

Elements of Public Speaking

What?



- Speaking to an audience is the core idea
- It can mean a variety of different things – informing, persuading, etc.
- Think of everyday settings where you might use public speaking
- Good public speakers are confident, persuasive, informed, practiced





Why?

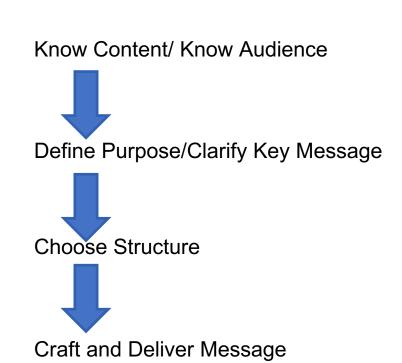
- Public speaking is everywhere! 3 Ps: Personal, Professional, Political.
- We live in a verbal society that relies on regular persuasion.
- Bad public speaking can hide the point being made.



How?

- The first element is knowing what makes someone a good public speaker that's key to emulate it.
- The second element is to find good examples politicians, business leaders, good debaters, etc.
- The third element is practice you need to give speeches!

Communication Development Strategy





Elements of Persuasion



Appeal: Trust

When: Intro & Body

How

Content:

- Education
- Personal Experience
- Client Testimonials
- Success Stories
- Titles
- Shared goals
- Shared values

Delivery:

- Eye contact
- Posture
- Gestures/Facial
- Voice inflection

LOGOS

Appeal: Intellect

When: Primarily in Body

How

Content:

- Numbers & Statistics
- Facts & Data
- Cite Studies
- Quote expertsScientific research
- Cause & effect
- Analogies
- Demonstrations

Delivery:

 Visual representation (writing)

PATHOS

Appeal: Emotion

When: Intro, Body and Close

How

Content:

- Stories
- "Imagine..."
 statement
- Reference emotions (positive and negative)
- Indirect flattery
- Use 2nd person

Delivery:

- Voice inflection
- Facial expression





Worlds

- One of the most traditional debate styles.
- Very short notice for a given topic.
- The emphasis is less on research in advance and more on presentation/persuasion.



Congress

- Also much slower and more traditional.
- Debates take place over legislation that is proposed.
- This event is supposed to emulate debates in Congress.



Speech

- Speech is distinct from debate.
 - Memorized speeches.
 - Not adversarial or about answering arguments from opponent.



Conclusion

- It's important to understand the different type of events each one has different aspects and skills it rewards.
- This is key for deciding what event to participate in.

Thank you for watching!