

# Tips for Developing Effective Speeches



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## Today's Objectives

- Speech Topic
- Manuscript resources
- Development
- Refining manuscript
- Practice! Practice! Practice!
- Questions

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## Speech Topics

- State or national in scope
- Avoid rah-rah
- Realistic
- Narrow (focused)



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## Manuscript Resources

- Personal Interviews
- Personal Expertise/  
Experience



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## Manuscript Resources

- Libraries
  - Books
  - Periodicals
  - Newspapers
  - Reference Materials
  - CD-ROM Data Bases
  - Government Documents

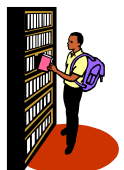


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## Manuscript Resources

- Libraries
  - Books
    - Many state-funded institutions/ universities loan to the public
    - Various library/membership fees are required



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## Manuscript Resources

### ➤ Libraries

#### – Periodicals

- A document with fixed intervals between publication
- Use references at in articles for more ideas



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## Manuscript Resources

### ➤ Supporting Materials

- Statistics
- Definitions
- Testimony
- Analogies
- Hypothetical Examples



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## Manuscript Resources

- Is Information Quoted in Context?
- Is Information Specific?
- Is Source an Expert?
- Is Source Unbiased?



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## Special Considerations for Online Information

- In Physical Print, Quality Is Controlled by Experts
  - Journals - Peer Review
  - Periodicals - Editors
  - Published Texts - Editors, Librarians

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## Evaluating Online Information

- Source -- Primary or Secondary?
- Is the Information Objective or Biased?
- Are Sources Cited Appropriately?
- Are the Sources Cited Familiar (Found in Other Research)?

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## Evaluating Online Information

- Is the Information Clearly Presented, Logical, Organized?
- Is There Breadth and Depth to the Information?
- Is the Information Current?



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## Speech Topics

- Use credible references
  - All Web – not recommended
  - Local Farm Bureau (or state-level)
  - Local Farm Services Agency
  - DNR
  - Extension agent/REC researchers

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## Speech Topics

- Possible Web sources
  - Don't take random .com info
    - Why?
  - Use .gov and .edu sites for info.
    - How – use [www.google.com](http://www.google.com) and in search window use \_\_\_\_\_ site:edu



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## Speech Topics

### ➤ Possible reference sites



- Agriculture issues Web site
  - [http://www.state.sd.us/doa/Ag%20Policy/agricultural\\_issues.htm](http://www.state.sd.us/doa/Ag%20Policy/agricultural_issues.htm)
- USDA Agencies
  - <http://www.usda.gov/services.html>

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## Why Outline?

*When a speaker has a real message in his head and heart – an inner urge to speak, he is almost sure to do himself credit. A well-prepared speech is already nine-tenths delivered.*



–Dale Carnegie, 1960

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## Develop an Outline



- Introduction
- Main Points
- Support
- Transitions
- Conclusion

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## Types of Introductions

- Identification with Audience
- Reference to Situation
- Statement of Purpose
- Statement of Importance of Topic
- Surprise Audience with Claim or Statistic

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## Types of Introductions

- Anecdotal Story
- Rhetorical Question
- Quotation
- Humor

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## Functions of Introductions

- Get Attention
- Introduce Topic
- Provide Motivation
- Establish Credibility
- Preview Speech



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## Transitions

- Words
  - “Also”
  - “Because”
  - “However”
- Phrases
  - “On the other hand”
  - “For example”
  - “In other words”



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## Types of Conclusions

- Summary
- Quotation
- Personal Reference
- Challenge to Audience
- Offering Vision of the Future

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## Types of Conclusions

- Anecdotal Story
  - As defined by Merriam-Webster – “a usually short narrative of an interesting, amusing, or biographical incident”
- Rhetorical Question
- Quotation
- Humor

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## Functions of Conclusions

- Summarize Speech
- Reemphasize Main Idea
- Motivate Response
- Provide Closure

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## Practice

- School classes and teachers
- Home and mirror
- Auditorium
- Civic organizations
- Video camera

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## Review

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- Development
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*Thanks for Your Time!*



Good Luck!