

Support Materials for Oral Communication

The following video links provide resources that describe various elements in the speechmaking process. Some of the examples come from classroom professors while others are from professional speakers. This set of videos were selected by tutors in UW's Oral Communication Center; this list is not meant to be exhaustive but is intended to help faculty understand aspects of oral communication they may want to address in their courses.

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

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 to select 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 the audience members' job titles, income status, relationship status, the number of people in audience, the political interests of the audience, etc. Finally, the video looks at how we gather and analyze information on our audience.

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

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 a speaker might organize a persuasive presentation: 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 expands on each of the five components to an introduction and on the two components that make up a conclusion. The five key parts of an introduction discussed include developing 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 main points and techniques used to have an effective clincher at the end of a 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 includes asking a question that matters to the audience, stating a rarely know fact, or by telling a story. This video may help speakers 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

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=3GYrTOmAt0>

Citing Sources Orally

Jeri Burnett discusses how to develop and cite research in an oral presentation. This video looks at what different types of supporting material are available, how to gather supporting material, how to avoid plagiarism and what specific elements are 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 breathe, 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. It may make sense for most instructors to watch/assign only the first nine minutes or so.

<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 for the ways that speaking with conviction can enhance a speaker's 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 the audience, direct and focus the audience's attention, and promote understanding and memory.

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

How to Avoid Death By PowerPoint: David JP Phillips at TED

David JP Phillips discusses common mistakes made by individuals who use PowerPoint as a visual aid. He also provides some rules to enhance PowerPoints in presentations. Rules include: including only one message per slide, considering the audience's 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 move 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, accepting that you will make mistakes, replacing negative thoughts with positive thoughts, converting problems into solutions and becoming 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