

## Speech Making is a Five Step Process

Step 1 Invention: discovering, refining, and researching the topic

Do you have a clear understanding of the assignment or occasion?

The credibility of the speaker:

- Why are you speaking about this topic?
- What is your expertise and interest on this topic?
- What do you have to contribute to your audience?

The analysis of the audience:

- Who is your primary audience? Are there secondary audiences?
- What commonalities do members of your audience share? What do you share with them?
- Why should your audience care about this topic?
- Why should your audience care about your perspectives on this topic?

The exploration of the topic:

- Is your thesis statement appropriately focused for the time available?
- Have you conducted adequate research?
- Have you identified appropriate supporting materials?

Step 2 Disposition/Arrangement: organizing your material effectively

Introduction:

- Does your introduction attract attention?
- Does it establish your credibility to speak on this topic?
- Does it clearly provide a preview of your main points?
- Is it concise?

Body:

- Is your speech well organized?
- Do your main points effectively develop your thesis?

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- Are your main points clear to the audience?
- Do your main points clearly support the thesis statement?
- Do you have transitions to help the audience understand how your main points are connected?
- Are your supporting materials appropriate?
- Are the sources of your supporting materials clearly cited?

#### Conclusion:

- Do you provide a transition from your main points to your conclusion?
- Are your main points summarized to support your thesis?
- Do you have an appropriate memorable statement to encapsulate the presentation?
- Does your conclusion let your audience know what they should take away from the presentation?
- Is your conclusion sufficiently concise?

#### Step 3 Style: framing the presentation in effective language

- Is your language clear, concise, and concrete?
- Do you define any technical or special terms?
- Do you use vivid language appropriately?
- Is your language appropriate for your audience and the occasion?
- Do you use repetition, alliteration, and parallel style to aid your audience?

#### Step 4 Memory: practice, practice, practice

(committing to memory is not the same as memorizing it)

- Are you familiar with the main points?
- Can you visualize moving from point to point within the presentation?
- Can you talk conversationally about the content of the presentation without over referencing your notes?
- Have you rehearsed sufficiently while employing the items noted below in step 5?

#### Step 5 Delivery: presenting the message

#### Personal:

- Is your presentation extemporaneous?
- Do you make sufficient eye contact?
- Do your gestures complement ideas?

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- Does your body movement underscore the presentation rather than detract from it?
- Have you eliminated vocal fillers (um, you know, like, etc.)?
- Are the rate, volume, and pitch of your voice appropriate?
- Do you have sufficient vocal variety?

Presentation Aids:

- Are your presentation aids well designed and developed?
- Are they appropriate for the presentation?
- Are they used to support points appropriately?
- Are they easy to read and/or hear?
- Are they distracting or are they used well?
- Are they shown only when relevant to the speech?