

Public Speaking Notes

Textbook Notes

Chapter #5: Knowing and Adapting to Your Audience

- Things can change
 - Adapt
 - Acknowledge the audience
 - Give them what they need, not what they want
 - Give them hope
- All About the Audience
 - You want them to respond to your message, not your emotional garbage
- The Importance of an Audience
 - Audience just as important as speaker
 - Consistent attention to the audience (ex. ethical rhetorical practices, art of persuasion, deliberation and discussion) emphasizes that a speaker's rhetoric is not the sole property of the speaker
 - ***Public speech only has meaning in its relationship to an audience***
 - Rhetorical situation - an occasion or situation in which speech, while taking into account the constraints or limitations of the immediate context; can be used to call an audience and decision-makers into action in order to address a rhetorical exigence
 - Exigence (also called exigency) - an urgent need or demand
 - Rhetorical audience - individuals who experience the artifact, are open to being influenced by it, and are capable of facilitating the changes called for by the rhetor
 - Does not include people planted to their beliefs
 - Constraints - things that can limit, influence, or dictate the decision and actions needed to improve exigence
 - How can speakers best speak to their audience?
- Audience Analysis - practice of assessing audience factors and characteristics that are likely to influence an audience's perception of a message
 - Audience adaptation - how you make use of audience-analysis cues to explain, frame, and support ideas in order to increase your chance of achieving the desired audience response
 - Audience Analysis and Advertising
 - One form of audience analysis is targeted advertising
 - Speech is more than selling products
 - Ideally, is about contributing to public good
 - Effectiveness doesn't equal ethical
 - Audience Analysis and the Ancients
 - Contemporary Audience Analysis
 - Audience analysis helps one figure out how to proceed, given that an audience will be composed of many different people
 - Can't know everything and be perfect for every member of the audience
 - Audience analysis begins with a basic demographic features but should take into account environmental and psychological factors
 - Demographic Factors

● Age	● Geography (where they're from)
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|---|---|
| <ul style="list-style-type: none"> • Gender • Race and ethnicity • Socioeconomic status • Culture (values, customs) • Occupation | <ul style="list-style-type: none"> • and where you're speaking) education • Group memberships (religious and political alignments, clubs, etc.) |
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- Ask yourself how these factors affect:
 - Relevance of the topic
 - Audience interest
 - Audience knowledge or exposure to topic
 - Audience's likely perspective on and reaction to the topic
 - Useful for providing a sort of shorthand for audience interests and beliefs
 - Type of people can influence your hypothetical scenarios, metaphors, examples, questions, etc.
 - Limitations of Using Demographic Factors
 - How reliable it is
 - Stereotype - generic categorization of individuals and groups based on the inaccurate conclusion that people sharing a particular characteristic (race, gender, sex, age, etc.) will automatically possess certain qualities and/or beliefs
 - Can risk overlooking already marginalized groups
 - Psychological Factors - audience predispositions related to their mental state, attitude, interest in and experience with the topic, occasion, and speaker
 - Can influence how an audience reacts to something
 - May include an audience's familiarity with a topic
 - Environmental Factors - element's of the speaking situation such as time of day, location, size of audience, configuration of speaking venue
 - Audience Adaptation
 - To adopt, must have analysis information
 - It's Still Your Message
 - You are the key principal at the center of an audience
 - Adaptations shouldn't change goal or voice or vision
 - Intent is not to say what they want to hear
 - Finding Common Ground
 - Common ground - a mental space in which you and the audience can effectively relate to one another and join when considering your shared interest in and concern for the topic
 - How you connect with audience
 - Finding common ground requires identification
 - Identification - degree to which individuals or groups find their interests joined
 - Using Appropriate Language
 - Adapt
 - Appropriate isn't just not swearing
 - Involves understanding when to be blunt or sugar-coated
 - Adjusting Depth and Complexity of Content
 - Assess how much background you'll need to give
 - Too little can be annoying
 - Too much can be boring

- Appealing to Deeply Held Values
- Using Compelling Supporting Appeals
 - Supporting appeals - examples, analogies, metaphors, narratives that reverberate with audience
 - Assess to make sure it isn't too obscure
- Selecting Credible and Familiar Sources
 - Choose sources your audience will hold in high esteem
- Adaption, Not Manipulation
 - Don't just say what the audience wants to hear
 - Don't sacrifice ethics to get to a certain result
 - The ends do not justify the means in public speaking
 - Adaptation is a method to connect with the audience, to clarify content, and to help decisions that benefit the public good
- Imagining a Future Together
 - You should understand and comprehend how you and the audience are partners, working together for a better future
 - Often speak to improve an aspect of society
 - People become active during crisis times
 - As a speaker, you have a chance to work with them in imagining a better future

Chapter #8: Using Style to Harness the Power of Language

- Trust is an Attitude
 - Lets people to rely on you
 - Lets you to have confidence
 - Lets people have security
- Your language should blow your audience away
- The Uses of Style in Presentations
 - Style - refers to the language choices that make ideas engaging, memorable, and persuasive
 - Know what your words say
 - Style influences perception of message
 - Clarity language must be clear to perform its proper function
 - Refine your technical language and engage your audience
 - Disclearity leads to confusion which leads to a lack of understanding which leads to a lack of action
 - May also shorten attention spans
 - Attention
 - Make it interesting
 - Include a variety of statistics, stories, anecdotes, studies, quotes, rhetorical questions, etc.
 - Use compelling images
 - Emotion
 - The use of certain words can invoke emotions to help sway an audience
 - Good presentations create bonds between speaker and audience
 - Perspective Creation
 - Language shapes the perspective one has of the world
 - Language is flexible offers infinite ways to describe things
 - Tones, inflection, etc.
 - Word selection/diction has incredible power

- Words can also involve other words by association
- Stylistic Devices - language techniques and literary tools that clarify meaning, express ideas in a compelling manner, and appeal emotionally to an audience
 - Rhythm - draws an audience into a speech and helps maintain attention
 - Developed through parallelism, repetition, antithesis, and alliteration
 - Parallelism - series of ideas that are expressed in a similar way; creates emphasis
 - Repetition
 - Can be a great tool for emphasis and against retention
 - Different from parallelism in that more often one word rather than an entire structure
 - Antithesis - juxtaposition of contrasting ideas, typically in the same sentence
 - For example, John F. Kennedy's, "Ask not what your country can do for you; ask what you can do for your country."
 - For example, Fredrick Douglas', "To him, your celebration is a sham; your boasted liberty, an unholy license."
 - Alliteration - using a consonant sound in a sentence or series of sentences repeatedly
 - Is poetic and melodic
 - Raises interest
 - Causes us to want to repeat the phrase in our minds
 - Helps make the speech memorable
 - Visualization - use of imagery
 - Heightens audience interest
 - Developed through concrete language, visual imagery, simile, metaphor, and personification
 - Concrete language - focuses on value of grounding ideas in real examples from physical world
 - Can help clarify and drive home more abstract points to an audience
 - Does not contain abstractions
 - Fives gripping examples and translate concept details
 - Visual imagery - describing ideas with word pictures so that the audience can see in their mind's eye what the speaker is depicting
 - Helps capture abstract concepts
 - Simile - explicit comparisons that use the words "like" and "as"; involves things that are essentially different yet have something in common
 - Can make a point more clear
 - Can help make a speech more interesting and less dry
 - Metaphor - implicit comparison between things that are essentially different yet have something in common
 - Can make a point more clear
 - Can help make a speech more interesting and less dry
 - Personification - makes a reference to an inanimate object or an abstract concept as if it were alive
 - Can help shape an audience's understanding
 - Strengthening Argument
 - A style of enhancing an argument beyond the general persuasion of a speech

- Developed through irony, satire, and reference to the unusual
 - Irony - use of words in a sense that is opposite of their intended or normal use
 - Satire - particular form of ridicule that is usually used to attack persons or ideas to hold up and place focus on human vice and failings
 - Typically does not refer to a specific device or element, but rather the entire discourse
 - Intentions are to startle listeners into reconsidering their beliefs and actions
 - References to the unusual - speaker includes an unbelievable story or even a startling statistic or fact to catch an audience's attention and interest
 - Makes an argument more memorable and powerful
- Community - used to bring an audience together for a common cause or concern; used to create a separation between one group (the "us") and another (the "them")
 - Developed through inclusive pronouns, gender neutral language, maxims, ideographs
 - Inclusive pronouns - pronouns that communicate unity among audience and speaker; ex.: us, we
 - Used to create identity
 - Puts the speaker in the same league as audience
 - Gender neutral language - language that does not explicitly or implicitly favor one gender over another
 - Using "police officer" rather than "policeman"
 - Maxim - a statement of general truth or rule of conduct believed by a culture
 - Used to reinforce or make a main point of the speech
 - Provides accessible and memorable way to recall the point for audience
 - Ideograph - a culturally-specific term that has great emotive power in that it represents a deeply held value or vice within a culture
 - Positive examples in America:
 - Equality
 - Freedom
 - Liberty
 - Property
 - Negative examples in America:
 - Slavery
 - Terrorism
 - Communism
 - Generally need little explanation
- Framing - use of language in order to make sense of the world
 - Stylistic devices have great power
 - Shapes how an audience thinks about the topic
 - Using Framing
 - Provides different perspectives on the same situation
 - Created and expressed by the words we use
 - Think of a literal frame on a painting or glasses
 - Color, structure, design, thinness or thickness matter

- Connotations matter
 - “Illegal aliens” versus “illegal immigrants” versus “undocumented immigrants”
- Help people absorb and make sense of information
- Can help clarify points
- Truths and facts alone are useless without framing
- Should use language that matches the style of the framing
- Conflicting Framing
 - Every issue-specific frame includes (typically, promotes) a definition of the problem, its cause, and the best solutions
- Leading Deliberative Discussions
 - Frame as neutrally and nonpartisan as possible
 - Better yet, identify the framing of each option you present
- Dishonest Framing
 - How It Happens
 - Occurs when someone intentionally confuses audience on a topic to win an argument
 - Can occur through using words that suggest the opposite of your meaning or hiding the truth
 - Can happen when one maligns the opposition
 - Taking someone’s words out of context and recontextualizing them to make the person sound bad
 - Adopting charged labels for them
- Framing itself is not unethical
 - Is a mere tool
 - Ethics relies on the framer