

Comm 2367 Chapter 13 Notes

Delivering Your Speech

- Delivery- The combination of verbal and nonverbal communication skills used to present the speech.
- How you say something can be as important as what you say.
- Though audience analysis, research, preparation, and practice all play vital roles in public speaking, it's how you deliver your speech that determines whether you find success with many audience members.

Selecting the Right Mode of Delivery

- Speaking extemporaneously from an outline will allow you to achieve the best possible results.
- Three delivery modes:
 - Reading from a Manuscript
 - Give your speech by reading directly from a script- a typed or handwritten document containing the entire text of your speech.
 - Appropriate when speakers or speech writers need to choose their words carefully.
 - Memorizing from a Manuscript
 - Learn your script word-for-word and deliver it without looking at any text, notes, or outline.
 - Only advisable when you are called on to deliver a precise message, and you are already trained to memorize a great deal of text and deliver it flawlessly.
 - Speaking from an Outline
 - Deliver your speech by referring to a brief outline that you prepared in advance.
 - Can speak from an outline in either of two ways
 - Extemporaneously- Write the speech outline ahead of time, learn the material in the outline, and then speak spontaneously in the presentation with only the outline available for reference.
 - Impromptu- Called upon to speak and have no time to prepare a written outline.
 - When you speak from an outline, your delivery becomes more conversational; you sound as if you are talking with your listeners.

Using Vocal Delivery Skills

- In addition to selecting the right mode of delivery, you must draw on:

- o Vocal Delivery Skills- Use of volume, tone, rate, variety, and articulation.
- o Nonverbal Delivery Skills- Use of gestures, eye contact, facial expressions, body movement, and overall physical appearance.
- Vocal Delivery Skills
 - o Volume- How loud or soft your voice is as you deliver a speech.
 - Be loud enough so everyone in your audience can hear you, but not so loud as to drive away the listeners positioned closest to you.
 - When you speak too softly and don't project enough, your listeners may have trouble hearing you, or you may seem timid or uncertain.
 - Speaking too loudly can come off as overconfident or intimidating.
 - o Tone- Derives from pitch- the highs and lows in your voice.
 - If you can mix high and low tones and achieve some tonal variety, you'll add warmth and color to your vocal delivery.
 - Use enough tonal variety to add warmth, intensity, and enthusiasm to your voice, but not so much variety that you sound like an adolescent whose voice is cracking.
 - Inflection- Raising or lowering your pitch- to emphasize certain words or expressions.
 - o Rate of Delivery- How quickly or slowly you speak during a presentation.
 - Speak fast enough to keep your presentation lively and interesting, but not so fast that you become inarticulate.
 - o Projection- Booming your voice across their speaking forums to reach all the members of their audience.
 - Projection is all about the mechanics of breathing.
 - o Articulation- Refers to the crispness or clarity of your spoken words.
 - When you deliver a speech, clearly and distinctly express all the parts of the words in your presentation.
 - o Pronunciation- Correctness in the way you say words.
 - If you're not certain how to pronounce a word you want to use in your speech, find out how to say it before you deliver your presentation.
 - o Pausing- Leaving gaps between words or sentences in a speech.
 - Enables you to collect your thoughts on a subject and reinforces the seriousness of your subject.
 - Avoid
 - Verbal Fillers- Words such as *you know* and *like*.
 - Verbal Tics- *Um* and *ah*.

Using Nonverbal Delivery Skills

- By augmenting your vocal delivery skills with nonverbal skills during speeches, you stand an even greater chance of connecting with your audience and leaving a lasting impression.
- Specific elements:
 - Eye Contact- Look directly into the eyes of your audience members, and they look directly into yours.
 - Enables you to gauge the audience's interest in your speech.
 - Panning- Think of your body as a tripod and your head as the camera, move your camera slowly from one side of your audience to the other.
 - Gestures- Using hand movements to emphasize a point, pantomime, demonstrate, or call attention to something.
 - Consider your audience when you choose your gestures.
 - Avoid using distracting gestures.
 - Follow these guidelines:
 - Use gestures deliberately to emphasize or illustrate points in your speech.
 - Remain aware that not all audience members may interpret your gestures in the same way.
 - Make sure your gestures reinforce your spoken message.
 - Avoid nervous, distracting gestures.
 - Physical Movement- Describes how much or how little you move around while delivering a speech.
 - Proxemics- Use of space and distance between yourself and your audience.
 - Moving toward your audience can help you communicate intimacy.
 - Closeness is an indication of the immediacy/nonimmediacy of the speech message.
 - Personal Appearance- The impression you make on your audience through your clothing, jewelry, hairstyle, grooming, and other elements influencing how you look.
 - Matters for two reasons:
 - Many people in our audience will form their initial impression of you before you even say anything.
 - Studies show that this initial impression based on appearance can be long lasting and very significant.
 - Do what is appropriate for the audience you are addressing, given the occasion and the forum.