

Your “Gotta Get Me a Great Speech” Speech



(20-30 mins)

Inspired by Mr. John Baynes (Thanks, Brother!)

Okay. We’ve dabbled with some introspection & introductions, but now we’ll venture out into the vast frontier that is ALL OF RECORDED HUMAN HISTORY (or at least that part that we have video for). Your task is to search the world for a GREAT SPEECH and articulate WHY it’s a great speech. That’s it. Pretty simple. RIGHT?! Here’s what you’ll have to do....

PRESENT this speech with YOUR ANALYSIS & VIDEO CLIPS of the speech itself exploring...

INTRO - CONTEXT & CIRCUMSTANCES:

- What high stakes exist at the time of the speech AND for whom?
- What factual context does YOUR audience need to appreciate the “degree of difficulty” of this speech?
- What is the “degree of difficulty” of the speech in terms of the goal of the speaker & the many different audiences (name them all!) s/he is trying to move with this message?
- What is the speaker’s purpose or intent (state this explicitly)?

STRUCTURE:

- Identify the major structural elements of the speech (How many sections/areas?)

OPENER:

- What decisions did speaker make in opening the speech?
- Where these good decisions? Appropriate? Risky? Bold? Why? Why not?

(Roll Tape?!)

LANGUAGE:

- Identify key characteristics of the language CHOSEN by the speaker. Is it...
 - Emotional
 - Logical
 - Factual
 - General
 - Specific
 - Poetic
 - Precise

(Provide quotes via video or text)

APPEALS:

- HOW does the speaker try to move the audience?
 - Logic (The Head) - LOGOS
 - Emotion (The Heart) - PATHOS
 - Justice (The Soul) - ETHOS

LOUD LINES or “MONEY LINES”:

- Which sentences encapsulate/package the speaker’s point in a memorable way?
- Do these lines create a “signature” that sticks with the listeners?
- What lines will they walk away remembering?

DELIVERY:

- Analyze the speaker’s SPEAKING skills considering the following (or other discoveries)...
 - Clarity
 - Pacing/Pausing
 - Emphasis/Accentuation
 - Modulation of Voice (Volume, etc.)
 - Non-Verbal (Eye contact, Engagement, Posture, Hand Gestures, etc.)

CLOSER:

- What decisions does the speaker make in closing out the speech?
- What elements explored above show up at the end?

WHERE’S YOUR “WHY”?:

Remember, YOU are to provide an argument that this speech is GREAT! Identify YOUR criteria for GREAT and argue/explain WHY this speech meets those criteria/standards.

HAVE FUN!

(100 points)