

Determining an Appropriate Speech Goal

4



Jeff Greenberg / Alamy

What's the Point?

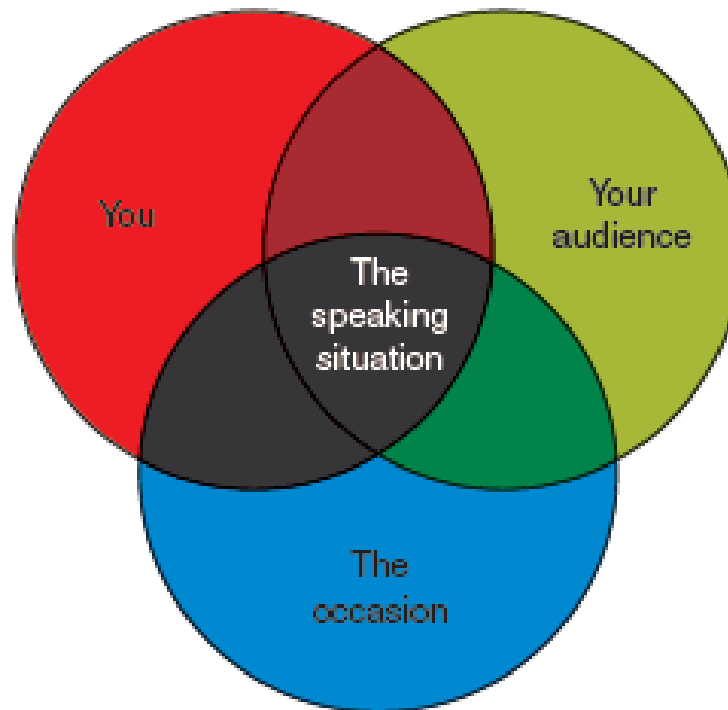
Chapter 4

- ▶ 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

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Exhibit 4.1 The public speaking situation



The Audience

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- ▶ **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

Identify Potential Speech Topics

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

Listing Subjects

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- ▶ 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 and Concept Mapping

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- ▶ **Brainstorming -**

an uncritical, nonevaluative process of generating associated ideas.

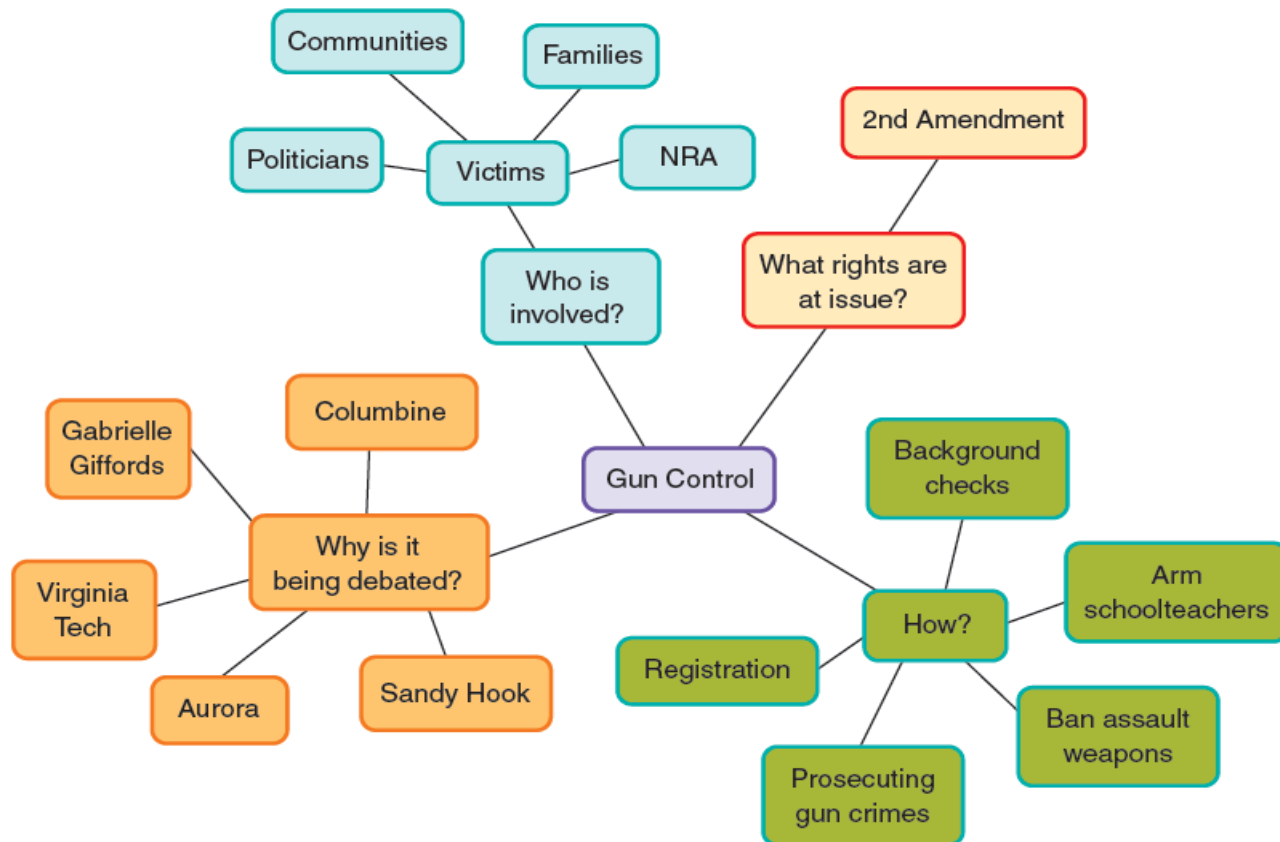
- ▶ **Concept mapping –**

a visual means of exploring connections between subject and related ideas

Concept Map

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4.3 Kameron's Concept Map



Analyze the Audience

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

Demographics

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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

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- ▶ 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

Ethical Use of Audience Data

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▶ 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

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- ▶ 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

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

Write a Speech Goal Statement

► 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

General and Specific Speech Goals

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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

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- ▶ 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?

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Right-click the picture to watch the video.

- ▶ How to create a mind map

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