

# Delivery

11



Stockbyte SuperStock

# Characteristics of Effective Delivery

- ▶ **Delivery** refers to how a message is communicated nonverbally through the use of voice and body
- ▶ **Nonverbal Communication** includes all speech elements other than the actual words themselves

# Characteristics of Effective Delivery (con't)

- ▶ **Conversational** – talking *with* the audience and not performing in front of them or reading to them
- **Spontaneity** – the ability to sound natural
  - Learn the ideas of your speech rather than trying to memorize every word

# Characteristics of Effective Delivery (con't)

- ▶ **Animated** – lively and dynamic
  - Focus on conveying the passion you feel for about your topic through your voice and body



© 2010 iofoto. Used under license from Shutterstock.com

# Use of Voice

**Voice** - sound you produce using your vocal organs

**Pitch** - highness and lowness of the sounds you produce

**Volume** - how loudly or softly you speak

**Rate** - the speed at which you talk

**Quality** - the timbre that distinguishes your voice from others

- ▶ **Intelligibility** – to be understood
  - Speak at the appropriate pitch
  - Speak at the appropriate volume
  - Speak at the appropriate rate
  - Other factors
    - Articulation
    - Pronunciation
    - Accent

- ▶ **Vocal Expression** – changing your pitch, volume, and rate, stressing certain words, and using pauses strategically
  - **Monotone**
  - **Stress**
  - **Pauses**

- ▶ **Appearance** - the way you look to others
  - **Consider the audience and occasion**
  - **Consider your topic and purpose**
  - **Avoid extremes**

- ▶ **Posture** – how you hold your body
- ▶ **Poise** – a graceful and controlled use of the body that gives the impression that you are self-assured, calm, and dignified

- ▶ **Eye Contact** – looking at people in all parts of the room throughout the speech
  - helps audiences concentrate on the speech
  - bolsters ethos
  - helps you gauge audience reaction to your ideas
  - **Audience contact**

## ▶ **Eye contact** (con't)

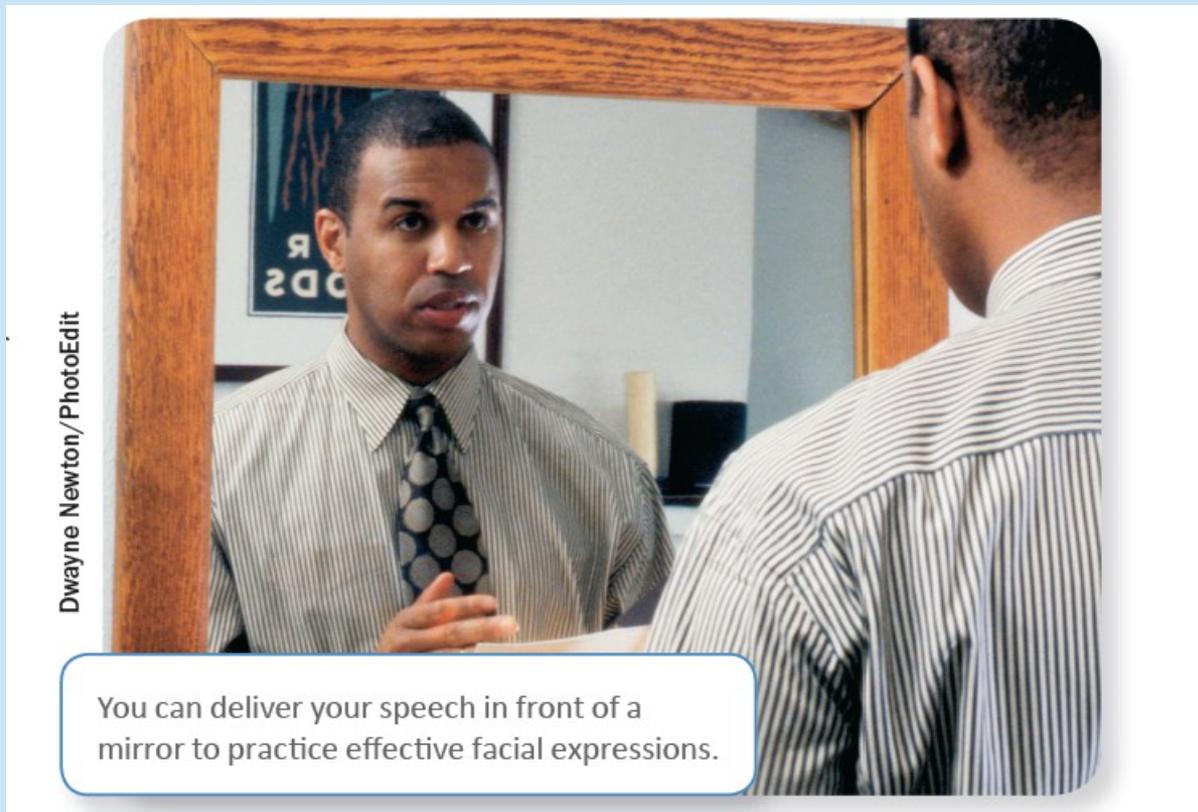


Bob Daemrich/The Image Works

Maintaining eye contact helps to keep your audience engaged as you speak.

- ▶ **Facial Expressions** - eye and mouth movements that convey emotions
  - **Nonverbal immediacy** - communicating that you are personable and likeable
- ▶ **Gestures** - movements of your hands, arms, and fingers

## ► Gestures (con't)





When a person speaks, we expect appropriate facial expressions, gestures, and movement.

- ▶ **Movement** – changing your body position
  - **Motivated movement**
  - Avoiding bobbing, weaving, shifting from foot to foot, or pacing from one side of the room to the other

- ▶ **Impromptu speech** - one that is delivered with only seconds or minutes of advance notice for preparation
  - usually presented without referring to notes of any kind
  - challenging to organize

# Delivery Methods (con't)

- ▶ **Scripted** Speeches - prepared by creating a complete written manuscript and delivered by reading from or memorizing a written copy
  - Much time and skill are required to effectively prepare and deliver them
  - Usually reserved for important occasions that have important consequences

# Delivery Methods (con't)

- ▶ **Extemporaneous** - researched and planned ahead of time, but the exact wording is not scripted and will vary somewhat from presentation to presentation
  - Refer to speaking notes
  - Easiest to give effectively
  - Able to prepare thoughts and notes ahead of time
  - Does not require as lengthy a preparation as scripted speeches to be effective

# Impromptu Speech

## Chapter 11



Right-click on the box to view the video.

**Rehearsal** – an iterative process of practicing your speech aloud

▶ **Speaking Notes** – key-word outline

- Begin by reducing your speech outline to an abbreviated outline of key words and phrases
- Add specific examples, quotations, or statistics in appropriate places
- Indicate where presentational aids will be shared
- Add delivery cues

## ▶ **Presentational Aids**

- Carefully plan when to use the presentational aids
- Consider audience needs carefully
- Positional presentational aids and equipment before beginning your speech
- Share presentational aid only when talking about it

## ▶ **Presentational Aids (cont')**

- Display presentational aids so that everyone in the audience can see and hear them
- Reference the presentational aid during the speech
- Talk to your audience , not the presentational aid
- Resist the temptation to pass objects through the audience

- ▶ **Practice Rounds** - each practice round should consist of:
  - a) Practicing aloud
  - b) Analyzing and making adjustments
  - c) Practicing aloud again
- **First Practice**
  - Record
  - Read through
  - Make practice similar to speech situation
  - Write down the time
  - Begin speaking and don't stop
  - Write down finishing time

- ▶ **Practice Rounds (con't)**
  - **Analysis** - watch and listen to your recorded performance
  - **Second Practice** - repeat the six steps
  - **Additional practice rounds** - put the speech away for a while, then practice after a night's sleep

## Exhibit 11.3 Timetable for preparing a speech

7 days before	Select topic; begin research
6 days before	Continue research
5 days before	Outline body of speech
4 days before	Work on introduction and conclusion
3 days before	Finish outline; find additional material if needed; have all presentational aids completed
2 days before	First rehearsal session
1 day before	Second rehearsal session
Due date	Give speech

# Adapting While Delivering the Speech

- ▶ Be aware of and respond to audience feedback
- ▶ Be prepared to use alternative developmental material
- ▶ Correct yourself when you misspeak
- ▶ Adapt to unexpected events
- ▶ Adapt to unexpected audience reactions
- ▶ Handle questions respectfully

# Adapting Your Speech for Virtual Audiences

- ▶ Reaching multiple audiences
  - Adapt your speech to multiple audiences
  - Adapt your speech to account for unintended audiences
  - Choose presentational aids carefully
  - Become proficient in technology
  - Employ the fundamentals of effective public speaking

# Watch for delivery



Right-click on the boxes to watch the videos.

- ▶ Public speaking glossary
- ▶ <http://www.speakingtips.com/Glossary.aspx>
  
- ▶ Public speaking and body language

[http://totalcommunicator.com/body\\_article.html](http://totalcommunicator.com/body_article.html)