Com 151 Notes

Week 1 (LONG FORMAT)

1. Threatening Music/Title of Course
2. Welcome to Course/My name is… (Intro long format, spring semester)
3. Attendance
4. Hand out syllabus
5. Cliché Time
	1. Public Speaking is #1 fear
	2. Is this true??
6. Wikipedia Definition
	1. Which means it’s a skill for anytime
7. Before we go any further talking about public speaking - Lets Talk Syllabus!
	1. Super exciting
	2. Grading
	3. Attendance and makeups
	4. Plagiarism
	5. Extra credit
8. Hall of Shame
	1. Phil Davison
	2. Well discuss what he did right and wrong after break
9. Phil Davison
	1. What were his goals?
	2. What did he do right?
	3. What did he do wrong?
	4. What type of speech would this be considered?
10. Types of Speech
	1. Persuasive
		1. Used primarily in political venues
			1. Factual Matters
				1. Balance Budget
			2. Matters of Values
				1. Abortion
			3. Matter of Policy
				1. “This is what were gonna do, so get with it”
		2. Structure
			1. Identify Need
			2. Provide a Solution
			3. Prove the Practicality of solution
		3. Think about typical political debates
			1. Show Reagan “A Time for Choosing “ Clip
				1. Endorse candidate Barry Goldwater
				2. What made that an effective intro
				3. Compared to Davison?
	2. Demonstrative
		1. A combination of Visual Aids, Spoken word, and example
		2. Teach how to acquire a skill
		3. Structure – Much like an essay
			1. Intro – What is the demo? (Problem? Hungry?)
			2. Body – Show the demo in a clear manner (Make sandwich)
			3. Closing – Summary (Using these methods you’ve satisfied…\_)
	3. Informative
		1. Primarily to educate and bring new knowledge to audience
		2. Structure – VERY essay like
			1. Intro
			2. Body
			3. Conclusion
	4. Impromptu
		1. Speech with little to no prep
		2. Competitive, but also when reacting to unforeseen circumstances
		3. Later in the semester
			1. Random Topic
			2. Low Point Value (so don’t worry)
	5. Introductory
		1. Next class
11. Audience Rewards
	* 1. Most important person when giving a speech is listener
			1. In music, a hook is the usually the chorus that gets stuck in your head
			2. In speaking (and writing) the audience hooks are little incentives that keep the audience interested
	1. HOOK 1&2: New Knowledge vs In depth Knowledge
		1. Both appeal to those seeking an understanding on a subject, but to varying degrees of familiarity
	2. HOOK 3: Personal Insight:
		1. How many have taken a facebook quiz?
	3. HOOKS 4&5: Health and Survival
		1. H1N1, Avian Flu
	4. HOOK 6: Fear
		1. Terrorism articles?
	5. HOOK 7: Profit
		1. Get rich quick seminars
	6. HOOK 8: Personality of the Writer
		1. Think people like Dave Barry
		2. Familiarity
	7. HOOK 9: Humor
		1. Obvious
	8. HOOK 10 Fill an Emotional Need
		1. Inspirational Speeches
		2. Feel understood or a part of something
		3. Churches, Motivational
	9. HOOK 11: Escapism
		1. Learn about something pleasant, or at least interesting to distract from life
	10. HOOK 12: Entertainment
		1. Similar to escapism
		2. More social?
	11. HOOK 13: Vicarious Experience
		1. Interesting subject, uncommon experience
	12. HOOK 14: Story/Case Study
		1. Informative but with a narrative bent
	13. HOOK 15: Curiosity/Suspense
	14. HOOK 16: Intense Emotion
		1. Child Killed on news
	15. HOOK 17: Relevance
		1. Know your audience, and know what their lives are like
	16. HOOK 18: Appeal to personal Bias/Beliefs
		1. People will want to listen if they already like the content
	17. OVERALL - Described as spices that will entice the listener, but don’t go overboard!
12. Nerves
	1. Will undermine your goals
	2. Refer to slide for stats
	3. More on stress next time
	4. Nerves can have effects on the speaker
13. Hall of shame
	1. Nerves can ruin a speech
	2. Arizona Governor Jan Brewer
	3. Camera freaks people out
14. Next Time!
	1. Introductory Speeches
	2. Speech format!