶ Secondly, Find the right level. Use the time limit of your speech to choose a topic from the correct spot on your list. If your topic is still a bit too broad, continue to add more categories to your list.
 - ▶ If you find that you've narrowed your topic too much—so that you cannot find enough information for even a three-minute talk—just go back a step.

Example:

- ▶ Music
 - ▶ Folk music
 - ▶ Irish folk music
 - ▶ The popularity of Irish folk music in the United States

Select and Narrow Topic

Brainstorm topics that you are familiar with, interest you, and/or are currently topics of discussion.

Choose a topic appropriate for the assignment/occasion.

Choose a topic that you can make relevant to your audience.

Choose a topic that you have the resources to research (access to information, people to interview, etc.).

Determine Your Purpose

General
purpose

Specific
purpose

General Purpose

To inform

- To share information with listeners by defining, describing, or explaining a thing, person, place, concept, process, or function.

To persuade

- To change or reinforce a listener's attitude, belief, value, or behavior.

To entertain

- To help listeners have a good time by getting them to relax, smile, and laugh.

Speaking to Inform

- ▶ An informative speaker is a teacher. Informative speakers give listeners information. They define, describe, or explain a thing, person, place, concept, process, or function.
- ▶ *“Anorexia nervosa is an eating disorder that affects 1 out of every 200 American women. It is a self-induced starvation that can waste its victims to the point that they resemble victims of Nazi concentration camps.”*

Speaking to Persuade

- ▶ Persuasive speakers may offer information, but they use the information to try to change or reinforce an audience's convictions and often to urge some sort of action.
- ▶ *"A hundred million Americans, nearly a third of the population, [suffer] from chronic pain due to everything from accidents to the simple daily stresses on our bodies."*

Speaking to Entertain

- ▶ The entertaining speaker tries to get the members of an audience to relax, smile, perhaps laugh, and generally enjoy themselves. Most after-dinner speakers talk to entertain the banquet guests. Like persuasive speakers, entertaining speakers may inform their listeners, but providing knowledge is not their main goal. Rather, their objective is to produce at least a smile and at best a belly laugh.

Specific Purpose

- ▶ A good specific purpose statement is audience centered, agrees with the general purpose, addresses one main idea, and is realistic.
- ▶ Unlike the general purpose, which can be assigned by your instructor, you alone must decide the specific purpose of your speech, because it depends directly on the topic you choose.

Specific Purpose

- ▶ The concise statement of what you want your listeners to know, feel, or be able to do when you finish speaking.

To _____ [Specific Communication Word (inform, explain, demonstrate, describe, define, persuade, convince, prove, argue)]
_____ [Target Audience (my classmates, the members of the Social Work Club, my coworkers)] _____. [The Content (how to bake brownies, that Macs are better than PCs)].

- ▶ Example: The purpose of my presentation is to demonstrate to my coworkers the value of informed intercultural communication.

Develop Your Central Idea

- ▶ A purpose statement focuses on audience behavior, whereas the central idea focuses on the content of the speech. A purpose statement guides your decisions as you prepare the speech; the central idea becomes part of your final speech.
- ▶ Just as you would create a thesis statement for an essay or research paper, the central idea statement helps focus your presentation by defining your topic, purpose, direction, angle, and/or point of view.

Develop Your Central Idea

- ▶ The central idea statement helps focus your presentation by defining your topic, purpose, direction, angle, and/or point of view.

Specific Purpose—To demonstrate to my audience the correct method for cleaning a computer keyboard.

Central Idea—Your computer keyboard needs regular cleaning to function well, and you can achieve that in four easy steps.

Specific Purpose—To explain to my classmates the effects of losing a pet on the elderly.

Central Idea—When elderly persons lose their animal companions, they can experience serious psychological, emotional, and physical effects.

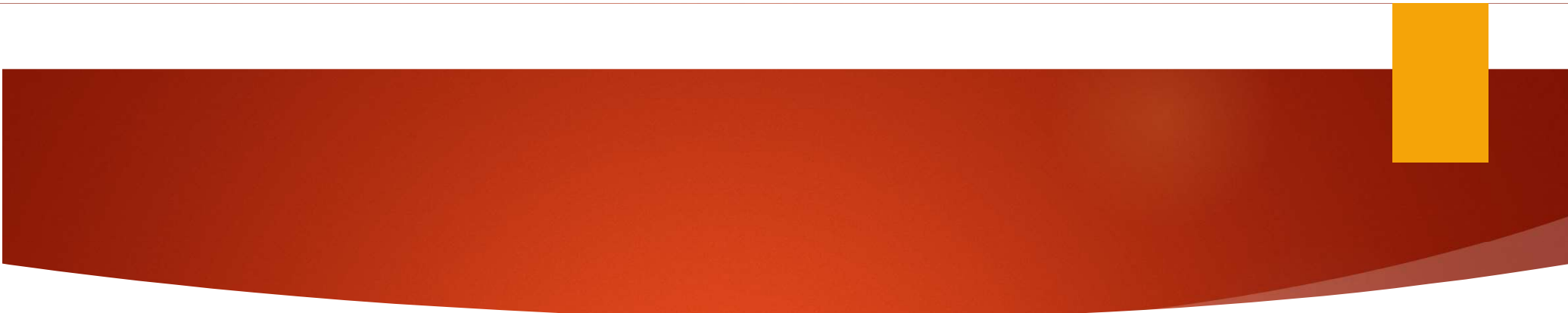
Four Guidelines For Writing a Strong Central Idea.

Your central idea should be one, full sentence.

Your central idea should be a statement, not a question.

Your central idea should be specific and use concrete language.

Each element of your central idea should be related to the others.

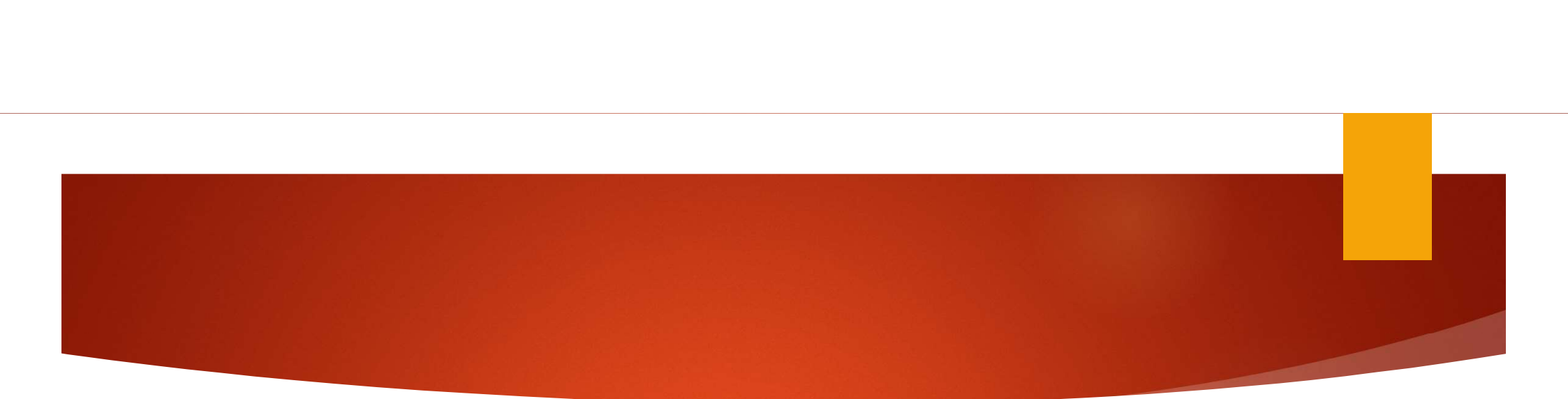
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- ▶ A strong central idea shows that your speech is focused around a clear and concise topic and that you have a strong sense of what you want your audience to know and understand as a result of your speech. Again, it is unlikely that you will have a final central idea before you begin your research. Instead, it will come together as you research your topic and develop your main points.

Generate Your Main Ideas

- ▶ Main points are complete sentences that create a dialogue with your audience. With your main points you want to create questions in the mind of your audience. You will answer the question in your support of your main points. You make a claim in your main points and you support your claim in your subpoints, sub-sub points, sub-sub-subpoints and so on.
- ▶ Consider these three questions:
 - ▶ Does the central idea have logical divisions? "three types" or "four means"
 - ▶ Can you think of several reasons why the central idea is true?
 - ▶ Can you support your central idea with a series of steps or a chronological progression?

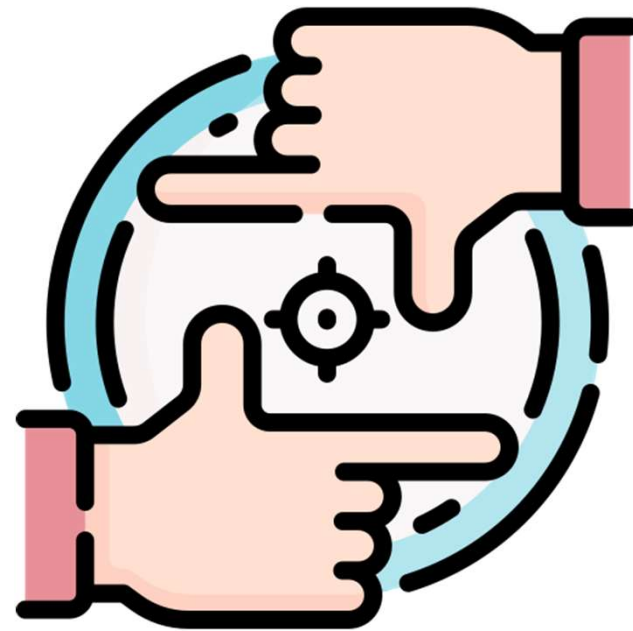
Generate Your Main Ideas


- ▶ Look for logical divisions that can support your central idea.
 - ▶ The art of mehndi is a 5,000 year old tradition that has been used for artistic, medical, and mystical purposes.
- ▶ Establish reasons why you support your central idea.
 - ▶ Capital punishment should be illegal because it is discriminatory, inhumane, and not necessary.
- ▶ Trace specific steps to your central idea.
 - ▶ Traveling to another country involves three steps, obtaining a passport, making travel plans, and learning about the language and culture of the country you will visit.

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- ▶ Specific Purpose: I will inform my audience about the two major forms of hula.
 - ▶ Central Idea: "The two major forms of hula that have played an important role in Hawaiian history and have developed into unique dances are the Kahiko and 'Auana."
 - ▶ (Main Point 1) "The ancient hula or Kahiko is a unique form of hula."
 - ▶ (Main Point 2) "The Kahiko plays an important role in the history of Hawaii."
 - ▶ (Main Point 3) "The 'Auana or modern hula has played an important role in Hawaiian history."
 - ▶ (Main Point 4) "The 'Auana has developed into a unique form of dance and storytelling."

Preview Your Main Ideas

- ▶ You can add a preview of those main ideas to your central idea to produce a blueprint for your speech, a statement of your central idea plus a preview of your main ideas.
- ▶ Use the preview to briefly establish your structure and then move on.



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- ▶ **Topical.** Simply identify the main points of the speech. Cover them in the same order that they will appear in the body of the presentation.
 - ▶ *I'll tell you about motivations and means of escape employed by fugitive slaves.*
 - ▶ **Chronological.** Simply identify the main points of the speech. Cover them in the same order that they will appear in the body of the presentation.
 - ▶ *I'll talk about it in three parts. First, its origins, second, its heyday, and third, how it came to an end.*

Conclusion

- ▶ Select and narrow a topic for a speech that is appropriate to the audience, the occasion, the time limits, and yourself.
- ▶ Write an audience-centered specific-purpose statement for a speech.
- ▶ State a single audience-centered central idea with direct, specific language in a complete declarative sentence.
- ▶ Determine whether the central idea (1) has logical divisions, (2) can be supported by several reasons, or (3) can be traced through a series of steps.



Thank you

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