

**A POCKET
GUIDE TO
PUBLIC
SPEAKING
4TH EDITION**

Chapter 17

Choosing a Method of Delivery

Strive for Naturalness and Enthusiasm

- Effective delivery expresses qualities of
 - ▶ Naturalness;
 - ▶ Enthusiasm;
 - ▶ Confidence;
 - ▶ Directness.

Strive for Naturalness and Enthusiasm (cont.)

- Strive for naturalness.
- Show enthusiasm.
- Project a sense of confidence.
- Engage directly with audience members.

Select a Method of Delivery

- Four basic methods of delivery:
 - ▶ Speaking from manuscript
 - ▶ Speaking from memory
 - ▶ Speaking impromptu
 - ▶ Speaking extemporaneously

Speaking from Manuscript

- Reading a speech verbatim
- Restricts eye contact and body movement
- May limit vocal expressiveness
- Can be monotonous and boring

Speaking from Manuscript (cont.)

- May be advisable when you:
 - ▶ Must convey a very precise message
 - ▶ Will be quoted
 - ▶ Must avoid misinterpretation
 - ▶ Must address an emergency
 - ▶ Need to convey exact descriptions/directions

Speaking from Manuscript (cont.)

- When reading from a prepared text
 - ▶ Vary the rhythm of your words;
 - ▶ Familiarize yourself with the speech beforehand;
 - ▶ Use a large font;
 - ▶ Double- or triple-space the manuscript;
 - ▶ Consider using some compelling presentation aids.

Speaking from Memory

- Formally known as oratory
- Speech is written verbatim and memorized
- Rarely used in the United States

Speaking from Memory (cont.)

- True eye contact is unlikely
- Invites potential danger (mental lapse)
- Appropriate for toasts and introductions

Speaking Impromptu

- Unpracticed or improvised speech
- Delivered with relatively short notice
- Try to anticipate impromptu speech situations.
 - ▶ Prepare some remarks beforehand.

Speaking Impromptu (cont.)

- Maximize your preparation time.
 - ▶ Think first about your listeners.
 - ▶ Listen to what others are saying.
 - ▶ Acknowledge a previous speaker's statements.
 - ▶ Stay on the topic.
 - ▶ Use transitions.

Speaking Extemporaneously

- Most speeches are delivered this way.
- Prepare well and practice in advance.
- Speak from an outline.

Speaking Extemporaneously (cont.)

- Helps you adapt to the situation
- Potential for memory lapse still exists.
 - ▶ Practice frequently using a speaking outline.