



615: Public Speaking Workshop

Overview:

This session will prepare Lodge Leaders to the Art of Public Speaking. Through practice and a hands on approach the Workshop will give the students a chance to develop their own style of Public Speaking.

Specific Goals/Objectives Of The Session:

- 1) Understand Types of Public Speaking and when you may need to give a speech
- 2) How to develop a speech for an occasion
- 3) How to read your audience and how to react to them

We will look at the following items:

- [Determining your purpose](#)
Time, place, audience, speech types and examples.
- [Selecting your topic](#)
Focuses on audience interests with Government, culture and media links.
- [Analyzing your audience](#)
Occasion, location and audience factors to consider.
- [Supporting your points](#)
Making credible impressions, using humor, statistics, etc.
- [Outlining your points](#)
Types of outlines, theses and supporting points, etc.
- [Using visual aids](#)
Visual aid tips, links to and pointers on using presentation software, hardware, etc.
- [Presenting your speech](#)
Effective delivery, format types, tips on controlling nervousness, speech examples, etc.

Physical Arrangements:

The room should be set up just like a Lodge Meeting should be set up. The point is to replicate the need for Public Speaking in a day-to-day Lodge/Scouting Function.

Type Of Trainer:

The trainers should consist of a Younger Adult who is a former OA Officer as well as an adult who is in a current adviser role. The trainers should have used their speaking skill in a scouting frame.

Other Advance Preparation:

Prior to the arrival of the participants, print on the chalkboard or overhead projector:

- The session name
- Your name, Lodge, Scouting Position
- Contact information
- Review materials needed for session
- Prepare Materials for session
- Timeline

Detailed Outline Of Session:

Part I: Determining Your Purpose

There are many types of speeches depending upon the speaker's intention, and a clear purpose statement will lead to a clear thesis statement. Reports are often given for the purpose of providing bases for action. Fact-finding boards, investigating committees, and boards of inquiry all serve as means of obtaining information to be transmitted to an action agency.

- Use the SPAM Model
- **Situation:** consider the time and place of where you are giving the speech.
- **Purpose:** this refers to the goal the speaker hopes to achieve with his or her speech.
- **Audience:** consider the people to whom the speech is directed.
- **Method:** which methods will best accomplish the purpose.
- Three Types of Speeches
- **Informative:** In an informative speech, the audience learns about a new subject or learns new information about a familiar subject. An informative purpose statement will generally be worded to stress audience knowledge or ability. There are three ways to categorize informative speeches; by format, by content, and by purpose.

Informative speeches can be divided into two formats; briefings, and reports. Informative speeches can also be categorized according to their content. There are speeches about objects, processes, events, and concepts. One can also distinguish among types of informative speeches depending upon the speaker's intention, these include; descriptions, explanations, and instructions. Whatever you present should be new to your audience.

- **Persuasive:** A persuasive speech is intended to change the audience's attitudes or behaviors. All persuasive topics fall into one of three categories, depending upon the type of proposition, or claim, that you are advancing. The three categories are propositions of fact, propositions of value, and propositions of policy. Propositions of facts are issues in which there are two or more sides with conflicting evidence, where listeners are required to choose the truth for themselves.

Propositions of value go beyond issues of truth or falsity and explore the worth of some idea, person, or object. Propositions of policy go one step beyond questions of fact or value; they recommend a specific course of action. This type of speech is probably the most challenging kind of speech because it is often about controversial subjects that are important to both speaker and audience.

- **Entertaining:** A speech that simply tries to gain and keep the audience's attention. The speaker wants the listeners to have a good time and to be amused or interested by the speech.

Part 2: Selecting Your Topic:

Draw from personal interests as well as those of your audience members. Your topic must be interesting to your audience, and the best way to accomplish that is to find a topic that is interesting to you. Your interest in a topic will also improve your ability to create the speech, and it will increase your confidence when it comes time to present it. It also helps to choose a topic you know something about. Being all scouts the outdoors and programs work well.

Part 3: Analyzing Your Audience:

Goal: To be perceived by the audience as credible and qualified to speak about your topic, while adapting to audience conditions.

- **Questions to Consider Regarding Your 'Target Audience'**
 - What is the appropriate channel and medium geared to the size of the particular audience?
 - Does the speech appeal to the audience's common interests?
 - What particular aspects of the topic will be most relevant?
 - How can I best gain and hold their interest and attention?
 - Did you identify 'key' members of the audience?
 - What do I share with my listeners?
 - How can I build on any common grounds of identification?
 - Have you anticipated audience reaction?
 - What will listeners already know about my topic?
 - What will they want to know, and what do they need to know?
 - Is the information geared towards the audience's level of language?
 - Is the language appropriate for the audience, is it technical?
 - Explain the language if you use unfamiliar terms, or a particular term in an unfamiliar way.
 - You must explain 'acronyms.'
 - What is the occasion of the speech?

- Where is the speech-taking place?
-Are the room arrangements adequate?
-Will you have all of the equipment that you need at your disposal?
- How long should the speech be? Time constraints are a great consideration.
-Speech in the morning?
- Listeners may be fatigued and need some lively or startling examples to awaken them.

Part 4: Supporting Your Points:

- You will be a more credible speaker if you use these tools to support your claim/s. Always remember that visual aides ARE NOT types of supporting material:
 - **Facts and figures:** these are statements and verifiable units of information.
 - **Descriptive statistics:** these explain things in terms of size or distribution. These are powerful because they give the impression that they are the result of a thorough scientific study. When evaluation statistics one should consider the source, seek multiple sources, cite the statistic completely, and use current and relevant statistics.
 - **Statements by authority:** this lets you “borrow” the credibility of the expert
 - [Quotations on Yahoo](#)
 - [Familiar Quotations](#)
 - **Narratives:** this is an example in the form of a story. Audiences will often listen to this when they won’t listen to anything else. Be sure that the audience sees the relationship between the story and the point you are making. Narratives should always have a beginning, middle, and end, in should be interesting while avoiding unnecessary details and excessive length.
 - **Definitions** - The two types of definitions are logical which is a dictionary definition. Second is the etymological definition, which describes how a word derives from the root word of its culture. Last, is the operational definition, which tells how the object relates to how it works or operates?
 - **Humor:** if you are trying to build credibility, humor can be effective because people like to hear a good joke and they are likely to remember it and associate it with serious ideas. Remember only to use humor at appropriate situations during the speech. There are clearly some speeches where the use of humor would not be appropriate at all.
 - **Logic, testimony, statistics, and facts** are the only support that can prove. Without their support, the points you make in a speech will be less persuasive. The types of testimony are expert, prestige, and lay.

- **Four purposes of supporting material**
 - [Clarify](#)
 - [Make interesting](#)
 - [Make memorable](#)
 - [Prove](#)

Examples - These speeches contain good examples of support.

- I have a Dream - Martin Luther King
- The Gettysburg Address - Abraham Lincoln
- Great American Speeches
- Governor's State of the State Speeches
- Pearl Harbor Speech - Franklin D. Roosevelt
- Inaugural Addresses of U.S. Presidents
 - Thomas Jefferson's First Inaugural Address (1801)
 - Abraham Lincoln's Second Inaugural Address (1865)
 - Ronald Reagan's First Inaugural Address (1981)

Part 5: Outlining Your Points:

- Outlining your points will help you see key words easier, it will also let you add to your notes at the last minute without crowding and it will allow your speech to flow naturally. You can write an outline in words and phrases or in complete sentences but it is best to use as few complete sentences as possible.
 - **Topic Cohesion:** When outlining main and supporting points, make sure that all of them support the goal and purpose of the speech.
 - **Organizational Patterns:**
 - **Topical-** this is when you have several ideas to present and one idea seems naturally to precede the other. This is one of the most common types of patterns, and it is especially useful for informative and entertaining speeches.
 - **Chronological-** this uses time sequence for a framework. This pattern is useful in informative and persuasive speeches, both of which require background information.
 - **Spatial-** this organizes material according to physical space. You may use spatial order in informative and entertaining speeches involving physical space.
 - **Classification-** puts things into categories. You can use this pattern for all three-speech purposes.
 - **Problem/Solution-** this is used mostly for persuasive speeches. The first part of a speech outlines a problem and the second part presents a solution.
 - **Cause/Effect-** can be used for persuasive speeches. The first part describes the cause of a problem and the second describes its effect.
- Introductions and Conclusions- reasons to use an introduction
- Gets the audience's attention

- Introduces the topic
- Shows the topic's importance
- Presents the thesis
- Forecasts the major ideas
- What a conclusion should do:
- Inform the audience that you are about to close
- Summarize the major ideas
- Leave the audience with an idea to remember

Part 6: Using Visual Aids:

Goal: To give you're audience direct sensory contact with your speech using visual aid.

Why use Visual Aids?

- Visual Aids enhance understanding of the topic.
- Visual Aids add authenticity.
- Visual Aids add variety.
- Visual Aids help your speech have lasting impact.
- Visual Aids can help the speaker build *ethos* (speaker character credibility).

Varieties of visual aids:

- People: body, clothes, grooming, actions, gestures, voice, facial expressions, and demeanor
- Sketches
- Maps
- Graphs:
 - Pie
 - Bar
 - Line
- Charts:
 - Flow
 - Tree
 - Stream
 - Sequence
 - Pictographs
 - Flip
- Photographs and Pictures

- Chalkboard: Textual Graphics
- Posters
- Objects or Models
- Audio-Visual equipment
 - Overhead Projectors
 - Slides and Transparencies
- Handouts
- Films, Videotapes, audio tapes, CD-ROM

Pointers for constructing effective visual aids:

- Make sure the visual aid supplements the speech rather than becoming the speech itself.
- **Visibility:** Font Size

For Flip Charts:

Title: 3 in. high
 Subtitles: 2 in. high
 Other text: 1.5 in. high

Standard Computer Print Sizes:

	Transparencies	Slides	Handouts
Title:			36 pt 24 pt 18 pt
Subtitles:			24 pt 18 pt 14 pt
Other text:			18 pt 14 pt 12 pt

- **Emphasis:** Visual Aid should emphasize what the speech emphasizes.
 - Relevance
 - Simplicity
- **Balance:** Should be balanced and pleasing to the eye.
- **Color:** Color adds impact to meaning of speech.

Using your Visual Aid *successfully*:

- Practice. Make sure Visual Aid is integrated into your speech.
- Plan placement of Visual Aid prior to the speech
- Check to see that your electronic equipment is running, and that you know how to properly operate it.
- Do not display it until you are ready to use it. When finished with it removes, or covers it.
- Do not stand directly in front of it, stand to the side and face the audience as much as possible.
- When referring to the Visual Aid, point, don't leave your audience searching.
- Do not distribute materials during your speech. If you have prepared handouts, distribute them before or after you speak.

PART 6: Effective Delivery

- Guidelines for Effective Delivery
 - Be natural
 - Be lively
 - Be appropriate
 - Pair delivery and message
- Seven guidelines for ethical speech and delivery in communication
 1. Understand the power of the lectern. Being in front of people gives you a certain amount of credibility.
 2. Speak truthfully and are sure of your facts.
 3. Be willing to rock the boat. Stand for what you believe, but do not alarm your audience.
 4. Do not lie.
 5. Avoid excess and inappropriate emotional appeals.
 6. Use credible and current sources.
 7. Avoid ambiguity. Be concrete in your statements.
- Formats of Delivery
 - Impromptu

- Extemporaneous
- Manuscript
- Memorized
- How to Control Nervousness
 - Be familiar with your topic
 - Practice your speech until you feel comfortable with it
 - Practice your speech in front of others

The workshop should be done in an “Act” it out format with students after each part adding to their speech. It will be like Mock UN or Mock Lodge Executive Committee Meeting.

Source Material, References & Contacts:

<http://www.ku.edu/cwis/units/coms2/vpa/vpa.htm> - Virtual Presentation Assistant
<http://meritbadge.com/bsa/mb/090.htm> - Public Speaking Merit Badge Req.