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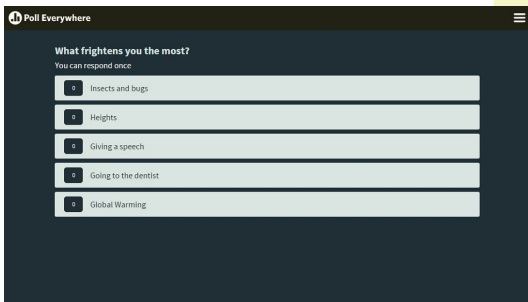
PRESENTING A SPEECH

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What's To Come

- » Styles of Delivering a Speech
- » Managing Stage Fright
- » Practicing Effective Delivery
- » Using Presentation Aids

Class Survey



What frightens you the most?



Styles of Delivering a Speech



- » Some speeches are impromptu
 - Impromptu speeches are delivered on the spot, with little or no preparation
 - » Advantages: Requires little preparation. Often makes the speaker sound genuine.
 - » Disadvantages: Lack of opportunity to prepare can be stressful. Thinking on the spot can be difficult.

Styles of Delivering a Speech

- » Some speeches are extemporaneous
 - Extemporaneous speeches are carefully prepared to sound as though they are spontaneous
 - » Advantages: Provides the speaker with notes while making the speech sound spontaneous.
 - » Disadvantages: Takes time to prepare. Difficult to do well under strict time constraints or if perfect grammar is required.

Styles of Delivering a Speech

- » Some speeches are scripted
 - Scripted speeches are composed word for word and then read aloud exactly as written
 - » **Advantages:** Provides maximum control over the verbal content. Ensures the speaker always knows what to say.
 - » **Disadvantages:** Takes much time to prepare. Use of a manuscript can be distracting for the speaker and audience.

Styles of Delivering a Speech

- » Some speeches are memorized
 - Memorized speeches are composed word for word and then delivered from memory
 - » **Advantages:** Allows high control over verbal content. Requires no notes, so speaker can use natural gestures and maintain eye contact.
 - » **Disadvantages:** Requires considerable effort to write and memorize. Can sound insincere. Speaker's memory can fail during delivery.

Styles of Delivering a Speech



Managing Speech Anxiety

» Speech anxiety is a form of stress

- Types of speech anxiety
 - » Public speaking anxiety
 - » Anticipatory anxiety
 - » **Trait** apprehension
 - » **State** apprehension



Causes of Speech Anxiety

- » Inborn
- » Negative reinforcement
- » Underdeveloped skills



For the purposes of this class, we use the terms "Stage Fright" and "Speech Anxiety" interchangeably.

Managing Speech Anxiety

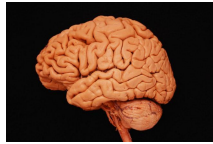


Your body is effected by stage fright and speech anxiety:

- » Elevated stress hormones
- » Increased heart rate
- » Elevated blood pressure
- » Voice (pitch, rate of speed)
- » Mouth and throat (dry)
- » Facial expressions
- » General movement
- » Verbal behavior (filler words, sounds)

Managing Speech Anxiety

- » Stage fright can be debilitating
 - Your mind seems to go blank
 - You have a strong urge to escape the situation: “fight or flight.”



Managing Speech Anxiety

- » Emotional effects
 - » Shame
 - » Embarrassment
 - » Feeling of low self-worth



The King's Speech

King George VI



The real King George VI



Managing Speech Anxiety

» Anticipatory Anxiety Phases

- Anticipation
- Confrontation
- Adaptation



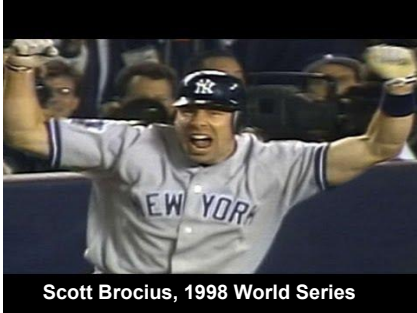
Managing Speech Anxiety

» Turning speech anxiety into an advantage

- Accept it as normal
- Visualize success
- Focus your nervous energy
- Desensitize yourself
- Stay positive



Can you come through in the clutch?



“Hysterical Strength” = “Clutch”



Can you be a clutch speaker?



Getting Through It

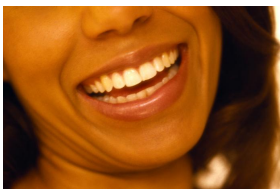
- » Realize that your audience probably doesn't perceive that you are anxious or nervous . . . really!

Getting Through It

- » Understand that with careful preparation and rehearsal, your apprehension will decrease.



Practicing Effective Delivery

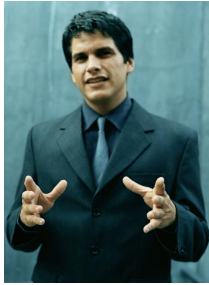


- » Visual elements affect delivery
 - Facial expressions
 - Eye contact
 - Posture and body position
 - Gestures
 - Personal appearance

Practicing Effective Delivery

» Vocal elements affect delivery

- Rate of speech
- Volume
- Pitch
- Articulation
- Fluency

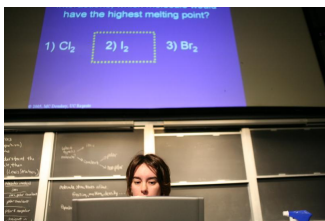


Using Presentation Aids

» Presentation aids can enhance your speech

- Presentation aids improve attention/clarity
- Presentation aids improve learning
- Presentation aids improve recall/retention
- Presentation aids increase credibility
- Presentation aids increase persuasiveness

Using Presentation Aids



» Electronic presentation aids

- Text slides
- Graphic slides
 - » Tables
 - » Charts
 - » Pictures
- Video and audio

Using Presentation Aids

» Non-electronic presentation aids

- Objects
- Sensory aids
 - » Flavors
 - » Textures
 - » Aroma
- Handouts
- People



Presenting Visual Aids

Posters/Handouts

- » Display where audience can see.
- » Enlarge/mount so all can see.
- » Display only while discussing.
- » Avoid passing around handouts until end.



Using Presentation Aids

» Choosing and using presentation aids

- Remember your goal
- Consider your context
 - » Size and arrangement of room
 - » Time available for speech
 - » Resources available
- Strive for simplicity
- Practice with your presentation aids
- Have a backup plan (low tech alternative)
- Be ethical →

Be Ethical



Cruz Campaign Pushes Photoshopped Image of Rubio Shaking Hands with Obama

by Alex Griswold | 10:55 am, February 18th, 2016



Be sensitive to those with disabilities

This is what a person with dyslexia might see when reading this sentence.

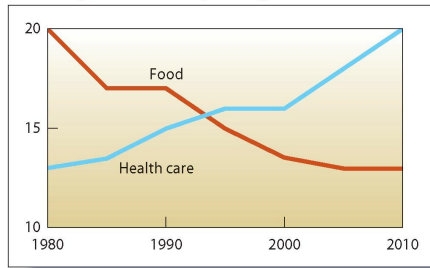
Graphs

Show statistical trends and patterns.



Line Graph

Percentage of Personal Spending

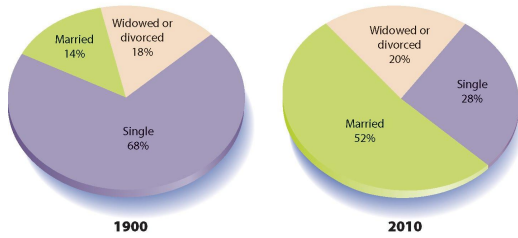


Good for showing comparisons in data

Pie Graph

Highlights segments of a circle to show distribution patterns

Women in the Work Force



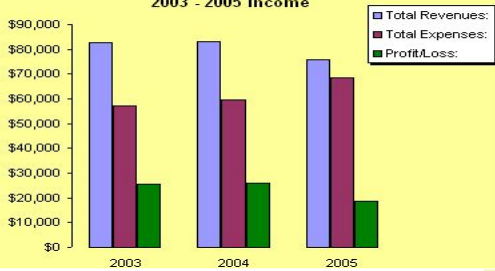
1900

2010

Bar Graph

Uses vertical or horizontal bars to show comparisons.

The Cookie Shop
2003 - 2005 Income



Charts

- ✓ Summarizes a large block of information, usually as a list.
- ✓ Helps your audience visualize information.

Charts

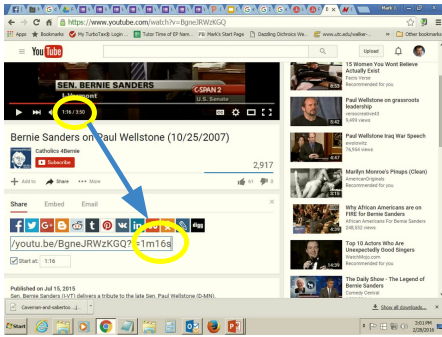
Summarizes a large block of information, usually as a list. Can help your audience visualize information.

2000 Census Rank	2000 Census State	2000 Census Population	2030 Projections Rank	2030 Projections State	2030 Projections Population	Percent Change
(x)	United States	281,421,906	(x)	United States	363,584,435	29%
1	California	33,871,848	1	California	46,444,881	37%
2	Texas	20,851,820	2	Texas	33,317,744	60%
3	New York	18,976,457	3	Florida	28,685,769	70%
4	Florida	15,982,378	4	New York	19,477,429	3%
5	Illinois	12,419,293	5	Illinois	13,432,892	8%
6	Pennsylvania	12,281,054	6	Pennsylvania	12,709,164	4%
7	Ohio	11,353,140	7	North Carolina	12,227,739	52%
8	Michigan	9,938,444	8	Georgia	12,017,838	47%
9	New Jersey	8,414,350	9	Ohio	11,550,528	2%
10	Georgia	8,186,453	10	Arizona	10,712,397	109%
11	North Carolina	8,049,313	11	Michigan	10,694,172	8%
12	Virginia	7,078,515	12	Virginia	9,825,019	39%
13	Massachusetts	6,349,097	13	New Jersey	9,802,440	16%
14	Indiana	6,080,485	14	Washington	8,624,801	46%
15	Washington	5,894,121	15	Tennessee	7,980,634	30%
16	Tennessee	5,689,283	16	Maryland	7,022,251	33%
17	Missouri	5,595,211	17	Massachusetts	7,012,009	10%
18	Wisconsin	5,363,676	18	Indiana	6,810,108	12%
19	Maryland	5,209,486	19	Missouri	6,430,113	15%
20	Arizona	5,130,632	20	Minnesota	6,306,130	28%

Video

- » Keep it short.
- » Integrate smoothly.
- » Avoid low-resolution (grainy, unclear images).
- » Cue to start of clip.

Cue to start of clip



Cue to start of clip



PowerPoint/Prezi/Google Slides

- » Combines several audio/visual elements
- » Use strategically.
- » Use to enhance specific points.
- » Don't overpower presentation.
- » Don't read from screen.

Death by PowerPoint

- » [We Have Met the Enemy and He Is PowerPoint](#) (NY Times 4/26/10)
- » [Death to PowerPoint! Slideshows banned by meetings and events organization](#) (Smart Company 2/3/12)
- » [Speaking up for yourself](#) (North Rivers Echo 2/2/12)

Preparing Visual Aids

- » Use body to demonstrate procedure.
- » Practice to coordinate words and actions.



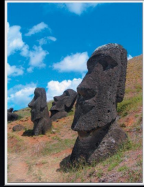
Preparing Visual Aids

- » Prepare well in advance.
- » Keep simple.
- » Make large enough for entire audience.
- » Limit amount of text.
- » Use fonts effectively.
- » Use color efficiently.
- » Use images strategically.

Preparing Visual Aids

Mystery of Easter Island

- ▶ Coast of Chile
- ▶ Discovered April 5, 1722



Effective Fonts

- » Clear, easy to read.
- » Normal case.
- » Maximum two types per slide.
- » Standardized across slides.
- » Properly sized titles, body text.

Effective Fonts

Ineffective

Blackmoor
Bradley Hand
Cracked
ECCENTRIC
Handwriting
ROSEWOOD
School House
Snell Roundhand

More Effective

Arial
Baskerville
Cambria
Courier
Gill Sans
Optima
Times New Roman
Verdana

Effective Colors

- » High contrast.
- » Easy to see.
- » Use a limited selection.
- » Consistent across slides.



Strategic Images

- » Make large enough for all.
- » High-resolution.
- » Clear, simple.
- » Include a title if appropriate.



Presenting Visual Aids

- » Practice with visual aids.
- » Check capacity and equipment operation.
- » Talk to audience, not to visual aid.



For Review

- » What are the most common forms of speech delivery?
- » How can you manage stage fright?
- » How can you deliver a speech effectively?
