

PRINCIPLES OF PUBLIC SPEAKING

CHAPTER 2: DETERMINING YOUR PURPOSES AND IDEAS

The general purpose of speeches is:

- To inform: Clear understanding
- To persuade: Acceptance of ideas or behaviors
- To entertain: Enjoyment and comprehension

Your specific purpose combines with your general purpose for speaking with your topic.

Ex:

Topic: Exercising

General purpose: To inform

Specific Purpose: Inform the audience how lack of exercising is a danger to your health.

- **Central Idea:** Holds the controlling part of your speech, within a sentence, like a thesis statement.

AUDIENCE ANALYSIS/DEMOGRAPHICS

- **Audience Orientation:** Ability to understand the listener's point of view.
 - **Cultural Diversity:** Different cultures or ethnics in a group in society.
 - **Ethnocentrism:** Evaluating other cultures according to standards and customs of one's own culture.
- Use demographics (hat you can see and measure) to analyze your audience.
Ex: Race/Ethnicity, nationality, age, gender, social status, etc.
 - Gather your speech materials (what you already know, events, facts, etc.) and make your outline, a rough list of what you would like to use in your speech.
 - Practice out loud, not memorizing word for word, but memorizing the critical points you would like to hit during your speech.

5 CANONS OF RHETORIC

- **Invention**: Reasoning/argument in speech
- **Arrangement**: Organization of speech
- **Style**: Use of language in speech
- **Delivery**: Presentation of speech
- **Memory**: Storing info in speaker's mind

DEVELOPING CONFIDENCE

- Know your topic/know what you're talking about
- Be prepared
- Practice
- Visualize your success
- Give yourself a pep talk