**SPEECH ANALYSIS**

**Topic:** <https://www.youtube.com/watch?v=JsC9ZHi79jo> (How to triple your memory by using this trick | Ricardo Lieuw On | TEDxHaarlem)

**Specific Purpose:** To analyze the given video.

1. **Structure**
2. **Introduction:** The speaker didn’t share his name or self-identity which was necessary.
3. **Goals:** The speaker didn’t share a clear goal of the speech
4. **Attention getter:**
5. **An open test:** The speaker announced a 90-second test at the very beginning of the speech. Which is a smart thing to gain the attention of the audiences.
6. **Rhetorical question:** In 02:46 and 03:08 minutes, he asked some rhetorical questions.
7. **Story:** In 03:28 minutes, he shared a short story.
8. **Credibility:** The speaker had credibility in his speech. In 05:24 minute, he expressed what job he performs which is related to the presentation topic.
9. **Thesis statement:** The speech had not any clear thesis statement. However, he just gave a thesis idea in 5:53 minutes about what he’ll say then. It didn’t include a clear idea about the entire speech.
10. **Preview of points:** He shared a short preview and controlling ideas of the speech in 6:05 minutes.
11. **Transitions:** He had transitions among the speakers.
12. **Body:**
13. **Dividing the main speech in some body paragraph:** He had some body paragraphs.
14. **Making sub-points inside the main point and create steps:** Each paragraph contained some sub-points.
15. **Describe all the points accordingly:** He described the points one after another.
16. **Conclusion:**
17. **Concluding Remarks:** In 15:00 minute, he concluded the speech by pronouncing the overall benefits of the speech.
18. **Call of Action:** He had a call of actions including words like “go, experiment, learn”.
19. **Thanksgiving end:** He thanked everyone at the end of the speech.
20. **Clincher:** He didn’t have a strong and clear clincher in the speech.
21. **Content**
22. **Logic:** He had logic in his speech.
23. **Examples:** He provided appropriate examples in the speech.
24. **Supporting details**: He provided supporting details according to the example and topic.
25. **Language analysis**: He spoke appropriately, clearly and vividly.
26. **Verbal and Nonverbal**
27. **Tone, Pitch, and intonation:** He had an appropriate and perfect tone, pitch, and intonation. Also, there were hardly any slang.
28. **Body language:** His chin was parallel to the ground, his hands were not in the pocket, he did not show the audience his back.
29. **Gestures:** He had perfect gestures and symbolic movements according to his words and actions.
30. **Facial expressions:** He had an appropriate facial expression with smiles in the face.
31. **Effectiveness of the speech**
32. **Relevance:** The speech had a good relevance.
33. **Use of humor:** He made small jokes and light situations in the attention-getting part in 09:43 minute.
34. **Presentational aids:** He used the projector as presentation aid which was appropriate for the audience.
35. **Props and real objects:** There were no need of using props and real objects.
36. **Common ground:** He established a common ground between him and the audience by sharing a short story from his life.
37. **Why it’s a good speech:** It is quite a good speech because the speaker followed most of the public speaking tools (discussed in I-IV) appropriately.
38. **What could have been done differently:** In my opinion, the speech had a weak thesis statement and goal. The speaker could have shared his self-identity at the beginning. He could make the thesis statement more detailed and specific. Also, he could have used a strong clincher and audience relevance link.