

### Importance

When we remember that speech is the means by which we convey our ideas to others, the bridge over which heart travels to heart, the medium through which we may influence people for God, we can agree with the writer who said, "I think that things had better not be said at all than to be said weakly."

Much speech fails to produce results. The teacher feels that he has some splendid information, but does not make it clear to the class, the preacher has carefully prepared a message, but his hearers remain unmoved. Why the failure?

It may be that the speaker has made the common error of supposing that, in order to succeed as a public speaker, he needs simply "something to say." But an acquaintance with the outstanding preacher and orators of all times will show that they not only had something to say, but they carefully studied and planned how to say it.

The speaker has not only himself to think about, but also his audience. He himself may see a matter clearly, feel it vividly and believe it intensely; but his problem is to make his audience see, feel, and believe the matter as he does. In order to accomplish this he must have a knowledge of those laws by which human conduct is influenced. To state and apply those laws is the aim of this course.

Why should a Christian worker speak well?

1. To pay his debt to the audience. People who take time and trouble to come to listen to a speaker should not be disappointed--if the worker can help it.
2. To uphold the reputation of the ministry. Why the expression "Dry-as-dust preaching?"
3. His future depends on his success. It is the Christian worker who "makes good" who receives the calls. "For unto everyone that hath shall be given."
4. In order to win sould. "Make it your aim, not to do well but to do good."

### REQUISITES FOR SUCCESS

"For the most of the material in these notes we are indebted to Dale Carnegie's book, Public Speaking and Influencing Men in Business."

### Training

The rules of public speaking are to the speaker what piano exercises are to the beginner--devices for forming correct habits, that will remain when the rules themselves are forgotten.

### Thorough Preparation

"The best way for you to gain confidence is to prepare so well on something that you really want to say that there can be little chance to fail." --Loelwoode-Thorpe.

"To trust to the inspiration of the moment"--that is the fatal phrase upon which many promising careers have been wrecked. The surest road to inspiration is preparation. I have seen many men of courage and capacity fail for lack of industry. "Lloyd-George,

"Before a preacher faces his audience, he should write a letter to a friend and say; 'I am to make an address on a subject, and I want to make these points.'" He should then enumerate the things that he is going to speak about in their correct order. If he finds that he has nothing to say in his letter, he had better write to the committee that invited him and say that the probable death of his grandmother will possibly prevent his being present on the occasion." --Dr. Hale

"Webster said that he would as soon think of appearing before an audience half-clothed as half-prepared."

"A well-prepared speech is already nine-tenths delivered."

"A speech is a voyage with a purpose, and it Must be Charted. The man who starts Nowhere generally gets there."

How shall I prepare?

1. "What is preparation? The setting down of some mechanical sentences on paper? The memorizing of phrases? Not at all, Real preparation consists in digging out something out of yourself, in assembling and arranging your own thoughts, in cherishing and nurturing your own convictions." The subjects that come out of our own experience and meditations are the most effective.

2. "Do not sit down and try to manufacture a speech in thirty minutes. A speech can't be cooked to order like a steak. A speech must grow. Select your topic early in the week, think over it during odd moments, brood over it, dream over it. Discuss it with friends. Make it a topic of conversation. Ask yourself all possible questions concerning it. Put down on pieces of paper all thoughts and illustrations that come to you and keep reaching out for more. Ideas, suggestions, illustrations will come drifting to you at sundry times--when you are driving down town, when you are waiting for dinner. This was Lincoln's method. It has been the method of almost all successful speakers."

3. "After you have The a bit of independent thinking, go to the library and do some reading on the topic--if time permits."

4. "Collect far more material than you intend to use. Imitate Luther Burbank. He often produced a million plant specimens to find one or two superlatively good ones. Assemble a hundred thoughts; discard ninety."

5. The way to develop reserve power is to know far more than you can use, to have a full reservoir of information. It is the overflow of the speaker that brings the blessing.

Self-confidence

1. "A few thousand students of this course have written the author stating why they enrolled for this training and what they hoped to obtain from it. The prime reason that almost all of them gave was this: they wanted to conquer their nervousness, be able to think on their feet, and to speak with self-confidence and ease before a group of any size.

2. The ability to do so is not difficult to acquire. It is like the ability to play golf-any man-every man- can develop his latent capacity if he has sufficient desire to do so.

3. "Many men who afterwards became famous speakers were, at the outset of their careers, beset with self-consciousness and almost paralyzed with audience fright.

The late Mr. Bryan admitted that, in his first attempts, his knees fairly shook.

General Grant took Vicksburg and led to victory one of the largest armies the world had ever seen up to that time; yet when he attempted to speak in public, he admitted he had something like locomotor ataxia.

Spurgeon admitted that he never could get over that "sick feeling before preaching".

Cicero, the great Roman orator of two thousand years ago said that all public speaking of real merit was characterized by nervousness.

4. No matter how often some may speak, they will always experience this self-consciousness before they begin; but in a short while it will vanish. Nervousness will not hinder us if we do the following four things:-

- (a) Start the course with a persistent and strong desire. Think of what the training is going to mean for you in the work of the Lord.
- (b) Prepare. You cannot feel confident unless you know what you are going to say.
- (c) Act confident. "To feel brave act as if you were brave, use all of your will to that end, and a courage-fit will likely take the place of fear." (Prof. James). "Roosevelt confessed that he conquered his fear of grizzly bears, mean horses and gun-fighters by that method."
- (d) Practice. "Fear is the result of the lack of confidence and a lack of confidence is the result of not knowing what you can do; and that is caused by a lack of experience. Experience in speaking in public will help to banish fear.

Modesty and Humility

Over-confidence may be sometimes as harmful as under-confidence. Shakespeare has said, "Security is mortal's greatest enemy." Many preachers know that to win a triumph in the morning is to court defeat in the evening, for the mind is on the morning's

victory. We may take warning from the following incident.

Background:- A church where a student-preacher is to deliver a trial sermon.

Scene I. Young student struts down the aisle carrying his head as if it were the Holy Sacrament, ascends the platform, and looks the people over as if to say, "You are to be greatly honored in listening to me."

Scene II. The sermon falls flat.

Scene III. The preacher descends from the platform a sadder but humbler man.

Scene IV. Old deacon to the student: "Young man, if you had gone up to the platform the way you came down, you would have come down the way you went up."

### Persistence

"I never allow myself to become discouraged under any circumstance.

The three great essentials to achieve anything worth while are, first, hard work; second, stick-to-itiveness; third, common sense. --Edison.

"Much good work is lost for the lack of a little more."  
--Harriman.

"Patience is the best remedy for any trouble."  
--Plautus. 225 B.C.

"They can conquer who believe they can...He has not learned the first lesson of life who does not every day surmount a fear."  
--Emerson.

1. "We never learn anything--be it golf, French, or public speaking--by means of gradual advancement. We advance by sudden jerks and abrupt starts. Then we may remain stationary for a few weeks, or even lose of the proficiency we have gained. Psychologists call these periods of stagnation 'plateaus in the curve of learning.' We may strive hard for a long time and not be able to get off one of these plateaus and onto an upward ascent again. Some men, not realizing this curious fact about the way we progress, get discouraged on these plateaus and abandon all effort. This is extremely regrettable, for if they were to persist, if they were to keep on practising, they would suddenly find that they had lifted like an aeroplane and made tremendous progress overnight."

2. "Professor James has pointed out that one need have no anxiety about the upshot of his education, that if he keeps

faithfully busy, 'he can with perfect certainty count on waking up some fine morning to find himself one of the competent ones of his generation in whatever pursuit he has singled out.'" This truth will apply to public speaking. Persistence and dogged determination will bring success.

3. A proper mental attitude is necessary. Experience proves that if we think that we cannot accomplish something, we are generally right.

In the realm of natural effort as well as spiritual the principle is, "All things are possible to him that believeth."

"Admiral Dupont gave a half a dozen excellent reasons why he had not taken his gunboats into Charleston Harbor. Admiral Farragut listened intently to the recital. "But there is another reason that you have not mentioned", he replied.

"What is that?", questioned Admiral Dupont.

"The answer came, 'You did not believe you could do it.'"

#### Intensity and Earnestness

"He did it with all his heart and prospered." II Chron. 31:21

1. "Every time you speak, you determine the attitude of your hearers toward what you say. If you are only mildly concerned, they will be only mildly concerned. If you are enthusiastic, they will be sure to catch something of your spirit. Enthusiasm is one of the biggest--if not the biggest--factors in delivery. "I like the man who bubbles over with enthusiasm, Better be a geyser than a mud puddle."--John G. Shedd.

2. "The man who tries to be very serious or very witty may easily fail, but the speaker who appeals to you with real conviction never fails. If he is really deeply convinced that he has a message for you, his speech will go like a flame."  
--Littleton.

3. "The essence of a good speech is that the speaker really has something that he wants to say."--Prof. Brander Matthews.

4. "Establish a telegraphic communication between your head and heart. We want not only to give the facts but to reveal your attitude towards those facts. Heart preparation is as necessary as head preparation.

5. Said Emerson, "Use what language you will, you can never say anything but what you are." The main element in a speech is not the words but the spirit of the man behind those words. An audience can generally detect whether we mean what we are saying. "Honesty is one part of eloquence; we persuade others by being in earnest ourselves."--Hazlitt.

Platform Presence and Personality

1. If possible, go before your audience rested. A tired speaker cannot be at his best.
2. Eat sparingly. Sometimes the blood that should be in a preacher's brain, is down in his stomach wrestling with steak and potatoes. "Paderewski was right; he said that when he ate what he wanted to eat before a concert, the animal in him got the uppermost, that it even got into his finger tips and clogged and dulled his playing."
3. Dress neatly, attractively. If a speaker is slouchily dressed the audience will probably assume that his mind is as sloppy as his appearance. "The Department of Agriculture in Washington has several stands of bees on its experimental farm. Each hive has a large magnifying glass built into it, and the interior can be flooded with electric light by pressing a button; so, any moment, day or night, these bees are liable to be subjected to the minutest scrutiny. A speaker is like that: he is under the magnifying glass, he is in the spotlight, all eyes are upon him. The smallest disharmony in his personal appearance now looms up like Pike's Peak from the plains."
4. Smile! "Like begets like. If we are interested in our audience, there is a likelihood that our audience will be interested in us. If we scowl at our audience, there is every likelihood that inwardly or outwardly they will scowl at us. If we are timid and rather flustered, they likewise will lack confidence in us. If we are brazen and boastful, they will react with their own self-protective egotism. Even before we speak, very often, we are condemned or approved. There is every reason, therefore, that we should make certain that our attitude is such as to elicit warm response." --Prof. Overstreet.
5. Do nothing to dull your energy. It is magnetic. People cluster around the energetic speaker like wild geese around a field of autumn wheat.
6. Crowd your audience together. No group is easily influenced when it is scattered. An individual will approve things that he might question and oppose if he were one of a group scattered through a large room. (Scattering hinders unity of the Spirit as well.)
7. If you are speaking to a small group, pack them into a small room. Don't stand on the platform. Get down on the same level with them. Make your talk intimate, informal, conversational.
8. Watch your platform conduct while waiting to speak. Do not flop down in your chair. Feel it strike the back of your legs, and, with your body easily erect, sink into it.
9. Don't make a lot of nervous movements. Every movement that does not add to your presence, detracts from it.

10. Don't try to get your gestures out of a book. Get them out of your impulses. Let yourself go. Spontaneity and life and abandon are the indispensable requisites of gesture, not studied grace and an obedience to rules.

11. In gesturing, do not repeat one movement until it becomes monotonous. Above all else, hold your gestures, continue them until the climax of your movements coincides with the climax of your thought.

### HOW TO OPEN A TALK

"In public address, it is all-important to make a good start. In the whole hard process of speech making, there is nothing quite so hard as to make easy and skillful contact with the audience... Much depends upon first impressions and opening words. Often an audience is either won or lost by the first half-dozen sentences of a speech." -- Lockwood Thorpe

"Compared with what we ought to be, we are only half awake. We are making use of only a small part of our physical and mental resources. Stating the thing broadly, the human individual thus lives far within his limits. He possesses powers of various sorts which he habitually fails to use." -- Professor William James

1. The opening of a talk is difficult. It is also highly important, for the minds of our hearers are fresh then and comparatively easy to impress. It is of too much consequence to be left to chance; it ought to be worked out in advance.

2. The introduction ought to be short, only a sentence or two. Often it can be dispensed with altogether. Wade right into the heart of your subject with the smallest number of words. No one objects to that.

3. Some are prone to begin either with attempting to tell a humorous story or by making an apology. Both are usually bad. Very few men--very, very, very few--can relate a humorous anecdote successfully. The attempt embarrasses the audience instead of entertaining them. Stories should be relevant, not dragged in just for the sake of the story. Humor should be the icing on the cake and not the cake itself. NEVER APOLOGIZE. It is usually an insult to your audience; it bores them. Dive right into what you have to say, say it quickly and sit down.

4. To win the immediate attention of your audience, try the following--

a. Arouse curiosity. Note the following example:

"I was going down Christian Street in Jerusalem one day when I met a man clad in the gorgeous robes of a Oriental Potentate; and at his side, hung the curved

gold sword worn only by the descendants of the prophet Mohammed. But this man had none of the appearances of an Arab. He had blue eyes; and the Arabs' eyes are always black or brown."

- b. Begin with a story.
- c. Use an exhibit. Hold up something for the people to look at.
- d. Ask a question. Example: "Are gangsters really organized? How?"
- e. Open with a quotation from some famous man.
- f. Connect the subject with the vital interests of the listeners. Example: Subject: Conservation of our forests. Opening: "The subject I am going to talk upon affects your business. In fact, it will in some measure, affect the price of the food we eat and the rent we pay. It touches the welfare and prosperity of us all."
- g. Start with a fact that will jar and shock the audience. For example: "The American people are the worst criminals in the world."  
"Do you realize that the sound of a fly walking across a pane of glass in New York can be broadcasted by radio and made to roar away off in Central Africa like the falls of Niagara?"
- h. Make the opening appear casual, not formal. Refer to incident that occurred or something that has just been said. "This morning as I was walking down Main Street I noticed, etc..."
- i. If your audience is prejudiced:
  - (1) Begin on common ground. Get everybody agreeing with you from the start. For example: if you were addressing a company of Jews, how would you begin?
  - (2) "Don't state your case so that the people will say 'no, no' at the very outset. When a person once says 'no' his pride demands that he stick to it. The more 'yesses' we can get at the beginning, the greater our chances of success.
  - (3) "Do not begin saying that you are going to prove so and so, that is liable to arouse opposition. Your hearers may say, "Let's see you do it." The best argument is that which seems merely an explanation."

#### HOW TO CLOSE A TALK

1. "The beginning and the ending are the hardest things in almost any activity to manage adroitly...The close of a speech is really its most strategic element. What is said last is likely to be remembered the longest."



(2) "Don't end with: "That is all I have to say on the matter; so I'll guess I'll stop. 'Stop, but don't talk about stopping."

(3) "Plan your ending carefully in advance as Webster, Bright and Cladstone did."

(4) How shall we close a talk?

- a. "Summarizing, restating, outlining briefly the main points you have covered." Irish politician: "first, tell them what you are going to tell them; then tell them; then tell them that you have told them."
- b. Appealing for action.
- c. Quoting a verse of poetry.
- d. Using a Biblical quotation.
- e. Rising to a climax. See Rom. 8:33-39.
- f. Good ending--good beginning--close together. Stop before they want you to. "Point of satiation is reached very soon after the peak of popularity."

#### THE ENDS OF SPEECH

1. Every talk has one of five major goals:

1. To make something clear. The object is to so explain a matter that the audience will say, "We see."
2. To impress. Object: to arouse the emotions so that people will say, "We feel."
3. To convince. An appeal to the reason so that the audience will say, "You are right; I believe."
4. To move to action. An appeal to the will, so that people will say, "I will do it."
5. To interest. Arouses pleasant feelings so that the people will say, "We are pleased."

2. Facts concerning the ends of speech:-

- a. When selecting the end of speech we must consider the audience. If your subject were The Resurrection, and your audience were composed of believers, what end would you choose? If you had a congregation of agnostics? If you were speaking on the subject of Tithing to Christians what end would you select?
- b. If the end is action other ends of speech may be used to lead up to the main aim of the talk.
- c. Determination of the end will save the speaker from indefiniteness. When we prepare for a journey it is necessary to know our destination. The carpenter chooses the tools when he knows about the job to be done.
- d. The choosing of the end of our speech will determine the material to be used. If it is clearness, we shall select many illustrations; if impressiveness, we shall choose stirring incidents or vivid descriptions; if belief, we shall mention those things that appeal to men's motives; if to interest, we use extraordinary facts and unusual stories and truths that have a personal interest for the listeners.

3. In attaining these ends we shall use two principles:-
- a. The principle of Reference to Experience. By this we mean the relating of our subject to what the audience already knows, feels or believes. The purpose is to bring the subject into the listeners's life, to connect it with his experience, so that his own knowledge will lead him to agree with you. For example: if you were addressing a company of business men on the subject of Faith, how would you form a contact with their experience? Or if you were attempting to convince a congregation of farmers that there must be persistent and thorough preparation before results can be obtained from the preaching of the Gospel. Read Paul's sermon in Acts 17. How did he use this principle?
  - b. The principle of cumulation. By this we mean a "hammering" of facts into the mind by repetition and emphasis. What the Irish politician said of political truths is applicable in other spheres: "incessant repetition is required to impress political truths upon the mind." But the speaker must avoid tiresome repetition. Note the following example of cumulation:
    - (1) Simple statement: "disobedience is slavery; obedience is liberty."
    - (2) Restatement by illustration: Disobedience to the law of fire or water or acid is death. Obedience to the law of eloquence gives the orator his force; obedience to the law of iron gives the inventor his tools."
    - (3) Restatement by specific instance: "Obedience to the law of color gave Leonardo da Vinci his Last Supper, etc.
    - (4) We might add restatement by testimony. This consists in the quoting of some prominent person.

#### HOW TO ATTAIN CLEARNESS

1. Importance of making ourselves clear. "Remember, gentlemen, that any order that can be misunderstood, will be misunderstood."--General Von Moltke to his officers. Napoleon's oft-repeated instruction..."Be clear! Be clear!"
2. Make the unknown clear by comparing it to the known. Compare obscure matters to things that are clear in the minds of the people. Compare the following statements:
  - a. St. Peter's, biggest church in the world, is 232 yards long, and 364 feet wide.
  - b. It is about the size of two buildings like the capitol at Washington piled on top of one another.
 Did the Lord use this principle of comparison in His teaching?
3. Be sure that the subject is clear to your own mind.
4. Appeal to the sense of sight by painting word pictures. The Chinese say: "One picture is worth ten thousand words."
5. "Restate your important ideas in different words." This principle has been already dealt with.

6. Do not try to cover too much ground in one talk. What will be the result if a speaker attempts to cover twelve points of an outline in a five-minute message?
7. "It is a good practice to strive to explain things so clearly that a child will understand.

### IMPRESSIVENESS

In impressiveness the purpose is to make ideas vivid so that they will be not only seen but felt. This is the preacher's aim when describing Calvary to believers--to make them feel a profound gratitude for the work that was done there. This is his end when preaching on heaven, or on the beauty of the Person of Christ.

### HOW TO BE CONVINCING

"Every idea, concept or conclusion, which enters the mind is held as true unless hindered by some contradictory idea." Our problem then, when the purpose of our talk is impressiveness and conviction, is twofold; first, to set forth our own ideas; second, to prevent opposing ideas from arising to render them null and void. Note the following suggestions:-

1. "Convince yourself before you attempt to convince others. Contradictory ideas are less likely to rise in your mind when the main idea is presented with feeling and contagious enthusiasm." In-sincerity rips the vitals out of delivery."
2. Compare the truth that you wish the audience to believe to something that they already believe. Which of the following statements would be more likely to convince an atheist:-
  - a. "A man who does not believe in the existence of God is a fool.
  - b. Taking out your watch: "If I were to tell you that those levers and wheels and springs made themselves and fitted themselves together and started running on their own account, wouldn't you question my intelligence? Of course you would. But now look up at the stars, etc.."
3. Restate your ideas and use the principle of cumulation." "Experience upon experience must be piled up until the very weight imbeds the thought deep in the tissues of the brain."
4. "Use graphic illustrations. Ear impressions are easily obliterated. Visual impressions stick like an imbedded cannon ball. A student told in a speech the number of houses that had been destroyed by fire during the previous year. He further said that, if these burned buildings had been placed side by side, the line would have reached from New York to Chicago, and that if the people who had been killed in those fires had been placed a half a mile apart, that the gruesome line would reach back again from Chicago to Brooklyn."
5. "Back up your statements with quotations from some one who can speak with authority. For example, if you were arguing that a definite call was not needed for work in the foreign fields, a quotation from a noted, consecrated missionary would make an excellent beginning.

HOW TO GET ACTION

Business man to a preacher, after the morning sermon: "Your message was well arranged and well delivered, but it was a failure as far as I am concerned. You didn't get me to do what my salesmen make their clients do--sign on the dotted line." Here is the end of speech to be considered now--how to get people to sign on the dotted line, to move them to action. How to attain this?

1. Get interested attention. See notes on "How to Begin a Talk."
2. Win the confidence of the people:-
  - a. By sincerity and earnestness. Character, and not cleverness, is what influences hearts.
  - b. By speaking out of your own experience. What we have lived through and experienced gives reality to our words.
3. Knowing your subject.
4. Anticipating and answering their objections.
5. By appealing to the motives that cause men to act. This is the most important method of securing action. Every conscious and deliberate act we perform is caused by some desire. If we can find out what these desires are and can appeal to them with force, then we will have power to move people to action. Study the following example. Father finds that his son is indulging secretly in the smoking habit. He scolds, becomes angry, commands his son to stop smoking, and warns him that it will ruin his health. This son is ambitious to excel in high school athletics. How should the father go about the task of influencing the boy against the tobacco habit?
6. What are the motives and desires that move people to action? We shall illustrate them by applying them to the topic of Temperance.
  - a. The desire for gain. "You will earn more and save more."
  - b. Self-preservation. "You will have better health and a longer life."
  - c. Power. "You will have greater mental force, greater moral power, greater self-control."
  - d. Reputation. "Your friends will admire you."
  - e. Affections. "You will avoid wounding the feelings of those whom you love. You will be of more service to them."
  - f. Sentiments. "You will prove yourself a man. You will show self-respect. It is right to be temperate."
  - g. Pleasures and tastes. "You will increase your opportunity to appreciate the best in art and literature."

Note: Your audience will help you to determine what motives to appeal to.

## PUBLIC SPEAKING SUPPLEMENT

### End - CLEARNESS

Aim - To perceptive faculties - to make hearers say, "I see."

Method - Explanation

- To explain the meaning of some thing.
- To explain the nature of something.
- To answer the question "How?"
- To describe some thing or someone.

Material - Illustrations which appeal to the mind, vision, rather than to the emotions.

- Comparison of the unknown with the known.
- painting word pictures which appeal to perception rather than to the emotions.

### End - TO CONVINCE *or to lead*

Aim - To the reasoning powers - to make hearers say, "I believe."

Method - Proof

- To prove the importance of a matter in comparison to another matter.
- To prove something or someone superior to something or someone else.
- To establish the truth of a certain statement, or event.

Material - argument and logical reasoning

- quoting some recognized authority
- statistics, figures, strikingly stated.
- repetition and emphasis (cumulation).
- comparing the truth you wish hearers to believe with something they already believe. (Appeal to experience).

### End - IMPRESSIVENESS

Aim - to make hearers say, "I feel."

Aim - to emotions

Method - Vivid as in speech, animation in delivery

- To make something living and real to hearers
- To make hearers feel the beauty, sadness, joy, glory, splendor, awfulness, seriousness of an event or situation.

Material - Descriptive words which have emotional power and which produce feeling.

- Vivid and graphic illustrations
- Striking statements

### End - ACTION

Aim - To make hearers say, "I will," and to move them to action.

Aim - To the will

Method - Appealing to the motives and desires which move men to action.

Material - Motivating desires such as--

- Desire for gain
- Self-preservation
- Power
- Reputation
- Affections
- Sentiments
- Pleasures and tastes
- Religious motives

*End. To entertain*

## PUBLIC SPEAKING

The speaker should consider his audience as well as his subject.

In speaking we should speak in terms that will be easily understood by the audience and not in terms that are familiar to us and not to them.

II questions a speaker should ask himself before preparing his speech.

1. What is my subject?
2. What general group is my audience?
3. What are the general characteristics of my audience?
  - What is their type?
  - What is their education?
  - What are their general common interests?
4. How much does my audience know about my subject?
  - How limited or how complete is their knowledge?
  - How did they gain their knowledge, by hearsay, reading, experience?
5. What general beliefs or prejudices have they on the subject?
6. What shall be my General Purpose with my audience, to explain, convince or move to action?
7. What shall be my specific purpose.? What to explain, prove or try to get done?
8. What will be the probable attitude of my audience toward my specific purpose?
9. What objections and difficulties must I overcome?
10. How shall I overcome them?
11. How much time have I in which to accomplish my purpose?

First step in the analysis of the problem.....is naming of the type of audience and statement of the subject.

Include the point of view on both sides to make the subject complete.

The speaker should estimate the probable reaction of his audience to his point of view.

If you know the conditions then you can know how to prepare yourself to tackle the problem.

### Example of analysis

General Characteristics of Audience.

Knowledge of the Subject

General Beliefs or Prejudices on the Subject.

General Purpose

Specific Purpose

Attitude of the Audience toward Specific Purpose

Main specific objections of audience to speaker's purpose.

How to overcome objections

Length of speech.