

The Speech Making Process

Sources

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Franklin and Clark (2001). Essentials of Speech Communication.

The Speech Making Process

- Audience Analysis
- Select and narrowing a topic
- Determining a purpose
- Developing a central idea
- Generating main ideas
- Gather verbal and visual support
- Organize speech
- Rehearse Speech
- Deliver Speech
- Ethics in Public Speaking

I. Audience Analysis

- ⦿ The process of studying your audience
- ⦿ As a speaker, you should focus on your audience every step of the way
- ⦿ There are four areas that you should seek to gather information:
 - > 1. Basic data
 - > 2. Knowledge of topic
 - > 3. Audience attitude
 - > 4. Audience goal

1. Basic Data

What are some general characteristics your audience may have in common?

- Age
- Gender
- Occupation
- Level of education
- Religious beliefs
- Social and economic status

2. Knowledge of the topic

What and how much does your audience know about your topic?

3. Audience Attitude

What will be the attitude of the audience about your topic?

- Positive
- Neutral
- Apathetic
- Opposed

4. Audience Goal

How do you want audience to react?

- Take action
- Believe your words
- Understand an idea or process
- Other

Audience Analysis

Bottom line:

- Always try and relate information about your topic to your audience.
- Be sure to include examples that you think your audience can relate to.
- Once speaking, try and read audience verbal and nonverbal feedback in order to be more effective.

Audience Analysis - QUIZ

- How would you analyze your audience if:

You were asked by AR to speak to group of High School Students from Mora, MN about your CE Speech class experience.

Audience Analysis - QUIZ

● How would you analyze your audience if:

You were asked by your Principal to speak to a group of students about what it is like to take a TelePresence class.

II. Select and narrow a topic

- ◎ Speak about something that will capture your audience's attention
- ◎ Speak about something that you know or would like to know more about
- ◎ Brainstorm general topics
- ◎ Narrow general topics to more specific topics

Three brainstorming and narrowing techniques

1. Stairstep method

- On bottom step start with general topic
- With each step up get more specific

1. Stairstep Method

Muddy Waters

Chicago Blues

Blues

American Music

Music

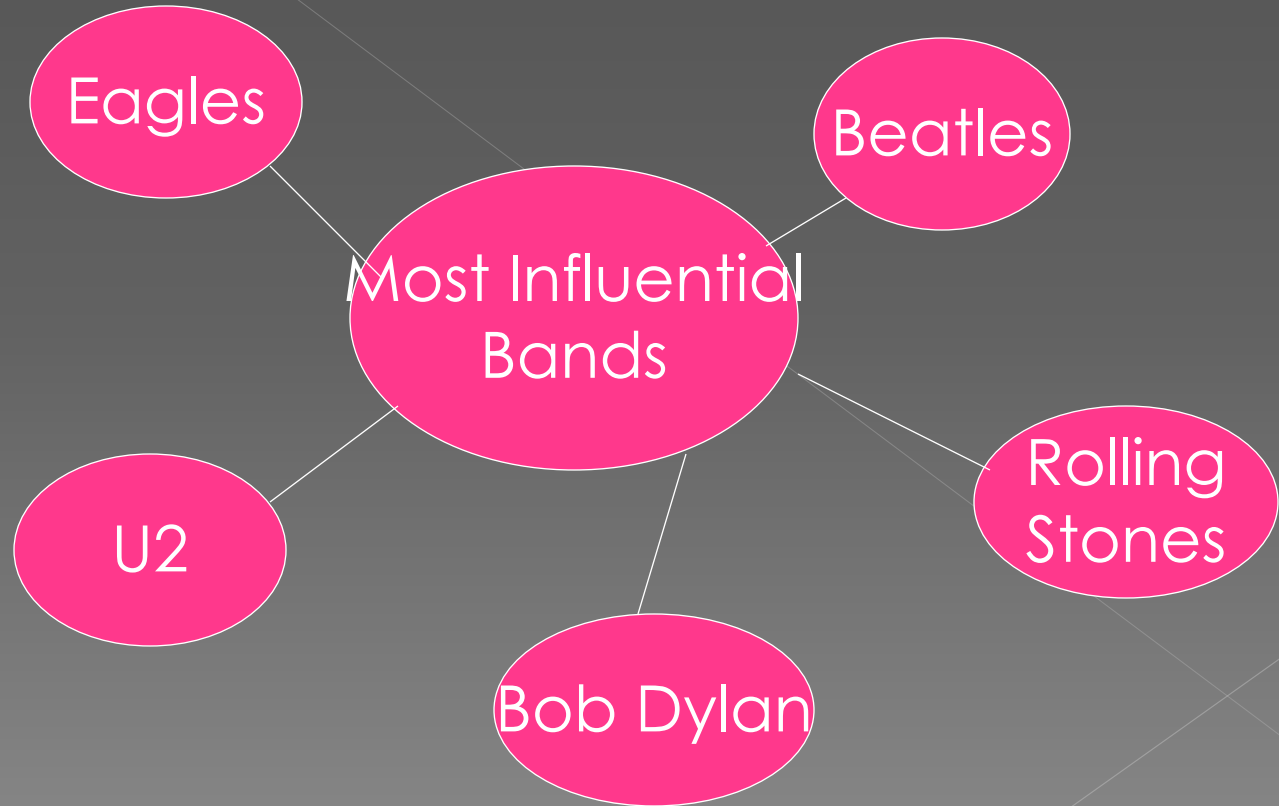
1. Stairstep Method - Sample



2. Mind Mapping

- ① Write a main idea or narrowed topic in an oval in middle of your paper.
- ① Jot down different facets of the topic that are connected.

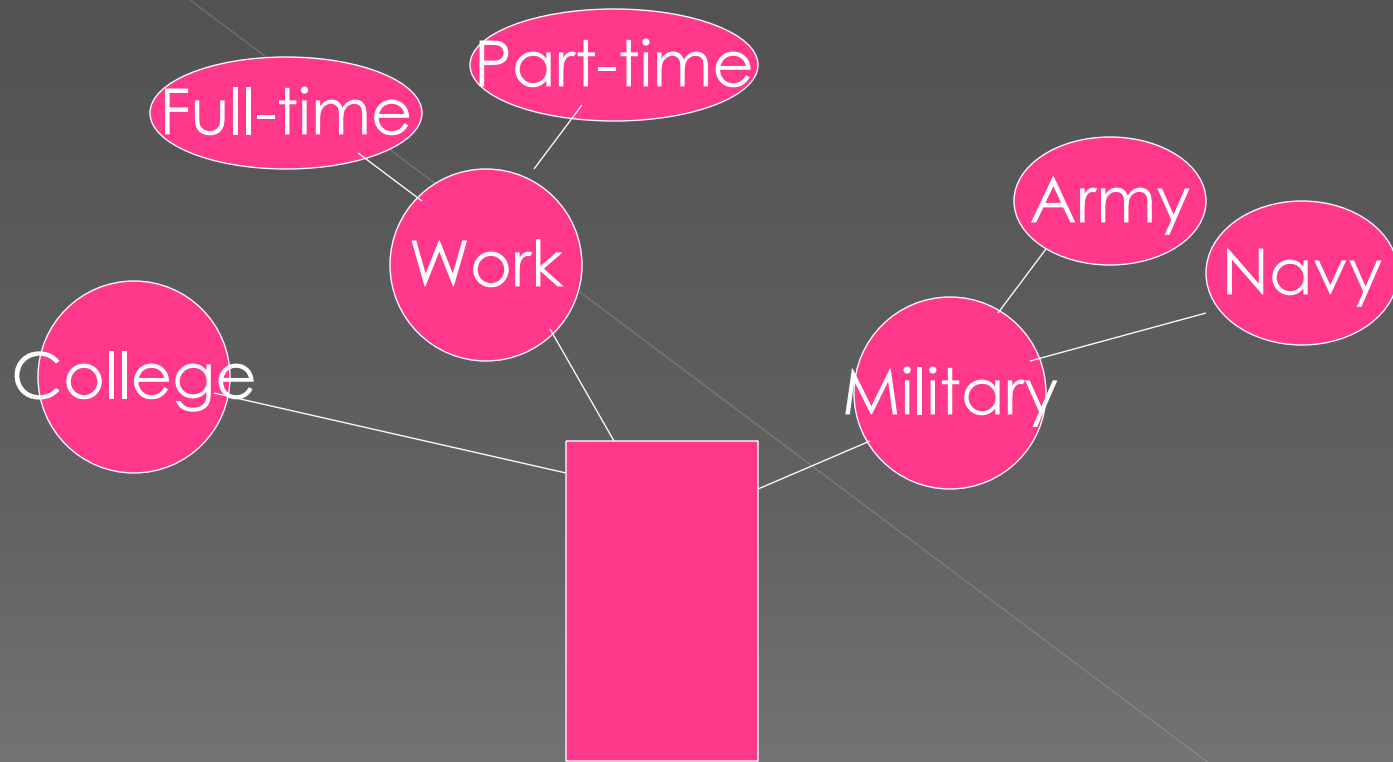
2. Mind Mapping



3. Spider Outlining

- Write general topic on paper and then branch out to other subtopics related to the topic

Spider Outlining



Options after High School

The Speech Making Process

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III. Determine a Purpose

- I will usually give you a general purpose but you should create a concise, specific purpose statement for your speech

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IV. Develop the central idea

- You should be able to write a one sentence summary to state your speech's central idea

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V. Generate main ideas or key points

- ◎ Every speech should include 2-4* main ideas that will give your audience a deeper understanding of your topic
- ◎ Is there logical breaks in your topic?

QUIZ – Main Points

- Imagine that you were asked by your Principal to speak to a group of 50 students thinking about taking TelePresence class next year. Your job is to just inform them about your experience, what would you develop as your main points?

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VI. Gather verbal and visual support materials

- ◎ How will you present your information in your speech?
- ◎ Facts, examples, definitions, direct quotations, analogy, statistics, descriptions, visual aid, story, personal anecdote can all work if connected to the audience

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VII. Organize speech

● Introduction

- > Attention Getter
- > Purpose Statement
- > Preview of MP

● Body

● Conclusion

- > Summary of MP
- > Restate Purpose
- > Clincher

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VIII. Rehearse speech

- ◎ Tip #1 -- Rehearse aloud
- ◎ Tip #2 -- Ask for feedback
- ◎ Tip #3 -- Time your speech
- ◎ Tip #4 -- Simulate actual conditions

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IX. Deliver speech

- We will discuss at another time

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X. Ethics in Public Speaking

- ⦿ Have a clear, responsible goal
- ⦿ Use sound evidence and reasoning
- ⦿ Be sensitive and tolerant of difference
- ⦿ Be honest
- ⦿ Do Not Plagiarize
 - > **Do your own work**
 - > **Acknowledge your sources**