

## Public speaking sessions 7, 8 and 9

### The body of the speech

The introduction: the introduction sets the tone for the rest of the speech. It stresses the importance of the speech and shows its relevance to the audience.

It should serve three functions: 1- Gain the attention of the audience by asking questions since they are effective and mark a change from declarative statements. Rhetorical questions are especially helpful in focusing the audience's attention on your subject. You could refer to recent happenings and connect them to your topic or use humor in a clever way if you deem it appropriate. You could also use a quotation or anecdote 2- Establish a speaker-audience-topic relationship which could be achieved via establishing your credibility and competence. To build credibility, you may make a simple statement about your qualification to speak on the topic. 3- Orient the audience as to what is to follow in the body of the speech either by giving a general idea of the subject, or by giving a detailed preview of what you will cover in your speech.

The body: it consists of the main points, the supporting points and the transitions.

**The main points** express the key ideas of the speech. Their function is to represent each of the main elements or claims being made in support of the speech thesis. To create main points, identify the central ideas and themes of the speech. Ex: thesis: if implemented correctly, the family law can decrease the number of child brides in Morocco. Specific purpose: to convince the audience to vote for the family law to prevent the marriage of underage girls. Main points: 1- the family law will slash the dropout rate - It will foster gender equality in our society - It will decrease the rate of divorce - the number of street children will decline.

For speeches, especially those delivered in the classroom, the number of main points should be restricted to 5 points maximum. Each main point should introduce one single idea that is expressed as a declarative sentence (stating a fact or an argument).

**Supporting points** represent the supporting material or proofs used to substantiate the main points and the thesis such as narratives, facts, statistics..

In an outline, supporting points appear in a subordinate position to main points, which is indicated by indentation. The most common format is the Roman numeral outline. Ex:

- I- Main point: difference-based segregation in schools impacts negatively future generations
  - A- Supporting point: segregation runs counter the right of access to quality education
    - 1- Sub-supporting point: segregation prevents pupils from learning by imitation
    - 2- Sub-supporting point: segregation bans access to age-appropriate material
  - B- Supporting point: segregation ruins the chance to have a diverse classroom
    - 1- A diverse classroom is the best example of equal opportunities
    - 2- A diverse classroom builds a stronger community
    - 3- A diverse classroom fosters empathy in other kids.

A well-organized speech is characterized by unity, coherence and balance.

*Unity*: a speech exhibits unity when it contains only those points implied by the purpose and thesis statements. *Coherence*: a speech exhibits coherence when it is organized clearly and logically. To ensure coherence, one should use the principle of coordination and subordination which is the logical placement of arguments according to their importance. Ideas that are coordinate are given equal weight and those which are subordinate are given less weight. Coordinate points are indicated by their paralleled alignment and subordinate points are indicated by their indentation (check the aforementioned example). *Balance*: it suggests that appropriate emphasis is laid on each part of the speech in relation to the other parts and to the theme. The body of the speech should always be the longest part while the introduction and the conclusion should be roughly of the same length.

**Transitions:** are words, phrases or sentences that connect the speech ideas together and enable the speaker to move smoothly from one point to the next. Transitions between main points or even between supporting points could be done using full sentences Ex: Next let's have a close look at how this issue affects kids socially. Or by using words and phrases: on the other hand, first, second, third, in the same way, at the same time, in other words, in addition to, let me conclude by saying....

Transitions are often posed in restate-forecast form, reinstating the point just covered and previewing the point to be covered next. Ex: now that we have established the social effect of joblessness, let look at its psychological impact. Transitions could also use rhetorical questions that do not invite actual responses. They could also signal explanations and examples, emphasize, repeat and contrast ideas.....

**Organizational patterns:** once you have identified the major propositions you wish to include in your speech, you must decide on how you want to arrange them in the body of speech.

*The temporal or chronological pattern:* is based on organizing your propositions according to a time relationship and follows the natural sequential order of the main points. Generally, when using this pattern, you begin with the past and working up to the present or future or vice-versa. Ex: a speech on the development of a baby's gross motor skill could be divided into 1- sitting, 2- four-point crawling, 3- standing with support, 4- walking independently.

*Spatial pattern:* you can also organize your main points on the basis of space. This pattern is useful when you want to describe the physical arrangement of a place like a hospital or a museum.. or even a geographical location like when we are talking about a country's rapid population growth we might use the spatial pattern of northern zone, southern zone, eastern zone...

*Topical pattern:* this is the most popular pattern for organizing informative speeches. It is used when your topic conveniently divides itself into subdivisions, each of which is of equal importance. A speech on major cities or religions is a good example of a topical pattern. Ex: a

speech on the powers of the government follows spontaneously a topical pattern by dividing it into the legislative, executive and judicial branches.

*Problem-solution pattern:* which is especially useful in persuasive speeches where you want to convince the audience that a problem exists and your solution will solve or alleviate it. Ex:

- I- Student debt undermines the future of new graduates
  - A- The interests of student debt get higher after graduation
  - B- Temporary jobs cannot cover monthly instalments
- II- Student debt should be eliminated
  - A- Student debt should be converted into slightly higher taxes
  - B- Graduates could volunteer to give remedial courses for other students

*Cause-effect/effect-cause pattern:* this pattern is useful in persuasive speeches in which you want to convince your audience of the causal connection existing between two events or elements. In this pattern, you divide the speech into two major sections, causes and effects. Ex:

- I- AIDS is increasing in our country (general effect)
  - A- Aids is increasing among teenagers (specific effect)
  - B- Aids is increasing among drug users (second specific effect)
- II- Two factors contribute to this increase (general causal statement)
  - A- Teenagers do not practice safe sex
  - B- Drug users use tainted needles

This type of speech is often combined with the problem-solution type.

There are also other kinds of patterns as the narrative pattern which uses storytelling, including the setting, plot and vivid imagery, as an effective way to get the message across; and the circular pattern wherein you develop one idea, which leads to another, which leads to a third and so forth, until you arrive back at the speech thesis.

*The conclusion:* your conclusion is probably the part of the speech that the audience remembers most clearly. The conclusion should serve three major functions: summarize, motivate and provide closure.

*Summarize:* you may summarize your speech by restating your thesis or purpose, restating the importance of the topic or restating your major propositions, Ex: Now can you see that mediation helps the couple manage conflicts? Do you see clearly that mediation does provide a sensible approach for settling divorce-related issues?

*Motivate:* a second function of the conclusion, mainly in persuasive speeches, is to motivate the audience to do what you want them to do. This is your final appeal to ask for a specific response, reiterate the speaker-audience agreement, which means you repeat what you and the audience believe, or provide directions for future action, which means you spell out in general terms what direction you wish the audience to take in the future.

*Provide closure:* end your speech with a conclusion that is definite and makes the audience know that you are finished. A final statement whether a quotation, a reference to subsequent events or to the introduction, or even by asking a question or thanking the audience, is helpful in providing this feeling of closure.

A conclusion should never include new material but rather stress and summarize your essential points. In addition, a speaker should never dilute his position in the conclusion by using expressions such as: this information is probably outdated or not that important ...or drag out the conclusion by using expressions as in conclusion/in summary and continue speaking and lingering.

### **Informative vs Persuasive speeches**

*The informative speech:*

The informative speech provides new information, new insights or new ways of thinking about a topic. When communicating information, a speaker should abide by some principles like *limiting the amount of information* to avoid overloading the listeners with information,

*adjusting the level of complexity* according to the level of knowledge of your audience, the time available...*stressing relevance and usefulness* by making sure to relate your information to the audience's needs, wants or goals.. *relating new information to old* because listeners will learn information more easily and retain it longer when you relate it to what they already know (ex: linking the principle of traditional vaccination against smallpox to the coronavirus vaccine), and *varying the levels of abstraction*: combining the high abstraction and the specific seems to work best, for instance you can talk about the freedom of the press in the abstract by talking about the importance of getting information to the public, and you can also talk about the freedom of the press by citing a specific example how a newspaper was prevented from running a story on local elections.

### *The 3 types of informative speeches:*

The speech of description: when you describe, you are concerned with explaining an object or a person like the parts of a cell phone or the contributions of Thomas Edison, or with explaining an event like the World War II or a process as how emails work. You may consider using a spatial or a topical organizational pattern when describing objects and people, and a temporal pattern when describing events and processes. Consider using the 5W (who, what, where, when, why) when describing an event or process. For example, if you are going to describe how to purchase a house, you might want to consider the people involved (who), the steps you have to go through (what), the places you will have to go (where), the time or sequence in which each of the steps has to take place (when) and the advantages and disadvantages of buying a house (why).

The speech of definition: a definition is a statement of the meaning or significance of a concept or term. Definitions are used to explain difficult or unfamiliar concepts or to make a concept more vivid or forceful. A speech of definition might define a term as censorship or political correctness, a system or theory as expressionism or fundamentalism, or similar and dissimilar terms or systems like similarities and differences between communism and socialism.

The speech of demonstration: it explains how to do something as how to pilot a plane or how something operates like how an open-heart surgery is performed. For this type of speech, you may consider using a temporal organization because it is the best pattern that demonstrates each step in the sequence in which it is to be performed.

### *The persuasive speech:*

Persuasive speeches offer motivation to strengthen or change the attitudes or beliefs of the listeners or get them to do something, which means to influence their behavior. An attitude is a tendency to behave in a certain way (you might have a favorable attitude towards math), a belief is a conviction in the existence or reality of something or in the truth of some assertion (you may believe in some kind of justice in the world), and a behavior refers to overt and observable actions (fixing an engine for instance).

The persuasive speech is usually based on principles such as: the credibility principle which means that if your listeners see you as competent, knowledgeable, charismatic, and confident, they will think you are credible, as a result you will be more effective in changing their attitudes or moving them to do something; the selective exposure principle which has two parts 1-listeners will actively seek out information that supports their opinions, beliefs, values, decisions and behaviors 2-listeners will actively avoid information that contradicts their existing opinions, beliefs, values, decisions and behaviors. If you want to persuade an audience that holds very different attitudes from your own because of its cultural difference, anticipate selective exposure and proceed inductively by holding back your thesis until you have given the audience your evidence and arguments, then relate them to your thesis (thesis: school library should be closed, students from mountainous regions will be accommodated in the library and its funding will be used to buy food and clothes); the inoculation principle where the audience has already an arsenal of counterarguments to counter your persuasive speech ex: when addressing a group of heavy smokers about the need to stop smoking. You should take into consideration that they already know your arguments and inoculated themselves against them (may be when you present statistics about

cancer or bankruptcy in relation to smoking, they might counterbalance them by saying that smoking is an excellent way to socialize, not every heavy smoker gets cancer or the intention to stop smoking after 10 years..). In such situation, be prepared to achieve only small gains, don't try to totally reverse the beliefs of a well-inoculated audience. Sometimes, even if the audience is not immunized and does not have counterarguments, it may tune out any attacks on cherished beliefs and values (questioning the trinity in front of a devotedly religious audience).

Usually we tend to listen to speeches that strengthen the attitudes or beliefs we already hold, while speeches designed to change attitudes or beliefs are more difficult to construct.

#### Example of persuasive speech to strengthen or change attitudes or beliefs:

General purpose: to persuade

Specific purpose: to persuade the audience that cigarette ads should be banned from all media

Thesis: cigarette advertising should be abolished

- I- Cigarette smoking is a national problem
  - 1- Cigarette smoking causes lung cancer
  - 2- Cigarette smoking pollutes the air
  - 3- Cigarette smoking raises the cost of health care
- II- Cigarette smoking will be lessened if ads are prohibited
  - 1- Fewer people will start to smoke
  - 2- Heavy smokers will smoke less

This kind of reasoning is called deductive reasoning because it begins with a general principle followed by a specific example which then leads to the speaker's conclusion. An argument could also use an inductive reasoning moving from specific cases to a general conclusion supported by those cases. Ex:

Specific case 1: in a decade, the GDP doubled in Africa

Specific case 2: in a decade, the GDP doubled in Europe



Specific case 3: in a decade, the GDP doubled in Asia

Conclusion: globally, the gross domestic product seems to have increased twofold.

Speeches designed to stimulate the audience to take action are referred to as speeches to actuate. Examples for topics of speeches to stimulate action are voting in the upcoming election, volunteering in a retirement home, donating money, signing a petition. When giving persuasive speeches on similar topics, the presenter should be *realistic* and set reasonable goals, *demonstrate his own compliance* and never ask the audience to do what he has not done himself, *stress specific advantages* by giving them concrete reasons why they will benefit from actions you want them to engage in (instead of telling students to read for their blind colleagues because it is the right thing to do, you should show them how it is fulfilling and rewarding to help others in need).

Example of persuasive speech to stimulate action:

General purpose: to persuade

Specific purpose: to persuade my audience to devote some of their leisure time to helping disabled people.

Thesis: leisure time can be well used in helping disable people

- I- Read for the blind
  - 1- Propose to read from the blackboard
  - 2- Make a recording for assigned textbooks
- II- Run errands for wheelchair-users
  - 1- Propose to bring books from the library
  - 2- Bring meals during lunch break

As far as organizational patterns are concerned there is also a sequence called the *motivated sequence* or *Monroe's motivated sequence*, which is part of the problem-solution pattern and is particularly effective when you want the audience to do something. It is a five-step sequence that starts with 1-attention by addressing the listeners' concerns making the speech highly relevant to them, 2-need by showing the

listeners that they have an important need that must be satisfied or a problem that must be solved, 3-satisfaction by introducing your proposed solution, 4-visualization by providing listeners with a vision of anticipated outcomes associated with the solution, 5-action by making a direct request of listeners that involve changing or strengthening their present way of thinking or acting. (ex: signing a petition to fund a student-exchange program for the English department students).

There is also the *refutation organizational pattern* which states the opposing arguments and then refutes them. Ex: I- proponents claim that adoption should be prohibited because it creates problem in inheritance (describe the opposing claims). II- by taking such stand, they undermine a society that should be based on solidarity and let orphans face alone a gloomy future (describe implications and ramifications of opposing claims). III- rather than opposing adoption because of inheritance problems, there is the option of writing a will for the benefit of adopted children under the Qafala system (offer arguments and evidence for your position), IV-instead of the proponents' extreme solution which is the prohibition of adoption, my solution will foster the family unit and decrease the number of orphans and street children (contrast the speaker's position with opposing claims to show the superiority of this position).

### **Methods of delivery**

Speakers usually use four general methods of delivery:

1-*Speaking impromptu*: which refers to speaking in an improvised way without any specific preparation. In a classroom, for instance, you might comment on the speech you just heard. In an interview situation, you might give an impromptu speech when asking or answering questions. The more proficient a speaker is, the better he will be able to function impromptu.

*Advantages:* the impromptu experience provides excellent training in the different aspects of public speaking as maintaining eye contact, gesturing and developing arguments

*Disadvantages:* the major disadvantage is that it focuses on appearances and does not permit attention to the details of public speaking such as audience adaptation and research.

In this type of delivery, you should pause to reflect on how you can best address the audience's needs, take a deep breath and focus on what you want to say, and write down key words of ideas you want to cover.

*2-Speaking from manuscript:* in the manuscript method, you read the entire speech verbatim that is word for word.

*Advantages:* the major advantage is that you can control the timing precisely, there is no danger of forgetting or being unable to find the right word. The speaker is less anxious because everything is there on paper.

*Disadvantages:* it is difficult to read a speech and sound natural and non mechanical. Reading from a manuscript makes it difficult to respond to feedback, and restricts eye contact and body movement.

In this type of delivery, you should vary the rhythm of your words, become more familiar with the speech to be able to establish some eye contact, use a large font and double or triple space the manuscript to read effortlessly.

*3-speaking from memory (oratory):* the memorized effort involves writing out the speech word for word but instead of reading it you would commit it to memory and recite it.

*Advantages:* you can carefully review the exact word or sentence and eliminate any potential problem in advance. This type of delivery has all the advantages of the manuscript method and at the same time allows you the freedom to move about.

*Disadvantages:* the major disadvantage is that if you forget one sentence, you might forget the whole speech because in a memorized

speech each sentence cues the recall of the following sentence. It is also time-consuming, because it requires additional time for memorization, and does not allow for ease in adjusting to feedback or a true eye contact.

*4-Speaking extemporaneously:* it involves a thorough preparation and a commitment to memory of the main ideas and their order. Instead of memorizing or writing the speech, you speak from an outline of keywords and phrases. More speeches are delivered by the extemporaneous method than by any other method.

*Advantages:* it allows you to respond easily to feedback and makes it easy to be natural. This method is the closest to conversation as you can move about and interact with the audience. You can have more eye contact, greater freedom of movement and better control of your thoughts.

*Disadvantages:* you might stumble over words, though this is unlikely to happen if you have rehearsed your speech. You might also become repetitive and wordy or find yourself searching for what to say next. The solution to such potential pitfalls is frequent practice using a speaking outline.

