



The National Honor Societies proudly present this series of tools to help you get #FutureReady. Use these to plan your day, your year, and your career.



PUBLIC SPEAKING

STEP ONE: AUDIENCE ANALYSIS



When creating a profile of who is in your audience, you may want to start with understanding their demographics and psychographics. Most of the time you will not be able to collect formal information via a questionnaire. However, we can make guesses about our audience's demographics and psychographics. While these guesses will not be 100 percent accurate, they do give us a good place to start.

Demographics: The statistical characteristics of human populations [Merriam-Webster]. This helps you understand WHO is in your audience.

Example: age, race, ethnicity, marital status, income, level of education

Psychographics: Similar to demographics, but you want to understand their mind, personality, opinions, attitudes, etc. This helps you understand WHY your audience may act or think a certain way.

Example: religion, political party affiliation, hobbies, etc.

Application: Let's do a quick audience profile of your peers at school. Fill in the answers as well as you can—remember, these are estimates and they will not be 100 percent accurate without formal analysis (giving out a questionnaire).

1. Age?
2. Race/ethnic background? (e.g., "Majority Hispanic")
3. Marital Status?
4. Income?
5. Level of education?

Now, based on those demographics, what guesses can you make of their psychographics? This section can be used to better understand the interests of your peers or to understand how to better approach them on a certain subject.

STEP TWO: SELECTING YOUR MAIN POINTS



Now that we have a topic and understand our audience a bit more, we can begin to choose our main points. Below is a sample topic that you will choose three main points for. Disneyland is a VERY broad topic; therefore, we need to narrow it down by choose what three things we will focus on for this speech. *Be sure to keep your AUDIENCE in mind when selecting—remember, if it doesn't connect with them, you will lose their interest.* If you were speaking to a group of mechanical engineers, you could spend your time talking about the technicalities of how the monorail system works and all the material used for safety. While the engineers may enjoy this, your peers, on the other hand, may think this is a perfect time for a nap!

TOPIC: Disneyland

Main point 1: (one sentence) *"How Walt Disney came up with the idea of Disneyland"*

Main point 2: What would go smoothly with the above main point?

Main point 3: What would be a good last main point to cover?

NOTE: Make sure your main points are all under the same theme. It would not make sense to have main points like the ones below, because they all could easily be different speeches:

Main Point 1: Opening Day of Disneyland

Main Point 2: Origin of Mikey Mouse

Main Point 3: The oldest ride in the park

STEP THREE: RESEARCHING YOUR TOPIC/MAIN POINTS



Below is a simple guideline to use while you research information to support your speech. There is no limit to how many sources you can have, you just want to make sure each main point is evenly supported.

Source 1:

- o **Author/Organization:**
National Geographic
- o **Date Published:**
2018
- o **How did you obtain this information?**
Electronically
- o **Is the source credible, how do you know?**
Yes, National Geographic has been around for many years and is well respected not only nationally, but globally as well.
- o **Which part of your speech will this be for?**
Main point 2

Source 2:

- o **Author/Organization:**
- o **Date Published:**
- o **How did you obtain this information?**
- o **Is the source credible, how do you know?**
- o **Which part of your speech will this be for?**

Source 3:

- o **Author/Organization:**
- o **Date Published:**
- o **How did you obtain this information?**
- o **Is the source credible, how do you know?**
- o **Which part of your speech will this be for?**

STEP FOUR: OUTLINING



Now that we have our research completed, we can begin the outlining process! I suggest that you start with the BODY of your speech instead of your introduction or conclusion. Why? Because it is often harder to write an introduction to something you haven't created yet! Dive into the body and start building your speech, figuring out where your research will come in. Also, don't be surprised if you need to go back to step three and do a little more research!

- See "Outline Worksheet"

STEP FIVE: REHEARSAL



You did it! You created your speech! Now it's time to polish up our delivery. Below are some beginner tips for speech delivery:

- Keep your eyes on the audience (don't look down or up).
- Smile (it will help you be less monotone).
- Speak loudly.
- Don't read from your notes word for word.

When rehearsing, you'll probably want to memorize the ORDER of events:

1. Your opening line and preview statement
2. Your first main point
3. Your second main point
4. Your third main point
5. Your memorable closing statement

If you can get this order confidently memorized, you'll find it easier to fill in information as you speak. We do NOT recommend that novice speakers memorize their speeches word for word. Why? Because if you forget one line, it's easy for your mind to get derailed and forget the rest of your speech.

More tips on rehearsing:

- Practice saying your speech out loud (and standing), again and again.
- When you feel more confident, perform in front of someone you trust.
- Record yourself and watch/listen to your speech.

Managing stress:

- Getting nervous is a normal part of the public speaking process.
- A couple things you can try is slow and deep breathing to slow down your heart rate.
- Stretch to circulate blood and calm your muscles.
- Positive thinking goes a long way, make sure your self-talk is positive.

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