

Speech and Rhetoric

1. Review XXXI - Making Conversation Effective

Vocabulary:

- Aggregate (p.372)
- Diplomacy (p.374)
- Will (p.375)
- Platitude (p.376)
- Hackneyed (p.376)

What are the characteristics of a conversational bore?

What are the characteristics of a good conversationalist?

Introduction

2. The 10% Rule

3. The five general purposes of an introduction

- Attention (5 ways)
- Relevance/Rapport (What's in it for me?)
- Credibility (Perceived Character, Ethos)
- Thesis or Purpose
- Preview of main points (Where are we going)

4. Types of attention grabbers

- Rhetorical question
 - Are you excited for speech class this semester?
 - Are you longing for the day when you have your drivers license and your own car?
- Startling statistic
 - By the time you graduate college only three of you will still believe that Jesus Christ is the messiah. According to a Lifeway Research Study 66% of youth raised in the faith will abandon that faith in college.
- Quote
 - Oprah Winfrey: I will say I was one of those people who used to go to church every Sunday, Sunday School, Baptist Training Union, Wednesday night prayer service, the whole thing, choir, all of it. And when I moved to Baltimore, I was in my 20s, and I remember sitting in a church, ...and the minister was preaching about...how God—"the Lord thy God was a jealous God and the Lord thy God would condemn us for whatever," and I remember I had a spiritual aha! There. And I was in my late 20s, and I suddenly thought, "How can this God who is all loving and all powerful, why would God be jealous of me?"
 - The Bible

5. Story

- The five second transformative effect. How did this experience change you? If it didn't then it's an anecdote and far less interesting.

6. Historical Reference - Recount a common history that binds (Stephen)

7. Relevance - What's in it for me? Why should I care?
 - Knowing your audience
 - One sentence that justifies taking everyone's time to speak about the issue
8. Credibility
 - Ethos or perceived character
 - Why are you the expert?
9. Thesis or Purpose
 - What is the thrust of what you'll be discussing
10. Preview of main points
 - In order to convince you, show you, demonstrate, illustrate...we'll discuss x,y, and z.

Conclusion

11. Signal the end - In conclusion...
12. Restate main points
13. No new ideas
14. Restate main points
15. End with clincher
 - A challenge or call to action
 - A quotation
 - A question
 - A conclusion to a story you started

Remember

16. Slow down.
17. No reading speeches.
18. Keep your hands out of your pockets.
19. Don't fidget.
20. Maintain eye contact

Homework:

21. Read and annotate Chapter XVI - Methods of Delivery
22. Practice with intention being a good conversationalist the next two weeks. Note the results. Report to class in two weeks.
23. Document how any speeches you hear are introduced. This could be a pastor, Sunday school teacher, youth group leader, teacher, or other. Practice listening for the techniques we discussed in class today. Report to class in two weeks.