**SPC 1608 Study Notes**

Know all 10 terms by definition:

Speech of Introduction

Speech of Presentation

Acceptance Speech

Commencement Speech

Farewell Speech

After-dinner Speech

Toast

Eulogy

Apology

Tribute

Know the organizational patterns (or strategic orders) for outlines

Informative pattern: Topical, Spatial, & Chronological

Persuasive patterns: Problem-Solution, Problem-Cause-Solution, Cause-Effect, Monroe’s Motivated Sequence

Know the four types of delivery. Know the difference and when to use them.

Memorized, Manuscript, Impromptu, and Extemporaneous

Know the things thing an introduction should accomplish:

Gain audience attention

Establish speaker-audience-topic connection (relate it to audience)

Preview the topic

Transitions should be used …..

Between intro and body

Between main points in body

Between body and conclusion

References are to be on the last page of the outline.

When wording a speech: use concrete rather than abstract language, never speak down to your audience, and use formal language.

Conclusions should NOT contact any new information, should be crisp & clear, and should signal that you are ending.

In a persuasive speech you must also state a specific call to action in your conclusion.

There are three types of informative speeches: Description, Demonstration, & definition. Know how each are used.

A speaker uses an outline (notes) with open subtlety. This means they glance openly at the notes.

Credibility is made up of three things:

Competence (skills & knowledge), Character (trustworthiness) & Charisma

You can increase your competence, but character and charisma cannot be learned or taught.

All three of these are determined by the audience perception.

Presentation Aids or Visual Aids, are most useful when showing stats, charts, graphs, or steps in a process.

An effective delivery will not call attention to itself, it will call attention to the message.

In persuasion, be careful not to have any fallacy in your logic. Also, do not imply a similarity between you and the audience that does not exists.

Listeners seek out information that matches their current views and beliefs, not info that is contrary to those.

In persuasion, there are three questions a speaker may pose. Know the difference in these and be able to identify them.

Question of Fact

Question of Policy

Question of Value