

SUCCESSFUL SPEECH: PLANNING AND PREPARATION

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INTRODUCTION

Good orator's skills are vital for politicians or lecturers, but not only for them. We all heard that people judge by appearance, and while your looks is what the others first see about you, your speech is "the mind's appearance", it is what allows people to make some first conclusions about your personality and inner world. We never get the second chance to make good first impression: whenever you meet people for the first time, you have to say at least a couple of words, so the people first see you – make some judgments from the way you look and then hear you – get some idea about what kind of person you are.

It is even more essential when you present your ideas to a group of listeners – audience (have to make a public speech): the way you pronounce the words, have (or do not have) eye-contact with the listeners, put the ideas in order, give some supporting information, affects the audience's perception of your speech and you as an orator. Mastering public speaking skills provides you with great advantage of open and effortless communication.

Therefore, any public speech has to be structured and prepared in advance to minimize the influence of the current moment on the speaker's confidence and thoughts, to save the main idea of the performance and to make that good impression. What an orator should know before planning a speech? Let us discuss the essential steps to successful speech preparation.

1. Selecting and Analyzing the Subject of the Talk

One of the most difficult questions a lot of speakers face is choosing a subject. The invitation to speak gives you a lot of space to decide for yourself what the emphasis of your talk should be. In order to select a subject that is appropriate to the rhetorical situation, you should follow some guidelines.

First of all, select a subject you already know something about. Research is easier if you know some facts about the subject, because you

have a better idea regarding potential sources of information. Selecting a familiar topic also increases your personal self-confidence. Then, a subject you have selected should interest you and your prospective audience. Resist the temptation to choose a subject that is of greater interest for you listeners than for you. This may be a disastrous choice as your presentation will reveal the lack of enthusiasm. Conversely, talking without regard to your audience may leave you with the subject that interests only one person in an auditorium – you! So, you need to balance your needs and concerns with those of your audience. A topic must be of a particular interest for listeners, if: it concerns issues that are important for most of people (health, happiness, success), it gives solutions to some problems the listeners face, it provides opinions on a controversial issue or presents information about a misunderstood phenomenon. Finally, a topic must be appropriate for the speaking occasion. Consider whether the occasion is the right setting for what you are going to accomplish. A talk on body-building may be interesting for you group-mates in the speech class, but it may not be appropriate at the dedication of a new senior citizens' centre, however a speech on the benefits of exercising at any age will get the attention of various age and gender groups.

Your speech topic may be limited by the group you will speak to; in a classroom the instructor might limit your choice by requiring to consider only certain issues. Whether the topic is a free choice or a part of the assignment, your speech must reflect interests you and the listeners share, and it must be appropriate to the occasion on which you are going to talk.

A general subject is of a little value until it is narrowed down to a manageable size. Narrow the subject to be sure you can discuss it sufficiently in the time allowed for the speech. Constrict the subject to meet the specific anticipations of the audience. Gauge your subject to the comprehensive level of the listeners. If you are going to discuss some technological or scientific innovations with a group of non-experts, focus on basic principles of their work (use) and possible applications, which might attract more attention than speaking about some technicalities. If the audience is a group of professionals, the complexity of the material you present will be completely different.

2. Analyzing Audience and Occasion

Centuries ago, public speaking was mostly the Art which was bridging the gap between Past and Present, allowing people to pass on cultural heritage (e.g. myths and legends) from one generation to another; then the Art of oration became the means of conveying ideas from one person to a group of people. Nowadays, with all the modern communication technology, the main task of a public speech is somehow different. When planning a speech, you know exactly what your speech is supposed to do for your audience. Unless you decide what effect your words are to have your speech will lack direction and effectiveness. So, in the modern world public speaking is audience centered.

You always speak to affect the others in some ways. So, you need to know as much as possible about those who is going to listen to your talk. According to L. Fletcher, a speaker should analyze the audience just after he/she has chosen a general topic of a speech, and only on completing this analysis, one can make any further decisions on gathering and organizing the material, planning the speech, including the specifics and other.

First of all, the audience has to be analyzed demographically, i.e. on the basis of the common social and physical traits of its members. An experienced speaker tries to find out the age, gender, education, cultural background of the listeners in advance.

Teenagers, middle-aged listeners and the retired will definitely have different interests and background knowledge, and while a talk on the modern IT advancements might contain more familiar information for the representatives of the first two groups, a speech about the pros and cons of early retirement may be interesting only to the third. If you are giving a talk in front of the mixed-aged audience, think what in your speech can be more appealing to one or another age group.

Despite all the liberation movements, your choice of the facts and style should also be affected by the sex of the audience. It is clear that a skillful speaker will want to speak differently to mostly female (or male) listeners. Beware of the topics which may divide the audience along the gender line!

You should also adapt your speech to the educational level of the listeners. First of all, find out how much the audience may already know about the subject. Will your information be new and valuable for them? As an expert you might have the profound knowledge of the subject and want to make your talk as informative as you can, however, if you overload it with complicated descriptions, terms, technical jargon and

specifics, non-professional listeners may lose interest in what you say very soon after the beginning.

When you know that your listeners belong to a particular cultural or ethnic group, it also helps you to adjust your speaking to them and even to choose appropriate clothes.

“Demographic analysis can help you select and phrase your key ideas, and it sensitizes you to crucial factors that may influence your choice of themes, examples...”¹.

Psychological analysis of your audience involves getting to know your listeners’ attitudes, beliefs and values. Bearing in fact such factors will help you understand what your audience’s attitude to the subject of the talk and to you as a speaker might be. You should, for instance, find out which of their beliefs could make the listeners supportive of your views and which may urge them to contradict your ideas; then, you analyze if the latter are so called fixed (resistant to change) beliefs or variable ones. After that it is easier for you to organize the material in the way which allows influencing and changing their variable beliefs to go along with your ideas and claims.

So, analyzing you audience’s psychological profile will help you frame your ideas, find appropriate supportive material and formulate adequate personal expectations of their possible reaction to your speech.

Another essential step in a speech preparation is the analysis of the speaking situation or occasion. An occasion is “a set of activities that occurs in a time and place set aside expressly to fulfill the collective goal of people who have been taught of the special meaning of this activity”².

R. Zeoli supposes that apart from analyzing the audience demographically, a speaker should also realize what he/she expects from the listeners and answer such questions as: “What traits do I have in common with this audience? What is the message I going to convey to this audience? What do I want the audience to say about my speech when it is over? What do I want the audience to feel about my speech when it concludes? What do I hope to accomplish with this speech?”³.

L.Fletcher speaks of six important points a speaker should consider when analyzing the speaking situation, they are the following: 1) the

¹ Principles and Types of Speech Communication e. / Rayme McKerrow...– 14th edition. – Longman, 2000. P. 99.

² Ibid. P. 107.

³ Zeoli R. Seven Principles of Public Speaking/ R. Zeoli. – Skyhorse Publishing, 2008. P. 39.

purpose of the meeting; 2) the place where it is going to be held; 3) the facilities you may use (e. g. a lectern, a board, air-conditioning); 4) the time when you will talk (people's attention will differ in the morning and at the end of a workday); 5) what other events may be on the program; 6) what is after your speech.

The authors of "Principles and Types of Speech Communication" emphasize that the most important for people speech situations are: regular occasions, such as religious services or days of remembrance, these events occur at special times and often in special places (e.g. places of worship) designed to capture the value orientations of the audience, the occasions intended to meet the needs of particular groups of people (worship, justice, remembrance, recognition to leadership, etc.) Most speech occasions are governed by the rules, roles (duties of the participants), and assessment of a speaker's competency. Knowing and understanding what is expected from you as a speaker are signs of belonging to this particular group. As you face audience's expectation you may:

a) ignore the rules (to make it work either a speech should of great interest for the listeners or a speaker should be a prominent orator to make the audience take no notice of his/her rules violation);

b) cave in (accept all the rule even if they go against your own beliefs and opinions, which may be as dangerous as the first way);

c) adapt to the rules (accept the rules that you do not find contradicting to your values).

3. Choosing the Type of the Speech in Accordance with a Speaker's Goals

In the theory of Speech Communication according to general purposes of the speaker "all the ... speeches are reducible to four; every speech being intended to enlighten the understanding, to please the imagination, to move the passion, or to influence the will"⁴. In other words, all the variety of public orations can be condensed to four main types: a speech to inform, a speech to persuade, a speech in order to actuate, and a speech to entertain, performed on special occasions (including speeches of introduction, tribute, nomination, and speeches to create goodwill). Although these types are not mutually exclusive, they are sufficiently discrete to be regarded as individual ones.

⁴ Principles and Types of Speech Communication e. / Rayme McKerrow... – 14th edition. – Longman, 2000. P. 295.

General purpose of a speech to inform is to help listeners understand the idea. This type of speeches is employed by teachers explaining new topics, or officials when they seek to explain their actions to the public. Conveying new information changes the level or quality of knowledge your listeners possess. So, the message must be comprehensive, accurate and timely to accomplish your informative goal.

The purpose of a speech to persuade or a speech to actuate is to influence listeners' minds or actions. It may be agreed that all the speeches are persuasive to some degree, but in many situations speaker sees persuading the audience as the main communicative goal. Speeches which intend to change beliefs or attitudes are referred to as persuasive speeches. If a speech aims to go further and move the audience to adopt specific action ("join", "vote" for etc.), it is called a speech of actuation. "To influence or alter your listeners' beliefs or actions, you need to present well-ordered arguments that are supported by facts, figures, examples, and the opinions of experts... To change minds and move people to action, you must be sensitive to both rational and motivation aspects of audience psychology..."⁵.

To entertain, amuse, or provide other enjoyment for listeners is the general purpose of various talks on different occasions. A travel lecture, a school reunion, a final of a competition or a local club meeting may provide a necessity to make an entertaining speech: to share unusual experience, to greet the newcomers, to congratulate the winner, etc. A speech to entertain is not just a comic talk; it may employ humor as an attention getter or a way to make people feel at ease, but generally such speeches intend to convey the sense of identity, group community, or express appreciation or/and respect.

4. Essential Features and Types of Informative Speeches.

Motivation Appeals in Informative Speaking

The main purpose of informative speaking is to provide listeners with new knowledge, i.e. information. Speeches to inform include such subtypes as definitional and instructional speeches, and speeches of demonstration. "Information is a collection of facts associated with some topic... The challenge is to turn this collection of information into human knowledge. This is what informative speaking is about: turning facts into

⁵ Principles and Types of Speech Communication e. / Rayme McKerrow... – 14th edition. – Longman, 2000. P. 26.

information and then information into knowledge”⁶. The authors of “Principles and Types of Public Communication” refer to the TV series character J. Friday as to a role model for an orator giving an informative speech, as he “put (the) facts into a coherent order than turned them into elements of a scenario – a story of a crime... Only after that information was patterned and hooked in cause-effect chains, and only after those chains were contextualized into the lives of particular people, did the fact produce the story. Without structuring, clarifying and interpreting facts, the information at hand is all but useless”⁷.

To make the most of the informative speaking an orator should think about the answers two such questions as: 1) what must the knowledge I give my listeners do to them? 2) why will they find it essential (interesting, useful, important) to listen to my talk? So, a speaker must consider the motives people may have for listening to this particular speech. Human behavior can be divided into two categories: activities that result from biological needs and acts that derive from social motives. The latter are individual goals or behaviors that come out of acting in accordance with your understanding of what the others expect or value. According to McClelland there three main types of motives: affiliation motives (they focus on desire to belong to a group), achievement motives (relate to desire for success, adventure, self-fulfillment) and power motives (involve desire to influence other people).

A basic understanding of human motivation and various kinds of appeals can be used to enhance your rhetorical effectiveness. A motivation appeal is an attempt to code or translate these social motives into words.

Affiliation motives are dominated by desire for acceptance or public approval, and in this case an orator can focus on the interpersonal bonds attributed to people, appeal to their feelings of companionship, sympathy, loyalty or tradition. Such phrases as “Nine out of ten people in this case agree that...” or “I hope you will make the same choice as the most prominent specialists in this sphere and...” (or any reference to the ones respected and appreciated in this social group) will make audience feel that taking your side they will do something that may be approved by the others.

⁶ Principles and Types of Speech Communication e. / Rayme McKerrow...– 14th edition. – Longman, 2000. P. 299.

⁷ Ibid. P. 298.

Achievement motives are based on a concern for excellence and prestige; in this situation a speaker's appeals are aimed at individual members of an audience. It is quite hard to do speaking publically or making a group presentation, however, a skillful speaker should be able to make each member of the listening group believe that he/she is the one and only target listener of this particular speech.

Power motives focus on influence or control over the others or the circumstances. With power comes social responsibility; the demand that power be used in socially approved ways to benefit the group or the society. Appeal to power does not mean forcing people to do something, it is about making audience understand that the information you convey will improve their influential position. You need to reconcile the power appeals with those of affiliation to maximize your chance of success.

Usually the choice of appeals depends on the type of a speech one is going to give and the demographic characteristics of the listeners. Worked by an expensive and skillful speaker the motives can convert the individuals in the audience into a cohesive group, ready to think in a way consistent with a specific purpose. When speaking in the court a lawyer should bear in mind that his discourse is intended to reveal the truth on the case and to aid the judges and the jury in reaching the just verdict. So, his speech has to tap into collective motivation.

The goal of an informative speech is to make it easy for listeners to acquire and retain new information, which is why a speaker needs to strive for clarity, the association of new ideas with the old ones, effective packaging of the ideas and relevant visualization. Clarity is the result of two factors – the accurate wording and effective organization (see the previous lectures). Association and visualization help make information relevant to the interests, anxieties and needs of the listeners. You cannot associate new ideas with familiar ones if you do not know what is familiar for them. To visualize information is to depict its place in someone's life, so use metaphor, imagery and ostensive definition.

5. Speeches to Persuade and Actuate.

Enhancing Personal Credibility

“The speaker who persuades makes a very different demand on an audience than the speaker who informs. Informative communicators are satisfied when listeners understand what's been said. Persuaders,

however, attempt to influence listeners' thoughts or actions... The general purpose of all persuaders is to convince audience in something"⁸. Some problems that a speaker may face as a persuader are the following:

1. The need to adapt your work to listeners' psychological state.
2. The selection of motivation appeals that will work for the particular audience.
3. Facing the diverse listeners in the audience.

Psychological state refers to the complex of beliefs, attitudes and values that listeners bring to a speech occasion. Few speakers scientifically assess psychological state of the audience; however, good listeners' analysis allows you to adjust your appeals and plans of action accordingly. Beliefs and attitudes are based on the traditions and customs of a group the people attribute themselves to. The collections of people or organizations that affect individuals' views and attitudes are called reference groups. Each person voluntary or involuntary is a member of some reference groups (you may not hold actual membership but be a part of a group just by sharing their beliefs and views). Aligning your views those of positive membership groups important to the listeners helps you to create long-lasting acceptance. However, a speaker usually faces various people listening to him/her, so you must work several reference groups into most speeches to reach different segments of the audience.

An audience can have five possible attitudes towards an orators topic and views: 1) favourable but not aroused to act; 2) apathetic towards the situation; 3) interested but undecided what to do; 4) interested in the situation but hostile to the speaker's opinion; 5) hostile to any change from the present state of affairs.

A message that incorporates two sides of a controversial issue might be the most effective if you include arguments which refute the side opposing your own position. A one-side message, which focuses on the argument in favour of your position, may be more efficient than just the outline of the two sides of an argumentative issue without refutation of the opposing to your views point.

Also, you may have to deal with the saliency of attitudes and opinions. Saliency refers to the current interest level of a belief or

⁸ Principles and Types of Speech Communication e. / Rayme McKerrow...- 14th edition. – Longman, 2000. P. 330.

attitude for an individual. The more often the issue is in the news or on the front pages, the more likely the audience will have opinions about it. The more they know the more careful you should be selecting and wording your arguments in order to persuade the listeners.

A priori, you may stumble upon the different degree of willingness of audience members to accept your ideas. You cannot expect that all the listeners will see the situation eye to eye with you as a result of your speech. You should strive for incremental change: gradual- step by step- movement to your goal.

Finally, the higher your credibility, the better are your chances to be a successful persuader. The factors that affect an orator's credibility are: the sense of speaker's expertise, trustworthiness, competency, honesty, friendliness, and personal dynamism.

You can increase your audience's perception of your competence by: 1) carefully setting forth all the competing positions and ideas, relevant to your topic before you come to your own judgment, 2) reviewing various criteria for judgment to show that your positions flow from the accepted criteria, and 3) showing that the steps which you propose will solve the problem you identify in your speech.

Expertise can be shown by: 1) using various sources of information; 2) documenting the sources of information, 3) presenting your information in a logical, well-organized way, 4) using clear visual aids when appropriate, 5) providing necessary background information, 6) competently separating causes from effects, long- term from short-term effects, facts from assumptions, 7) delivering your speech in a calm, self-confident and friendly manner.

You increase sense of sincerity by: 1) showing that you are open to criticism or corrections, 2) showing friendly and warm attitude to the audience, 3) maintaining eye contact with your listeners, 4) recognizing everyone, who has helped you to work on the issue.

An audience's sense of a speaker's dynamism can be enhanced through speaking vibrantly, drawing vivid images and using various expressive means; and expressing your ideas with short, hard-hitting oral style rather than a long, cumbersome written style.

A sense of friendliness for others can be created by treating yourself and the others as human beings, regardless to how intensely you disagree with them, and talking in terms of the "real world" problems rather than in terms of personalities or ideologies. A public speaker's principle virtue is to be a person who embodies a message and whose own values are expressed in and through this message.

Any persuasive speech can be attributed to one of the sub-types:

1) a speech of reinforcement (they seek to increase people's adherence to a particular set of values, in such a speech an orator calls up to the original beliefs that caused the listeners to join the particular group);

2) a speech of modification (they seek psychological change in the peoples beliefs, or basic values);

3) a speech of actuation (intended to move apathetic audience to agreed and effective action).

A lawyer often has to combine these types in order to create an oration which will bring about some changes in the judges' and jury's vision of the case considered and make them see the evidence or facts eye-to-eye with him/her.

6. Gathering Ideas and Information

When you decided on the subject of the speech or got an assignment to speak on a particular issue from your teacher, boss, or the chairman of a local society, you should not rush right down to the library or start searching the Net at once. The first source for the content of your speech should be your own head. Start by thinking through what you already know about your speech subject.

Write down all the facts and points that come to mind. Make just rough notes. Note your ideas in whatever order you think of them. Don't worry about the sequence. Sorting them out into some logical pattern will be easy if you wait until later.

A speech should present your ideas, your views. Or it should present facts and figures you've discovered. At the very least, your speech should present your own new structure or understanding of a subject or problem. So, start with gathering your ideas and the information you might have already known to support these ideas. They may be your concerns, opinions or even feelings about the subject matter of the prospective talk. And then you will need to find more information – data, facts, specifics – to make your speech credible and effective. Specifics serve four main purposes:

- 1) prove a point
- 2) clarify a point
- 3) make a point memorable
- 4) add interest to your speech

That's what specifics can do for your speech. There are various types of specifics you can present to increase your speech effectiveness:

1. Examples
2. Quotations
3. Statistics
4. Stories
5. Definitions
6. Comparison
7. Contrasts
8. Audiovisual aids

Not all of those types of information can be used equally as well for each of the four purposes of data we have mentioned. You have to select your information depending on your needs and the speaking situation.

1) Examples are one of the most frequently used—and misused—types of information. Consider the use of an example from a speech given by a student: “Our state camp grounds are too crowded. Last weekend we went camping in a state park, and the tents and trailers were so close together we had no privacy.” That example explains what the speaker means by “too crowded.” The example also makes the point a bit more memorable—listeners can visualize the problems of people camping close to one another. And that example also serves the fourth purpose of specifics—to add interest to a speech—people like to hear about what others do on vacations. But remember, there's another purpose in using specifics in a speech—to prove a point.

An example is NOT valid proof!

That's how a lot of speakers misuse an example. That's an ineffective—incorrect—use of an example because the speaker is trying to convince listeners on the basis of just one isolated experience.

To use an example to prove a point, the speaker needs to show that the example is truly representative of conditions as they are most of the time.

So do use examples in your speeches. They're valuable. Interesting. But if you use examples to try to prove a point, be sure the examples show a true picture of the situation.

2) A speaker is using a quotation when he presents a statement made by someone else. Usually it's from a person who is an authority or who has special experience with the subject.

Quotations can range from ones you may pick up yourself, or, quotations can be dug out of research reports, reference materials, books, and such. Another way to get quotations for your speeches is to collect

your own – not only when you’re preparing to give a speech, but gathered as you come across them. If you give speeches now and then, it may be worth your time to write down good quotations whenever you find ones that relate to your job, hobbies, or whatever subjects you might speak on.

Quotations are valuable because they add authority to your speech. They tend to show that you’re not alone in thinking as you do—that there are experts who say the same thing.

On the other hand, you may notice the big weakness in using quotes. Someone can almost always find someone else to quote who has said just the opposite. When Mediterranean fruit flies infested California orchards, politicians were busy quoting ecologists on the dangers of using sprays to get rid of the dangerous bugs. But other politicians quoted other ecologists who claimed the sprays were not harmful to humans. Who was a listener to believe?

The value of a quotation depends largely on who said it. If the person is knowledgeable, objective, and honest, the quotation may be accepted.

3) Often, the audience can be impressed and persuaded by the language of figures, that is why statistics may be accepted as a criterion of your speech trustworthiness. However, statistics, too, can cause problems for a speaker.

First, some listeners reject all statistics. “Figures can lie and liars can figure” is a popular line in some circles.

One basis on which to decide if you should use a particular statistic is to consider the source. Will your listeners believe whoever provided the figure? If your listeners are members of the same profession as the source of your statistic, your audience may believe your statistic. On the other hand, if you’re speaking to a group of union members, they might not accept a statistic you use from a management source.

Another problem with statistics: They can be very dull! But they don’t have to be. For example, president Reagan made a statistic memorable when he spoke to the Joint Session of Congress about his first budget. He said:

“A few weeks ago I called such a figure – a trillion dollars – incomprehensible. I’ve been trying to think of a way to illustrate how big it really is. The best I could come up with is to say that a stack of \$1,000 bills in your hand only four inches high would make you a millionaire. A trillion dollars would be a stack of \$1,000 bills seventy-six miles high.”

Another technique to help your listeners remember numbers is to round them off. An audience doesn't always need the exact figure.

4) Stories: One of the main values in telling a story is that people like to hear about what happens to other people. And many listeners will be more impressed with stories than statistics. The major danger in telling stories is that a speaker can overload them with too many details, so that the audience will lose interest in the main subject before an orator gets close to the point.

5) Definitions are statements of what you mean when you use certain words or phrases. The main value of a definition in a speech is to make sure you and your listeners are considering the same point. In speeches presenting one side or the other of controversial issues, definitions are especially important. Try listening to a couple of people as they talk about their ideas on some debatable topic. Don't let yourself get involved in the argument. Just listen carefully. Often, in just a few minutes, you'll hear that they only seem to have different opinions. What they're not agreeing on, really, may be definitions.

6) Comparisons are often a very effective type of specifics to use in a speech. A comparison presents characteristics, features, or qualities which are similar. Often it may show an audience a connection between what they know and what they don't know. Or a comparison may state a relationship which is a surprise.

7) Contrasts present differences, for example, Liz Carpenter, a writer and an assistant of one of the USA presidents once said: "In 1960 there were three and a half million college students in this country. ... Today there are twelve million"

8) Audiovisual aids can centre the listeners' attention and add more interest to your speech. They often help the listeners understand your point better and remember the main idea for long. Nowadays, with the advance of the modern electronic devices, such as tablet PC and laptop PC, interactive boards and blue-ray video, a speaker has almost unlimited access to a wide range of visual materials. It is essential to feel the measure and not to overload a speech with them when it is not necessary; audio-visual aids should be appropriate to the speaking situation: a short talk that does not contain any complicated information will not definitely require any video support. Also you need to practice using the aids before making a speech in order not to face an unexpected problem turning the equipment on.

7. How to Use the Time Effectively. A Typical Speech Format

One of the secrets of successful professional speakers is the following: “Get your speech organized very clearly—in a few very specific, precise points—and it’s much more likely that your audience will get your message.”

Failure to know—or use—that secret is usually the main reason so many speeches do not achieve their main goal: to get your listeners to accept your ideas, remember what you say, and take the action you want. According to L. Fletcher there is a format or a general guide for the design of a speech.

This format can be used for a talk on any topic, at any speaking occasion, for any speaking situation, whether you’re giving a short, casual talk or presenting a formal appeal to a committee of your state legislature; the general speech planning pattern includes:

I. Introduction

- A. Attention getter
- B. Preview

II. Discussion

- A. Main Points
- B. Arranged logically
- C. Supported with data

III. Conclusion

- A. Review
- B. Memorable statement

This format is referred to as the essential key to designing an effective speech by L. Fletcher. Note that it includes three main parts to a speech—the introduction, the discussion, and the conclusion. There are two very good reasons for designing the discussion first, leaving the introduction and the conclusion until later.

First, the discussion contains most of the content of your speech. As a general guide, the length of a speech usually breaks down to be about: 10% for the Introduction, 75% for the Discussion and 10% for the Conclusion.

Thus, for a typical twenty-minute speech, the time you’ll have for each main part of a speech would be about:

- 3 minutes for the Introduction
- 15 minutes for the Discussion
- 2 minutes for the Conclusion

If you consider a five-minute talk, that's all the time you're allowed at many public meetings: the typical introduction of a speaker, announcement of an event, and many other speeches of today are often briefer. The time you have for each part of a five-minute talk is:

45 seconds for the Introduction

3 minutes and 45 seconds for the Discussion

30 seconds for the Conclusion

Remember: while those time guides to the length of a speech work for most speeches, you may have to adjust them in special speaking situations.

The **second reason** you should plan the discussion part of your speech before you plan the introduction and the conclusion is that it's much easier.

Note that the format states that the first words of your speech should present an attention-getter. That's a statement that will instantly grab the interest of your listeners. However, it's hard to begin planning a speech by first dreaming up a really stimulating opening. It's much easier to go ahead with the design of the rest of your speech – the discussion – while keeping alert to finding that fascinating bit you need to open your speech. In order to organize the discussion part of your speeches, first, you need to decide what form you're going to use as you write down the ideas and information you'll present in your speech. You have three options:

1. A full script
2. An outline
3. Notes

Writing your speech out word-for-word takes much more time and effort. And delivering a speech from a script is difficult. Finally, a speech should be closer to conversation than to written expression. Most speakers find it best – by far – to prepare an outline of what they want to say in a speech. The outline doesn't have to be formal and full sentences are not needed.

After completing an outline of a speech, some speakers then prepare note cards to use while they speak. Others prefer to skip the outline. They find it easier to prepare note cards as they plan their speeches. Either way, your note cards, too, should be specific. When you're standing up there before an audience, trying to remember what to say next, you don't want to look at your note card and find that the next point you've written down is simply. In the pressure of presenting the speech, one word may not be enough to remind you just what you wanted to say about the future. Again: be brief, but specific.

And write your notes large enough so you won't have any trouble seeing them, even if stage lights are shining in your eyes or there are other distractions. It's far better to use several cards, rather than trying to crowd an entire speech on one card, using tiny writing. Finally, number your cards clearly, to help make sure you keep them in sequence.

Next, remember our format for a speech. Start with the first item in the discussion part of the speech—the main points.

Begin by making a list—a long list—of the points you might present in your speech. The list should include a dozen or so point; take time to make a long list to help insure you'll include all of the significant points you'll want to present. Then cut that list down to the two-to-five best points.

Many listeners are not able to remember more than five points. On the other hand, it is not always efficient to present just one point: if your listeners do not accept this one point, they may reject the rest of the ideas you present. It's much safer to give your listeners at least two points to consider. Then if they doubt one, they still may accept your basic idea.

Your main points should not be confused with your facts. Facts, remember, are the statistics, quotations, and such which support your points—prove them; clarify them make them memorable and more interesting.

8. Patterns for Internal Speech Organization

It is essential to sequence your points—put them in the most logical, effective order possible. This is one of the most important steps in planning a speech. Arrange your points clearly and you've greatly increased the chances that your speech will be successful.

According to L. Fletcher, too arrange the main points in your speech, there are four main patterns you can use. They are:

1. Time
2. Space
3. Topic
4. Problem-solution

Which pattern is best? It depends on your speaking situation, the impact you want to make on your listeners, the information you have to present.

1) Time Pattern is the pattern that usually works best if you're talking about how to do something, or about an activity, an historic event, or such.

For instance, if you're talking about how to plan a trip, you could organize your ideas and information into these main points:

- A. Planning before you leave
- B. Planning during the trip
- C. Planning after the trip

Under that first point – planning before you leave – you might present facts about how to gather information, how to work with a travel agent, how to budget, and such. To support that second point – planning during the trip – you could talk about how to plan for changes that may come up in your schedule, or how to plan side trips that you might find interesting. For the third point – planning after the trip – you might offer tips on how to use what you learned on this trip to improve your next one.

2) Space Pattern is used when you organize the points of your speech on the basis of some physical or geographic sequence. For example, if you're talking about the tax problems in your state, you might organize your ideas this way:

- A. Tax problems of coastal towns
- B. Tax problems of farm communities
- C. Tax problems of major cities

Those points illustrate another major advantage of picking particular pattern for the design of your speech. Once you start sequencing your material, you often discover either one of two problems.

One: You might be trying to cover far too much material. The solution: limit your topic.

Your second possible problem: You might not really have enough to talk about. What should you do? Either dig out more material, or expand your topic into related information.

3) Topic Pattern is effective in any speaking situation. It's used more than any other pattern. For a speech about the joys of sailing, your points might be:

- A. The lure of the open sea
- B. Relaxation at its best
- C. A real change of pace

The topic pattern doesn't allow you to be very creative. All you do is present a series of statements, following each with your information. Often, the points don't have much relationship to each other. Sometimes the logic in a topic pattern is harder to follow. The result: Many listeners seem to forget these speeches faster. Still, the topic pattern is a good one

because it gives the speaker so much flexibility. Whatever your subject, it will fit into the topic pattern.

4) Problem-solution Pattern (or casual pattern) is useful when you're proposing a change or trying to get something improved, offering a new idea, or recommending a plan of action. For example, to argue that deforestation of the Amazon River must stop this pattern is used:

A. Problem

1. Deforestation (cause)

2. Imbalance in the region, air pollution, destructive run-off (effect)

B. Solution: Stop cutting down the woods

A well-constructed problem-solution pattern can be very effective indeed. It presents your ideas in a very logical, very clear sequence. However, in such a speech you should analyze the causes that seem to have produced the problem (effect, consequence) and prove that the action you propose must change the situation, e.g. eliminate the cause. You should think what kind of support would be necessary to illustrate the connection between the cause and the effect, to show that this particular reason has led to the problematic situation you are trying to solve. Finally, it is better to start your speech with a cause when listeners are generally acquainted with a cause (cause-effect format), and, on the contrary, with an effect if the effect is better-known than a cause.

9. Using the Motivated Sequence to Organize a Speech

People actively seek organization in their life, and language is the main means of differentiation and structuring of the world. The words and phrases show relationships between ideas, events and object, and as listeners we depend on a speaker's use of specific phrases to cue us to the sequencing his/her ideas. We look for the same sense of order in a speech as the speaker moves from the central ideas to explanatory points or from claim to reasoning. There is a convenient orientation to how listeners' process structure. It is known as Monroe's Motivated Sequence.

The steps of the motivated sequence conform to a listener's desire for coherence and order. From the listener's perspective, the major reasons for listening can be reduced to two broad classes: reasons serving a person's biological needs, and reasons, supporting a person's social desires. Social motives are individual goals that result from acting in accordance with your understanding of other people's expectations. Your desire to succeed in making a speech, to feel needed by the others, to be

a person others admire are the examples of social motives. Presenting your ideas in a way that maximizes your listeners' ability to adhere to these social motives will urge them to listen to you more attentively.

The motivated sequence includes five basic steps for the natural progression of audience queries.

1. The Attention Step. The first task of a successful speaker is to get listeners' attention. Surely, you capture your audience's attention through the type of ideas you present. It is essential to begin your speech with a so-called attention getter, a phrase or sentence which will make them think "I want to listen to this". Your manner of delivery also affects the audience's attention. The flexibility of your voice, the variety of gestures and body movements, the impressiveness of your language will definitely push them for listening to your message alertly.

2. The Need Step. A speaker must set forth the reason for the listeners being concerned with the ideas presented, use the supporting materials that demonstrate why listening to him/her is important for the audience. In the need step you have two main goals: to make your subject clear, and to relate your subject to the concern of your audience.

3. The Satisfaction Step. The purpose of this step is to help your listeners understand the information you are presenting. A listener should see how the reasons support a speaker's claim.

4. The Visualization Step. The function of this step is to motivate listeners to feel or act in a certain way. The primary strategy is to project listeners into the future and illustrate vividly the results of accepting or denying the proposed belief or acting or not acting as the speaker directs. This step can be developed in three ways: 1) the positive method of visualization describes the favourable conditions that will prevail if the audience accepts your proposal; 2) the negative method of visualization describes the adverse conditions that will prevail if the listeners will not accept your ideas; 3) and the contrast method of visualization combines both positive and negative perspectives of the future.

5. The action step seeks specific action on the part of the audience. You seek in this step to answer the question: "What do you want me to do with this information?" Urging further study of the topic, illustrating a moral point through humour or seeking to strengthen a belief or attitude are the ways the action step is used to answer this question. The action step should be relatively brief.

For example, in a speech to actuate this sequence can be used to lead directly to an action step.

TOPIC: Urging classmates to join a blood donors' group being formed on the campus.

Attention step: If you had needed an emergency transfusion for a rare blood type in... (place) on the ...(date) you might not have received it.

Need step: Blood drives seldom collect sufficient quantities of blood to meet the emergency needs in our region.

Satisfaction step: A blood donors' association guarantees predictable, steady supplies of blood to medical community.

Visualization step: Without steady supplies of blood our community will face out needless deaths, with it, emergencies can be met with prompt treatment.

Action step: What do I want you to do? – You can help by filling the blood donors' card I'm handing to you.

10. Planning the Beginning of a Speech

Although a speaker places the most essential information in the main body of the speech, it is the beginning will definitely influence the audience's desire to listen to him/her. Within the very first moments of your talk a listener makes some judgments about your speech, thinking about it as interesting or boring, relevant or irrelevant, well-prepared or impromptu, etc. You will never get the second chance to create a good first impression. Therefore, the best speakers find it most effective to present an attention-getter first. To put it another way, to get your audience's attention should be the first and total purpose of the opening words of your speech. You need to tie your speech to your listeners' interests to hold their interest, and there are some techniques that aim at this goal. You may choose to start your speech with:

1. Stating a startling fact
2. Asking a question
3. Telling a joke
4. Presenting a quotation
5. Giving an example, illustration, or story
6. Referring to the occasion
7. Pointing to an historic event
8. Complimenting the audience
9. Using a gimmick
10. Emphasizing the importance of the subject

Here are some examples and tips for using each of those techniques.

1. Stating a startling fact

The power of unusual facts is illustrated by the syndicated column called “The Grab Bag,” written by L. M. Boyd. It appears regularly in newspapers throughout the nation. It consists of nothing but a couple of dozen unrelated, uncommon facts. ‘Ketchup 150 years ago hereabouts was a patent medicine.’ “Polls show: ninety-seven percent of university students don't know the words to their school songs.”

You could use such facts as attention-getters in your speeches. This approach is especially useful when the listeners are distracted or apathetic. It rivets their attention to the topic of your speech.

2. Asking a question

This is one of the easiest techniques to use. There is always something you can ask your audience about the subject of your speech.

If a visitor from abroad asked you what should be seen in your town, what would you reply?

Do you wonder what causes the many changes in our society today?

But some questions may not be effective attention-getters. Consider these:

Do you know the name of the richest country in the world?

Have you ever noticed how many people wear braided belts?

What might some of your listeners respond—mentally—to those questions? The richest country? Some may think: With my budget problems, who cares?

Such negative reactions to your opening question will make it harder for you to get your audience thinking with you. To be effective, your opening question should get your listeners thinking positively. They should be stimulated, wanting to hear more of what you've got to say.

Questions which get listeners involved with your speech are most effective. Try to get them to listen actively—to think along with you, for instance

If you could—or had to—live the rest of your life in another country, which would you select?

What's the one thing you own that you could absolutely not do without?

3. Telling a joke

Many speakers find that the ideas they present in their speeches are accepted more readily when their audiences are put in a jovial mood. So they open their speeches by telling' a joke.

But don't feel that your speeches must include jokes. Some of us aren't good at telling jokes. Others feel that using humor just isn't their style. A joke poorly told can backfire—help the audience lose confidence

in you as a speaker. And, of course, many speech subjects are not suitable for jokes.

A basic guide is to be sure your jokes have some logical relationship to your speeches. Everything you say in your speech should, of course, relate directly to the subject of your speech. If you can't find a joke that fits, don't use one.

Still, there are a couple of tricks you can use to make many jokes fit many speech subjects.

One technique is the switch. Comedians sometimes call this "changing the peg." That means changing the setting, characters, or subject of the joke.

Another way to tie a joke to your speech subject is through a transition. That's a phrase, sentence, occasionally, a couple of sentences which link the point of your joke to the point of your speech.

In addition, humor used to open speeches should usually be short and to the point.

Finally, the appropriateness of a joke should be considered carefully.

The point: Study every joke you're thinking about using to make sure it will not offend someone and thereby detract from the success of your speech.

4. Presenting a quotation

Quotations are a good way to open a speech—to get the attention of your listeners—because people like to hear what others have said about the subject of your speech. Sometimes it's effective to open a speech with a quotation made years ago about the subject of your speech. But remember the one big weakness in using a quotation. With a little digging, someone can almost always find another quote that says just the opposite of the quote you've used. Often the source of that conflicting quotation is every bit as important, knowledgeable, or respected as the person you've quoted. But then, chances are rare that someone in your audience will be able to remember an opposing quote at the very moment you start your speech.

5. Giving an example, illustration, or story

A real-life accident, a passage from a novel, or a hypothetical illustration can get a speech off to a good start. An illustration should be interesting to your listeners, as well as relevant to the central idea of your speech.

At a management seminar in Stockholm, Loet Velmans, chairman of Hill and Kowlton Inc., began his speech by saying:

There seems to be something in the human psyche that makes years ending in nine or in zero important. In the nine-ending; years, we tend to look back and assess where we have been. In the zero-ending years, we tend to look forward to see where we're going. Both are fascinating exercises and both assume that there is something magical about an artificial construction called a decade. But the future is important.

His example led clearly, directly, to his statement of the subject of his speech. That's one of the main advantages of beginning a speech with an example, illustration, or story.

Another advantage is that stories about people in particular are especially effective openers for speeches. Again, people like to hear about people.

6. Referring to the occasion

Instead of referring to the subject you may first refer to the occasion that has brought you and your audience together. Beginning your speech with a statement of the reason for the meeting gives the tone to the whole meeting, e.g. the grand or solemn occasion demands serious listening. Or, tell the audience what problem brought about the meeting at which you're speaking.

While this opening is usually not very dramatic or stimulating, it does have the advantage of letting you emphasize the reason you're speaking. You can point to the mutual interest or subject that brought you and the audience together for your speech.

7. Pointing to an historic event

Every day of the year has been the occasion of at least several varied—often quite interesting—events. Many newspapers publish a short column entitled “Today's Almanac.” For October 20, for example, the column listed, among other events:

Today is the 294th day of the year, with 72, days to come.

1977: first takeoff by supersonic Concorde airliner from New York's Kennedy Airport.

1968: Mrs. Jacqueline Kennedy married Aristotle Onassis, the Greek shipping magnate.

1918: Germany accepted terms to end World War I.

One or more of these events can refer to the subject of you talk. If not you can always find some other reference in the internet or in media.

8. Complimenting the audience

This can be a good opener for a speech because we all love to be complimented. But compliments have been used by speakers so often that they've become stale. To be effective, a compliment must be sincere.

To make it so, it should contain honest praise for specific and worthy features. If you are going to compliment your audience, mention a common goal, a recent honor, or perhaps a successful campaign they've achieved.

9. Using a gimmick

Novelty openings—usually presented with the help of a visual or audio aid—can be especially effective attention-getters. They work on more than just the ears of your listeners. They appeal, also, to their eyes, sometimes even to their noses.

Examples from speeches I've heard over the years include:

Tearing a \$100 bill in half as an attention-getter to a speech on banking.

Starting a controlled fire to introduce a talk on safety.

Releasing a pigeon to fly around the room to introduce a presentation on how to train animals.

What makes such openings effective is their shock value. They are unexpected, usually, because they're used so rarely. A creative gimmick can indeed help make your speech memorable. But there are hazards.

A speaker talking to a group in a small classroom opened a talk about refereeing by firing off a blank in a pistol; his point was importance of knowing the rules. But the loud sound reverberating around the small room hurt the ears of several of his listeners. Others were frightened. Few could concentrate on the words for several minutes. After his speech, there was more talk about his attention-getter than his ideas. Still, such gimmick openings do indeed get the attention of audience. Just be sure you use ones which are safe.

10. Emphasizing the importance of the subject

This opening is last on the list because it's been over-used so much. Furthermore, simply telling an audience that what you have to say is important rarely impresses them. Indeed, if you have to tell them your speech is important, it may well be that it really isn't very important!

Typical of this opening are such lines as:

My topic today is of tremendous importance to every individual here in this hall – and to all the people across the nation as well.

In the next few minutes I'm going to talk to you about the most important decision you'll ever make.

Yes, they do arouse a bit of interest. After reading those, you may be wondering: *What comes next? What is the speech about?*

But unless your topic does indeed live up to those introductions, you may have difficulty getting your audience to believe to accept—much of what follows.

As frequently used as this technique is, you'll usually find it better not to tell your audience your subject is important, but to show it to them through the startling statistics, unusual facts, and vivid examples.

The preview of a speech should contain a clear, specific statement of its subject. It should be a sentence or two long. In the preview you can either state the purpose of speaking, the central idea of the speech, or you may briefly list the main points that you included into it.

There are also some tips which allow you to avoid typical mistakes in the speech introduction:

Do not be too long-winded, the introduction should be only 15% of the entire speech.

Don't antagonize or offend your listeners. Some speakers find it effective to "shock" the audience into listening by starting a speech with a negative opening. It may sometimes work as an attention-getter, however, there are risks of making some listeners reject the ideas that you will present in your speech.

Do not use irrelevant materials. Everything you say should have direct connection with the speech subject.

Don't do a pointless time check; time your speech in rehearsal.

Do not show your ego. Do not speak about yourself unless this information is vital for the subject; do not put the audience by any comments or remarks.

11. How to Make an Effective Ending of a Speech

The ending of a speech is not less important than the beginning. The conclusion should be no more than 10% of the entire speech. A longer ending may be appropriate when a strong appeal for the action by the listeners is needed. To make the review of your speech more effective you should:

1) State that you are about to conclude by saying for example "Let me summarize...", such a phrase will signal to the audience that they should listen more closely, some of them may even think "That is the part I should remember".

2) Summarize the main idea of the speech. The summary should be brief and clear, not too wordy.

3) Repeat your main points. You should say again the two to five points you presented in the discussion part of your speech.

4) It is quite effective to combine the summary with the repetition.

CONCLUSION

The aims of public performances are different but every speaker may use the same kit of psychological tools to reach their own horizons speaking effectively. We have explored the ways to prepare a consistent and captivating speech to take and hold your listeners' attention during the whole action.

SUMMARY

A speech is better remembered by the audience when a speaker presents a memorable statement after the review. The techniques which were suggested as attention-getters (stating a startling fact, asking a question, telling a joke, presenting a quotation, giving an example, referring to the occasion, etc.) can also be use at the end of the whole speech. At the end a speaker may as well point to the future which often leads the audience into further discussion. Especially appropriate ending of a speech to persuade is calling the listeners for action (*First thing tomorrow be sure you go to vote*). If your speech is a part of a conference, discussion or a debate, and there are speakers presenting their ideas after you, consider some tie-ins with whatever may follow your speech.

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