

HUMAN RELATIONS SPEECH

2-3 Minute Informational Speech Assignment to Demonstrate Mastery of Communication Skills

Objectives:

1. Develop an Informative speech topic.
2. Develop and Apply effective research and organizational skills in preparing a speech.
3. Analyze your Audience and adapt your message to your audience
4. Develop and Effectively use a Visual Aid to assist you in clarifying and supporting your ideas.
5. Practice delivery and presentation skills.
6. Inform, and teach your audience while creating understanding in your audience.

PRODUCT

You will choose a topic and present an informational speech. All aspects of your speech are to be appropriate to a classroom setting and informative. It is suggested that you choose a topic related to your career or shop, but you may choose any topic of educational merit. Your goal is to inform and teach your audience about your topic. Focus on one type of informative speech: OBJECTS, EVENTS, CONCEPTS, OR A PROCESS. First and foremost -- select a topic that is interesting to you. It helps if you are knowledgeable on your topic, however, you can become knowledgeable on any topic through research. You want to also choose a topic that will be intellectually stimulating to your audience.

You are to produce a 2 minute speech using a visual aid (poster, power point, object). You are to write an outline which will be handed in and graded following the completion of your speech. At the bottom of your outline describe 2 occasions where you practiced your speech and specific details of what you improved upon after each practice.

Below are tips that you can use to create and deliver your speech as well as the resources available in the Human Relations Unit 4 post on Mr. Moore's teacher page.

The basics of an informative speech

The key to an informative or informational speech lies in its title.

The word 'informative' means to inform, instruct or enlighten. Inform in this sense does not include giving your opinion. An informative speech is a balanced factual presentation of the topic uncolored by your personal emotional response or judgement.

For example, if the topic is 'Raising the Drinking Age', what I think about it, good, bad or indifferent, is irrelevant. The addition of personal bias to an informational speech topic changes it to a persuasive one.

How to create a short speech.

1. Use a simple structure.

Start by clearly saying the 'headline' and key idea underpinning your speech in simple, everyday language, and follow with a simple structure supporting your main point.

Here are some examples:

A: Headline and 3 supporting reasons:

With this approach, follow your "headline" statement with 3 simple supporting reasons. State each reason clearly, and explain how each one helps achieve or support the objective.

"We must change the way we work – for 3 important reasons:

1. *Thwack...*,
2. *Kapow...*,
3. *Whamm."*

B: Problem – solution:

This is a simple structure of only 2 parts. It's an easy yet powerful way to capture people's attention and interest when done well. But you'll want to avoid the trap of rushing through the problem, and spending too much time on your brilliant solution.

If you really want to hook people, take some time to paint a vivid picture of the problem first. Your audience will then be clambering for a solution with both ears open.

C: Timeline:

In this type of short speech, you might cover:

- The history of the issue ...
- The current situation ...
- What might happen in the future ...
- And the ramifications of agreeing (or disagreeing) with your main argument.

D: Metaphor/Top & Tail:

To “top and tail” simply means starting with a story/quote that *hints* at your message. At the end, you recall that story and link it to your message.

This [short speech](#) from a 3 minute speech competition makes excellent use of this approach.

Start your speech (“the top”) with a compelling metaphor to make a memorable point, and end the speech (“the tail”) with the same metaphor — but adjusted to show the benefit of adopting your central argument.

2: End with a memorable message:

Just as important as how you begin and structure your speech, is [how you end it](#).

Consider the same techniques at the end of your speech. A metaphor that links back to your original premise, or finishing with a thought-provoking question, are two ways to burnish your speech in your listener’s mind.

The process of outlining a speech is broken down into 4 essential steps.

1. [Preparation](#)-
 - deciding on your topic
 - considering the audience and refining your topic to suit them
 - deciding on the purpose of the speech
 - choosing an organizational method to support your speech purpose
2. [Introduction](#)-
 - opening greeting and attention getter
 - defining your thesis statement (a summary of what your speech is about)
 - establishing your credibility
 - an overview and the benefit to the audience
3. [Body](#)-
 - transition or link between introduction and body
 - main ideas with supporting ideas
 - examples and details
4. [Conclusion](#)-
 - summary of main points
 - closer or call to action

Gathering your information

Once you have information about:

- **WHO** you are going to speak to (your audience)
- **WHAT** your general or specific subject matter is
- **HOW** long the speech is to be
- and **WHEN**
- and **WHERE** it is...

you are ready to make a rough or draft outline.

How to rehearse tips

Aim to have *at least three rehearsals* before your final presentation in front of an audience. If you have the time available for more, take it. The more you run your speech through, the more confidence you'll have and the easier it becomes to deliver it more effectively.

The *first two rehearsals* are to iron out any glitches in either your text or delivery and to integrate any resource material you may be using. These could be photographs, a power point presentation etc.

The third is a *dress rehearsal* for the real thing.

How to rehearse tip one: reading aloud

Repeat your speech several times out loud. This is to familiarize yourself with the flow of material from beginning to end. If you find awkward phrases, or jumps in logic change them.

Time the speech. If it is too long for the time allocated, cut it to fit, aiming to end before you are required to.

Do not worry about expression or gesture. You will cover that in 'tip 3'. Your first focus is on getting the flow fluent. That means without jumbling the order or hesitation because you've forgotten what you planned to say.

How to practice tip two: watching yourself

Now practice in front of a mirror or a video camera.

Of the two options; mirror or video, video is superior.

Actually seeing and hearing yourself while presenting is a revelation. You can no longer hide in the comfortable

illusion of what you 'think' you do. This is your own reality TV show. You will see the good, the bad and the ugly. The good news about that is that you are giving yourself the opportunity to learn - to become better.

How to rehearse tip three: delivery demons

While watching yourself look out for anything hindering your communication, either in your body language or speech.

These delivery demons could be:

- Habitual unconscious gestures like fiddling with your hair, pulling faces when you can't remember what is next, standing awkwardly, swaying, pulling at your clothes ...
- Irregular breathing running you out of breath over long sentences or holding your breath which weakens your voice making it sound strained.
- Racing your speech through
- Pauses or breaks in the wrong places which weaken or alter your meaning
- Specific words or phrases that trip you up e.g. a name
- Holding your notes in a way that masks your face
- Rattling or fiddling with your notes if you are reading from them
- Placement and use of the stand, if you have one
- Dropping or raising your voice at the end of sentences
- Mumbling
- Repeated phrases eg. 'and then I...!', 'and then I...!', 'and then I...'
- Repeated fillers eg. 'um', 'err'...
- Lack of gesture or too much of the same gesture
- Lack of eye contact or smiling
- Minimal variation in tone or pace

- Bumbling the use of resources through not having them in order of presentation etc.

How to rehearse tip four: fixing the faults

When you see/catch yourself doing *any* of the grievous crimes listed above under 'delivery demons', **STOP**.

Take a *deep breath*, *fix the problem* and *start again* from where you left off.

Do be patient with yourself. Some of the habits you've just become aware of will be deeply ingrained. It will take sustained effort to create new, more beneficial ones. However the more practice you do, the quicker you'll get there.

How to rehearse tip five: making notes

If it's a matter of *when and where* to *pause* either for a breath or to stress an important point, *mark it* on your cue cards or script. In the same way *mark passages* needing to *taken more slowly*, or *words requiring emphasis*.

Make whatever notes you need to remind yourself of what you want to do to improve your delivery.

How to rehearse tip six: using humor

Humor can be incredibly difficult to get right. One person's funny, is another person's not.

If you have included *jokes*, they need special *timing* attention. Point up the cue for the audience to laugh by briefly *holding back the punch line* and leave *space* for the audience to respond before carrying on.

You need to know your audience!

How to rehearse tip seven: the dress rehearsal

Testing, testing, testing ...

- Run through your entire presentation as though it was the real thing. And if possible, do it in the venue you'll be using.
- Wear the clothes you'll be wearing for the event so you can be sure you feel comfortable and that they're not restricting in any way..
- Set up your stand, if you are using one, in a similar position to the one you'll use on the day.

- If you are using any electronic equipment for example a microphone be sure to rehearse with it.
Can't make up your mind whether to use the podium microphone or attach one to your lapel? [The pros and cons of both are discussed here.](#)
- If you can present to trusted friends or a members of your family, do it! Their feedback could provide in valuable last minute suggestions. Tell them *exactly* what you want feedback on before you start. Ask them to take notes during your speech to give to you *after* it's finished.
- Do not **STOP** if you falter. Keep going.
- When you're done make any minor adjustments you need to and repeat to integrate them.

Rehearsing a question & answer session

And lastly, if your speech/presentation includes a question and answer session think through the types of questions you are likely to be asked, prepare answers to cover them and practice delivering those as well.

The session doesn't finish until you sit down. It's tempting to kid yourself otherwise and think that once you're through the prepared speech the rest will fall into place easily. However lack of thought and preparation will be transparently obvious and could undo everything you've worked so hard to put in place. It's a risk easily avoided.