METHODS OF TALK DELIVERY

The four basic ways you can deliver your public speech are (1) impromptu, or without advance preparation; (2) from memory; (3) from a manuscript; or (4) extemporaneously, or from notes. The impromptu and the memorized methods have very limited applications, particularly for an important speech, but they deserve at least brief attention.

**Speaking Impromptu**
We engage in impromptu speaking whenever a teacher, a colleague, or a boss calls on us to express an opinion on some issue, or whenever someone unexpectedly asks us to "say a few words" to a group. We deal with those special occasions and offer specific guidelines for impromptu speaking in Chapter 18. In those informal situations, other people do not necessarily expect us to be forceful or well organized, and we are probably more or less comfortable speaking without any preparation. Yet the more important the speech is, the more inappropriate the impromptu method of delivery. In short, impromptu speaking is excellent practice for anyone, but no conscientious person will risk a grade, an important proposal, or professional advancement on an unprepared speech.

**Speaking from Memory**
Speaking from memory is similarly appropriate only on rare occasions. We speak from memory when we prepare a written text and then memorize it word for word. At its best, the memorized speech allows a smooth, almost effortless-looking delivery, since the speaker has neither notes nor a manuscript and can concentrate on interacting with the audience. For most of us, however, memorizing takes a long time. Our concentration on the memory work we've done and our fear of forgetting part of the speech can also make us sound mechanical or programmed when reciting. For these reasons, the memorized method of delivery is usually appropriate only for brief speeches, such as when introducing another speaker, or presenting or accepting an award, for example.

**Speaking from Manuscript**
Speaking from manuscript, or delivering a speech from a complete text prepared in advance, not only ensures that the speaker will not be at a loss for words, but is also essential in some situations. An address that will be quoted or later published in its entirety is typically delivered from a manuscript. Major foreign policy speeches or State of the Union addresses by U.S. presidents are always delivered from manuscript, because the premium is not just on being understood but on not being misunderstood. Speeches of tribute and commencement addresses are often also scripted. Any speaking situation calls for precise, well-worded communication is appropriate for manuscript delivery.

Having every word of your speech scripted should boost your confidence, but it does not ensure your effective delivery. When you write the manuscript, you must take care to write in an oral style. In other words, the manuscript must sound like something you would say in conversation. The text of your speech thus requires a good deal of time to prepare, edit, revise, and type for final delivery. In addition, if you do not also take time to practice delivering the manuscript in a fluent, conversational manner and with appropriate emphasis, well-placed pauses, and adequate eye contact, you are preparing to fail as an effective speaker.
Speaking Extemporaneously

The final method of delivery, and by far the most popular, is speaking extemporaneously, or from notes. Assuming that you have research and organized your materials carefully, and that you have adequately practiced the speech, speaking from notes offers several advantages over other methods of delivery. You don't have to worry about one particular way of wording your ideas, because you have not scripted the speech. Neither do you have to worry that you will forget something you have memorized. With your notes before you, you are free to interact with the audience in a natural, conversational manner. If something you say confuses the audience, you can repeat it, explain it using other words, or think of a better example to clarify it. Your language may not be as forceful or colorful as with a carefully prepared manuscript or a memorized speech, but speaking from notes helps ensure that you will be natural and spontaneous.

Former New York governor Mario Cuomo, skilled in various methods of delivery, reveals that he speaks extemporaneously whenever possible because of its advantages:

Spontaneity is one. Audience contact is another. Because you're not tied to a text, your eyes scan the audience and you can detect signs of agreement that encourage you to elaborate effective points. Or you see impatient fidgeting, the sidelong glances of disapproval, and occasionally, the sure sign of abject failure—eyes closed, chin on chest, a customer not only declaring "no sale," but making it clear he or she is no longer shopping. Alerted, the speaker can then change pace, improvise, move on to a more interesting proposition. It's easier to engage the audience when you have both eyes in direct contact with the people you're addressing, both arms drawing pictures in the air, adding punctuation, fighting off the haze.

It's more fun, too. It has an adventurous quality that one misses when the assignment is just to read a prepared text.

When speaking either from a manuscript or from notes [note: for this class you will not use a manuscript], you need to keep several practical points in mind:

1. **Practice with notes** or manuscript you will actually use in delivering the speech. You need to know where things are on the page so that you have to glance down only briefly.

2. **Number the pages** of your manuscript or your notecards so that you can check their order just before you speak.

3. **Determine when you should and when you should not look at your notes.** Looking at your notes when you quote an authority or present statistics is acceptable. In fact, it may even convey to your audience your concern for exactness in supporting your ideas. However, do not look down while previewing, stating, or summarizing your key ideas. If you cannot remember your key points, what hope is there for the audience? Also, avoid looking down when you use personal pronouns such as I, we and you, or when you address members of the audience by name. A break in your eye contact at those points suddenly distances you from the audience, and creates the impression that the speech is coming from a script rather than from you.

4. **Slide the pages** of your manuscript or notes rather than turning them. As a rule, if you use a lectern, do not let the audience see your notes after you place them in front of you. The less the audience is aware of your notes, the more direct and personal your communication with them will be. (Instructor comment: Try to use visual aids and other tools to serve as "note reminders and cues" rather than using notes. You may have your notes with you, but try to avoid their use. Also, as stated previously, podiums should be used only on rare occasions.)

5. **Devote extra practice time to your conclusion.** The last thing you say can make a deep impression, but not if you rush through it or deliver it while gathering up your notes and walking back to your seat. Your goal at this critical point in the speech is the same as your goal for all of your delivery: to eliminate distractions and to reinforce your message through your body, voice, and language.
TYPES OF SPEECHES

Informative Speeches
The purpose of an informative speech is to impart knowledge, enhance understanding, or facilitate application (use) of information. Types of informative speeches include speeches about:

- people  
  activities and accomplishments of other people
  organize chronologically or topically

- objects  
  focus on what is concrete rather than abstract
  organize chronologically, topically, spatially

- places  
  introduce listeners to new locales or expand knowledge of familiar places
  organize chronologically, topically, spatially

- events  
  important or interesting occurrences (personal, historical)
  organize chronologically, topically, cause-effect

- processes  
  describes steps to produce outcome
  (how something works, is made, accomplished)
  organize chronologically, topically, pro-con, cause-effect

- concepts  
  focus on what is abstract rather than concrete; ideas;
  typically rely on examples, definitions to support concept
  organize topically

- conditions  
  e.g., social, physical, economic, health conditions--and their impacts
  organize chronologically, topically, cause-effect

- issues  
  controversial ideas, policies, management practices, etc.
  organize topically, chronologically, pro-con

Persuasive Speeches
The purpose of a persuasive speech is to influence another person's values, beliefs, attitudes, or behaviors. You can either change, instill, or intensify the audience's values, beliefs, attitudes, or behaviors by trying to get them closer to your opinion. Some may be neutral, others may be favorable already (to some degree: slight, moderate or strong), and others may be opposed ((to some degree: slight, moderate or strong). Specific types include:

- speeches to convince (influence listeners' beliefs or attitudes)
- speeches to actuate (influence listeners' behaviors)
- speeches to inspire (influence listeners' feelings)
Principles of Persuasion (p. 336):
- Persuasion is more likely if goals are limited rather than global.
- Persuasion is more permanent if achieved incrementally.
- Persuasion is more likely if audience lacks information on the topic.
- Persuasion is related to how important audience considers the topic.
- Persuasion is more likely if audience is self-motivated in direction of the message.
- Persuasion is more likely if speaker's message is consistent with audience's values, beliefs, attitudes, and behaviors.
- Persuasion is more likely if arguments are place appropriately.
- Persuasion is more likely if the source is credible.
- Persuasion is more likely if the speaker establishes common ground with the audience.

Guidelines to Enhance Emotional Appeals (p. 346):
- Tap audience values.
- Use vivid examples.
- Use emotive language.
- Use effective delivery.

Helpful Hints about Making Your Argument (pp. 352-372):
- Make a claim, offer evidence, and show how evidence supports the claim.
- Use examples that are true, relevant to specific audience, representative, and sufficient.
- Show causal connections (cause-effect).
- Use relevant analogies.
- Use deductive arguments (are major and minor premises true?).
- Support argument by an authority figure, expert testimony, etc..
- Be prepared to refute opposing arguments (using any of the above).
EXAMPLES OF SPEECH ORGANIZATION:

Places: Spatial: to inform audience about Ellis Island's Main Bldg.
   I. The Registry Room
   II. The Baggage Room
   III. The Oral History Studio

Chronological: to inform audience about history of Ellis Island
   I. Years of Immigration, 1892-1954
   II. Years of Dormancy, 1954-1984
   III. Years of Remembrance, 1984-present

Topical: to inform audience about history of Ellis Island
   I. The Process of Immigration
   II. The Place of Immigration
   III. The People Who Immigrated

Processes: Spatial: to inform audience how to draw a cartoon character
   I. Drawing the head
   II. Drawing the upper body
   III. Drawing the lower body

Chronological: to inform audience about process of creating a comic strip
   I. Designing a comic strip
   II. Drawing a comic strip
   III. Producing a comic strip

Topical: to inform audience about cartooning
   I. Definitions of cartoons
   II. Purposes of cartoons
   III. Types of cartoons