**HW 10**

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The book talks about the importance of analyzing the audience. This can be done using demographic and subject related data. For the speeches we will be giving in this course, the demographic is more or less the same. There may be some disparities in subject related data but there will be overlap in that as well.

It says we should choose topics we have interest in and know about. However, in reality there are times we end up having to talk about something we have minimal knowledge about.

The general goal is the overall intent of the speech. This can be to entertain, inform, or persuade but let’s be honest the real general goal for us is to get good grades.

Often times people crack jokes during their speeches which are completely unrelated to their speech and do not add any value to it. We should be mindful of this and also ensure that we do not offend anyone.

Credibility of a speaker is important. However, I believe it is sometimes possible to fake credibility just by the sheer amount of confidence you show. This is also possible and easier when the audience is a less informed one. A good example of this are religious speakers in rural areas of our country who act and seem pious while they talk for hours on subjects they have limited knowledge on. Physical appearance can also add to a speakers credibility. I’m more likely to take advice on Islam from someone with a beard and hat dressed in a punjabi than I am from someone who’s wearing a t-shirt and jeans. Which is why is important to not judge someone from their appearance.

The part about suspense was interesting and it can be an important tool in creating an impactful speech. The example in the book is also an effective one.

There are some important points on how we should structure our speech. This is similar to writing an essay with a body and conclusion. There is also advice on how to write the thesis statement just like an essay.