**Chapter 11 Researching a speech**

**Determine a specific speech goal**

* + Goal must be adapted to the audience and the occasion
* Identify possible topics
* List subjects
  + Should be something you are interested in
* Brainstorm for topic ideas
  + Uncritical, nonevaluative process of generating ideas

**Analyze the audience**

* Audience analysis
  + Study of the intended audience for your speech
* Audience adaptation
  + Tailoring information to a specific audience
* Demographics
  + Data to help you understand basic audience characteristics

**Gather audience data**

* Survey
  + Most direct way to determine what audience wants and understands
* Informally observe
  + Interact with audience
* Question a representative
  + Asking a person who represents the group about who will be at the speech and what they are expecting
* Make educated guesses
  + Look at general profile of people who you believe will be listening to the speech

**Analyze the setting**

* Special expectations for speech
  + Subject matter
* Appropriate length of speech
* Audience size
* Where speech will be given
* Equipment needed to give the speech

**Select a topic**

* Write a speech goal
* Identify your general goal
  + Overall intent of your speech
* Phrase a specific goal statement
  + Single statement of the exact response the speaker wants from the audience
* Informative goals
  + Increasing understanding
  + Increasing appreciation
* Persuasive goals
  + Reinforce belief
  + Change belief
  + Motivation to act

**Locate and evaluate information sources**

* Primary research
  + Something that you experience firsthand
  + Surveys
  + Interviews
  + experiments
* Secondary research
  + Locating information about your subject that has been discovered by other people
  + Books
  + Articles
  + Newspapers
  + Encyclopedias
  + Statistical resources
  + Biographical references
  + Government documents
  + Internet-based resources

**Evaluating sources**

* Authority
  + Expertise of author
* Objectivity
  + Be wary of author’s viewpoint
* Currency
  + Newer information tends to be more accurate
* Relevance
  + Information must be appropriate for speech topic and audience
* Identify and select relevant information
* Factual statements
  + Statements that can be verified
  + Statistics or examples
* Expert opinions
  + Interpretations and judgments made by an authority in a particular subject area

**Elaborations**

* Anecdotes and narratives
  + Anecdotes are brief and amusing stories
  + Narratives are accounts, personal experiences, tales or lengthier stories that add to the speech
* Comparisons and contrasts
  + Comparisons illuminate a point by showing similarities
  + Contrasts highlight differences
* Quotations
  + Information that is so well stated by someone else, you use it word for word in your own speech
* Citing sources
  + Sources must be cited for information that is not your own
  + Oral footnotes are used throughout your speech to let people know where the information came from
  + Adds credibility to the information contained in the speech and the person giving the speech

**Organizing the speech**

* ***Introduction***
* Gaining attention
  + A person will decide at the beginning of the speech whether they will pay attention to the rest of the speech
  + Startling statement is one that grabs a listener’s attention by shocking them
* Rhetorical questions
  + Questions that you do not expect an answer to
* Direct questions
  + Questions that you expect an answer to
* Jokes
  + Piece of wordplay designed to be funny and make people laugh
* Personal references
  + Brief account of something that has happened to you or a piece of information that is about you
* Quotations
  + Comment made by and attributed to someone other than the speaker
* Stories
  + Account of something that has happened or could happen
* Suspense
  + Wording your attention getter so that it generates uncertainty and excites the audience
* ***Developing the body of the speech***
* Determining main points
  + Each speech should have three or four main points
  + Sub points add to the main point
* Writing a thesis statement
  + Sentence that summarizes a speech
  + Previews main speech points
* Outlining the body of the speech
  + Sentence representation of the hierarchical and sequential relationships between the ideas presented in a speech
* ***Organizational pattern for main points***
* Time
  + Arranges main points by chronological sequence or by steps in a process
* Narrative
  + Dramatizes the thesis with a story or series of stories that includes characters, settings and a plot
* Topic
  + Arrange main points of the speech by categories or divisions of a subject
* Transitions and signposts
  + Transitions are words, phrases or sentences that show the relationship between or bridge ideas
  + Section transitions are complete sentences that shows the relationship between or bridges ideas
  + Signposts are short words or phrase transitions that connect pieces of supporting material to the main point or sub point they address
* Logical reasons order
  + Main points are organized by proof that supports the thesis
* Outlining supporting material
  + Main points provide basic structure
  + Supporting material is information used to develop main points
* ***Establishing listener relevance***
* Stating the thesis
  + Topics and main points are introduced in a way that engages the listener
* Establishing credibility
  + Introduction of yourself and why you are qualified to be speaking about the topic you chose
* Creating a bond of goodwill
  + Enthusiasm about your topic brings the listener into the speech and they are more likely to pay attention