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*Before You Speak*

- Speech Anxiety
- Questions to Ask



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**Speech Anxiety**

Physiological Changes?

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physiological

**Understanding Speech Anxiety**

- "weak knees"
- stomach butterflies/nausea
- sweaty palms
- shortness of breath
- accelerated heartbeat
- parched mouth
- headache
- trembling hands/legs



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psychological

## Understanding Speech Anxiety

- desire to withdraw
- feeling inadequate
- embarrassment
- feeling clumsy
- self-consciousness
- fear of failure
- fear and dread
- panic
- feeling angry



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## Understanding Speech Anxiety

remember

- You are going to feel more nervous than you look
- Almost every speaker experiences some degree of nervousness
- Anxiety can be useful



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*What do you do when you get nervous about a presentation?*

*How do you manage the anxiety?*



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## Managing Speech Anxiety

- Be prepared
- Recreate/rehearse the speech environment
- Know introduction and conclusion
- Visualize your success
- Act calm to feel calm
- Focus on message rather than your fear
- Seek out speaking opportunities

ON POINT  
ON PURPOSE

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## What to Ask Before you Speak

Questions about the event

- What is the purpose of the meeting?
- Is this a regularly scheduled meeting or special event?
- Is it a formal or informal event?
- What's the atmosphere? (Serious or light?)
- Is the talk the main attraction?

ON POINT  
ON PURPOSE

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## What to Ask Before you Speak

Questions about the general audience

- What's the size of the audience?
- Is the audience required to attend?
- How much do they know about the topic?
- Will they be in a rush to leave?
- Will they be walking in and out?

ON POINT  
ON PURPOSE

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**What to Ask Before you Speak**

Questions about the specific audience

- How sophisticated are they about your topic?
- Will any experts be in the audience?
- Have they heard your topic recently?
- Why are they interested in your topic?
- Will they understand the jargon related to your topic?
- Do they know the basic concepts of your topic?
- How did they get the information that they already have about your topic?

ON POINT  
ON PURPOSE

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*Developing a Message*

- Creating a Connection
- Organizing the Message
- Supporting the Message
- Using the Web

ON POINT  
ON PURPOSE

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*Worth Quoting*

***“You do not know  
what you are saying  
until you know  
what you are not saying.”***

ON POINT  
ON PURPOSE

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## Developing A Message

- Be Passionate about Topic
- Analyze & Adapt to the Audience
- Select & Organize Main Points
- Support Main Points
- Create Unity through Connections



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## Patterns of Organization

- Problem/Solution
- Chronological
- Extended Metaphor or Analogy
- Cause/Effect
- Divide a Quotation or Word
- Catch Phrase
- Theory/Practice
- Topical



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## Using Statistics

- Don't spew numbers
- Round off numbers
- Use credible sources
- Repeat key numbers
- Put statistics into familiar terms
- Create a picture
- Use analogies
- Consider using visual aids



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## Use Rhetorical Devices

- Series of Three & Repetition:

"Friends, Romans, Countrymen..."  
--*Wm. Shakespeare*

"We cannot dedicate, we cannot consecrate,  
we cannot hallow this ground."  
--*Abraham Lincoln*



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## Use Rhetorical Devices

- Contrast:

"Ask not what your country can do for you;  
ask what you can do for your country."  
--*John F. Kennedy*

"With malice toward none,  
with charity toward all."  
--*Abraham Lincoln*



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## Web Resources






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## Web Resources

- [refdesk.com](http://refdesk.com) for facts and information
- [starlingtech.com](http://starlingtech.com) for quotations
- [rd.com](http://rd.com) for jokes, quotations, stories
- [usafacts.org](http://usafacts.org) for statistical information



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## Introductions & Conclusions

- Functions
- Methods



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## Worth Quoting

*“If you have an **important point** to make, **don’t be subtle or clever.** Use a pile driver. **Hit the point once. Then come back and hit it again.** Then hit it a third time— a tremendous whack.”*

Winston Churchill



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### Functions of the Introduction

- Introduces topic
- Previews body of the speech
- Gains favorable attention
- Provides motivation for listening
- Establishes speaker's credibility



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### Methods of Introduction

- Illustration
- Startling fact or statistic
- Quotation
- Humor
- Reference recent news event
- Reference the occasion or preceding presentation



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### Functions of the Conclusion

- Summarizes main points
- Reemphasizes thesis
- Motivates the audience to respond
- Provides closure



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*How to Work with  
Multimedia Presentations*



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**Using PowerPoint**

- Talk about the slides, not **TO** the slides
- Treat PowerPoint as a complement to your message, rather than the impetus for your presentation

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**Basics of Type and Font  
in PowerPoint**

- This is more readable than the line below.
- And this is less readable in great quantity than the line above.

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*Test Your Instincts with  
the Following Rules*



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Events Preceding UDHR	<ul style="list-style-type: none"> <li>• World War I</li> <li>• League of Nations</li> <li>• FDR's "New Deal" and "Four Freedoms"</li> <li>• World War II</li> <li>• Nuremberg and Tokyo Tribunals</li> <li>• United Nations</li> </ul>	<p><b>Rule #1: 6X6</b></p>	Events Preceding UDHR
<p><b>Avoid overcrowding</b></p>		<ul style="list-style-type: none"> <li>• WWI: Trench warfare, poison gas, and new weapons intensify war and increasingly affect civilian populations.</li> <li>• The League of Nations is created in response to an emerging international sense of morality.</li> <li>• Following the Great Depression, Franklin D. Roosevelt's "New Deal" (1933) guarantees social and economic benefits for workers. His "Four Freedoms" (1941) identify freedom of speech and religion, and freedom from want and fear as essential for all people.</li> <li>• WWII: Nazis exterminate millions of people (incl. Jews, gypsies, communists, people with disabilities, Jehovah's Witnesses, and homosexuals). The Japanese military brutalizes residents of occupied countries. The United States drops the first atomic bomb on Japan.</li> <li>• Nazi and Japanese war criminals are prosecuted in the first-ever war trials, the Nuremberg and Tokyo tribunals.</li> <li>• The United Nations is established in 1945.</li> </ul>	

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Creation of UDHR	<p>1946: Commission of Human Rights formed 1947: Drafting of declaration begins 1948: Lengthy and often divisive deliberations</p> <p>10 December 1948: UN General Assembly adopts UDHR</p>	<p><b>Rule #2: Make it easy to read</b></p>	CREATION OF UDHR
<p><b>Avoid overdesigning</b></p>		<p>1946: Commission of Human Rights formed 1947: Drafting of declaration begins 1948: Lengthy and often divisive deliberations</p> <p>12-10-1948 <i>UN General Assembly adopts UDHR</i></p>	

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**The General Assembly Vote**



**Rule #3:  
Focus on  
Visuals**

**The General Assembly Vote**

Use graphics to tell the story

- 48 in favor (incl. Brazil, China, Cuba, Ethiopia, France, India, Iran, USA).
- 8 abstained (Belarus, Czechoslovakia, Poland, Ukraine, USSR, Yugoslavia, Saudi Arabia, South Africa)
- 2 absent (Honduras, Yemen)

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**Eleanor Roosevelt**



- Delegate to UN General Assembly 1945-1952
- Chairperson of Human Rights Commission

**Rule #4:  
Strive for visual  
balance**

**Eleanor Roosevelt**

- Delegate to UN General Assembly 1945-1952
- Chairperson of Human Rights Commission

Choose images sparingly

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**UDHR Articles: Examples**



Article 5:  
Freedom from Torture




Article 25:  
Right to Health Care

**Rule #5: Opt for images  
over Clip art**

**UDHR Articles: Examples**



Article 5:  
Freedom from Torture



Article 25:  
Right to Health Care

Choose images that evoke emotion

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**International Bill of Rights**

The diagram shows a hierarchy of human rights instruments. At the top is the Universal Declaration of Human Rights (UDHR). Below it are two covenants: the International Covenant on Civil and Political Rights (ICCPR) and the International Covenant on Economic, Social, and Cultural Rights (ICESCR). A central graphic of three arrows forming a circle is positioned between the two covenants.

**Rule #6:  
Choose Appropriate  
Symbols**

**International Bill of Rights**

Universal Declaration of Human Rights

International Covenant of Civil and Political Rights

International Covenant of Economic, Social, and Cultural Rights

Watch your use of "familiar" icons

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Other general advice

- Don't use all UPPER or lower case text
- Don't use too much text
- Don't mix fonts
- Don't use too many colors

ON POINT  
ON PURPOSE

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*Effective Delivery*

ON POINT  
ON PURPOSE

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### Characteristics of Effective Delivery

- Physical Delivery
- Eye Contact
- Facial Expression
- Speaking to be understood
- Speaking with variety



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### Common Articulation Problems

whadayado	Instead of	what do you do
wanna		want to
seeya		see you
dint		did not (didn't)
mornin		morning
lemme		let me
wep		wept
soun		sound



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### Common Pronunciation Problems

<ul style="list-style-type: none"> <li>Reversing speech sounds</li> <li>Substituting an <u>j</u> for an <u>g</u> sound</li> <li>Allowing an <u>r</u> sound in some words</li> <li>Substituting an <u>a</u> sound for <u>i</u> sound</li> <li>Exaggerating the <u>l</u> sound in words</li> <li>Leaving out the middle of words</li> <li>Accenting the wrong syllable</li> </ul>	<p>hundred/hunnert pre/perdicament</p> <p>thin/then, since/cents</p> <p>yeller, warsh, tomater</p> <p>fanger, thank, sank</p> <p>foo-ahl, schoo-ahl</p> <p>curoosity, actchally</p> <p>PO-lice, SU-preme, DE-troit</p>
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### Suggestions for Using Notes

- Place your notes on 5x8 index cards
- If you must use paper, use a notebook
- NUMBER THE CARDS/PAGES
- Leave space between the main headings
- Use bold, dark, easy to read letters
- Use only ONE SIDE of the paper
- Never staple cards or paper



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### Timing Tips & Tricks

- Estimate time from the script
- Convert practice time into a realistic estimate
- Make an adjustment for humor
- Be prepared to cut
- Don't cut the conclusion



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### Basics of Q&A

- Anticipate Questions
- Answer questions at the end
- Listen to the question
- Repeat the question
- Don't guess
- End Q&A strongly



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### Getting the Audience to Ask Questions

- Plant a question
- Ask yourself a question
- Ask the audience a question
- Refer jokingly to the dearth of questions
- Offer to take questions privately



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### How to Treat the Questioner

- Assist nervous questioners
- Recognize questioners by name
- Compliment the questioner
- Don't make them feel stupid
- Don't send negative non-verbals



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### Designing your Answer

- DO's
  - Keep it brief
  - Refer back to your presentation
  - Define terms under discussion
  - Refer to your experience
- DON'T's
  - Assume you know the question
  - Let them define your position
  - Make promises you can't keep
  - Evade question like you are answering them



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