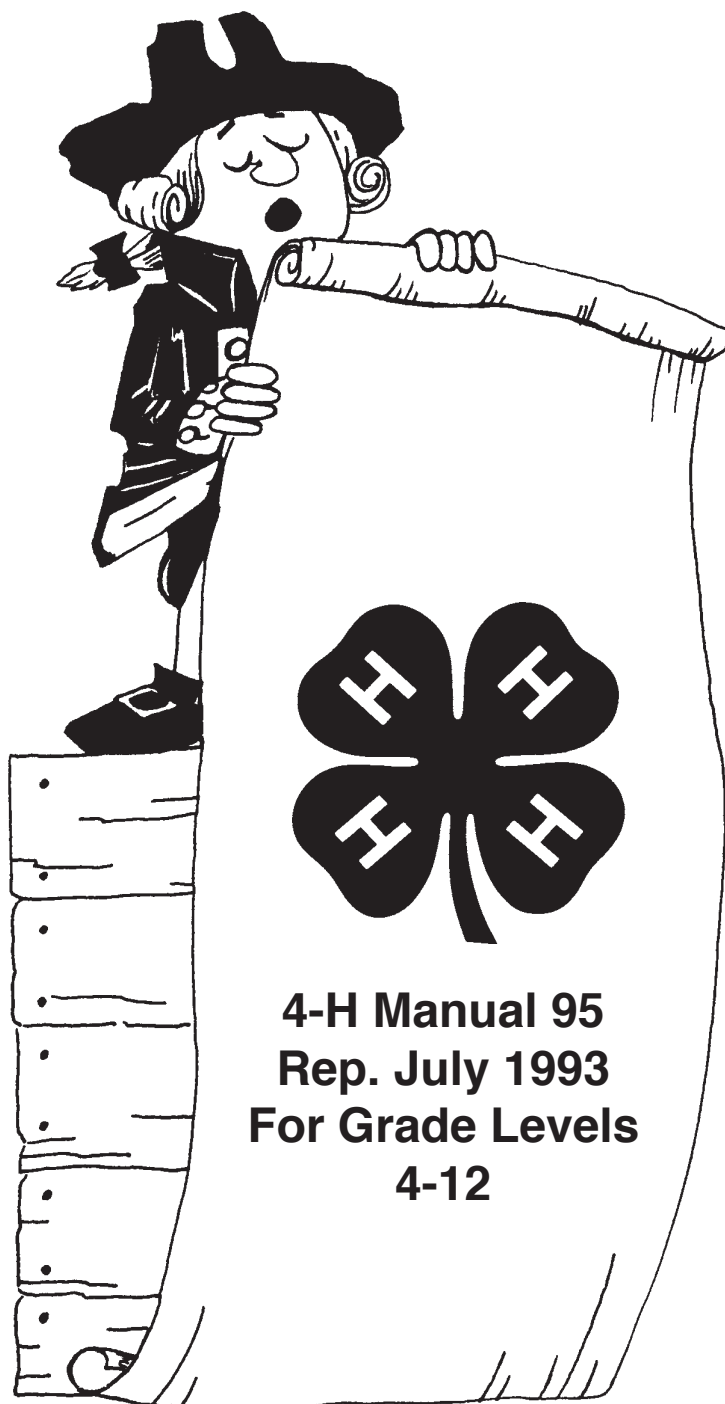


**THE ART
OF 4-H
PUBLIC
SPEAKING**



CLEMSON
E X T E N S I O N

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The Art of Public Speaking

be viewed in the context of supporting 4-H's ten major curriculum areas:

- (1) Animal Science
- (2) Plant and Soil Science
- (3) Natural Science
- (4) Mechanical Science
- (5) Cultural Arts
- (6) Communication
- (7) Health Science
- (8) Home and Family Life
- (9) Leadership Development
- (10) Citizenship Development

TO THE 4-H LEADER

As an educator, parent, volunteer, you know that many problems in our fast-paced society come about, not because we don't know the answers but because we often do not communicate effectively.

You will agree that the best time to teach people to talk and think "on their feet" is when they are young— elementary school age.

The 4-H Public Speaking Program is designed to prepare children and young adults to express themselves in front of an audience. It has been said: "Leadership must first express itself in speech. One must know how to ask for things, how to explain things, and how to speak persuasively enough to win the active support of others. Resourcefulness and adaptability in speech may be regarded as essential to success in every occupation."

The Public Speaking Program supports and promotes the mission of the total South Carolina 4-H Program. And it should

The main objective of the public speaking program is to give 4-H'ers aged 9-19 experience in writing and making a speech.

As a leader you can help provide them opportunities for speaking so they can gain poise and self-confidence as they discover they can help others learn by their speech presentations.

TO THE 4-H MEMBER **WHY MAKE A SPEECH?**

A main challenge in public speaking is to make the most of your talents and skills so you can become a more effective 4-H club member.

When you have mastered the art of making a good speech, presenting it with charm and poise, you will have learned many things that will remain lifelong assets. You will have learned much about yourself and your best style of presentation. You will

have learned also how to research and organize facts about a topic.

Though winning gives a thrill, of greater importance are the trying and the learning and the knowledge gained.

Developing Your Speech or Talk

When you find a topic you are really interested in— it may be a skill you've learned in a 4-H project or activity—then you're ready to enter the 4-H speaking program.

Now list all the things you have learned how to do in your 4-H project. Make sure you list specific skills - like threading a sewing machine, measuring dry ingredients, etc. (Making a dress, building a birdhouse, or mixing a cake are topics too broad to cover in a 7- to 10- minute demonstration. So break down the skills involved in each project.)

Check those skills you think you could show someone else how to do better than any other. Then outline your topic.

- First, assume that your audience knows nothing about the topic.
- List in detail all the steps needed to complete the skill. There are little and big steps...all are equally important!
- Talk yourself through the demonstration of how to do this skill. Have someone check the steps you made previously to see if you listed all necessary ones.
- What equipment do you need? Would a poster or chart help explain or show your topic? List what you need to show effectively this skill.



Organizing Your Talk

Organize your material and ideas into three parts—introduction, body, and conclusion. From now on, plan everything you do to make it easy for your audience to understand and enjoy your speech.

Introduction. Make it short, but try to make it accomplish a great deal. If it is well planned, you will get the attention of your audience. Do your best to make them want to listen; inform them of your subject and show them how it concerns them.

Get their attention by telling a story that relates to the speech, perhaps using a joke that illustrates your topic or giving an appropriate quotation. Then tell the audience what you are going to talk about and why it is important to them.

Body. This is the longest and most important part of your speech. It contains the heart of your information. Plan it carefully. Select from two to five main points. Illustrate each point. Give facts to back up

your statements. Tell a short story, perhaps, to show what you mean. Include your experience and ideas.

Stick to your subject; be sure that each bit of information you use pertains to the purpose of your speech. Make it easy for the audience to follow your talk. You may want to plan this part of your speech first. Then you can develop an introduction and a conclusion that are appropriate.

Conclusion. The final part of your speech is an opportunity to state your ideas again, BRIEFLY. This is a good time to tell your audience exactly what you want them to do or believe about your subject. Do this by summarizing your main points, restating the purpose of the speech, telling a story to summarize your speech, or using a quotation that aptly expresses the point.

In summarizing, you may:

- Review the steps needed to accomplish your objectives.
- Single out one or two of the most important steps that will ensure successful results.
- Always tell your source material, such as bulletins, mother, project material, or your personal experience.
- Ask the audience if there are any questions.

Pause. Then, if there are no questions, thank them for their interest and attention. If there are questions, answer them the best you can. If you do not know the answer, simply say, "I'm sorry I don't know."

WHERE CAN YOU SPEAK?

Four-H'ers have many opportunities to gain poise and self-confidence by speaking at various functions - competing in contests, talking at club meetings, or speaking to groups.

Seniors 14 Years and Over

Seniors must be 14 years old as of 12 a.m. of January 1 of present year and must not be 14 years old as of 12 a.m. of January 1 of the present year.

A number of opportunities are available to give formal speeches on local, district, state, and national levels. These may be Rotary club, bankers' banquet, or church groups. Parents, 4-H leaders, and volunteers

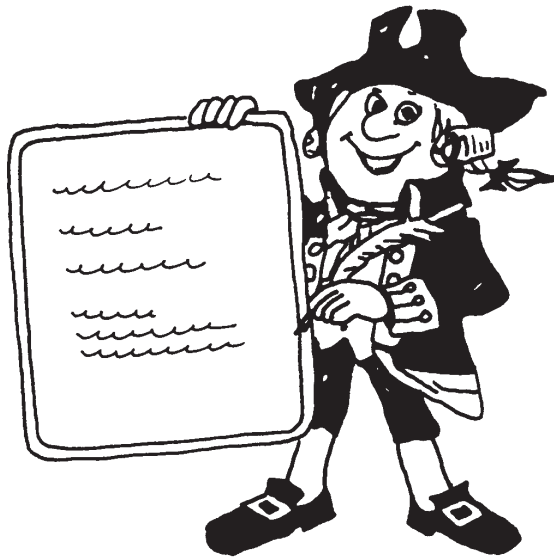


usually initiate these speaking opportunities.

In a formal speech, you discuss projects, activities, and progress of 4-H clubs in your community or state. You may also speak on topics of broad general interest or one assigned by the State 4-H Office, provided sufficient research is done to make the speech convincing and interesting.

The formal speech is given from memory or from notes or transcript with no audio-visual aids.

Time limit for a formal speech is 7 to 10 minutes.



County Contest. Each county holds practice and training sessions before competition, which is usually at the County Extension Office. The top two winners from this event are selected to represent their county at the state-wide speaking event.

State Contest. This contest is held in Lexington County during annual State 4-H communication day. Participants are decided from county contests.

National Contest. On this level six educational scholarships of \$1,000 each are awarded to state records judged to be national winners.

General Assignments. General speaking engagements to promote local, state, and national 4-H are opportunities made available by social, educational, civic, business, and political groups.

Cloverleaves and Juniors

Time limit is 5-10 minutes.

Cloverleaf 4-H'ers must be at least 9 years old as of 12 a.m. of January 1 of present year and must not be 12 years old as

of 12 a.m. of January 1 of the present year.

Junior 4-H'ers must be 12 years old as of 12 a.m. of January 1 of present year and must not be 14 years old as of 12 a.m. of January 1 of the present year.

Cloverleaves and juniors have the opportunity to give formal speeches at many different 4-H events, such as:

County Contest. Each individual holds practice and training sessions before competition, which is usually at the County Extension Office.

Other Speaking Assignments. Speaking engagements by assignments and appointments for civic, social, educational, and political groups. These events represent promotional efforts for 4-H on the local and state levels.

Demonstrations

Time Limit: 7-10 minutes (Seniors), 5-10 minutes (Juniors and Cloverleaves)

A demonstration is a presentation in



which you show how to make or repair something, how to perform a skill, or describe how something works.

In this presentation, the subject—animal, machine, appliance, food, clothing—is used in the demonstration. A demonstration always results in a finished product.

Illustrated Talk

Time Limit: 7-10 minutes (Seniors), 5-10 minutes (Juniors and Cloverleaves)

In the illustrated talk, ideas are communicated with the aid of charts, slides, flannelboards, photographs, or chalkboards. The object discussed is not used—only pictures, scale models, or other representations of it.

Teen Ambassador Program

Time Limit: 7-10 minutes

Ambassadors are 4-H teens who are willing to promote 4-H. Being an ambassador is an honor, but it also involves accepting responsibility for a commitment to the South Carolina 4-H program. Ambassadors are selected by the county staff and must be at least 15 years old.

Ambassadors work toward their goals through numerous personal appearances; that is,

giving talks to service clubs, such as Rotary or Lions clubs, presenting special programs, or leading discussions. Ambassadors work with county 4-H advisory boards and assist with county programs upon request.

Ambassadors are encouraged also to participate in public speaking and debating activities.

Expressive and Performing Arts

Time Limit: 4 minutes (Seniors, Cloverleaves, and Juniors)

This division includes dramatic skits, monologues, pantomimes, excerpts from short plays, dances (solo or team), music (vocal or instrumental), gymnastics, twirling, art, painting with music, clowning, photography, modeling, creative writing, and puppeteering. It is intended mainly as a talent presentation and will be judged on that basis.

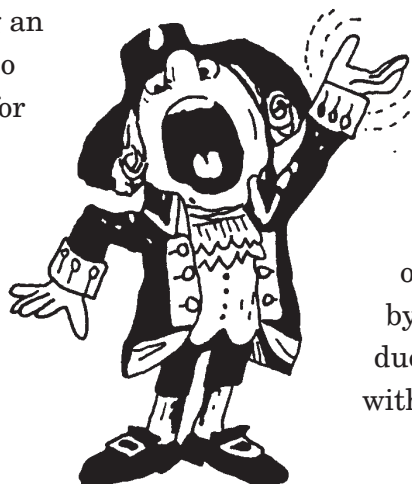
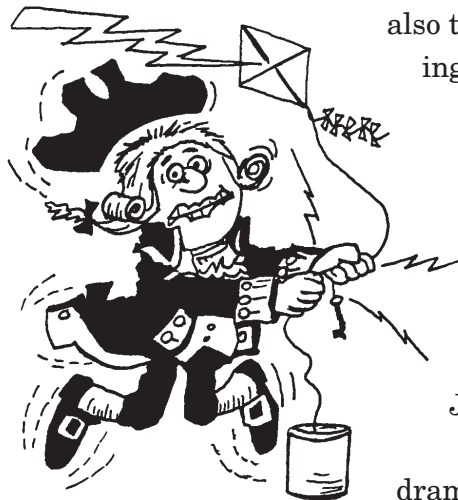
Participant - Individual 4-H members.

Entry - One or more members. Teams may consist of up to 20 members.

Participants may enter only one event.

A three-point penalty will be deducted for violation of the time limit rule.

Entrants must include a verbal introduction to the presentation. For teams or groups, one member elected by the group will give the introduction to acquaint the audience with the presentation.



RULES AND REGULATIONS FOR CLOVERLEAFS AND JUNIORS

Participants should be enrolled and active in a 4-H project/activity.

Cloverleaf participants must be at least 9 years old on January 1 of the current year and must not have completed the sixth grade on January 1 of the current year. They are to be enrolled and working on a 4-H project.

Junior 4-H members must be in the seventh grade as of January 1 of the current year. They are to be enrolled in and working on a 4-H project.

All cloverleaf and junior 4-H'ers who attend District Junior Achievement Days are to be a county winner and participate in one of the three categories of competition—these are demonstrations, exhibits, and competitive events.

Demonstrations All demonstrations for cloverleaves and juniors have a uniform time limit of 5-10 minutes. The standard 4-H scorecard for juniors will be used unless another scorecard is specified.

Illustrated talks given by cloverleaves and juniors have a time limit of 5-10 minutes.



Acts in Expressive and Performing Arts have a time limit of 4 minutes.

RULES FOR SPECIAL 4-H'ERS

Four-H members with physical and/or mental limitations enrolled in the South Carolina School for the Deaf and Blind or in special educational classes in other schools may participate in the 4-H awards programs. They may take part as cloverleaves, juniors, or seniors according to their intellectual or tested age of

achievement rather than their chronological age.

School counselors should be consulted when questions arise regarding appropriate level of competition. Counties with winners under this policy will be permitted to participate in District Junior 4-H Achievement Days.

ONE FINAL THOUGHT

Becoming a good speaker or communicator is a reasonable goal for every South Carolina 4-H member. Remember to thank those who have helped you—the sponsors of your project, your 4-H leaders, your parents, and your family.



4-H PUBLIC SPEAKING SCORECARD

CONTESTANT _____

COUNTY _____

TITLE OF SPEECH _____

TIME BEGINNING _____ ENDING _____ TOTAL _____

	<u>Full Score</u>	<u>Contestant's Score</u>
I. Composition		
1. Choice of Material	10 points	_____
2. Organization and Knowledge of Material	20 points	_____
3. Use of Language	<u>10 points</u>	_____
	40	
II. Delivery		
1. Projection to the Audience	12 points	_____
2. Fluency	15 points	_____
3. Punctuation and Articulation	10 points	_____
4. Voice Control	5 points	_____
5. Posture	7 points	_____
6. Appearance	6 points	_____
7. Time (7-10 minutes) - five will be subtracted for each minute under 7 or over 10 minutes.	<u>5 points</u>	_____
	60	

REMARKS: _____



4-H Club Pledge

I Pledge:

My Head to clearer thinking,

My Heart to greater loyalty,

My Hands to larger service, and

My Health to better living for

My Club, My Community, My Country,

and My World.