

Getting Started

An Overview of the Public Speaking
Process

Review the topic in light of audience analysis

Separate the speech into its major parts

Select a topic

Compose a thesis statement

Gather supporting materials

Practice delivering the speech

Analyze the audience

Outline the speech

Determine the speech purpose

Develop the main points

Consider presentation aids

Steps in the Speechmaking Process

- Analyze the audience
- Select a topic
- Review the topic in light of audience analysis
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- Compose a thesis statement
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Analyze the Audience

- *A systematic process of getting to know audience member attributes and motivations through techniques such as interviews and questionnaires*
- Helps to answer three important questions:
 - What does my audience *know* about my topic?
 - How does my audience *feel* about my topic?
 - How can I best *reach* my listeners?

Select a Topic

- What makes a good topic?
 - Involves you
 - Involves your listeners
 - Is manageable

Review the Topic in Light of Audience Analysis

- Will my topic interest my listeners?
- Will my listeners relate?
- Will my speech benefit my audience?

Determine the Speech Purpose

- General purpose:
 - To inform, persuade, inspire, celebrate, mourn or entertain
- Specific purpose:
 - To persuade my audience to donate blood
 - To inform my audience of the benefits of meditation

Compose a Thesis Statement

- Encapsulate main points in one sentence
- Provides quick preview
- Should be easy to identify
- Should reflect the general purpose

Thesis Statement Examples

- *There is a urgent need for medical blood supply and today I am going to tell you how you can save lives by donating.*
- *High school graduates should be required to take a year off to pursue community service projects before entering college in order to increase their maturity and global awareness.*

Develop the Main Points

- Primary pieces of knowledge (informative)
- Key claims (persuasive)
- How many...?

3 – 5

Gather Supporting Materials

- What kind?
 - facts, statistics, testimony, examples, narratives and anecdotes
- From where?
 - personal knowledge/experience, internet and library research, interviews

Evidence Defeats Doubt

- D Demonstrations
- E Examples
- F Facts
- E Exhibits
- A Analogies
- T Testimony
- S Statistics

Separate the Speech Into its Major Parts

- Introduction
- Body
- Conclusion

Outline the Speech

I. Main Point I

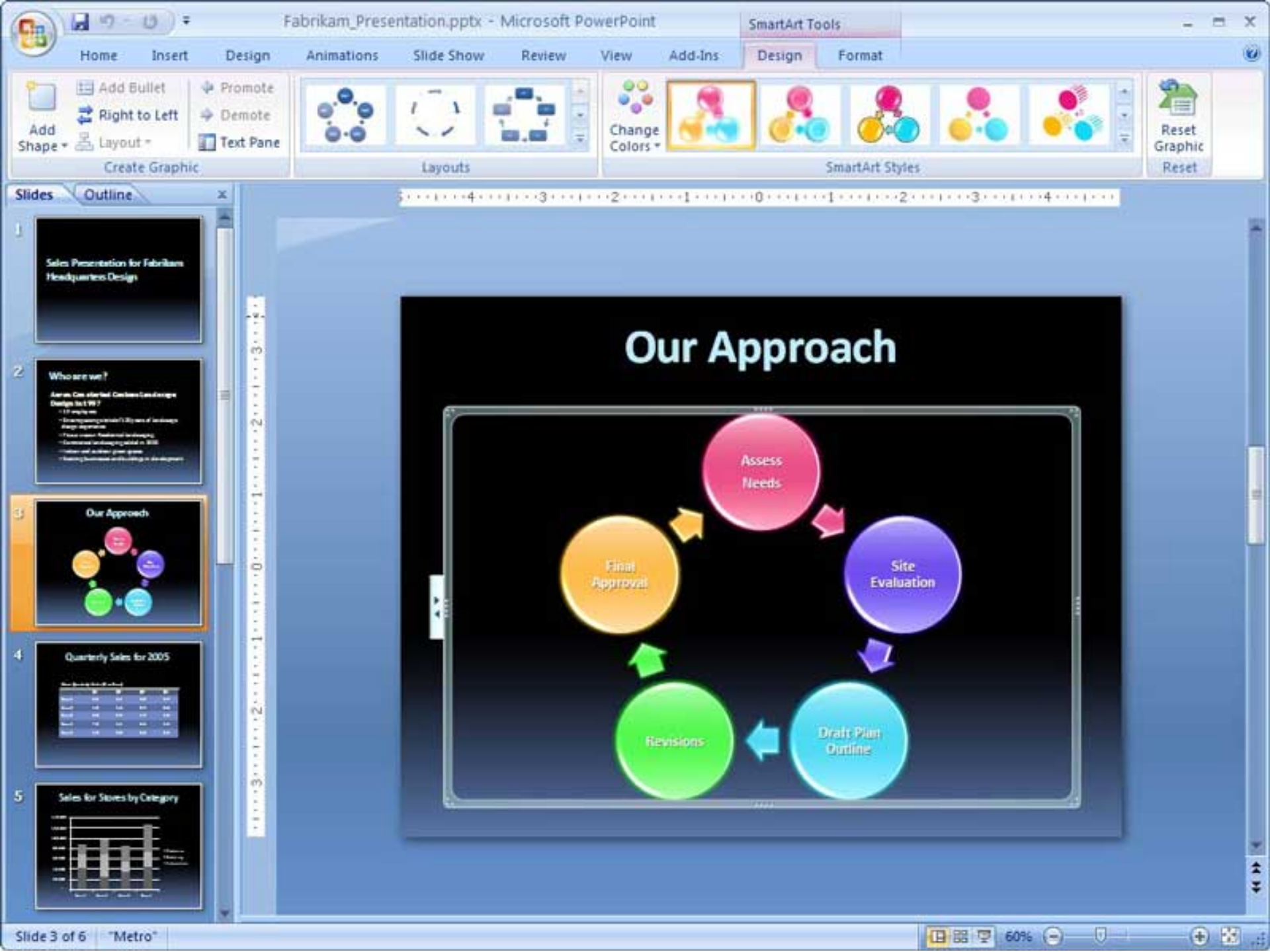
- A. Subpoint I
- B. Subpoint II

II. Main Point II

- A. Subpoint I
 - i. Supporting point I
 - ii. Supporting point II
- B. Subpoint II

Consider Presentation Aids

Will this help my audience understand my
points?



Add Shape Add Bullet Promote Right to Left Demote Layout Text Pane Create Graphic

Layouts

Change Colors SmartArt Styles

Reset Graphic Reset

Slides Outline

1 Sales Presentation for Fabrikam Headquarters Design

2 Who are we?

3 Our Approach

4 Quarterly Sales for 2005

5 Sales for Stores by Category





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- DO design for a screen size of 800x600 pixels
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This needs to be revised.
//Chris

Slide

Transition Appearance

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Effect: Dissolve Duration: 0.60 s

Direction:

Start Transition: On Click Delay: 0.5 s



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Practice Delivering the Speech

- How many times?
- How?