

SPEECHES

Your topic and your purpose:

To inform--tell the listeners something which they don't know

To convince--gain the listeners' acceptance of a statement of truth
or of a point of view

To persuade--rouse the listeners to take action on a proposal

To entertain--provide the listeners with material which will bring
them enjoyment

To impress or inspire--create in the listeners strong emotional
reactions

SOME KEYS TO SUCCESSFUL SPEAKING

Before you speak:

- .have a purpose in mind.
- .choose a subject that's interesting, challenging, entertaining.
- .have a plan and set a time limit.
- .understand your audience and adjust your material to it.
- .use plenty of illustrations and interest-arousing devices.
- .Pay careful attention to your beginning and your ending.
- .Use repetition and restatement to emphasize main points and important ideas.
- .Find room for a bit of humor.

When you speak:

- Be poised, neatly dressed, and confident.
- Speak with vigor and enthusiasm.
- Keep eye-contact with your listeners.
- Let your posture and movement be dignified and easy, your gestures spontaneous.
- Use language that is simple, colorful, and correct
- Enunciate clearly and pronounce correctly.
- Vary your rate, pitch, volume, inflection, and pauses to avoid monotony.
- Cultivate a warm, friendly, sincere manner.
- Keep notes on small cards or not at all.
- Observe the time limits.