COMM 301

A person in a hat

Description automatically generatedBest Practices in Presenting: Great Speech Analysis

For this assignment, you will watch the commencement speech by Admiral William H. McRaven commonly referred to as the Make Your Bed speech. As you watch, keep track of content—including persuasive techniques used—and delivery—how the speaker uses his voice and body to convey his ideas. You can do this activity in groups.

Here is the link: [Make Your Bed Speech](https://www.youtube.com/watch?v=pxBQLFLei70&list=PLPNWaWLbX9KRkrRzhZU8t8yAvLUR1IN8r&index=19&t=70s) There is a link on Blackboard as well.

*Please take notes on the following items:*

1. BACKGROUND
   1. Discuss briefly background of the speech and the speaker. This means you may have to do a little research.
2. CONTENT
   1. Identify the speaker’s main point and its larger significance
   2. Explain how he uses persuasive appeals: LOGOS, ETHOS, and PATHOS
      1. Write down examples from the speech that show each one and their effect on the audience
   3. How does the speaker use other rhetorical techniques, such as (but not limited to)
      1. Allusions, repetition, metaphor, analogy, storytelling, slogans, formal or informal style, humor
3. DELIVERY
   1. How does the speaker use his voice? Does it change during the speech?
   2. How does the speaker dress and stand?
   3. How does the speaker use gestures, eye contact, and body language?
   4. Does the speaker show any distracting habits in voice, stance, or body?
4. OVERALL CONCLUSION
   1. Come to a conclusion about the wonderfulness of this speech. Would you say it was a “great” speech? Why or why not?
5. Plan to share ideas!