

<https://www.youtube.com/watch?v=MnrJzXM7a6o>

1. Who is the speaker, and in what context is the speaker delivering his/her speech?

It was Steve Jobs introducing the iPhone to the world in 2007. Some people regard it as one of the best public presentations ever given. He's speaking at Apple's special event, which is held a few times each year.

2. What was the speaker's purpose, and did it interest you?

The purpose was to inform the audience and persuade them to buy Apple's new product, the iPhone. It was also a call out to many other companies that Apple is about to run you into the ground.

3. Did the speaker transition effectively between points? In what way was this done well, or how could it have been done better?

The transitions were probably the best I have ever seen. They were incredibly smooth and flowed together, almost as if he wasn't transitioning. He typically transitioned by giving a quote or an idea then into a product with repetition.

4. What kinds of evidence were used? How did they strengthen/weaken the argument?

There wasn't evidence used besides demonstrating how other products were inefficient. He made an excellent case about the keyboard on old BlackBerry phones and how their static nature took away from the phone. It was an incredibly convincing argument, especially when he tied it back to how desktop PC screens work.

5. Were any presentational aids used?

He had a slideshow in the background that presented images of each product he was talking about. If he was discussing a phone, he used the icon of a phone. If he were talking about music, he would use a music icon. He had very minimal words on each slide. The visual aids were incredibly useful at further solidifying his point.

6. Address the speaker's use of the following elements of delivery:

Jobs spoke slowly and very concisely and kept it simple. He communicated non verbally with strategic pauses throughout the speech. His vocal presentation was phenomenal with a mix of jokes making fun of his own product and of other competitors. Steve had wonderful gestures and spoke through his hands, all while utilizing the entire stage, pacing back and forth very slowly and effectively. You could feel him controlling the room. He dressed in the casual Steve jobs outfit with a black turtleneck and jeans.

7. Was the speaker conversational? How did this help/hinder the message?

Steve was very conversational and it helped the message greatly. He didn't seem too overbearing but just like a casual guy relating to the audience. I would say his conversational manner helped him since he didn't seem very corporate-driven like he was trying to make quick money. He seemed passionate about a revolution he wanted the world to see.

8. Was the speaker's message conveyed ethically (i.e., did the speaker have an ulterior motive, use too many scare tactics, share information responsibly)? How did this shape the message

He didn't use any scare tactics and did not appear to have an ulterior motive. Although since it was a corporate event, he was probably trying to get people to buy his product, that's what the entire event is about. He didn't come off overbearing or at all irresponsible with information.

9. What did you learn from this experience? How will it change your future speeches?

Pauses are a good thing. Silence in the crowd is not a bad thing. Utilizing well-timed pauses can convince and speak more for itself than words ever could. Also, cracking a few unscripted jokes here and there is appropriate. You don't have to come off as an uber-serious corporate type but have fun and play with the crowd. Enjoy the fact they are all listening to you. I learned as well Steve Jobs is one to note for his public presentations.