

EFFECTIVE SPEAKING II

"The ability to speak effectively is an acquirement rather than a Gift".--William Jennings Bryan.

PUBLIC SPEAKING

All men have ideas.

Few men are effective speakers!

Not from lack of mentality, but because they are unable to put their ideas into clear, forceful sentences that build toward logical conclusions.

An ability to speak acceptably, opens many new avenues of progress to an individual. To be of importance in his own group is an advantage socially and in business, bringing with it a feeling of satisfaction.

A knowledge of the art of making every-day speech effective, will help a person every day of his life.

The American life is highly organized; community clubs, service clubs, philanthropy, business associations--each provides opportunity for self-expression and advancement, if there is a knowledge of how to speak to the point!

It is possible for the most inexperienced person to learn how to organize his thoughts around a simple framework or outline. He may learn to talk with outline in mind, without notes, or even to speak on the spur of the moment, keeping a mental outline as a guide.

Most talks in this busy life are brief. The radio recognizes that fifteen minutes is time enough to present a "fireside chat" or a world-wide broadcast.

Every person should make an earnest effort to speak well--to one person or to a group.

Unconsciously, we sell ourselves every time we speak. Our voices and our words are the grooves along which ideas flow.

How important, then, that we be not hampered by inability to express ideas clearly and effectively, through lack of knowledge. By using a simple outline, it is possible to train one's self to become a really good speaker.

Practice, be prepared, and--when the call comes--surprise even yourself by talking from a mental outline of:

Introduction
Discussion
Climax
Conclusion

EFFECTIVE SPEAKING II

PURPOSE OF SPEECH

1. To direct thinking--
Arguments must be clear, based on reasoning.
Sensible.
Good-humored.
Enthusiastic.
2. To impart information--
Accuracy is vital.
New material should be presented.
Known facts--even though half-forgotten.
Facts which are accepted mechanically.
New viewpoints.
3. To stimulate listeners--
Present a challenge.
Be ingenious.
Make vivid presentation of old truths, through emotional appeal.
4. To convince--
Proceed from known facts, to unknown.
Use logical sequence.
Be persuasive--by clever analysis.
Use "self-interest," as an appeal.
Have variety of thought and delivery styles.
Voice modulation is important.
5. To inspire action--
State theme at once.
Remember that every group has its loyalties...find them and play upon them.
Use evidence that will be convincing.
Sum up arguments.
Re-state theme.

ELEMENTS OF A SPEECH

1. Occasion.
What is general spirit of meeting?
What information is of chief interest?
Must you use persuasion for support--votes--money?
Are you to talk for entertainment?
2. Audience.
How about its prejudices; educational standards?
Unfavorable--tact necessary?
Favorable--easily swayed?
If speaker is unknown, apply "pressure" gradually.
If speaker is known, his statements probably will be accepted.
3. Presentation.

EFFECTIVE SPEAKING II

TIME

Invitation to speak--time limit?

Permission to speak--time limit?

(Average speaker--175-225 words per minute...875-1125 words in five minutes; $1\frac{1}{2}$ pages, single-spaced, type-written--five minutes.)

4. Speaker.

Be cooperative--never insistent.

Appear interested in entire program.

Never "patronize". Be gracious.

Be sure the audience hears you.

MATERIAL FOR SPEECH

"I keep six, honest, seeing men;

(They taught me all I know.)

Their names are WHAT and WHY and WHEN

HOW and WHERE and WHO".--Kipling

1. Specific purpose of speech.

Write clear statement of your personal reason for the speech.

2. Make mental picture of material needed--

To impress, convince, persuade.

To challenge, allure, thrill.

To entertain.

To arouse suspense, that can be satisfied.

3. Source of material.

What you have seen, read, heard.

Special reading for the purpose (clippings, letters, etc.).

Interviews with particular people.

Observation.

(Assemble all these and select best of the assortment.)

4. Choice.

Each item must be helpful to the whole.

Material must be factual--checked thoroughly.

Statistics must be accurate, new.

Avoid prejudiced opinion.

5. Select more material than you can possibly use, to allow for discarding.

6. List each item on a separate card.

Note authority for statistics (should be recent).

Quotations (exact).

Books (titles and authors).

Stories and anecdotes. Be sure they are appropriate.

7. What do audiences want?

Each person in the audience wants...

More money.

A better job.

Better health.

EFFECTIVE SPEAKING II

A better living.
 To be successful.
 To be a power in his community.

8. What can the speaker offer?
 How will this touch each individual?
 Where does self-interest lie?
 Is the speaker trying to put over his own self-interest?
 Is the speech helpful to the listener?

9. Examine all material with objective of speech constantly in mind. Will this or that item be valuable? If not--discard it.

BUILDING A SPEECH

Any form of speech must have "a beginning, a middle, an end".

Use four sheets of paper (material to be taken from cards).

First Sheet--Introduction

Select probably items from cards. (Much of this will be re-arranged, so this heading may be filled last.)

Second Sheet--Discussion

List all reasons for theme.

List all reasons against theme.

List subordinate points.

Choose your issues; vital points...Then build logically (re-arrange as necessary) to anticipate climax.

Keep most important points for last place.

Challenge every point as you make it. (This is the main structure of talk; the outline must not be evident.)

Third Sheet--Climax

This is the real reason for the speech.

This page may be filled first.

The importance of the climax may make a conclusion or summary unnecessary.

Fourth Sheet--Conclusion, Summary

Brief summing up of last thoughts.

Leave final, positive thought in hearers' minds.

Inexperienced speakers should memorize first and last sentences of a speech....First sentence gives speaker time to take a full breath --look over the audience--get started....Final sentence is a safety measure, an anchor, a precaution. If you are called on time limitation, speech "finish" is ready.

EFFECTIVE SPEAKING II

TRANSFER ITEMS FROM SHEETS TO CARDS

When outline is completed on pages, transfer to ordinary filing cards.

Do not crowd the cards, and write on one side only.

Use typewriter or black ink, and leave plenty of space between lines.

Unnecessary to write in "Introduction," etc. Let speech "flow" from one point to another, smoothly.

INTRODUCTION

Real introduction...

Start on common ground, with familiar facts.

Approach theme through hearers' view.

Bring in new ideas, smoothly, logically.

Keep in mind always--the climax...Each sentence must "point the way" to climax.

Use an occasional striking statement, or startling fact. (They cannot easily be "dropped," later in the talk.)

Use accepted truths, which everyone accepts, and link truths with interest of hearers.

Ask questions, such as... "Do you know--?" and "Has it occurred to you that--?"

Arouse curiosity.

Refer to last speaker's remarks.

Arouse suspicion--then allay it.

Challenge intelligence of audience.

(Every one likes to be considered intelligent.)

Do not "apologize" by--

Explaining "why you were invited!"

Do not belittle your opponent.

Do not use names.

Avoid personalities.

Do not state the full plan of your talk.

EFFECTIVE SPEAKING II

A BRIEF

Introduction--

Clearly state the issues.
 Explain proposition.
 Define terms of discussion to follow.

Discussion--

Set forth the argument--proofs to follow.
 Lead from unknown to known.
 Concede unknown points.
 Dispose of opponent's points in advance of opponent's speech,
 if possible.
 Avoid "by-paths"; hue to line.
 Draw attention to argument--not speaker.
 Start by approval, lead into argument.
 (One good argument, worth a dozen poor ones.)
 Increase tempo, to climax.

Conclusion--

Sum up; review discussion briefly, and make your last word
 effective.

"Countenance and gestures are the language of nature; the voice is
 the interpreter."

DISCUSSION

Every statement must point toward the climax, building your case.

Emphasize two or three points of real interest to average audience.

Examine material carefully; rearrange for logical sequence, and
 build through least important; each point should grow stronger, leading
 to climax.

Appeals to "reason" are not enough.

Appeal to impelling motives of average man...

Prejudice...Personal tastes...Sports...Self-interest...Self-
 preservation...

Property rights...

Patriotism...Sentiment...Fair play...

Religion, (not creeds or churches)...

Affections...Sympathy...Brave emotions...

Make comparisons; appear critical.

Present arguments early... Remember that one idea leads into an-
 other...

Focus attention by a pause.

Formulate "telling" sentences... Quickly "talk straight through
 the subject, turning up your best ideas".

EFFECTIVE SPEAKING II

Unity and coherence.

Facts must interlock.

Details must be stated in logical form.

Abstract statements must be followed with definite illustrations. Give authority first, then quotation. Facts, too coldly scientific, become uninteresting.

Discard antagonistic material.

Refer to direct experience of listeners.

Choose material which will produce a direct reaction.

"MUSTS"

Keep in mind that your speech--

To direct action, must be forceful.

To impart information, must be accurate.

To stimulate, must be thrilling and enthusiastic.

To convince, must be logical.

To inspire action, must show the way.

To entertain, must never be dull.

To tell a story, must make a point.

To describe a scene, must use imagination.

To obtain support, must be persuasive.

Never forget central theme.

CLIMAX

Climax will be the logical outcome, if your discussion is effective.

Climax marks the spot to which discussion has led. There must be no break from discussion into climax.

Climax is the point of a story--the clincher of an argument.

Too many climaxes weaken a speech.

In climax, the greatest powers of the speaker should be brought into play--voice, gesture, facial expression.

Climax is the last, and crowning effort of discussion.

If enthusiasm has been restrained, in climax it should be turned loose to reach its height.

Frequently, a climax closes an address.... So, when in doubt, close with the climax. Sometimes a few words may be added in quieter style, but beware the deadly effect of too much "let-down."

EFFECTIVE SPEAKING II

After climax--

Do not introduce new ideas. You must leave vivid impression of the subject, and your language should be forceful.

A last appeal may be made to--

Love of country.
Zeal, for welfare of movement, club, etc.
Courage, in the face of defeat.
Faith, in motives, objectives, abilities.
Hope for future success.
Optimism.

Remember such phrases as:

"...This is the decisive moment..."
"...Let none deny the argument..."
"...Its strength is in reasoning..."
"...Be sure results will follow..."
"...The fate of a measure is in our hands..."

Strong words (but simple language) are most effective....

CONCLUSION

Restate the theme, briefly.

Sum up arguments briefly enough to be "headlines", but do not announce a summary.

Follow smoothly from climax, creating the impression that this definite ending has been in speaker's mind from beginning.

Let conclusion be best remembered part of speech....

Do not promise to close; DO IT!

Close swiftly, but on a "high" note.

Never close with a story, else the speech may be forgotten.

In an effective conclusion, minds of speaker and audience meet on common ground of intelligence and emotion.

Usually a minister closes with a short prayer.

Create the feeling that you and the audience are one!

Present conclusions that will bring to the listeners honest, personal convictions.

Leave the definite impression that your speech is complete; then you will be satisfied, yourself.

Do not let the speech "flatten out."

Do not weaken.

Add no new thought, nor afterthought.

Conclusion should be finely tapered.

Again--stop when you are through!

("That was a fine speech--but you went by three places to stop!")

Frequently an audience gives closest attention to first and last sentences of speech.

Leave your audience with the feeling that it has your convictions!

The whole purpose of a conclusions is to concentrate speech into a forceful, effective unit.

A SUCCESSFUL SPEECH--

Must not ramble...

Must be brief, but sufficient...

Requires careful preparation in--

Material,

Arrangement....

Should conform exactly to program requirements in length.

Pleasing delivery is essential.

Audience must be able to hear.

Speaker must give evidence of enjoying the occasion.

* * * * *

To deliver a speech that is interesting, worthwhile, well balanced and complete, a speaker should be sure that his points are well covered.

The audience should be able to "see" the conclusion.

Time and effort to acquire this ability is well spent, and great personal satisfaction becomes the lot of those who are able to make a good talk.

"CUT IT DOWN!"

MANNER OF SPEAKING

Written speech--monotonous.

Memorized...

Read from manuscript...

Delivered without notes.

Extemporaneous--conversational.

Material carefully prepared...

Clear, simple outline...

Thoughtfully premeditated...

EFFECTIVE SPEAKING II

Facts verified, previously...
 Phraseology created while speaking.

Impromptu--organize thoughts while speaking.
 Unexpected; absolutely no preparation...
 Use mental outline...
 Use material recalled to mind...
 Think faster than you speak.

YOUR PUBLIC

Are they the "listener" type?
 Are they "self-starters?"
 Are they realists?
 Are they wishful thinkers?
 Are they partisans?
 Are they magazine readers?
 Do they patronize public libraries?
 Do radio programs satisfy them?
 Do they procrastinate?
 Do they accept responsibility?
 Are they community conscious?
 All of these are your public!

That which will please, convince or persuade a single person, usually will please, convince or persuade a number of persons--the audience.

"CUT IT DOWN!"

"If you have a thing to say--
 Cut it down!
 Something you must write today--
 Cut it down!
 Let your words be short and few,
 Aim to make them clear and true,
 Win renown.

"Have you a speech to make tonight--
 Cut it down!
 Wish to have it win the fight--
 Cut it down!
 Do not be a talking bore!
 Let them wish there had been more!
 Don't monopolize the floor!
 Cut it down!"

--Anonymous.

EFFECTIVE SPEAKING II

HUMAN INTEREST

Frequently our prejudices, personal "peeves" and dislikes, influence our decisions far more than logic.

Human interest is--

What women talk, over the back fence...
 What men talk, at their club...
 What your neighbors are doing...
 Little every-day occurrences...
 What people, especially women, wear...
 "Jones" new car...
 What presidents eat for breakfast...
 What their children do...
 Neighborhood gossip, family connections, lodge affiliations...
 Things we say and do that never get into the papers--yet are the things which play a large part in our thinking....

HAVE YOU NOTICED--

The most interesting person in the world is "myself"?

The closer we come to the "other man's" viewpoint and interest, the more surely we rivet his attention.

Start your talk with ideas within the vivid experience of the "other man". ...A man cannot resist his own ideas--even if presented in argument by the other fellow....

To raise the ego of "the other man"--

Recall past conversations...
 Recall a person's name in conversation...
 Grant a small favor, easily returned...
 But do not patronize...
 And do not interrupt....

Look a person in the eye when conversing....

Rise, to close an interview, if it seems difficult to close.

Don't overload a listener with words.

SPEAKING BEFORE A GROUP

Few people would hesitate--

To tell a story...
 To enter into an argument at dinner...
 To speak about business in an office...
 To discuss politics at lunch--with ONE person...

Speech-making is talking WITH people--not talking to or at them.

EFFECTIVE SPEAKING II

The essential in talking to one or a group is to--

Have something worth saying, and an "easy" manner of saying it...

Talk to the point!

In making a motion before a club, a lodge, a community group, give a little "sales talk" before presenting motion...

Enter into discussions...

Listen to arguments...

Form your own opinions...

Make complete sentences when you talk, and speak plainly, even when excited.

(Talk out loud when driving alone. It's fine practice.)

USE OF NOTES

Few persons object to a speaker using visible notes.

Use ordinary filing cards, lengthwise. They fit into the hand, easily.

Some speakers use loose-leaf book, with reference papers arranged on nearby desk.

Glance at notes only during pauses in speech.

Do not attempt to drive home a point while looking at notes.

Read quotations, raising cards while reading.

Quote statistics from cards, also.

Never speak while looking over reference matter on desk or convenient table.

Use of notes establishes confidence...

Speaker is free from fear of forgetting, and audience is free from same fear!

Facts seem more convincing, when read.

As cards are used and laid on desk, audience sees that there is an end, coming.

EFFECTIVE SPEAKING II

ORGANIZATION

Once the relationship between subject and audience has been analyzed and the probable attitude of the audience toward the subject and toward the point of view of the speaker has been determined, the speaker's problem becomes very clear for him. He has estimated the probable knowledge of the audience on the subject, their general beliefs and prejudices on it, their probable objections to his point of view. He knows now whether his task is to be difficult or easy, and if his analysis has been accurate, he has a sound basis upon which to proceed. The next step in his preparation is the organization of his material in such a way that it clears away all the difficulties that interfere with the acceptance of his point of view, and the presentation of those facts, illustrations and arguments that will be sufficient for the accomplishment of his purpose with the given audience. This material is usually grouped under the three headings,--Introduction, Discussion and Conclusion.

A. The Introduction.

The Introduction is always an important part of the speech, and at times it may become the most important part. Interest must be aroused; prejudice, if any, must be removed; confidence in the speaker must be established; the point of view must be clearly stated and the whole audience must be welded into an attentive, sympathetic mass, receptive and expectant. Consequently the Introduction should be carefully prepared and thoroughly mastered, for upon the character of the Introduction and the manner of its presentation often depends the success or the failure of the speech.

No matter what the occasion or what the type of speech, the Introduction should accomplish at least three things. It should secure the attention and interest of the audience. It should inspire confidence in and respect for the speaker. It should present the point of view from which the speaker intends to approach his subject. At times the Introduction must do more than this, all depending on the subject, the audience, the occasion and the purpose of the speaker. At times it must reconcile a hostile audience, hostile to speaker, point of view or both. At times it must answer important objections to the point of view, especially when those objections are so strong that a favorable hearing cannot be had until they are removed or at least forgotten for the moment. At times in the more formal argumentative speech it must define and explain the use of terms exclude the irrelevant and make whatever admissions seem necessary. Let us take up each one of these different purposes of the Introduction and illustrate the methods used to accomplish them.

1. AROUSING ATTENTION AND INTEREST. Attention and interest may be aroused in the following ways:

- a. By connecting the subject with some common interest of the audience.
- b. By revealing the vital nature of the subject.
- c. By the use of the unusual.
- d. By the use of humor.
- e. By the use of illustration and suspense.

a. Connecting the Subject with Some Common Interest. Professor James, the noted psychologist, once said, "Any object not interesting in itself may become interesting through being associated with an object."

EFFECTIVE SPEAKING II

in which an interest already exists." Suppose the subject of the speech is "Better English," the audience a group of prospective teachers. The specific purpose of the speaker might be to induce his audience to cultivate better English. Now a common interest with this group might very reasonably be anything that would help them to succeed in their chosen field. Interest in the general subject, "Better English," then can be aroused by showing a direct relationship between "Better English" and successful teaching.

b. Revealing the Vital Nature of the Subject. If it can be effectively shown that the subject to be discussed affects vitally the life of the listener, his health, happiness or economic well-being, attention is immediate. The following paragraph from a speech on Political Democracy, attempts to arouse attention and interest by revealing the vital nature of the subject.

"The question that I am to discuss this evening is one that is vital to every American citizen. It is concerned not merely with a vague political theory, but with a concrete form of government, the form of government that our fathers considered essential if we were to enjoy the blessings of life, liberty and the pursuit of happiness. But the tightening grip of class control in such countries as England, France and New Zealand, countries where political democracy has had its greatest chance for successful development; the growth in power of political bosses, able not only to dictate policies, but even to nominate party leaders in our own country; the perversion or actual overthrow of political democracy in such countries as Russia, Spain and Italy, constitute a problem that may well demand our immediate, serious attention."

c. The Use of the Unusual. An unusual, striking, original statement at the beginning of a speech will often arrest attention and arouse the interest of the listener. Professor John Stuart Blackie of Edinburgh began an address with the following unusual and striking quotation from Aristotle: "The best of all animals, when governed by law and justice, is man; when without them, the most terrible." Another use of the unusual to arrest attention is the following from a student's speech: "To be great is to be misunderstood. The world does not recognize its prophets."

d. The Use of Humor. Humor is a common and over-worked method, but effective if used with discretion. The point to keep in mind in the use of humor is that it should always have a very definite relationship to the subject under discussion and should not be used merely for the purpose of provoking laughter. If a humorous story is told, this relationship should always be made perfectly clear and the story should lead smoothly into the subject under discussion. The following introduction from a student's speech, aptly illustrates this method:

"The story has been told of three trappers in the northern extremities of Alaska who together shouldered their packs and set out to trap. They passed the farthest outposts of civilization and pushed on far into the wilderness. They found a large valley alive with game and here set up their camp.

"One morning while preparing breakfast one of the trappers suddenly stopped short. He stood tense for a moment listening, then turning to his companions said, 'Hear that dog.'

"The next morning while eating breakfast a second trapper suddenly paused. Turning to the first trapper he asked 'What dog?'

EFFECTIVE SPEAKING II

"On the third morning the third trapper ate his breakfast and then started to pack his sack. As he swung it to his shoulders and started to depart, the first trapper asked, 'Leaving?'

"'Yes, came the drawled reply, 'You fellows chew the rag too much.'

"We all recognize the emptiness, the barrenness of the life of one who has so little to say to his fellowman. And just as readily do we perceive the purposelessness, the contemptibleness of the life of one whose tongue is everlastingly occupied with the repetition of the trivial the insinuating, the scandalous. But there are few of us who recognize how far we sometimes swerve from what Aristotle describes as the 'virtuous mean'. It is my purpose to point out the 'virtuous mean' as a principle of conduct, and to show particularly that it is conducive to happiness."

e. The Use of Illustration and Suspense. In this method an illustration or anecdote is used, the bearing of which is not made evident until the application is made at the end. Any apt situation or truth, real or imaginary, in literature or in life, may be utilized by the speaker and compared or set over against the point of view that he wishes to develop. The chief values in this sort of introduction lie in aptness of the illustration, and in the suspense created by withholding from the audience the bearing that the illustration has on the subject under discussion. This bearing should be revealed just at the end of the introduction, and if the illustration is apt, if it has been well developed and then its relationship to the subject is suddenly made evident, interest and attention is sure to result.

The following introduction to a speech on "The Struggle of the Immigrant," delivered by Angelo M. Pellegrini, illustrates the use of Illustration and Suspense.

"The Italian philosopher and critic Giovanni Papini has written many critical essays. In one volume of his critical sketches we find a little essay on the literary significance of the Russian novelist, Feydor Dostoevski. In his evaluation of Dostoevski as a literary artist, Papini asserts that the Russian novelist teaches us many splendid lessons. That is, that from the bitterness of life it is possible to draw the eternal sustenance of art.

"The universality of this truth is incontestable. It is true that the challenge of adversity often reaches deeply into man and awakens there a new power and a new resistance. It is true that from the bitterness, the cruelty, the mercilessness of life we may often extract the elements of victory and self-realization. It is true, in short, that only when one meets resistance to one's efforts does one realize the powers and resourcefulness of one's own nature. The significant personalities in the history of civilized man exemplify this truth. If you analyze their lives, you will find that the adversities and resistances which they have faced, they have usually translated into terms of victory and moral, if not material success.

"So the Russian novelist Dostoevski, is only one example of the truth that from the bitterness of life it is possible to extract something fine and something eternal. Nor is it necessary to turn to history to find additional instances; we may find them in our own community, in

EFFECTIVE SPEAKING II

the lives of those with whom we mingle from day to day. And in no one will we find this truth so clearly exemplified as in the immigrant. The fellow who comes to our country from a foreign land is transplanted from one civilization to another. He is thrown suddenly into the midst of a people with whom he cannot communicate and whose customs he does not understand. To these people, to this new environment, to this new civilization, he must somehow adjust himself; and this task of readjustment is essentially a struggle up stream, a 'dance over fire and water.' And it is therefore not improper to say that when an immigrant distinguishes himself, he has succeeded in translating bitterness and adversity into success."

2. Inspiring Confidence and Respect for the Speaker. First impressions are always important. The speaker who steps out before his audience with confidence, who has effectively utilized some of the methods of gaining attention and interest, who has mastered his method and his material and can present it with purpose, without hesitation, such a speaker will immediately inspire respect and confidence. Hence the important desiderata is that the speaker should be conscious of the great importance of the Introduction, that in it he is giving his audience its first impressions of him; next, he should be sure that he has thoroughly mastered the material of this Introduction and can present it with effectiveness. If he fails in any of these steps his whole speech may fail for it is difficult to gain the confidence of an audience after you have once lost it.

3. Presenting the Point of View. It is always a wise procedure from the standpoint of clearness and frankness to state clearly and without equivocation your exact point of view, to state it at the beginning of the speech and at the end of the Introduction. Of course there are exceptions to this rule, especially where strong prejudice exists, but the rule stands in the majority of cases.

The Point of View is usually expressed in a combination of the Specific Purpose and the Central Thought, though the phraseology used may be slightly different. Walter Bagehot, an English economist and a keen political thinker, in his discussion of the "Basis of Toleration" makes a frank statement of his belief and the main reason for it in a paragraph at the end of his introduction. He states, "I say that the state power should not be used to arrest discussion, because the state power may be used equally for truth or error, . . . but in discussion truth has an advantage." His Specific Purpose is to convince his readers that "the state power should not be used to arrest discussion". His reason why, or his Central Thought is "because the state power may be used equally for truth or error, but in discussion truth has an advantage." These two statements taken together constitute his point of view, the angle from which he proposes to discuss the proposition. Such a statement makes for clearness as it removes all vagueness as to the speaker's purpose and it also states concisely the Central Thought that he proposes to develop.

As further illustrations of the statement of a point of view, note the following, taken from student outlines.

- a. Subject: No More Parades?
Point of View: Civilization and human nature being as they are,
World Peace is now a Utopian Dream.

EFFECTIVE SPEAKING II

- b. Subject: Traditions.
Point of View: Traditions play such an essential part in making our lives richer that we should encourage their perpetuation.
- c. Subject: Life on Mars.
Point of View: Due to very convincing, observed evidence, it is reasonable to suppose that life, both plant and animal, are present on Mars.
- d. Subject: Habits, Good and Bad.
Point of View: An inventory of our methods of habit formation **is** such an important factor in our success that we cannot afford to neglect the taking of such an inventory.
- e. Subject: Political Parties.
Point of View: We should all take an interest in political parties for they enlighten the voting public on the issues of the day.
- f. Subject: The Virtuous Mean.
Point of View. It is my purpose to point out the "virtuous mean" as a principle of conduct, and to show particularly that it is conducive to happiness.

In each of the above statements is combined the Specific Purpose of the speaker and the Central Thought. In order that this may be perfectly clear, let us separate each statement into its two parts.

- a. Point of View: Civilization and human nature being as they are, World Peace is now a Utopian Dream.

Specific Purpose: You should believe that world peace is now a Utopian Dream.

Central Thought: Civilization and human nature being as they are, make it so.
- b. Point of View: Traditions play such an essential part in making our lives richer that we should encourage their perpetuation.

Specific Purpose: We should encourage the perpetuation of Traditions.

Central Thought: Traditions play such an essential part in making our lives richer.
- c. Point of View: Due to very convincing, observed evidence, it is reasonable to suppose that life, both plant and animal, are present on Mars.

Specific Purpose: You should believe that life, both plant and animal, are present on Mars.

Central Thought: Very convincing, observed evidence warrants such belief.

EFFECTIVE SPEAKING II

- d. Point of View: An inventory of our methods of habit formation is such an important factor in our success that we cannot afford to neglect the taking of such an inventory.

Specific Purpose: We cannot afford to neglect the taking of an inventory of our methods of habit formation.

Central Thought: An inventory of our methods of habit formation is an important factor in our success.

- e. Point of View: We should all take an interest in Political Parties for they enlighten the voting public on the issues of the day.

Specific Purpose: We should all take an interest in Political Parties.

Central Thought: They enlighten the voting public on the issues of the day.

- f. Point of View: It is my purpose to point out the virtuous means as a principle of conduct, and to show particularly that it is conducive to happiness.

Specific Purpose: You should adopt the virtuous mean.

Central Thought: It is conducive to happiness.

The statement of the Point of View should come at the end of the Introduction, should actually grow out of the preceding statements and should be immediately followed by the first point under the Central Thought. As an illustration, take the first point of view as stated above under "a". "Civilization and human nature being as they are, World Peace is now a Utopian Dream." In the written speech this statement at the end of the Introduction is immediately followed by the first point in the development of the Central Thought, i.e. "The facts of history discount the realization of this dream for a long period to come." The statement of the point of view here serves as a connecting link between the Discussion and the Introduction. It also gives the listener a very clear idea of just what the speaker intends to discuss, and just what attitude he intends to take toward the central idea in that discussion.

In summary we may conclude that every introduction, no matter what the occasion or what the type of speech, should accomplish these three things:

It should secure the attention and interest of the listener.

It should inspire confidence and respect for the speaker.

It should state clearly the point of view.

4. RECONCILING A HOSTILE AUDIENCE. At times, however, the Introduction must do more than this. It is sometimes necessary to reconcile a hostile audience, hostile to speaker, to point of view or to both. It is very seldom that the average person faces an audience wholly hostile

EFFECTIVE SPEAKING II

to himself. This may happen, but it is the exception rather than the rule. In almost every discussion of a controversial question, however, there will be many in the audience who will be hostile to the point of view. In order to get a hearing from these, and they are the ones to whom you are really speaking, tact and rare diplomacy must be used. Nothing can be accomplished by attempting to force your beliefs upon an unwilling audience or upon any considerable group in that audience. To start a speech on Prohibition before a mixed audience with the bold assertion that prohibition has completely failed, or that it has been a remarkable success, is to antagonize one group or the other at the outset, in addition to being guilty of the unwelcome charge of exaggeration. Hostility of the audience toward the point of view of the speaker may be overcome in several different ways.

- a. By recognizing that there are those who honestly disagree with you.
- b. By suggesting that they have a perfect right to disagree with you.
- c. By refraining from being dogmatic.
- d. By avoiding exaggeration and over-statement.
- e. By being fair to the other side.
- f. By asking for a fair consideration of all the facts.

These are but a few of the things to keep in mind, but if the discussion is approached in this spirit, there will be few who will not give you a hearing.

5. ANSWERING IMPORTANT OBJECTIONS TO THE POINT OF VIEW. Ordinarily these objections should be answered wherever they arise. If, however, the mere statement of the point of view arouses immediate antagonism, it may be necessary to answer certain objections in the introduction in order to get a favorable hearing for the rest of the speech. Such answers must of necessity be short and to the point, else too much time will be spent on the Introduction and too little left for the main body of the speech. The following Introduction illustrates a student's approach to a speech on the effect of Prohibition on the United States. It is not a perfect Introduction, but it does illustrate the fact that the student felt the need of answering or side tracking the "personal liberty" argument before starting the main argument of the speech.

Subject: "The Effect of Prohibition on the United States."

INTRODUCTION

"Some people would have us believe that conditions are very much worse in the United States today than they ever have been in the history of the country. They tell us that crime and lawlessness are increasing at a stupendous rate; that our people are becoming a pleasure loving, jazz crazed, restless set of individuals who have abandoned all religious beliefs and are bound for perdition at a speed-crazed rate. I am not one who will agree with such a theory. I believe the world is essentially sane today in spite of individual proofs to the contrary. I believe the United States is essentially better off today than it was before the enactment of the eighteenth amendment. In attempting to show this, I shall not take up the question of the right or wrong of the enactment of national prohibition. That is a question that in-

EFFECTIVE SPEAKING II

volves the problem of personal liberty, and personal liberty must be viewed from many angles, not the least important of which is its relationship to civil liberty. William Howard Taft has said, 'Liberty regulated by law is that measure of freedom of action which can be accorded to each person without injury to the enjoyment of similar liberty by others or to the general welfare of all.' Charles W. Eliot declared, 'All discussion of personal liberty has no meaning, for one of the most fundamental principles of organized society is that it has the right to invade personal liberty when the safety or general improvement of the community is at stake.' After all the cave man was the only man who really enjoyed personal liberty, and his liberty was subject to complete restraint by death from a stronger cave man with a larger and heavier club. What I do wish to reveal to you aside from this problem of personal liberty is that national prohibition is proving of great value to the United States."

6. DEFINITIONS, EXPLANATIONS, ADMISSIONS AND EXCLUSIONS. In the more formal argumentative speech, and at times in the informal argument, it is necessary to make clear your use of terms and to narrow the field of discussion through admissions and exclusions.

a. Definitions. In an argumentative speech it is always useless to proceed if there are any terms that are not thoroughly understood by speaker and audience. It is often essential that the speaker make clear in the beginning the exact sense in which he is using a term. There should be no quibbling in defining a term. Clearness should be the sole aim.

b. Explanations. It often happens that certain explanations are necessary before the speech can proceed. It is sometimes wise to explain briefly to the audience what has led to the discussion; that certain facts, situations or conditions, while not a part of the discussion still have a very vital bearing on it and should therefore be understood. This is introductory material.

c. Admissions. A very effective method of narrowing the discussion is through a skilful use of admission. The more one can admit of the opposing argument, the less there is to prove. Often much of the prejudice of the audience can be removed by frank admissions. If a speaker is discussing complete world disarmament, he may admit a large part of the arguments advanced by those who favor the taking of such a step immediately, he may admit the ultimate desirability of taking such a step and then base his main argument on the contention that practical considerations do not permit us to take such a step under present world conditions. By taking this point of view he is lining himself up in theory with those who really are opposed to him, and in so doing he is removing much of the hostile attitude of the audience toward him and at the same time he is narrowing the discussion to those points that he considers most vital.

d. Exclusions. Another method of narrowing the field of discussion is through the exclusion of the irrelevant. It is often well to show what you are not obliged to do to make your point, or what you do not propose to do for other important and perfectly good reasons. The following paragraphs from a student's speech on Political Democracy illustrate very clearly the steps in the Introduction which clarify the terms used, and exclude certain phases of the question, thus narrow-