

11

CHOOSING A SPEECH TOPIC

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What's To Come

- » Know Why You're Speaking
- » Choose an Appropriate Topic
- » Analyze Your Audience
- » Know Where to Find Information

Know Why You're Speaking



- » We speak to inform
- » We speak to persuade
- » We speak to entertain
- » We speak to introduce
- » We speak to give honor

...like when you give a toast!

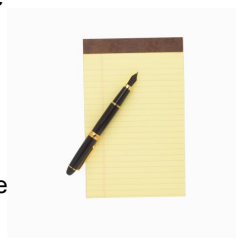


Choose an Appropriate Topic

- » Brainstorm to identify potential topics
 - What topics do you care about?
 - » What experiences, hobbies, beliefs, attitudes, values, and skills do you have?
 - » How do you enjoy spending your time?
 - » What issues do you care about?
 - What topics are in the news?
 - » Newspapers, magazines, news broadcasts
 - » News web pages and search engines

Choose an Appropriate Topic

- » Identify topics that are right for you
 - What do you already know about the topic?
 - What do you need to learn about the topic?
 - How much do you care about the topic?
 - How valuable is the topic to you or others?



Choose an Appropriate Topic



- » Identify topics that are right for your audience
 - How appropriate is the topic for your audience?
 - How much will your audience care about the topic?

Choose an Appropriate Topic

- » Identify topics that are right for the occasion
 - Why are you speaking?
 - What is the emotional tone of the event?



Analyze Your Audience

- » Consider who your listeners are
 - Audience analysis: thinking carefully about the characteristics of your listeners
 - » Age
 - » Comfort with technology ("computer-mediated communication")
 - » Gender and sexual orientation
 - » Culture: Virginia Sen. George Allen (2006) →
 - » Socioeconomic status
 - » Physical and mental characteristics
 - » Political orientation

Analyze Your Audience



The Washington Post

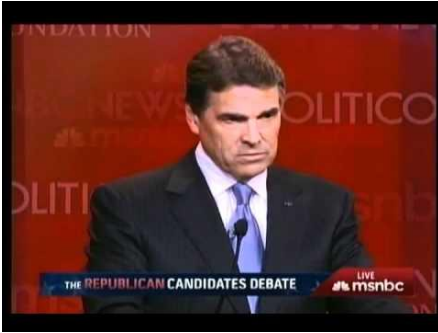
August 15, 2006

*“Depending on how it is spelled, the word **macaca** could mean either a monkey that inhabits the Eastern Hemisphere or a town in South Africa. In some European cultures, macaca is also considered a racial slur against African immigrants, according to several Web sites that track ethnic slurs.”*

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Did Gov. Perry Know His Audience?



Analyze Your Audience

- » Consider the situation of your listeners
 - Think about the context of your speaking engagement
 - » Purpose of your audience
 - » Audience size
 - » Time available for your speech
 - » Demands competing for your listeners' attention
 - » Your audience's existing knowledge about your topic

Know Where to Find Information

- » Internet research
 - General search engine
 - » Google.com
 - » Yahoo.com
 - » Bing.com
 - Research/specialized search engine
 - » Scholar.Google.com
 - » Refseek.com
 - » Lexisnexis.com

Not All Online Information is Equal

- » Objective or possibly subjective?
 - » New York Times (news vs. editorial)
 - » American Medical Association
 - » National Endowment for the Arts
 - » Environmental Protection Agency
 - » New York State Business Council
 - » Long Island Pine Barrens Society
 - » AARP
 - » Wikipedia

Next two pages



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 - » Long Island Pine Barrens **Society** ←
 - » AARP
 - » Wikipedia (Next two pages)



Wikipedia (August 11, 2014)

Wikipedia article content:

South Country Central School District

Background

The district maintains Bellport High School, Bellport Middle School, Frank P. Long School, and three primary schools. In addition, the district maintains a building named the Southaven School, which briefly housed the Southaven Academy, an alternative high school for challenged students. The Administrative Offices are located in East Patchogue on the campus of the Verne Cruz Primary School. The school district maintains a budget in excess of \$122 million, with 46% coming from local property taxes (interim revenue).

The staff of the district have increased test scores over the past few years through programs designed to help students. Also, the controversial five million dollar budget deficit in 2005 has been replaced by a \$20+ million surplus thanks to the diligent work of administration and decreased spending by the schools, interim revenue.

The current superintendent is Dr. Joseph Glan.

External links

- The South Country Central School District Website
- New York State Comptroller's Audit Report

Wikipedia (September 25, 2014)

South Country Central School District

From Wikipedia, the free encyclopedia

This is an old revision of this page, as edited by Deterene (talk | contribs) at 20:35, 25 September 2014. (Background: Removing unrecorded statements. Please see the history or revision of this page. If you wish to go to the present address (URL), it is a permanent link to this revision, which may differ significantly from the current revision.)

(diff) — Previous revision (diff) | Latest revision (diff) | Newer revision — (diff)

The **South Country Central School District** is a district of approximately 15 square miles (41 km²) located in southern Brookhaven Town, Suffolk County, New York, United States. It is composed of the Villages of Bellport, the Hamlets of Brookhaven, North Bellport, and East Patchogue, and parts of Yaphank, and Medford.

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The current superintendent is Dr. Joseph Giant.

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- New York State Comptroller's Audit Report

South Country Central School District	
Type	Public
Established	1950s
Superintendent	Dr. Joseph Giant
Location	 Town of Brookhaven, NY, US
Website	http://www.southcountry.org/

Know Where to Find Information

- » Library and online research
 - Books, periodicals, non-print materials
- » Personal observations
 - Directly observing a phenomenon
 - Taking notes about what you see and hear
- » Surveys
 - Personal interviews
 - Questionnaires



Get info by polling your audience

Instant Audience Feedback

What's Your Favorite Animal?

View your CHOICE = 27607 Change option

LION	100%
TURTLE	80%
GRANDPA	20%

100% 80% 60% 40% 20% 0%

www.poll everywhere.com

For Review

- » For what reasons might you plan a speech?
- » How can you select a topic that is right for you and your audience?
- » Where can you find supporting information?
