

## **Speech Instructions**

The following video links are a set of resources that describe the different elements in the speechmaking process. Some of the examples are by classroom professors while others are by professional speakers. Please use the links to enhance and strengthen your knowledge of oral communication.

## **Speechmaking Process**

### **Steps in the Speech Making Process**

In these two videos, Professor Stone reviews the nine steps of the speechmaking process. These nine steps explain the key components needed to develop and design an oral presentation.

<https://www.youtube.com/watch?v=hz3zIFOZBsw>

[https://www.youtube.com/watch?v=GbSet\\_6kC5o](https://www.youtube.com/watch?v=GbSet_6kC5o)

## **Steps to Develop a Speech**

### **How to Develop Your Speech**

Gary Iman offers four steps that will help begin and develop a speech. The first step is selecting your topic. Second, determine your purpose. Third, develop your central idea. Fourth, generate and preview your main ideas.

<https://www.youtube.com/watch?v=Bn1TqywwFVw>

## **Audience Analysis**

### **Audience Analysis Shannon Wydra**

The importance of audience analysis is discussed. The video focuses on defining “audience analysis”. It looks at items to consider in an audience analysis (age, gender, affection orientation, education level, religion and culture). Additional areas to consider include: audiences job titles, income status, relationship status, how many people are in audience, the political interests of the audience plus many more. Finally, the video looks at how we gather and analyze information on our audience.

<https://www.youtube.com/watch?v=vXzzhrQYJSg>

## **Organizational Patterns:**

### **Speech Organizational Patterns (Unit 3 Informational Speech - Hillary Whitcomb)**

This video explains various organizational patterns including: topical, temporal, spatial, problem-solution, cause-effect and motivated sequence. The speaker goes through each type of organizational pattern, explains when it is best to use each and how to use them correctly.  
<https://www.youtube.com/watch?v=a43AtYfNfDw>

### **Persuasive Speech Patterns**

This video is taken from a classroom lecture by Julie Walker. It discusses two ways you might organize a persuasive presentation. The two methods discussed are problem-solution and Monroe's Motivated Sequence. Several variations of the problem solution organization pattern exist. This video discusses two of those variations.  
<https://www.youtube.com/watch?v=0wGKgYH4Nho>

## **Speech Introductions/Conclusions**

### **Great Openings and Closings**

Deborah Grayson international corporate trainer and professional speaker discusses how to create an effective introduction and conclusion for presentations and speeches. She does a great job at expanding on each of the five components to an introduction, and the two components that make up a conclusion. The five key parts of an introduction discussed are: including an attention getter, establishing credibility, giving your audience a reason to listen, revealing your topic, and previewing your main points. For conclusions, Deborah teaches how to effectively conclude by reviewing your main points and techniques used to have an effective clincher at the end of your speech.  
<https://www.youtube.com/watch?v=NyE1Kz0e--0>

### **How to Write Speech Introductions and Conclusions**

Gary Iman explains the key elements of a speech introduction including capturing the audience's attention, including a statement of what your speech is about, explaining to your audience why you are qualified to speak about the topic and finally, including a preview of what you are going to talk about in your speech. Gary also discusses two essential parts of a conclusion. These two parts include reviewing your main points and having a memorable ending.  
<https://www.youtube.com/watch?v=krsgrciNB7g>

## **Catching the Audience's Attention**

### **How to Start a Speech**

Connor Neill, focuses on how to start a speech. He specifically focuses on the first element in a speech introduction (catching the audience's attention). This video explains three ways you can capture the audience's attention at the beginning of a presentation. Catching the audience's attention include asking a question that matters to the audience, stating a rarely know fact, or by telling a story. This video would help you transition into the other key elements in a speech introduction (introducing your topic, establishing your credibility, linking your topic to the audience and previewing your main points).  
<https://www.youtube.com/watch?v=w82a1FT5o88&list=PL8EEC66CC5F02545C&index=1>

### **Examples of Attention Getters**

The first key element in delivering an effective oral presentation is to have an effective attention getter. This video provides several examples of effective attention getters used in speeches by professional speakers.

[https://www.youtube.com/watch?v=2\\_Vv1r1KkLo](https://www.youtube.com/watch?v=2_Vv1r1KkLo)

## **Gathering and using Supporting Material**

### **How to Gather and Use Supporting Material in a Speech**

Gary Iman discusses how to gather supporting material for both an informative and persuasive presentation. Gary focuses on the importance of finding credible sources (the library, on-line and the internet). Organizing and citing supporting material is also discussed.

<https://www.youtube.com/watch?v=SskwShfydeg>

## **How to cite sources in a speech**

### **How to do oral citations in speeches**

John Fisher, a communication instructor at northwest University discusses how to cite a reference in an oral citation. He begins by providing a definition of plagiarism. He also discusses the elements of an oral citation and provides some examples of oral citations. Finally, he explains some of those things to avoid in oral citations.

<https://www.youtube.com/watch?v=3GYrTOMnAt0>

### **Citing Sources Orally**

Jeri Burnett discusses how to develop and cite research in an oral presentation. This video looks at the different types of supporting material available, how to gather supporting material, how to avoid plagiarism and the specific elements needed for an effective oral citation.

<https://www.youtube.com/watch?v=MbTRs2qyZXo>

## **Public Speaking Apprehension**

### **6 Tips for Dealing with Speaking Anxiety**

This video covers six tips that will help with public speaking anxiety. The video focuses on individuals who are learning a second language. However, it is also applicable to public speaking. This video is long; at the nine minute mark it goes into how to use the second language in conversation. The six steps discussed are remembering to breath, exercising (walking), practicing, reminding ourselves we do not have to be perfect, using an outline (template) and having positive thoughts about ourselves as a speaker. I would stop the video at the 9:05 mark.

<https://www.youtube.com/watch?v=QhJLLGuJCQ8>

## **Delivery Techniques**

### **Speaking with Conviction (Taylor Mali - Def Poetry Jam - Like, Ya Know ...)**

Taylor Mali's Def Jam Poetry session does an excellent job at highlighting different delivery techniques and speaking with conviction. As Taylor switches through different methods of delivery, you get a sense of what speaking with conviction can do to enhance your message. Taylor uses humor and comedy to highlight the negative aspects of delivery, which gives us a better understanding of what we can do to improve our message as speakers.

<https://www.youtube.com/watch?v=M8PolixzsKo>

## **Signposts/Transitions**

### **Use of Transitions for Public Speaking --- Examples**

This video shows a series of examples of effective signposts. Each of these signposts, or transitions, includes an internal preview and internal summary of the main points surrounding it. Even though this video does not show each of the entire speeches, the listener can still understand how to create an effective signpost from these examples.

<https://www.youtube.com/watch?v=egaHrni3hNA>

## **Visual Aids**

### **3 Keys to Effective Visual Aids**

Three keys to using visual aids are discussed. A visual aid should connect with your audience, direct and focus the audience's attention and promote understanding and memory.

<https://www.youtube.com/watch?v=NslxmljyMrQ>

### **How to avoid death By PowerPoint: David JP Phillips at TED**

David JP Phillips discusses common mistakes made by individuals who use power point as a visual aid. He also provides some rules to enhance power points in presentations. Rules include: including only one message per slide, considering the audiences working memory, contrasting images and colors, using key words, using dark backgrounds, and limiting the number of items per slide to six.

<https://www.youtube.com/watch?v=lwpi1Lm6dFo>

### **Power Point**

Public speaking coach Andrew Dlugan explains some simple guidelines to consider when placing a visual image in your PowerPoint presentation. Andrew explains how the rules of thirds (used by photographers) can enhance the visual aspect of your power point presentation.

Visual placement can take your presentations from “boring” to” pleasing” and “interesting”.

<http://sixminutes.dlugan.com/rule-of-thirds-powerpoint/>

## **Speaking Anxiety**

### **How to Overcome Stage Fright - 6 Easy Steps**

The video begins by identifying what fear is. It then focuses on six techniques to overcoming speech anxiety. Steps include: staying focused, starting small, accept that you will make mistakes, replace negative thoughts with positive thoughts, convert problems into solutions and become familiar with your audience.

<https://www.youtube.com/watch?v=FFkPMRSHDJY>

### **How I beat stage fright**

Joe Kowan presents a TED presentation explaining some of the common fears that accompany giving an oral presentation. This video identifies fears associated with giving an oral presentation and talks about the audience reactions. This video introduces the symptoms of speaking anxiety. The video does not discuss specific techniques for overcoming speech anxiety.

[http://www.ted.com/talks/joe\\_kowan\\_how\\_i\\_beat\\_stage\\_fright?language=en](http://www.ted.com/talks/joe_kowan_how_i_beat_stage_fright?language=en)