



# #10303

## PUBLIC SPEAKING: DYNAMIC DELIVERY

CEREBELLUM CORPORATION, 2002  
Grade Level: 10-13+  
28 mins.

### DESCRIPTION

An essential element to effective public speaking is a dynamic delivery. Reviews the purpose of a speech's introduction and conclusion, and mentions transitions between its different sections. Discusses aspects of style and delivery, giving examples of each. Notes the importance of clarity and rhythm of the language and the physical aspects of actual presentation, such as dress, posture, voice, and gestures.

### ACADEMIC STANDARDS

#### Subject Area: Language Arts–Listening and Speaking

- Standard: Uses listening and speaking strategies for different purposes
  - ♦ Benchmark: Makes oral presentations to the class (e.g., uses notes and outlines; uses organizational pattern that includes preview, introduction, body, transitions, conclusion; and point of view; uses evidence and arguments to support opinions; uses visual media) (See INSTRUCTIONAL GOALS 1 and 2.)
  - ♦ Benchmark: Uses appropriate verbal and nonverbal techniques for oral presentations (e.g., modulation of voice, inflection, tempo, word choice, grammar, feeling, expression, tone, volume, enunciation, physical gestures, body movement, eye contact, posture) (See INSTRUCTIONAL GOALS 4 and 5.)

### INSTRUCTIONAL GOALS

1. To present the purpose and components of an introduction and conclusion.
2. To illustrate Monroe's Motivated Sequence as an outline for persuasive speeches.
3. To mention the importance of transitions.
4. To describe the elements of style in public speaking.
5. To review the physical and vocal aspects of delivering a speech.

## BACKGROUND INFORMATION

Begins in the middle of Section C because it is continuing a discussion begun in CMP media #10147 entitled *Public Speaking: Conquering Stage Fright*.

## VOCABULARY

- |                   |                     |
|-------------------|---------------------|
| 1. call to action | 9. simile           |
| 2. conclusion     | 10. summarize       |
| 3. introduction   | 11. technical terms |
| 4. jargon         | 12. transition      |
| 5. metaphor       | 13. uncontrived     |
| 6. motivate       | 14. utopian vision  |
| 7. redundant      | 15. visualize       |
| 8. restate        |                     |

## BEFORE SHOWING

1. Review the three basic parts of a speech: introduction, body, and conclusion.
2. Discuss types of supporting material that may be used in the body of a speech. Consider statistics, anecdotes, and facts.
3. Present the components of an introduction from CMP media #10147.
  - a. Introduction components include attention-getting techniques, statement of purpose, statement of rationale or relevance, and preview of body.
  - b. Point out that the video will start on the second component—statement of purpose.

## AFTER SHOWING

### Discussion Items and Questions

1. Define each of the following components of an introduction: a statement of purpose, a statement of rationale of purpose, and a preview of the body.
2. Discuss the conclusion.
  - a. Describe the four components of a conclusion: summary of the main points, restatement of purpose, call to action, and rounding off.
  - b. Explain how the following may be used to make a conclusion as effective as possible: a quotation, a challenge to the audience, and a utopian vision.
3. Discuss using Monroe's Motivated Sequence as an outline for persuasive speeches. List the five steps. Explain the purpose and components of each step: attention, need, satisfaction, visualization, and action.
4. What are the purposes of a good transition? What are some examples? How can transitions be successfully incorporated into public speaking?
5. What is style? What can be done to enhance the clarity of a speech? What is the difference between active and passive voice?
  - a. Define each of the following aspects of style and explain how each enhances public speaking: rhythm, repetition, antithesis, parallel wording, and imagery.

## C a p t i o n e d M e d i a P r o g r a m

- b. Give examples of how the following types of imagery help to make a speech vivid: simile, metaphor, and onomatopoeia.
6. What is delivery? How does effective delivery improve public speaking? How can each of the following enhance or detract from a speech's message?
  - a. Appearance and attire.
  - b. Posture.
  - c. Body placement and movement.
  - d. Gestures and unintentional hand motions.
  - e. Facial expressions.
7. Define each of the following vocal aspects of speech delivery and explain their importance in public speaking: volume, pitch, rate, and pausing.

### Applications and Activities

1. Choose a topic for an informative speech.
  - a. Write an introduction that includes an attention-getting technique, a statement of purpose, a statement of rationale or relevance, and a preview of the body.
  - b. Write a conclusion that summarizes the main points, restates the purpose, calls the audience to action, and rounds off.
2. Choose a topic for a persuasive speech. Use Monroe's Motivated Sequence as an outline. Write notes for each section: attention, need, satisfaction, visualization, and action.
3. Videotape yourself giving an informative or persuasive speech. Evaluate your public speaking skills. Consider each of the following:
  - a. Organization
    - i. In your informative speech do you have a strong introduction and conclusion?
    - ii. In your persuasive speech, do you follow Monroe's Motivated Sequence?
  - b. Transitions and Sign Posts
    - i. Do you provide links between two ideas?
    - ii. Do you provide cues to where you are in the structure of the speech by using keywords; pauses; or changes in rate, pitch, or volume?
  - c. Style
    - i. Do you limit technical terms and jargon?
    - ii. Do you avoid making it too difficult?
    - iii. Do you avoid becoming too wordy?
    - iv. Do you use active voice and avoid passive voice?
    - v. Do you make good use of repetition, antithesis, parallel wording, and imagery?
  - d. Delivery
    - i. Does your attire, posture, and body placement enhance the message of your speech?
    - ii. Do your gestures emphasize ideas in the speech? Do you have unintentional hand motions that detract from your speech?
    - iii. Is your facial expression appropriate to the subject? Do you have good eye contact with your audience?

## C a p t i o n e d M e d i a P r o g r a m

4. Determine the American Sign Language equivalents to volume, pitch, rate, and pausing. Use these insights to further evaluate your own public speaking.

### CMP RELATED RESOURCES

- *Public Speaking: Conquering Stage Fright* #10147
- *Time to Stand and Deliver* #9448

### World Wide Web



The following Web sites complement the contents of this guide; they were selected by professionals who have experience in teaching deaf and hard of hearing students. Every effort was made to select accurate, educationally relevant, and "kid safe" sites. However, teachers should preview them before use. The U.S. Department of Education, the National Association of the Deaf, and the Captioned Media Program do not endorse the sites and are not responsible for their content.

#### • ALLYN AND BACON PUBLIC SPEAKING WEBSITE

<http://www.abacon.com/pubspeak/>

This Web site contains five modules to learn about the process of public speaking and to help prepare speeches. Includes interactive activities and notes from the instructor. It also has related links including the "Cite of the Week" that illustrates the use of public speaking in the real world.

#### • STRATEGIES TO SUCCEED IN PUBLIC SPEAKING

<http://www.school-for-champions.com/speaking.htm>

The purpose of these free online lessons is to help you improve your speaking skills, as well as overcome the fear of speaking to a group. Includes interactive quizzes at the end of each section. Click on "Prepare to Speak," then choose "Aid for Writing a Short Speech" for a computerized guide to speech writing.

#### • THE ART OF PUBLIC SPEAKING

[http://higherred.mcgraw-hill.com/sites/007256296x/student\\_view0/](http://higherred.mcgraw-hill.com/sites/007256296x/student_view0/)

Although meant to accompany a McGraw Hill textbook, this site has much to offer any student of public speaking. Includes interactive study questions, PowerPoint tutorials, a crossword puzzle, downloadable worksheets, and links to the top 100 American speeches of the 20<sup>th</sup> century.