Test Review Paper

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**General Speech Purpose/Specific Speech Purpose**

When giving a speech it is important generally to have two purposes for your speech. The general purpose, and the specific purpose. Starting with the general purpose, this is whether your speech is being given to inform, persuade, or to mark a special occasion. For example, when presenting a research project, it might be to inform your audience of what the contents of your research found was. Otherwise, an argumentative speech like someone who has been studying the benefits of reduced plastic waste might be trying to persuade the audience using ethos, pathos, and logos in order to influence the audience. In either case, a speech should always have a specific purpose. Which is what the speaker would like thew audience to take away from the given speech. Using my persuasive speech from above about recycling, the specific purpose of that speech would be to inform and convince the audience that reducing plastic waste would be beneficial.

**Understanding The Audience and Audience Research**

When giving a speech it is vitally important to understand the audience being presented to. All audience members come with their own distinct attitudes, beliefs and values. Each of these, to the best of the speech presenters’ abilities, should be analyzed so that the speech can be delivered in the most effective way, to not only draw the audience’s attention, but also to keep the audience’s attention on the speaker at all times. Again, whether it be through ethos, pathos, or logos, it is important to utilize all of these to ensure the speech given is topical, relevant, and feels important to the audience. While researching the audience is crucial, it is also important to remember that some audience members might be forced to take time out of their day to listen to your speech. While others may be coming voluntarily to listen because the speech might relate to something in their personal lives, and the speech may be in line with their own standard of beliefs and values. It is always important in any case to utilize personal identifiers when presenting to your audience. Strong eye contact, good posture and body movement, as well as the strategic use of inclusive language all ensure the presenter will maintain the best practices of interacting and connecting with the audience.

**Source Qualifier**

Nothing is more important in a speech than giving accurate, informative, and unbiased evidence. This evidence that will be presented are going to be found from reliable sources. Whether it may be a website, published article, textbook, or blog post, it is important to understand what makes sources useable and reliable. There are thousands of possible source materials on one given subject, many of these stems from different people arguing the same topic, however these will have different viewpoints and therefore may be biased. Finding unbiased sources is key when presenting a speech as it identifies an unbiased ground for which the entire speech is being written. It is crucial to use watch dog websites to ensure the information in which the speaker might be presenting comes from an unbiased source.

**Primary And Secondary Research**

When constructing a speech, it is important to utilize both types of source material. These being primary and secondary sources. A primary source provides firsthand accounts or direct evidence of events, objects or people. Meanwhile, secondary sources provide analysis or commentary about things not directly observed. Secondary sources include a large margin of the news and media we see every day. There are many possible ways to go about finding and researching Primary sources. Including but not limited to accessing digital collection libraries, conducting interviews, and distributing surveys. Whereas secondary sources require a little more research into the credibility of the source, these can still be beneficial to a speech if used properly. These secondary sources can be found through researching information found from social media, news websites, blogs, and in some cases Wikipedia. Whether the source is a primary source or a secondary source it is always an important part of the research process to ensure the integrity of the source is sound and doesn’t come from an implicit bias rooted from the publisher of the information.

**Testimony**

Utilizing people or persons with intimate knowledge of your subject can lead to key datapoints in the production of a speech. This is normally referred to as testimony. Testimony is firsthand accounts from key individuals who may have experienced the topic being presented on. Testimony can be divided into two distinct categorizations expert testimony, and lay testimony. As expected, expert testimony is findings from professionals in a given field on a specific topic. Used to a large extent in legal proceedings, expert testimony allows for an extremely trustworthy individual to share their expertise and previous experience on a given subject. Many of the audience may see this professional as the key witness as they are held to a higher degree of credibility than a lay person might be.

**Use of Statistics as Supporting Evidence**

As we’ve touched on previously, accurate information is vital to a strong speech when attempting to inform or persuade the audience. Using specific charts, datapoints and percentages when presenting the evidence gathered from your research is important when presenting these topics. However, it is important to use these statistics properly as if they are used in the wrong context may leave the audience more confused than they were before listening. It is important to inform the audience of the when, where, why, and how of statistical evidence in order to provide the audience context as to why the data is being used and shown. Some specific types of statistical evidence are as follows, the average, which includes mean, median and mode, percentages, and frequencies.

**General Rules for Citing Sources Verbally During a Speech**

Citing sources throughout the length of the speech presented is necessary to not only showing credit to the sources and people who assisted in the creation of the project, but also can be used to create a repertoire for the audience. There are many different best practices when it comes to orally citing sources but it is best to memorize these and turn it into muscle memory when presenting a speech. Say the information you are presenting is a book, it is important to state the first and last names of the authors depending on whether there are more than 2 authors or not, if there are more it is alright to present “co-authors”. It is also important to add what they do, or what achievements they have made in order to build a reputation of this author to your audience to establish credibility. Print articles follow these same guidelines. Reference works vary slightly. For these types of sources, it is important to note the title, the date of publication, and the author or sponsoring organization and the source qualifier.

**General Guidelines for Use of Outline in Preparing the Speech**

Using an outline while constructing the speech serves as a template for which the speech will follow. This can be a beneficial step in the structuring and organization process of the speech. Separating the primary arguments by the secondary arguments, then expanding on each in smaller sub categories allow for the presenter to accurately detail how the speech should be organized, flow, and sound when presented. This provides a vast amount of assistance to the organization of a speech as the flow and presentation of the evidence given will come out clearer and more precise.

**Methods Of Delivery**

Giving a speech is more than standing in front of an audience and reading from a crumpled note. When presenting it is important to use every tool available in order to best present the argument, and the data given as evidence. When attempting to deliver the speech, ensure that any data with percentages or averages is shown with a relevant graph of the data to that the audience can physically view the data as you present your arguments. This will allow for the audience to retain more information as they can see the data being referenced.It is also important to view the audience, use strong language, and if it’s not already their fake confidence in order to grab the audience’s attention. Often times it is okay for the presenter to use a power point presentation, however it is important to only have a few words to a slide in order to ensure the presenter is not reading straight from the slides in a mechanical robot tone.