

A Guide to Public Speaking and Debate

Part I: Public Speaking Chapter 4

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Outline of the Lecture

- Speech Content
- Delivery Method
- Visual Aids

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What Informative Speech Content Should Do

- Explanation
 - ❖ Explain what it does and what it does not do
- Description
 - ❖ Define necessary terms
 - ❖ Use comparisons when appropriate
- Demonstration
 - ❖ Provide examples
 - ❖ Visual Aids

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Informative Speech

- Informative speeches should meet the informational goal
- Informative Speech Types
 - ❖ About a Concept
 - ❖ About an Event
 - ❖ About an Issue
 - ❖ About an Object
 - ❖ About People
 - ❖ About a Procedure

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Concepts

- A speech about a concept that requires an explanation
- Examples
 - ❖ Music therapy
 - ❖ New scientific theory

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Events

- A speech about a current or historical event
- Examples
 - ❖ Presidential debates
 - ❖ A natural disaster
 - ❖ Sinking of the Titanic
- Organization
 - ❖ chronological, cause-effect, narrative

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Issues

- A speech about an issue/problem that clarifies the issue rather than advocates for or against the issue
- Examples
 - ❖ High cost of college tuition
 - ❖ Congressional “earmarks”
 - ❖ Global warming
- Organization
 - ❖ chronological, cause-effect, topical, circle

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Objects

- A speech to show an object’s purpose, how it works, and its importance
- Examples
 - ❖ Cell phone
 - ❖ Musical instrument
 - ❖ Prosthetic device
- Organization
 - ❖ spatial, topical

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People

- A speech about a person or group of people of interest
- Examples
 - ❖ Famous leader
 - ❖ Earthquake survivors
 - ❖ Little People/dwarfs
- Organization
 - ❖ chronological, topical, narrative

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Procedures

- Anything that can be explained in terms of how it works, how it is made/develops, or how it is performed
- Examples
 - ❖ Hurricanes
 - ❖ Website
 - ❖ Electrical current
- Organization
 - ❖ chronological, narrative

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Persuasive Speech

- The persuasive speech should
- Influence
 - ❖ Beliefs
 - ❖ Attitudes
- Advocate
 - ❖ Issue
 - ❖ Political Party
 - ❖ Personal Belief

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What Persuasive Speech Content Should Do

- Relevant topic
- Audience appeal
- Clear proposal with benefits for the audience
- Credibility

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Monroe's Motivated Sequence

- Attention
 - ❖ Addresses audience's central concerns
- Need
 - ❖ Describes the issue to be addressed
- Satisfaction
 - ❖ Identifies the solution
- Visualization
 - ❖ Provides the audience with vision outcomes associated with the solution
- Action
 - ❖ Calls on audience to accept message

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Special Occasion Speech

- Special occasion speeches can be informative or persuasive
 - ❖ Inspire
 - ❖ Celebrate
 - ❖ Entertain
 - ❖ Commemorate

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Delivery Method

- Outline
- Note Cards
- Manuscript
- Memorization

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Visual Aids

- Easy to use
- Easy to understand
- Easy to see
- Enhance your presentation
- Appropriate

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Visual Aids (continued)

- Different kinds of aids
 - ❖ Objects
 - ❖ Whiteboard
 - ❖ Handouts
 - ❖ Posters
 - ❖ Audio/video recordings
 - ❖ Overhead/slide projector
 - ❖ PowerPoint

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