

## Unit 7:1 Effective Speechmaking



### I. Writing Your Speech

#### A. Know your audience.

1. What is the demographic make-up of those who will be listening to your speech?
2. What will they be expecting from your speech?
3. How much support for the points that you make in your speech will your audience likely provide?

## Unit 7:1a Effective Speechmaking

- B. What is the purpose of your speech?
1. What information have you gathered to help you focus on key points/issues?
  2. What do you hope to achieve as a result of delivering this speech?
  3. Is your purpose to simply inform your audience or to also persuade them?
- C. The structure of your speech
1. opening / introduction
    - a. Get the audience's attention / The first minute is the most crucial.
    - b. Relate the opening to your audience and the general purpose of the speech
    - c. Limit the amount of time you spend on the introduction in order to get to the main body of the speech

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2. the middle / main body
  - a. Organize your main body into categories.
  - b. Try to have each point build upon the previous one in a logical order.
  - c. Use evidence to support your main points.
  - d. Offer solutions to the issues that you raise if you are trying to persuade your audience.
  
3. closing / conclusion
  - a. Summarize the main points of the speech.
  - b. Leave your audience with memorable thoughts of your points.
  - c. Deliver your final remarks in an emotional way so as to leave a lasting impression (without going “over the top”)

## Unit 7:1c Effective Speechmaking

### II. Delivering Your Speech

- A. Be cognizant of your appearance / dress
- B. Avoid reading directly from notes
  - 1. Try to memorize as much of your speech as possible.
  - 2. Use note cards as a backup.
- C. Speak clearly so that everyone may hear you and, more importantly, your message.
  - 1. “Adjust” the volume of different parts of your speech to fit the various points you are making. (EX: Some areas may call for a louder delivery.)
  - 2. Enunciate your words without being overly dramatic.
  - 3. Speak slowly!
- D. Use inflection for variety and to enhance your delivery
- E. Pause at certain key points for more effect.
- F. Do not “fidget” or move around inappropriately.
- G. Make eye contact with your audience.

## Unit 7:1d Effective Speechmaking

- H. Use hand gestures as an effective means of animating your speech.
- I. Use body language effectively.
- J. Don't try to be someone you are not – act naturally.