

PUBLIC SPEAKING TIP SHEET

You will be evaluating 4-Hers on several areas of their speech. Following are a few tips to help you with the evaluation process:

APPEARANCE:

Although this is a judgmental area, most speakers will be dressed appropriately. Appearance is not a presentation variable as much as a preparation variable. If you felt the 4-Her has dressed appropriately, they would probably be evaluated excellent or good.

EYE CONTACT

This is perhaps the most important non-verbal facet of deliver. Eye contact increases the direct contact with your audience and increases the audience's interest in the speaking. Eye contact can be used to help control nervousness. Direct eye contact helps one test their perception of the audience. By having eye contact with the audience, people who you think have been lost will become more interested in you.

POSTURE

Good posture can help control nervousness. It also helps to get positive audience reaction. By having a good posture, the audience will feel you have interest enough in them to stand formally and yet relaxed enough to be at ease with them

AUDITORY ASPECTS OF DELIVERY

Volume - Delivery should be loud enough so that the audience can hear everything one says but not so loud that they feel you are talking to someone in the next room. Often beginning speakers tend to face off at the end of a thought. Sometimes they lose faith in an idea in mid-sentence so they compromise by mumbling the end of the sentences. As they speak more, they will overcome this.

Rate - Too slow a rate will tend to lull the audience to sleep. The speakers' involvement in their message is the key to achieving an effective rate. Normal speaking is around 150 words per minute.

Pitch - Pitch tends to follow rate and volume. As the rate picks up or becomes louder, the pitch will have a tendency to rise. If the range in pitch is too narrow, one's voice will have a sing song quality. If too wide, it may sound overly dramatic.

Articulation - Articulation means saying all the parts of all the necessary words and nothing else. Incorrect articulation is nothing more than careless articulation. It usually results in;

1. Leaving off parts of words (deletions)
2. Adding parts of words (additions) or
3. Slurring words together.

Examples:

Deletion - the most common deletions occur at the end of words, especially "in". Going and doing become "goin", "doin". This and that sometimes becomes "dis", "dat". Parts of words can be left out in the middle. Naturally becomes "natully".

Addition - This is a problem of adding extra parts to words that are already adequate such as "regardless". "Irregardless" is to a word. Another example "incentative" - "incentive". "And" is also another common word stuck between two words when it isn't even needed.

Slurring - This is caused in trying to say two words at once. Sort of becomes "sorta", "kind of" becomes "kinda". There is no hard or fast rule for good articulation. You should be aware of this and help members to mend their speech if it is apparent that they have these problems.

EVALUATING

When evaluating, whether the speech accomplished the purpose, you need to decide if the topic had a focus and whether the focus was maintained throughout the speech. There are four basic message strategies; audience interest, explanation, persuasion or humor.

When evaluating time, there are time limitations; 1-3 minutes for novice, 3-5 minutes for juniors. What you want to evaluate is whether the speech covered the subject in enough depth to make it worthwhile.

INTRODUCTION

The most important function of an introduction is to capture the audience's interest. Capturing the audience's interest might be done by including references to the audience, references to the occasion; references to the relationship between the audience and the topic, references to things familiar to the audience and startling or novel statements of fact or opinion. Attention devices work because they relate in some way to the audience's needs. A well planned introduction usually previews the structure of the speech by telling the audience what the main points will be.

CONCLUSION

This reviews the main points and re-establishes the message's central idea. It lets the audience know the message is over and that the points can now be considered, used or acted upon. Probably a good aphorism to remember is "tell what you're going to say, say it, then tell what you said".

VOCABULARY

There are three basic guidelines of effective vocabulary - clarity, vividness and appropriateness. Clarity - simply saying what you mean. This usually requires careful word choice. Vividness - a vivid vocabulary is one that gains the audience's attention because of the images that the words evoke. A vivid vocabulary is one that is made up of words that are original, action oriented and sensuous. Appropriateness - The words used must be appropriate to the speaker, your audience and to one's message. There are three types of words infamous for their inappropriateness - obscenity, slang and jargon. The use of some types of jargon are appropriate when they are addressed to those who use them regularly.

DEVELOP A SINGLE IDEA/THEME

Ask yourself - did the speaker focus on one idea that was appropriate to the speaker, audience and the occasion of the speech? Was the topic chosen something the speaker appeared to be comfortable with or was it something the speaker thought they knew but didn't understand it? Was the material chosen too complex and overpowering for the speaker?