

Speech and Rhetoric

Review from last week's reading assignment

How can you overcome fear of public speaking? (Chapter XI Knowledge & Practice)

- i. Be absorbed by your subject
- ii. Have something to say
- iii. After preparing for success, expect it
- iv. Assume mastery over your audience

Two keys of fluency? Knowledge and Preparation

Your second speech. Your hobby in 4 minutes.

Type of speech: Demonstrative

Format of speech: Outline

Understand your audience (Sales)

1. Age (inference)
2. Political persuasion
2. Background knowledge on the subject
Easy to make this mistake in two ways: Too little, Too much
3. Stage of life
4. Biases or presuppositions
8 Mile example
5. Pain points (ex. raising children)