

Speaking Techniques

Unit: Soft Skills

Problem Area: Communication

Lesson: Speaking Techniques

- **Student Learning Objectives.** Instruction in this lesson should result in students achieving the following objectives:

- 1 Use standard vocabulary terms to define effective speaking techniques.**
- 2 Research effective speaking techniques.**

- **Resources.** The following resources may be useful in teaching this lesson:

“Better Public Speaking and Presentation,” *Mind Tools—Essential Skills for an Excellent Career*. Accessed April 27, 2010.

<<http://www.mindtools.com/CommSkill/PublicSpeaking.htm>>.

“Public Speaking,” *Wikipedia*. Accessed April 27, 2010.

<http://en.wikipedia.org/w/index.php?title=Public_speaking&oldid=358401181>.

“Public Speaking/Presentation Skills: World Champion of Public Speaking Darren LaCroix,” *YouTube*, July 9, 2007. Accessed May 3, 2010.

<<http://www.youtube.com/watch?v=HOSADvJnrG8>>.



■ **Equipment, Tools, Supplies, and Facilities**

- ✓ Overhead or PowerPoint projector
- ✓ Visual(s) from accompanying master(s)
- ✓ Copies of sample test, lab sheet(s), and/or other items designed for duplication
- ✓ Materials listed on duplicated items
- ✓ Computers with printers and Internet access
- ✓ Classroom resources and reference materials

■ **Key Terms.** The following terms are presented in this lesson (shown in bold italics):

- ▶ audience
- ▶ channel
- ▶ entertain
- ▶ infomercial
- ▶ inform
- ▶ message
- ▶ persuade
- ▶ public speaking
- ▶ speaker

■ **Interest Approach.** Use an interest approach that will prepare the students for the lesson. Teachers often develop approaches for their unique class and student situations. A possible approach is included here.

Ask students to brainstorm reasons people need to speak in public. Record their responses. Reasons may include to commemorate a high school graduation, to present a new product, or to run for a political office. Ask follow-up questions. Explain that public speaking is the communication process used to address a group of people in a structured, deliberate manner. Tell the class that you are demonstrating public speaking as a teacher because you need to communicate to your classes each time they meet. Try to encourage additional comments from students, and tell them they are doing public speaking when they talk in front of the class. Explain that public speaking is a communication technique and that they will learn to identify different types.

Next, show a video of a famous public speech or of a TV commercial that features one person speaking. Or, allow students to browse an Internet site, such as [YouTube](#), to watch examples of famous persuasive speeches, news programs, or comedy routines. Help students identify the different types of public speaking they observe.

Project VM–A. Tell students that they will be learning about effective speaking techniques.

CONTENT SUMMARY AND TEACHING STRATEGIES

Objective 1: Use standard vocabulary terms to define effective speaking techniques.

Anticipated Problem: What terms describe effective speaking techniques?

- I. Effective public speaking
 - A. **Public speaking** is the communication process used to address a group of people in a structured, deliberate manner. The goal of public speaking is to inform, persuade, and/or entertain. A television reporter giving a weather forecast is an example of someone doing public speaking to inform. A dealer trying to sell cars in a TV commercial is an example of someone doing public speaking to persuade. A comedian doing a routine is an example of someone engaging in public speaking to entertain. Public speaking is a type of verbal communication with three main elements:
 1. Sender—The **speaker** is the message sender who tries to inform, persuade, and/or entertain the audience.
 2. Receiver—The **audience** is the group of people who receive the message the speaker delivers.
 3. Message—The **message** is the thought, feeling, or idea the speaker communicates to the audience.
 - B. Communication channels vary with the speaker, the audience, and the message. The **channel** is the method or medium used to transmit the message from the speaker to the audience. The speaker's message and the size of the audience influence the channel selected. For example:
 1. Someone who speaks to an intimate group may choose simply to use verbal communication, with only his or her voice and the air as the channel.
 2. Someone who speaks to a large audience may require the channel to include a microphone and a loudspeaker system.
 3. Someone who speaks to a mass audience may require a channel such as television, radio, or the Internet.
 - C. Speeches and presentations inform, persuade, and/or entertain
 1. A speech or presentation designed to **inform** imparts knowledge to an audience. This is the type of communication involved when a teacher conveys facts or a trainer presents the correct way to use a new piece of equipment. A public speaker informs the audience by providing “just the facts” about the topic. In a strict sense, informing an audience should take place without persuasion or entertainment. However, some elements of persuasion and entertainment

are often added either purposefully or inadvertently. Examples of public speaking to inform the audience are:

- a. A teacher/trainer presentation including DIY (do-it-yourself), how-to, OpenCourseWare (OCW), etc.
 - b. A radio or television public service announcement (PSA) about ways to find money for college or where to obtain a vaccination against disease.
 - c. A news program on television or radio. It is important for a newsreader simply to report the news rather than to persuade or entertain.
2. A speech or presentation designed to **persuade** attempts to convince an audience by appealing to reason or understanding. A public speaker uses persuasion to move audience members to change their minds about a particular topic or to take an action that the speaker suggests. As with other speaking techniques, information and entertainment can be added to a persuasive speech to change or enhance the message. Examples of public speaking to persuade the audience are:
- a. A commercial designed to sell a product or service.
 - b. A political speech designed to get voters to elect a candidate to office.
 - c. An **infomercial** (extended advertisement) designed to persuade a potential buyer to purchase a product or service. Its form varies with the channel used. On television an infomercial is a long (5- to 60-minute) commercial; in print it is a multi-page advertisement or supplement; on the Internet it is a commercial that may include interactive banner ads and/or Flash media. The elements of a successful infomercial include:
 - (1) Entertainment elements (celebrity spokesperson, John Doe spokesperson, real-environment setting, movement, etc.)
 - (2) Facts, prices, and characteristics of the product or service
 - (3) Quality and value of the product or service (testimonials, product demonstration, etc.)
 - (4) Customer service promise (help desk, toll-free phone number, online help, online manuals, etc.)
 - d. A sermon designed to persuade parishioners to follow a rule or a precept.
3. A speech or presentation designed to **entertain** attempts to amuse an audience and/or to maintain interest. Entertainment usually causes people to feel strong and often happy emotions and may provide a diversion from the audience's responsibilities. Typically, a speech designed to entertain would contain neither informative nor persuasive messages. However, as with other types of speeches, elements of information and persuasion may be added. An example of someone engaging in public speaking for entertainment is a comedian trying to get people to laugh and enjoy themselves.

Teaching Strategy: *Many techniques can be used to help students master this objective. Review VM–A. Assign LS–A to review standard public speaking vocabulary and to facilitate a discussion about the meaning of the terms.*

Objective 2: Research effective speaking techniques.

Anticipated Problem: What are examples of effective speaking techniques?

- II. Effective speaking techniques
 - A. Informative speaking techniques
 - 1. Television and radio news broadcasts
 - 2. Documentary or PSA programs
 - 3. Teacher/trainer presentations (DIY, how-to, OpenCourseWare [OCW], etc.)
 - B. Persuasive speaking techniques
 - 1. Political speeches
 - 2. Television or radio commercials (short 30- to 60-second advertisements)
 - 3. Infomercials (long 5- to 60-minute paid programs)
 - C. Entertainment techniques
 - 1. Theatre performances (dances, songs, plays, etc.)
 - 2. Stand-up comedy routines
 - 3. Television situation comedies

Teaching Strategy: *Many techniques can be used to help students master this objective. Provide copies of VM–B. Conduct the brainstorming session, and have students write responses on VM–B. Be sure students understand the types of public speaking, and discuss specific examples of each. This process prepares the students to complete LS–B.*

Once students have a good understanding of the three types of public speaking, use VM–C to review elements of an infomercial, and then assign LS–B. Direct student pairs to search the Internet for public speaking examples related to manufacturing as shown on the lab sheet. For example, students may use [YouTube](#) to find examples of entertainment speeches or to find clips of television or Internet news broadcasts. Students should use VM–B and VM–C as resources and use LS–B to record the URL examples they find. Infomercial presentations are at your discretion as the instructor.

■ **Review/Summary.** Use the student learning objectives to summarize the lesson. Have students explain the content associated with each objective. Student responses can be used in determining which objectives need to be reviewed or taught from a different angle. Questions found in textbooks may also be used in the Review/Summary.

■ **Application.** Use the included visual master(s) and lab sheet(s) to apply the information presented in the lesson. Have students identify more examples of the need for public speaking in the manufacturing industry.

- **Evaluation.** Evaluation should focus on student achievement of the objectives for the lesson. Various techniques can be used, such as student performance on the application activities. A sample written test is provided.

- **Answers to Sample Test:**

Part One: Matching

1. f
2. b
3. c
4. d
5. a
6. e
7. g
8. h

Part Two: Completion

1. informative, persuasive
2. channel
3. inform
4. entertain
5. persuasion
6. sender, receiver, message

Part Three: True/False

1. F
2. F
3. T
4. T
5. T
6. F
7. F

Speaking Techniques

► Part One: Matching

Instructions: Match the term with the correct definition.

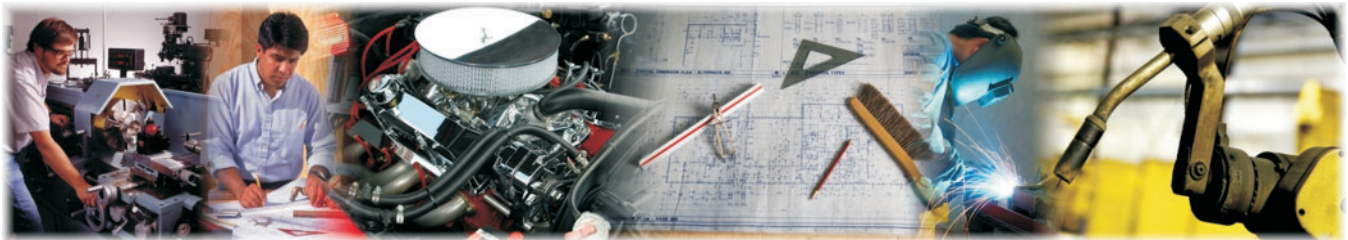
- | | |
|--------------------|----------------|
| a. public speaking | e. persuade |
| b. message | f. inform |
| c. audience | g. entertain |
| d. channel | h. infomercial |

- ____ 1. To impart knowledge to an audience
- ____ 2. The thought, feeling, or idea the speaker communicates to the audience
- ____ 3. The group of people who receive the message the speaker delivers
- ____ 4. The method or medium used to transmit the message from the speaker to the audience
- ____ 5. The communication process used to address a group of people in a structured, deliberate manner
- ____ 6. To convince an audience by appealing to reason or understanding
- ____ 7. To amuse an audience and/or to maintain interest
- ____ 8. An extended advertisement designed to persuade a potential buyer to purchase a product or service

► Part Two: Completion

Instructions: Provide the word or words to complete the following statements.

1. Typically, a speech designed to entertain would contain neither _____ nor _____ messages.



2. The _____ is the method or medium used to transmit the message from the speaker to the audience.
3. A radio or television public service announcement (PSA) about ways to find money for college falls into the category of public speaking that seeks to _____ an audience.
4. A comedian's public speaking is designed to _____.
5. A public speaker uses _____ to move audience members to change their minds about a particular topic or to take an action that the speaker suggests.
6. Public speaking is a type of verbal communication with three main elements:
_____, _____, and _____.

► **Part Three: True/False**

Instructions: Write T for true or F for false.

- ___ 1. An example of public speaking is a letter to the editor in a printed newspaper.
- ___ 2. An example of a public speaking message is a school intercom system.
- ___ 3. The audience is a group of people who receive the message.
- ___ 4. An effective public speaker should think about the channel used to communicate the message.
- ___ 5. The purpose of most television commercials is to persuade the audience to buy a product.
- ___ 6. The purpose of most television news programs is to persuade the audience to vote for a political candidate.
- ___ 7. The purpose of a television situation comedy is to inform the audience about current events.

EFFECTIVE SPEAKING TECHNIQUES



Inform



Persuade



Entertain

BRAINSTORM MANUFACTURING EXAMPLES OF PUBLIC SPEAKING

Category	Examples
Informative	<ul style="list-style-type: none"> • Television and radio news broadcasts • Documentary and PSA programs • Teacher/trainer presentations (DIY, how-to, OpenCourseWare [OCW] etc.)
Persuasive	<ul style="list-style-type: none"> • Political speeches • Television, radio, Internet commercials (30 to 60 seconds) • Infomercials (5 to 60 minutes)
Entertainment	<ul style="list-style-type: none"> • Theatre performances (dances, songs, plays, etc.) • Stand-up comedy routines • Television situation comedies

ELEMENTS OF AN INFOMERCIAL

◆ **Infomercial**—An extended advertisement designed to persuade a potential buyer to purchase a product or service

- *On television*—A long (5- to 60-minute) commercial
- *In print*—A multi-page advertisement or supplement
- *On the Internet*—A commercial that may include interactive banner ads and/or Flash media



◆ Elements of a successful infomercial include:

- Entertainment elements (celebrity spokesperson, John Doe spokesperson, real-environment setting, movement, etc.)
- Facts, prices, characteristics of the product or service
- Quality and value of the product or service (testimonials, product demonstration, etc.)
- Customer service promise (help desk, toll-free phone number, online help, online manuals, etc.)

Effective Speaking Techniques— Terms to Know

Purpose

To become familiar with the vocabulary for effective speaking techniques.

Objective

Use standard vocabulary terms to define effective speaking techniques.

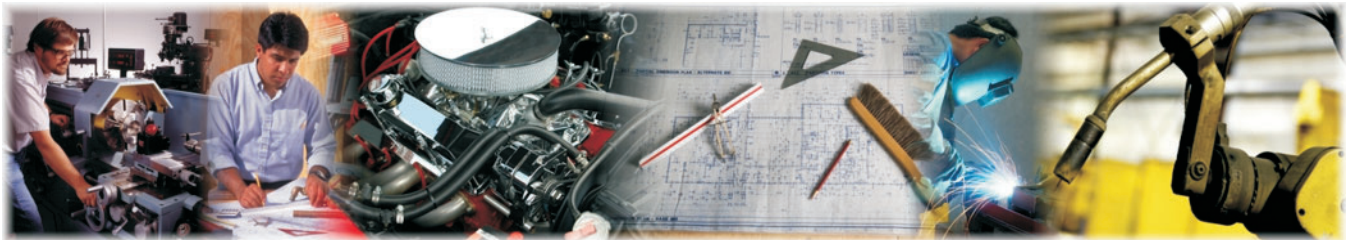
Materials

- ◆ lab sheet
- ◆ writing utensil

Procedure

1. Participate in your instructor’s presentation about the terms used to describe effective speaking techniques.
2. Record the definitions of the terms below.
3. Add at least three more terms and definitions relevant to effective speaking techniques to the list. These were probably discussed during class.

Term	Definition
Audience	
Channel	



Term	Definition
Entertain	
Infomercial	
Inform	
Message	
Persuade	
Public speaking	
Other: _____	
Other: _____	
Other: _____	

4. Participate in a review of the effective speaking terms. Tell the class what terms you decided to add to your list.
5. Turn in your completed lab sheet to your instructor.

Effective Speaking Techniques— Terms to Know

Term	Definition
Audience	The group of people who receive the message the speaker delivers
Channel	The method or medium used to transmit the message from the speaker to the audience
Entertain	To amuse an audience and/or to maintain interest
Infomercial	An extended advertisement designed to persuade a potential buyer to purchase a product or service
Inform	To impart knowledge to an audience
Message	The thought, feeling, or idea the speaker communicates to the audience
Persuade	To convince an audience by appealing to reason or understanding
Public speaking	The communication process used to address a group of people in a structured, deliberate manner

Public Speaking Internet Search and Infomercials

Purpose

To identify types of public speeches delivered by manufacturers.

Objectives

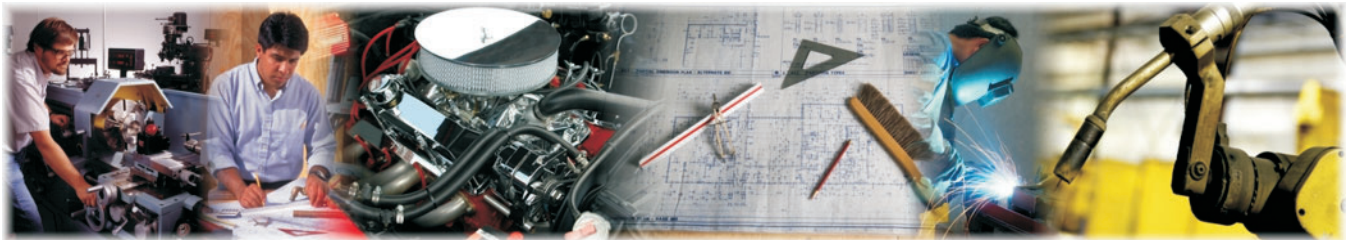
1. Identify and record examples of informative speeches and presentations.
2. Identify and record examples of persuasive speeches and presentations.
3. Identify and record examples of entertainment speeches and presentations.
4. Share your favorite speech in each category with the class.
5. Create an infomercial for a local or national manufacturer.

Materials

- ◆ lab sheet
- ◆ VM-B
- ◆ VM-C
- ◆ writing utensil
- ◆ materials for infomercial development

Procedure

1. Access the Internet to search for examples of each type of public speech delivered by or on behalf of a manufacturer.



2. Write a brief description of each speech, including:
 - a. The speaker (e.g., a U.S. Senator)
 - b. The audience (e.g., the American people)
 - c. The message (e.g., automobile manufacturers endorse a new fuel additive)
3. Record the URL for each example.

Public Speaking About Manufacturing	URL
Informative—TV or radio news Brief description:	
Informative—Documentary or PSA Brief description:	
Informative—Teacher/trainer presentation Brief description:	
Persuasive—Political speech Brief description:	

Public Speaking About Manufacturing	URL
Persuasive—Commercial (30–60 seconds) Brief description:	
Persuasive—Infomercial (5–60 minutes) Brief description:	
Entertainment—Theatre performance Brief description:	
Entertainment—Stand-up comedy routine Brief description:	
Entertainment—TV situation comedy Brief description:	

4. Share your favorite speech in each category.
5. Use what was learned in your manufacturing speech and presentation research to create a 30-second commercial, a 5-minute infomercial, or a multi-page print advertisement supplement for a local manufacturer that includes:
 - a. Entertainment elements (celebrity spokesperson, John Doe spokesperson, real-environment setting, movement, etc.)
 - b. Facts, prices, and characteristics of the product
 - c. Quality and value of the product (testimonials, product demonstration, etc.)
 - d. Customer service promise (help desk, toll-free phone number, online help, online manuals, etc.)
6. Deliver your commercial, infomercial, or print ad as directed by your instructor.
7. Turn in your completed lab sheet and script or print ad to your instructor.

Public Speaking Internet Search and Infomercials

1. *YouTube* has several examples of speeches and presentations in each category.
2. OpenCourseWare (OCW) sites are excellent sources of teacher/trainer presentations. Students may Google® “opencourseware” or “ocw” for a comprehensive listing of institutions that offer OCW via the Internet. Or, students may be directed to other excellent sites, such as:
 - a. Massachusetts Institute of Technology (MIT) at <http://ocw.mit.edu> or MIT Mechanical Engineering at <http://ocw.mit.edu/OcwWeb/Mechanical-Engineering/index.htm>. The same information may be accessed at <http://www.educational-freeware.com/reference/ocw-mit-edu.aspx>. All the MIT OpenCourseWare materials are also found on *YouTube*.
 - b. Notre Dame University at <http://ocw.nd.edu/>.
3. Examples of each public speaking technique:
 - a. Informative—TV and radio: British Petroleum statements regarding the oil catastrophe in the Gulf of Mexico
 - b. Informative—Documentary or PSA: Numerous PBS documentaries on recent manufacturing breakthroughs; numerous PSAs concerning recalls by manufacturers
 - c. Informative—Teacher/trainer presentation: Numerous DIY (do-it-yourself) or how-to programs; OCW or corporate manufacturing Web sites
 - d. Persuasive—Political speech: President Obama addressing Michigan’s auto manufacturing industries
 - e. Persuasive—Commercial: Automobile advertisements; appliance advertisements
 - f. Persuasive—Infomercial: Numerous examples on *YouTube* and on network Web sites, such as those of NBC, ABC, CBS, Fox, Home Shopping Network
 - g. Entertainment—Theatre performance: *Enron*, *The Play*
 - h. Entertainment—Stand-up comedy routine: *SNL* parody of the Big Three automakers’ bailout
 - i. Entertainment—TV situation comedy: *The Simpsons*