

# Chapter Eleven

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Delivering the  
Speech



# Chapter Eleven

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# Qualities of Effective Delivery



- ⌘ Effective Delivery is Natural
- ⌘ Effective Delivery is Enthusiastic
- ⌘ Effective Delivery is Confident
- ⌘ Effective Delivery is Direct\*

*Qualities of Effective Delivery:*

# Effective Delivery is Natural

⌘ According to contemporary scholars, planning and executing the delivery of a speech is much the same as engaging in particularly important conversation.\*



*Qualities of Effective Delivery:*

## Effective Delivery is Enthusiastic

⌘ When you talk about something that excites you, you are naturally enthusiastic.

☑ talk more rapidly

☑ use more gestures

☑ look more at your listeners

☑ use more pronounced facial expressions

☑ stand closer to listeners

☑ focus audience's attention on the message\*

*Qualities of Effective Delivery:*

# Effective Delivery is Confident

- ⌘ Lack of confidence stifles delivery and causes speeches to fail.
- ⌘ Confident delivery directs audience's attention to the message and away from the speaker's behavior\*



*Qualities of Effective Delivery:*

# Effective Delivery is Direct



- ⌘ Connect personally with the audience by building rapport
  - ☑ make the message relevant to the interests and attitudes of the audience
  - ☑ demonstrate interest and concern for audience\*

*Qualities of Effective Delivery:*

# Effective Delivery is Direct

⌘ Ways to establish a direct connection with listeners:

- ☑ maintain eye contact
- ☑ use a friendly tone of voice
- ☑ animate facial expressions
- ☑ position yourself close to the audience\*



# The Functions of Nonverbal Communication in Delivery

## ⌘ Nonverbal Channels:

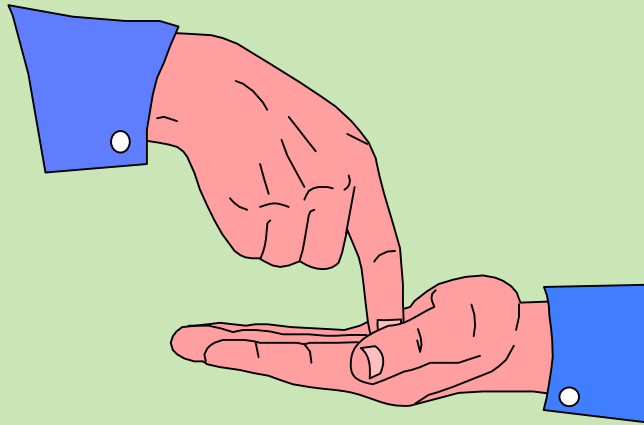
- ☑ **aural channel**- the speaker's vocalizations that form and accompany spoken words.
- ☑ **visual channel**- the speaker's physical actions and appearance.\*

# The Functions of Nonverbal Communication in Delivery

- ⌘ Nonverbal Behavior Clarifies Verbal Messages
- ⌘ Nonverbal Behavior Facilitates Feedback
- ⌘ Nonverbal Behavior Helps Establish a Relationship between Speaker and Audience
- ⌘ Nonverbal Behavior Helps Establish Speaker Credibility\*

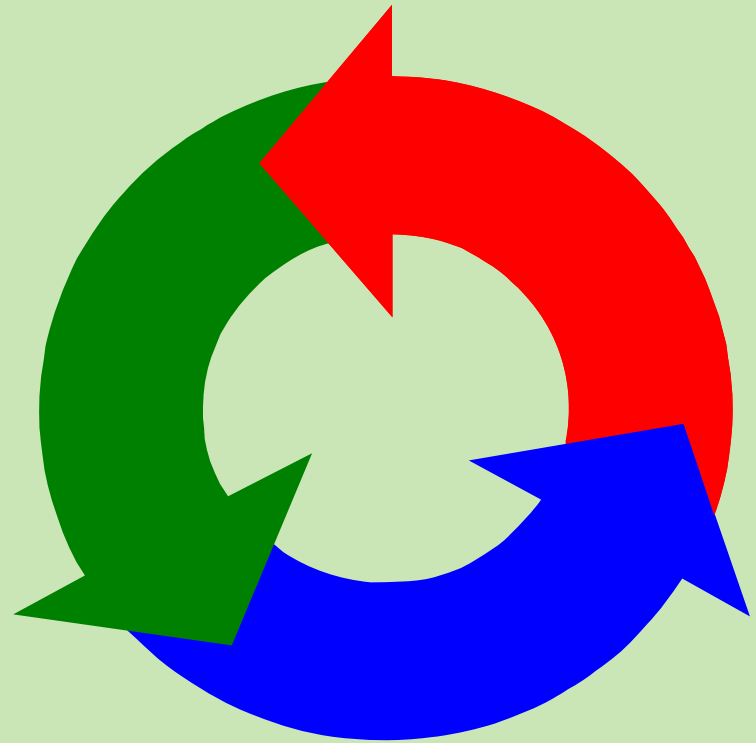
*The Functions of Nonverbal Communication:*  
Nonverbal Behavior Clarifies Verbal  
Messages

- ⌘ The impact of the verbal component of your speech depends largely on what you are doing vocally and bodily while saying it.\*



# *The Functions of Nonverbal Communication:* Nonverbal Behavior Facilitates Feedback

- ⌘ There is constant interplay, or circular response, between speakers and listeners.
- ⌘ Speakers continually adjust their remarks according to their listener's reactions.\*



# Nonverbal Behavior Helps Establish a Relationship

- ⌘ Nonverbal behavior allows speakers to modify feelings of closeness and familiarity with an audience, thereby establishing an appropriate relationship based on topic, purpose, and occasion.\*

*The Functions of Nonverbal Communication:*  
Nonverbal Behavior Helps  
Establish Speaker Credibility

⌘ Nonverbal speech behavior affects speaker credibility- the audience's perception of the speaker's competence, trustworthiness, and character.\*



# The Voice in Delivery



⌘ Volume

⌘ Pitch

⌘ Rate

⌘ Pauses

⌘ Vocal Variety

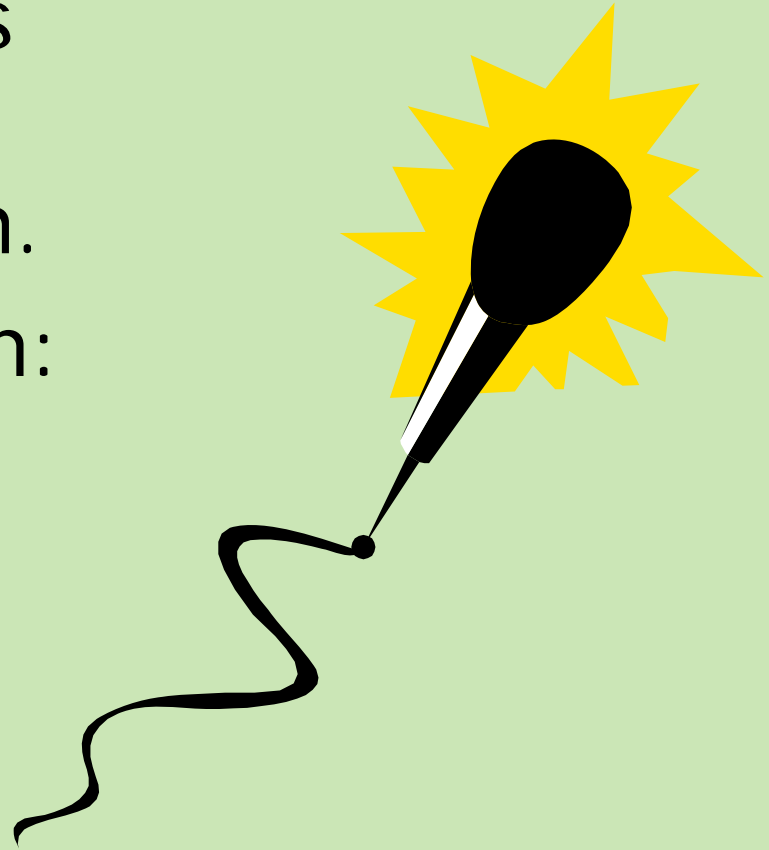
⌘ Pronunciation and Articulation\*

## *The Voice in Delivery:*

# Volume

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- ⌘ The relative loudness of a speaker's voice while giving a speech.
- ⌘ Loudness depends on:
  - ☑ size of room/number of persons
  - ☑ availability of a microphone
  - ☑ background noise\*



## *The Voice in Delivery:*

# Pitch



- ⌘ The range of sounds from high to low.
- ⌘ It powerfully affects the meaning associated with spoken words.
  - ☑ conveys mood
  - ☑ reveals level of enthusiasm
  - ☑ expresses concern for the audience
  - ☑ signals your overall commitment to the occasion\*

## *The Voice in Delivery:*

# Rate

- ⌘ the most effective way to hold an audience's attention and convey the meaning of your speech.
- ⌘ **speaking rate**- the speed with which a speaker talks\*



# Pauses



- ⌘ Pauses are important strategic elements of a speech that enhance meaning by providing:
  - ☑ a type of punctuation
  - ☑ emphasis of a point
  - ☑ attention to a key point
  - ☑ a moment for listeners to contemplate what is being said\*

*The Voice in Delivery:*

# Vocal Variety

⌘ the varied use of multiple vocal cues to achieve effective delivery.\*




*The Voice in Delivery:*

# Pronunciation and Articulation



- ⌘ **pronunciation**- the correct formation of word sounds.
- ⌘ **articulation**- saying words with clarity and forcefulness so they are individually audible and discernible.
- ⌘ **Vocal Delivery and Culture**
  - ☑ every culture has subcultural variations on the preferred pronunciations and articulations of its language.\*

# Face, Eyes, and Body in Delivery



⌘ Facial and Eye Behavior

⌘ Gestures and Body Movement

⌘ Dress and Objects\*

*Face, Eyes, and Body in Delivery:*

# Facial and Eye Behavior

⌘ Facial Expressions Convey Emotion.

⌘ Smile and the World Smiles with You

☑ a sign of mutual welcome at the start of a speech.

⌘ The Eyes Have It

☑ scanning- moving from one listener to another.

☑ maintaining eye contact is mandatory for rapport.\*

*Face, Eyes, and Body in Delivery:*

# Gestures and Body Movement

## ⌘ Where to Put 'Em

- ☑ use gestures to fill in meaning gaps in the same manner as you would in everyday conversation.\*

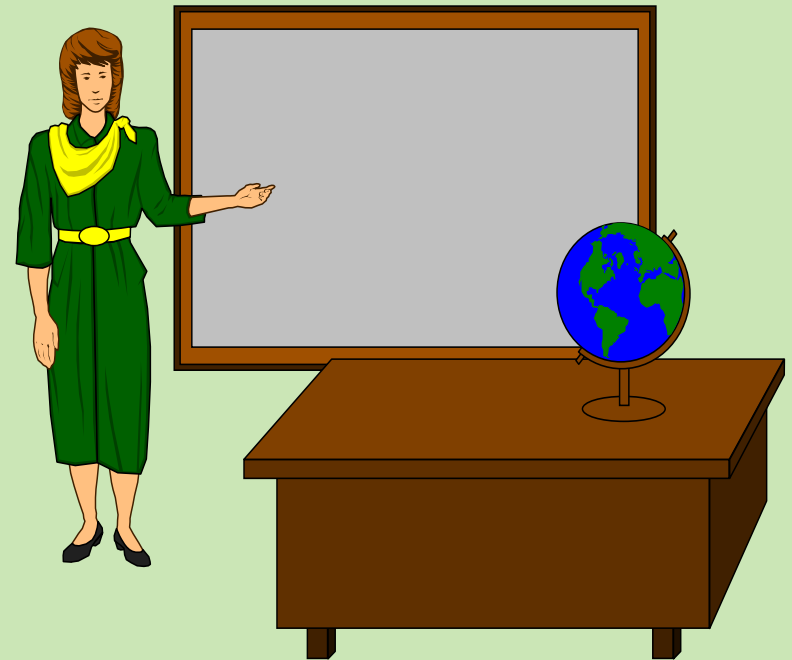


*Face, Eyes, and Body in Delivery:*

# Gestures and Body Movement

## ⌘ Body Movement and Presentation Aids

☑ positioning your body so that it is oriented toward the audience is critical, especially when using visual aids.\*

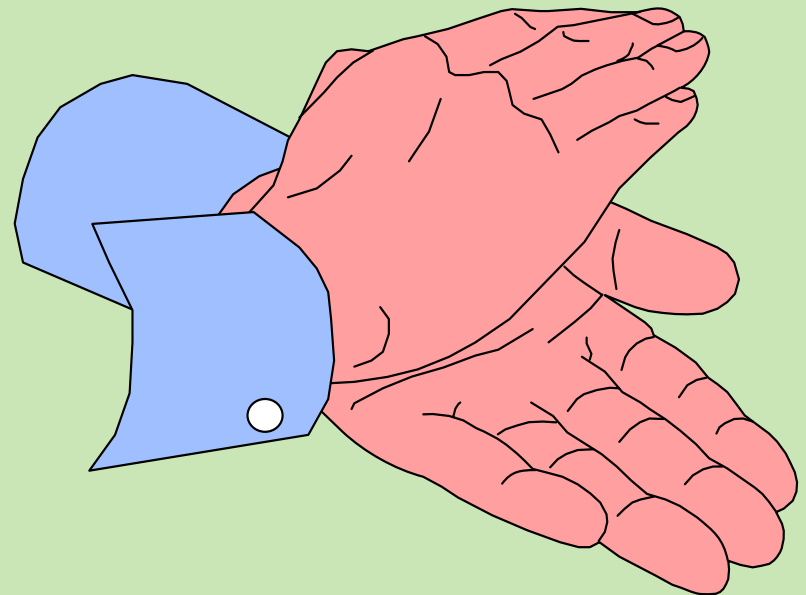


*Face, Eyes, and Body in Delivery:*

# Gestures and Body Movement

## ⌘ Listeners' Body Language

- ☑ audience members' body language sends positive and negative signals back to the speaker.\*



*Face, Eyes, and Body in Delivery:*

## Dress and Objects



- ⌘ The first thing an audience is likely to notice as you approach the speaker's position is your clothing.
- ⌘ Critical criteria for determining appropriate attire for a speech are:
  - ☑ audience expectations
  - ☑ nature of the speech occasion\*

# Methods of Delivery



- ⌘ Speaking from a Manuscript
- ⌘ Speaking from Memory
- ⌘ Speaking Impromptu
- ⌘ Speaking Extemporaneously
- ⌘ Using a Delivery Outline\*

*Methods of Delivery:*

# Speaking from a Manuscript

⌘ reading the speech from prepared written text that contains the entire speech, word for word.\*

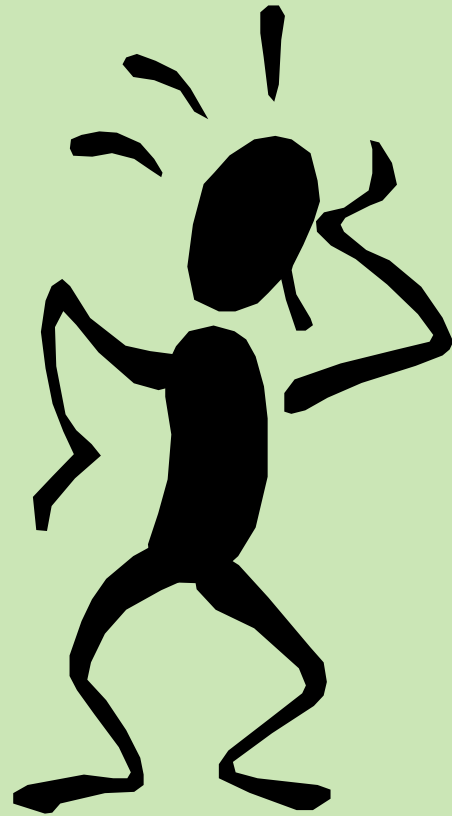


*Methods of Delivery:*

# Speaking from Memory

## ⌘ Oratory

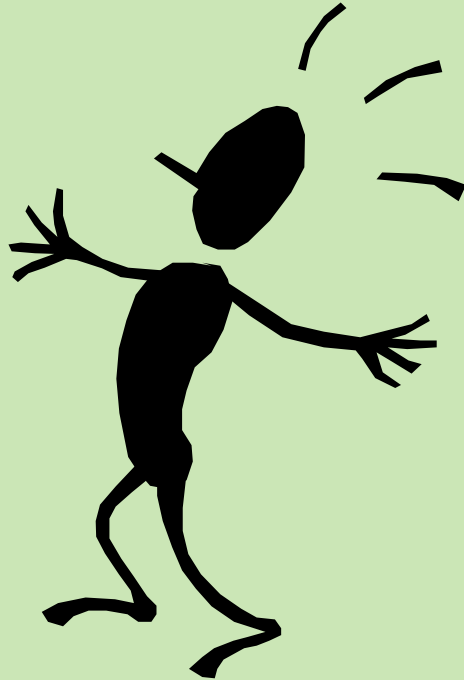
- ☑ ancient public speaking in which speeches were fully committed to memory.
- ☑ not a natural way to present a message.\*



*Methods of Delivery:*

# Speaking Impromptu

⌘ delivering a speech without prior preparation.\*



*Methods of Delivery:*


# Speaking Extemporaneously



## ⌘ Rules for using an outline:

- ☑ include only key words
- ☑ keep it to a minimum
- ☑ be prepared on small note cards
- ☑ do not use note cards in hand gestures
- ☑ attempts to conceal notes should not be a distraction\*

# Practicing the Delivery



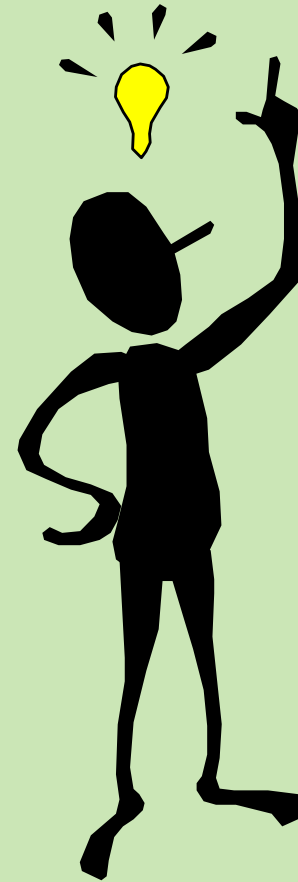
⌘ Focus on the Message

⌘ Practice Under Realistic Conditions\*

*Practicing the Delivery:*

# Focus on the Message

- ⌘ Clarity of your message should be the primary concern in the planning of your speech.
- ⌘ After this, concentrate on your delivery.\*



*Practicing the Delivery:*

# Practice Under Realistic Conditions

- ⌘ Try to closely simulate the actual speech setting as you practice.
- ⌘ Practice your speech in front of a live audience.\*



# Does Delivery Really Make a Difference?

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- ⌘ Delivery *does* affect attitude change in persuasive speeches.
- ⌘ Delivery *does* affect audience comprehension of speeches.
- ⌘ Delivery *does* affect audience perception of speaker ethos (trustworthiness and character).\*