

PUBLIC SPEAKING GROUP PROJECTS

Topic 1

Chapter 4: Giving your first speech

1. What two major steps are discussed for developing your introductory speech?
2. When organizing your introductory speech, you should divide it into what three sections?
3. What method of delivery is recommended for your introductory speech?
4. What steps should you take when rehearsing your first speech?
5. What five elements of speech delivery are discussed with regard to presenting your first speech?
6. Choose one of the two sample speeches included in this chapter. Analyse it based on the following questions:
 - How do the opening paragraphs gain the attention of the audience, introduce the subject of the speech, and preview the main points to be discussed in the body?
 - How clearly is the body of the speech organized? What does the speaker do to help listeners follow the progression of ideas?
 - How does the speaker conclude? Does the conclusion reinforce the central theme of the speech?

Topic 2

Chapter 5: Selecting a topic and a purpose

1. What three brainstorming methods can you follow if you are having trouble choosing a topic for your speech?
2. What are the two general purposes of most classroom speeches? How do they differ?
3. Why is determining the specific purpose such an important early step in speech preparation? Why is it important to include the audience in the specific purpose statement?
4. What are five tips for formulating your specific purpose?
5. What are five questions to ask about your specific purpose?
6. What is the difference between the specific purpose and the central idea of a speech? What are four guidelines for an effective central idea?
7. Find a specimen speech and analyse the general purpose, specific purpose, and central idea.

Topic 3

Chapter 6: Analyzing the audience

1. Why must a public speaker be audience-centered?
2. What does it mean to say that people are egocentric? What implications does the egocentrism of audiences hold for you as a public speaker?
3. What are the five demographic traits of audiences discussed in this chapter? Why is each important to audience analysis?

4. What is situational audience analysis? What factors do you need to consider in situational audience analysis?
5. How can you get information about an audience?
6. What are the three kinds of questions used in questionnaires? Why is it a good idea to use all three in audience analysis?
7. What methods can you use to adapt your speech to your audience before the speech? During the speech?
8. Advertisers are usually very conscious of their audience. Visit a popular Web site such as *Facebook*, *ESPN*, *YouTube*, *Instagram*, or the like. From that Web site select three advertisements to analyze. Try to determine the audience being appealed to in each advertisement, and analyze the appeals (verbal and visual) used to persuade buyers. How might the appeals differ if the ads were designed to persuade a different audience?

Topic 4

Chapter 7: Gathering materials

1. Why is it important to draw on your own knowledge and experience in gathering materials for your speeches?
2. What are five resources for finding what you need in the library?
3. What are three criteria for evaluating the soundness of research materials that you find on the Internet?
4. What are the three stages of a research interview? What should you do in each stage to help ensure a successful interview?
5. Why is it important to start your speech research early?
6. What is a preliminary bibliography? Why is it helpful to you in researching a speech?
7. What four things should you do to take research notes efficiently?

Topic 5

Chapter 8: Support your ideas

1. Why do you need supporting materials in your speeches?
2. What are the three kinds of examples discussed in this chapter? How might you use each kind to support your ideas?
3. What are five tips for using examples in your speeches?
4. Why is it so easy to lie with statistics? What three questions should you ask to judge the reliability of statistics?
5. What are six tips for using statistics in your speeches?
6. What is testimony? Explain the difference between expert testimony and peer testimony.
7. What are four tips for using testimony in your speeches?
8. What four pieces of information do you usually need to provide when making oral source citations in a speech?

Topic 6

Chapter 9: Organizing the body of the speech

1. Why is it important that speeches be organized clearly and coherently?
2. How many main points will your speeches usually contain? Why is it important to limit the number of main points in your speeches?
3. What are the five basic patterns of organizing main points in a speech? Which are appropriate for informative speeches? Which is most appropriate for persuasive speeches? Which is used most often?
4. What are three tips for preparing your main points?
5. What is the most important thing to remember when organizing supporting materials in the body of your speech?
6. What are the four kinds of speech connectives? What role does each play in a speech?

Topic 7

Chapter 11: Outlining the speech

1. Why is it important to outline your speeches?
2. What is a preparation outline? What are the eight guidelines discussed for writing a preparation outline?
3. What is a speaking outline? What are four guidelines for your speaking outline?

Topic 8

Chapter 12: Using language

1. How does language help create our sense of reality?
2. What is the difference between denotative and connotative meaning? How might you use each to convey your message most effectively?
3. What are four criteria for using language effectively in your speeches?
4. What are three things you should do to use language clearly in your speeches?
5. What are two ways to bring your speeches to life with vivid, animated language?
6. What does it mean to say you should use language appropriately in your speeches?
7. Why is it important for a public speaker to use inclusive language? What four usages of inclusive language have become so widely accepted that no speaker can afford to ignore them?

Topic 9

Chapter 13: Delivery

1. What is nonverbal communication? Why is it important to effective public speaking?
2. What are the elements of good speech delivery?
3. What are the four methods of speech delivery?
4. What are the eight aspects of voice usage you should concentrate on in your speeches?
5. What are four aspects of bodily action you should concentrate on in your speeches?
6. What are the five steps you should follow when practicing your speech delivery?
7. What steps should you take when preparing for a question-and-answer session? What should you concentrate on when responding to questions during the session?

Topic 10

Chapter 14: Using visual aids

1. What are the major advantages of using visual aids in your speeches?
2. What kinds of visual aids might you use in a speech?
3. What factors should you consider when planning to use presentation technology in a speech?
4. What guidelines are given in the chapter for preparing visual aids?

Topic 11

Chapter 15: Speaking to inform

1. What are the four types of informative speeches discussed in the chapter? Give an example of a good specific purpose statement for each type.
2. Why must informative speakers be careful not to overestimate what the audience knows about the topic? What can you do to make sure your ideas don't pass over the heads of your listeners?
3. What should you do as an informative speaker to relate your topic directly to the audience?
4. What two things should you watch out for in making sure your speech is not overly technical?
5. What are three methods you can use to avoid abstractions in your informative speech?
6. What does it mean to say that informative speakers should personalize their ideas?
7. Why is it important for informative speakers to be creative in thinking about ways to communicate their ideas?

Topic 12

Chapter 16: Speaking to persuade

1. What is the difference between an informative speech and a persuasive speech? Why is speaking to persuade more challenging than speaking to inform?
2. What is the target audience for a persuasive speech?
3. What are questions of fact? How does a persuasive speech on a question of fact differ from an informative speech? Give an example of a specific purpose statement for a persuasive speech on a question of fact.
4. What are questions of value? Give an example of a specific purpose statement for a persuasive speech on a question of value.
5. What are questions of policy? Give an example of a specific purpose statement for a persuasive speech on a question of policy.
6. Explain the difference between passive agreement and immediate action as goals for persuasive speeches on questions of policy.
7. What are the three basic issues you must deal with when discussing a question of policy? What will determine the amount of attention you give to each of these issues in any particular speech?
8. What four methods of organization are used most often in persuasive speeches on questions of policy?

Topic 13:**Chapter 17: Methods of persuasion**

1. What is credibility? What two factors exert the most influence on an audience's perception of a speaker's credibility?
2. What are the differences among initial credibility, derived credibility, and terminal credibility?
3. What are three ways you can enhance your credibility during your speeches?
4. What is evidence? Why do persuasive speakers need to use evidence?
5. What are four tips for using evidence effectively in a persuasive speech?
6. What is reasoning from specific instances? Why is it important to supplement reasoning from specific instances with testimony or statistics?
7. What is reasoning from principle? How is it different from reasoning from specific instances?
8. What is causal reasoning? Why is the relationship between causes and effects not always clear?
9. What is analogical reasoning? Why is analogical reasoning frequently used in persuasive speeches on questions of policy?
10. What are the ten logical fallacies discussed in this chapter?
11. What is the role of emotional appeal in persuasive speaking? Identify three methods you can use to generate emotional appeal in your speeches.

Topic 14**Chapter 19: Presenting your speech online**

1. How does public speaking in the online environment differ from public speaking to in-person audiences?
2. What are the two major kinds of online speeches? Explain the differences between them.
3. What guidelines are given in the chapter for effective online speaking?
4. What steps can you take to control the visual environment in an online speech?
5. What technological factors should you consider when giving a real-time online speech?
6. Why is it important for online speakers to have a backup plan?
7. Select a speech on TED Talk on a topic that interests you. As you watch the speech, answer the following questions: (1) How does the speaker organize his or her talk for effective communication? (2) How does the speaker control the online environment? (3) How effective is the speaker's delivery on your computer screen?