



# Elements of Public Speaking



# What?

- What is public speaking?
  - 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

Know Content/ Know Audience



Define Purpose/Clarify Key Message



Choose Structure



Craft and Deliver Message





# Elements of Persuasion

## ETHOS

**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 experts
- Scientific 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 2<sup>nd</sup> 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!**