

# Determining an Appropriate Speech Goal

4



Jeff Greenberg / Alamy

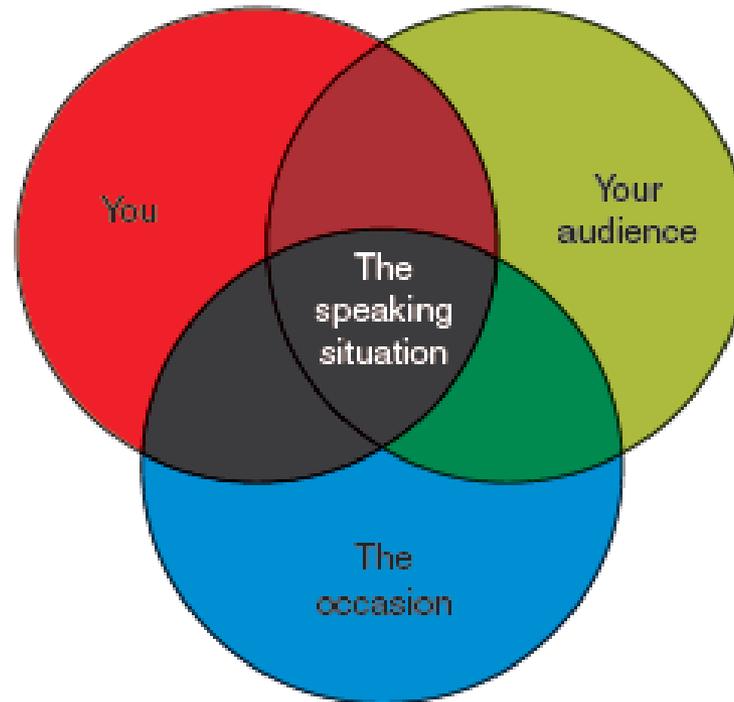
# What's the Point?

## Chapter 4

- ▶ Identifying potential topics
- ▶ Analyzing your audience
- ▶ Use audience data ethically
- ▶ Analyze the speech occasion
- ▶ Select an appropriate topic
- ▶ Write a specific goal statement

# The Speaking Situation

Exhibit 4.1 The public speaking situation



- ▶ **Audience analysis:** process of learning about the diverse characteristics of the audience members
- ▶ **Audience adaptation:** the process of tailoring your message to address the unique needs, interests, and expectations of the audience

- ▶ **Subject** – a broad area of expertise
- ▶ **Topic** – a narrower aspect of a subject

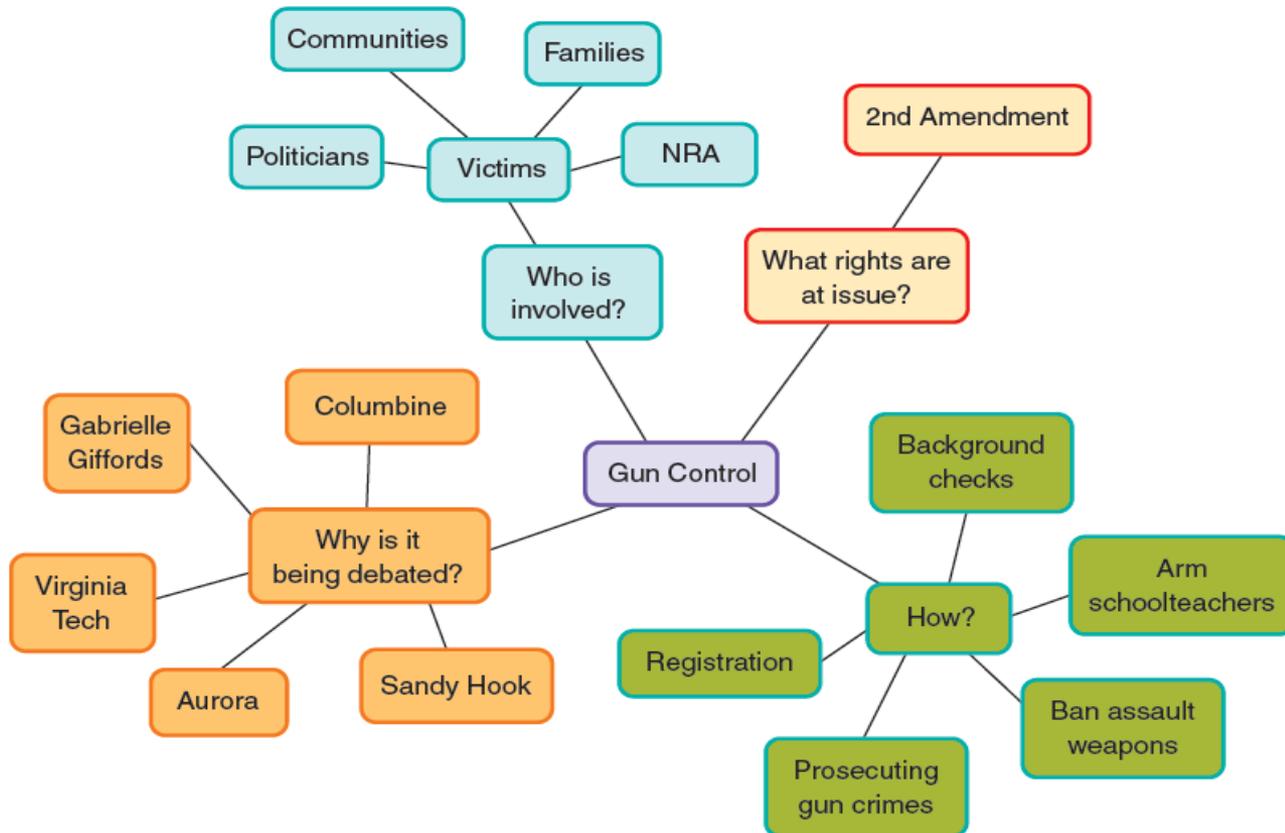
# Listing Subjects

- ▶ Create a list of things that are important to you, that you know something about, such as:
  - Major and career interests
  - Hobbies and activities
  - Issues and concerns

- ▶ **Brainstorming** -  
an uncritical, nonevaluative process of generating associated ideas.
- ▶ **Concept mapping** –  
a visual means of exploring connections between subject and related ideas

# Concept Map

## 4.3 Kameron's Concept Map



# Analyze the Audience

- ▶ ***Demographic Audience Data***
- ▶ ***Subject-Related Audience Data***

# Demographics

## Chapter 4

### Exhibit 4.4 Demographic audience analysis questions

**Age.** What is the age range of your audience, and what is the average age?

**Education.** What percentage of your audience has a high school, college, or postgraduate education?

**Sex.** What percentage of your audience is male? female?

**Socioeconomic background.** What percentage of your audience comes from high-, middle-, or low-income families?

**Occupation.** Is a majority of your audience from a single occupational group or industry, or do audience members come from diverse occupational groups?

**Race.** Are most members of your audience of the same race, or is there a mixture of races?

**Ethnicity.** What ethnic groups are in the audience? Are most audience members from the same cultural background?

**Religion.** What religious traditions are followed by audience members?

**Geographic uniqueness.** Are audience members from the same state, city, or neighborhood?

**Language.** What languages do a significant number of members of the audience speak as a first language? What language (if any) is common to all audience members?

**Knowledge of subject.** What can I expect the audience already knows about my subject? How varied is the knowledge level of audience members?

**Attitude toward subject.** What can I expect my audience's feelings to be about my subject?

# Subject Related Audience Data

- ▶ Audience knowledge
- ▶ Audience interest
- ▶ Audience attitude toward the subject
- ▶ Audience perception
  - Speaker credibility

# “Data-Gathering Methods”

- ▶ Conduct a survey
  - Two-sided items, multiple-response items, scaled items, open-ended items
- ▶ Observe informally
- ▶ Question a representative
- ▶ Make educated guesses

## ▶ **Two things to watch out for:**

- **Marginalizing** - the practice of ignoring the values, needs, and interests of certain audience members, leaving them feeling excluded
- **Stereotyping** - assuming all members of a group have similar knowledge levels, behaviors, or beliefs simply because they belong to the group
  - Audience diversity

# Analyze the Occasion

- ▶ What is the intended purpose (exigence) of the speech?
- ▶ What is the expected length?
- ▶ Where will the speech be given?
- ▶ When will the speech be given?
- ▶ What equipment is necessary and available?

# Select a Topic

- ▶ Review your topic list
- ▶ Compare each to your audience profile
- ▶ Consider the occasion

- ▶ **Understanding General and Specific Speech Goals**
  - **General** – overall intent of the speech
    - Entertain
    - Inform
    - Persuade
  - **Specific** – a single statement that identifies the exact response the speaker wants from the audience

## Speech Goals

### Exhibit 4.6 General and specific speech goals

#### Informative Goals

**General goal:** To inform the audience about e-books

**Specific goal:** I want the audience to understand the differences between the Kindle and the Sony/iPad approaches to electronic books.

**General goal:** To inform the audience about forms of mystery stories

**Specific goal:** I want the audience to be able to identify the three basic forms of mystery stories.

#### Persuasive Goals

**General goal:** To persuade the audience that saving for retirement is important

**Specific goal:** I want the audience to begin a personal ROTH IRA funded this year with at least 2 percent of their income.

**General goal:** To persuade the audience to get involved with the food bank

**Specific goal:** I want to persuade the audience to volunteer to work on the campus food drive for our local food bank.

# Phrasing a Specific Speech Goal

- ▶ Write a first draft of your speech goal in one complete sentence
- ▶ Make sure the goal statement contains only one idea
- ▶ Revise the statement until it clearly articulates the general goal
- ▶ Revise your statement until it articulates the precise focus of your speech tailored to the audience

# What is the speech goal?

Chapter 4



Right-click the picture to watch the video.

- ▶ How to create a mind map

<http://www.studygs.net/mapping/buzanmap.htm>