

The Basics of Public Speaking

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Introductions

Please share *briefly*:

1. Your name.
2. The school you are in.
3. How much public speaking you've done.
4. What you find most challenging about public speaking.

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Goals

To cover the basics:

- To take some of the terror out of public speaking.
- To understand basics of preparing and delivering a good speech.
- To give you a checklist you can use in preparing and evaluating your own speaking.
- To give you some practice in preparing and giving a short speech.

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Dealing with Fear

1. Everyone gets nervous.
"It's okay to have butterflies in your stomach. The goal is to them fly in formation."
2. Focus on your subject and your audience, not on yourself.
3. Be prepared.
 - Know your material.
 - Know the process (how to prepare and deliver a good speech).

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Purposes of Speaking

1. To Inform
2. To Persuade
3. To Entertain

--Effective speaking incorporates all three purposes by providing *information to persuade the audience to believe in the validity of the message, which often requires some entertainment.*

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Four Delivery Methods/Styles:

1. Memorized — *speaking from memory*
2. Manuscript — *pre-written and read word-for-word*
3. Extemporaneous — *planned outline but not spoken word-for-word*
4. Impromptu — *off the top of your head and spontaneous*

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Benefits of Each Method

- **Memorized** — can be very engaging with eye contact, speaker delivers message in the best possible way
- **Manuscript** — speaker won't forget the words which were carefully planned
- **Extemporaneous** — message becomes your personality, can be changed to fit the audience
- **Impromptu** — speaker has no time to get nervous, a fresh message is often the best

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Detriments of Each Methods

- Memorized—obvious if you forget a word, takes time to memorize
- Manuscript—can lose spot, hard to keep eye contact
- Extemporaneous—can ramble, easy to skip important info
- Impromptu—can be inappropriate

**Suggestion: Use 70% Extemporaneous; Memorize all facts, quotes, introduction, and conclusion; Read Manuscript of stories or long quotes; Impromptu fresh info and ideas.

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Basic Outline Structure

- I. Introduction
 - A. Attention—Getter and Hook
 - B. Thesis Statement and Preview of Main Points
- II. Body
 - A. Main point #1
--Supporting material & signposts
 - B. Main point #2
 - C. Etc.
- III. Conclusion
 - A. Review of Main Points
 - B. Memorable Statement

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PREPARATION

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1. Analyze the Audience

- What interests do they have in the subject, speaker, or personally?
- What is their knowledge of the subject?
- What are their attitudes, prejudices, or emotions, general or about the subject?
- What are the group's demographics? (age, gender, education, etc.)
- What is unique about their language or culture?

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2. Choose an Attention-Getter

- Joke
- Story
- Statistic
- Definition
- Gimmick
- Quote
- Startling Statement
- Rhetorical question
- Hypothetical situation

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3. Create Thesis & Main Points

- Thesis—determine your main objective
What should your audience know?
How should they respond?
- Main Points—What steps should the audience go through to embrace your objective?

4. Gather Supporting Material

- Definitions
- Statistics
- Quotations
- Expert testimony
- Stories
- Public opinion

5. Develop Signposts

Signposts — Internal transitions that indicate the progress of the speech

- Words
Ex. First, Secondly, Finally, In Conclusion
- Repetition
Summarize previous points before moving to the next point.

6. Finish Well

- Summarize main point(s)
- Leave with a memorable statement.

7. Practice your Speech

- Choose a quiet place
- Practice while standing up
- Practice in small increments initially
- Time your speech
- Do not practice your entire speech more than twice
- Do not practice in front of a mirror
- Record your speech

Review

- Analyze audience.
- Attention-getter.
- Create thesis and main points.
- Gather supporting info.
- Develop signposts.
- Finish well.
- Practice.

PUBLIC SPEAKING EVALUATION RUBRIC

PREPARATION

Set Up and First Impression

Excellent Good Fair Poor

Attention-Getter

I was hooked. The speaker got my attention somewhat
 The speaker did not get my attention at all

Main Point(s)

The main point was clear. At times the direction was unclear.
 I am not sure what the main point was.

Audience

The speaker demonstrated a consideration for the makeup of the audience.
 The speaker sometimes connected with the audience.
 The speaker did not seem to connect with the audience enough.

Memorable Statement

I still remember the speaker's last words.
 The final statement was somewhat memorable.
 There was no evidence of a clear conclusion or memorable statement.

DELIVERY

Eye Contact

Excellent and consistent with all the audience
 Good, eye contact was made with some of the audience
 Fair, the speaker eyes weren't focused on the people
 Poor, I never saw the speaker's eyes.

Posture

The speaker stood tall and confident The speaker seemed timid
 The speaker slouched

Gestures

Appropriate, natural, and engaging Small and shy Little or none existed

Body Movement

The speaker comfortable moved about and used the space.
 The speaker moved a little.
 The speaker was stiff and appeared stuck.

Facial Expression

Full of life Sufficient and appropriate Little or no expression

Vocalics (*rate the following on a scale of 1-5, 1 being low and 5 being high*)

Varied rate Appropriate volume and projection
 Pleasant pitch Varied inflection
 Clear enunciation or diction Overall vocal variety

What did you like best about this presentation? Give one suggestion for improvement.

Public Speaking Basics

Please give us your [feedback](#).