

Chapter 13, "Delivery"

The Art of Public Speaking - Notes by Ron Compton

Nonverbal communication: "Communication based on a person's use of voice and body, rather than on the use of words."

What Is Good Delivery?

1. Effective speech delivery conveys your ideas clearly and naturally without distracting the audience.
2. Speech delivery is an art that you develop by practice, and customize uniquely as best for you.
2. First, concentrate on the basics, for example, speaking clearly and having eye contact with your listeners.
3. Then polish details so you can give "a speech as skillfully as a conductor controls an orchestra."

Methods of Delivery

1. *Manuscript* – "A speech that is written out word for word and read to the audience" for special occasions when absolute accuracy is required. To be successful, advanced oral interpretation skill is required.
2. *Memory* – Reciting a speech from memory is done for very short speeches when the highest rapport with an audience is needed – without notes. For success, ability to recall from memory before an audience, and advanced oral interpretation skill are required.
3. *Impromptu* – "A speech that is delivered with little or no immediate preparation" in a situation when immediate speaking is required. It has the advantage of being spontaneous, but it can have the disadvantage of missing vital content. Use this simple order: state the point to which you are responding, state your point, support your point with supporting materials (examples, statistics and testimony), and summarize your point.
4. *Extemporaneous* – "A carefully prepared and rehearsed speech that is presented from a brief set of notes," but the exact words are chosen at the moment. Advantages: good content and conversational quality: "Presenting a speech so it sounds spontaneous no matter how many times it has been rehearsed."

The Speaker's Voice

1. *Volume* "The loudness or softness of the speaker's voice."
 2. *Pitch* "The highness or lowness of the speaker's voice." Use inflections, "changes in the pitch or tone of a speaker's voice." Avoid a monotone, "a constant pitch or tone of voice."
 3. *Rate* "The speed at which a person speaks." Avoid speaking too slow or too fast.
 4. *Pauses* "A momentary break in the vocal delivery of a speech." Avoid a vocalized pause, "a pause that occurs when a speaker fills the silence between words with vocalizations such as 'uh,' 'er,' and 'um.'" Pauses can show the end of a thought, give time for comprehension, and give emphasis.
 5. *Vocal Variety* "Changes in a speaker's rate, pitch, and volume that give the voice variety and expressiveness." Vary all voice components to convey emotion, emphasis, and meaning.
 6. *Pronunciation* "The accepted standard of sound and rhythm for words in a given language."
 7. *Articulation* "The physical production of particular speech sounds."
 8. *Dialect* "A variety of a language distinguished by variations of accent, grammar, or vocabulary."
- The General American dialect is used by news broadcasters; use it and dialects according to audience analysis.

The Speaker's Body

Kinesics – "The study of body motions as a systematic mode of communication." Natural, as in conversation.

1. *Personal appearance* Adapt your appearance to your audience. Your first impression precedes your speech.
2. *Movement* Avoid sameness, as in vocal variety. Avoid distracting mannerisms.
3. *Gestures* "Motions of a speaker's hands or arms during a speech" to convey ideas. Avoid distracting motions.
4. *Eye Contact* "Direct visual contact with the eyes of another person." Projects credibility and goodwill.

Practicing Delivery

Practice Preparation Outline aloud, prepare Speaking Outline, practice with Speaking Outline, practice to polish delivery (in front of people; video for review – if possible), and practice as a dress rehearsal.

Answering Audience Questions

Prepare and practice answering questions. Manage the question-and-answer session: clarify format, approach questions with a positive attitude, listen carefully, direct answers to the entire audience, be honest and straightforward, stay on track.