

# Tips for Developing Effective Speeches



Dr. Dale Layfield  
Clemson University



## Today's Objectives

- Speech Topic
- Manuscript resources
- Development
- Refining manuscript
- Practice! Practice! Practice!
- Questions

Tips for Developing Effective Speeches



## Speech Topics

- State or national in scope
- Avoid rah-rah
- Realistic
- Narrow (focused)



Tips for Developing Effective Speeches



## Manuscript Resources

- Personal Interviews
- Personal Expertise/  
Experience



Tips for Developing Effective Speeches



## Manuscript Resources

- Libraries
  - Books
  - Periodicals
  - Newspapers
  - Reference Materials
  - CD-ROM Data Bases
  - Government Documents

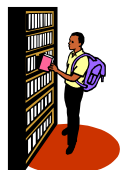


Tips for Developing Effective Speeches



## Manuscript Resources

- Libraries
  - Books
    - Many state-funded institutions/ universities loan to the public
    - Various library/membership fees are required



Tips for Developing Effective Speeches



## Manuscript Resources

### ➤ Libraries

#### – Periodicals

- A document with fixed intervals between publication
- Use references at in articles for more ideas



Tips for Developing Effective Speeches



## Manuscript Resources

### ➤ Supporting Materials

- Statistics
- Definitions
- Testimony
- Analogies
- Hypothetical Examples



Tips for Developing Effective Speeches



## Manuscript Resources

- Is Information Quoted in Context?
- Is Information Specific?
- Is Source an Expert?
- Is Source Unbiased?



Tips for Developing Effective Speeches



## Special Considerations for Online Information

- In Physical Print, Quality Is Controlled by Experts
  - Journals - Peer Review
  - Periodicals - Editors
  - Published Texts - Editors, Librarians

Tips for Developing Effective Speeches



## Evaluating Online Information

- Source -- Primary or Secondary?
- Is the Information Objective or Biased?
- Are Sources Cited Appropriately?
- Are the Sources Cited Familiar (Found in Other Research)?

Tips for Developing Effective Speeches



## Evaluating Online Information

- Is the Information Clearly Presented, Logical, Organized?
- Is There Breadth and Depth to the Information?
- Is the Information Current?



Tips for Developing Effective Speeches



## Speech Topics

- Use credible references
  - All Web – not recommended
  - Local Farm Bureau (or state-level)
  - Local Farm Services Agency
  - DNR
  - Extension agent/REC researchers

Tips for Developing Effective Speeches



## Speech Topics

- Possible Web sources
  - Don't take random .com info
    - Why?
  - Use .gov and .edu sites for info.
    - How – use [www.google.com](http://www.google.com) and in search window use \_\_\_\_\_ site:edu



Tips for Developing Effective Speeches



## Speech Topics

- Possible reference sites
  - Agriculture issues Web site
    - [http://www.state.sd.us/doa/Ag%20Policy/agricultural\\_issues.htm](http://www.state.sd.us/doa/Ag%20Policy/agricultural_issues.htm)
  - USDA Agencies
    - <http://www.usda.gov/services.html>



Tips for Developing Effective Speeches



## Why Outline?

*When a speaker has a real message in his head and heart – an inner urge to speak, he is almost sure to do himself credit. A well-prepared speech is already nine-tenths delivered.*



–Dale Carnegie, 1960

Tips for Developing Effective Speeches



## Develop an Outline



- Introduction
- Main Points
- Support
- Transitions
- Conclusion

Tips for Developing Effective Speeches



## Types of Introductions

- Identification with Audience
- Reference to Situation
- Statement of Purpose
- Statement of Importance of Topic
- Surprise Audience with Claim or Statistic

Tips for Developing Effective Speeches



## Types of Introductions

- Anecdotal Story
- Rhetorical Question
- Quotation
- Humor

Tips for Developing Effective Speeches



## Functions of Introductions

- Get Attention
- Introduce Topic
- Provide Motivation
- Establish Credibility
- Preview Speech



Tips for Developing Effective Speeches



## Transitions

- Words
  - “Also”
  - “Because”
  - “However”
- Phrases
  - “On the other hand”
  - “For example”
  - “In other words”



Tips for Developing Effective Speeches



## Types of Conclusions

- Summary
- Quotation
- Personal Reference
- Challenge to Audience
- Offering Vision of the Future

Tips for Developing Effective Speeches



## Types of Conclusions

- Anecdotal Story
  - As defined by Merriam-Webster – “a usually short narrative of an interesting, amusing, or biographical incident”
- Rhetorical Question
- Quotation
- Humor

Tips for Developing Effective Speeches



## Functions of Conclusions

- Summarize Speech
- Reemphasize Main Idea
- Motivate Response
- Provide Closure

Tips for Developing Effective Speeches



## Practice

- School classes and teachers
- Home and mirror
- Auditorium
- Civic organizations
- Video camera

Tips for Developing Effective Speeches



## Review

- Speech Topic
- Manuscript resources
- Development
- Refining manuscript
- Practice! Practice! Practice!
- Questions

Tips for Developing Effective Speeches

*Thanks for Your Time!*



Good Luck!