

SPEECH 101: INTRODUCTION TO PUBLIC SPEAKING FOR SOCIAL JUSTICE



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Introduction to Public Speaking for Social Justice

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CHAPTER OVERVIEW

1: The Value of Public Speaking in Your Life

[1.3: The Value of Public Speaking in Your Life](#)

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1.3: The Value of Public Speaking in Your Life

Despite the long history of public speaking, dating back to at least 500 BCE, it is not unusual for students to question why this course is included in the curriculum of their major. You might have put it off or be taking it in your first semester. You might believe that it will have little use in your future career. The actual experience of completing the course may change your mind, and we would encourage you to do some research on our own about the question of how public speaking fits into your career. Perhaps you could talk to some professionals in your future career field, or perhaps your instructor will discuss this in class or assign a short speech about it.

However, here are three reasons why you can benefit from this course. First, public speaking is one of the major communication skills desired by employers. Employers are frequently polled regarding the skills they most want employees to possess, and communication is almost always in the top three (Adams, 2014). Of course, “communication skills” is a broad term and involves a number of abilities such as team leadership, clear writing in business formats, conflict resolution, interviewing, and listening. However, public speaking is one of those sought-after skills, even in fields where the entry-level workers may not do much formal public speaking. Nurses give training presentations to parents of newborn babies; accountants advocate for new software in their organizations; managers lead team meetings.

If you are taking this class at the beginning of your college career, you will benefit in your other future classes from the research, organizational, and presentational skills learned here. College freshmen enter with many expectations of college life and learning that they need to “un-learn,” and one of those is the expectation that they will not have to give oral presentations in classes. However, that is wishful thinking. Different kinds of presentations will be common in your upcoming classes. In research done at the authors’ college involving 341 graduating seniors’ perceptions of the basic public speaking course showed that 72% of respondents agreed with the statement, “I feel that I used what I learned in the course in other courses I took towards my degree.”

Another reason for taking a public speaking course is the harder-to-measure but valuable personal benefits. As an article on the USA Today College website states, a public speaking course can help you be a better, more informed and critical listener; it can “encourage you to voice your ideas and take advantage of the influence you have;” and it gives you an opportunity to face a major fear you might have in a controlled environment (Massengale, 2014). Finally, the course can attune you to the power of public speaking to change the world. Presentations that lead to changes in laws, policies, leadership, and culture happen every day, all over the world.

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1.4: Video Links



TED Talks: [Stage Fright](#)

Click here for transcript of the Stage Fright and how to overcome it.

Mikael Cho:

Palms sweaty, heart racing, stomach in knots. You can't cry for help. Not only is your throat too tight to breathe, but it'd be so embarrassing. No, you aren't being stalked by a monster, you're speaking in public, a fate some deem worse than death. 00:25 See, when you're dead, you feel nothing; at a podium, you feel stage fright. But at some point we've all had to communicate in front of people, so you have to try and overcome it. 00:37 To start, understand what stage fright is. Humans, social animals that we are, are wired to worry about reputation. Public speaking can threaten it. Before a speech, you fret, "What if people think I'm awful and I'm an idiot?" That fear of being seen as an awful idiot is a threat reaction from a primitive part of your brain that's very hard to control. It's the fight or flight response, a self-protective process seen in a range of animals, most of which don't give speeches. 01:04 But we have a wise partner in the study of freaking out. Charles Darwin tested fight or flight at the London Zoo snake exhibit. He wrote in his diary, "My will and reason were powerless against the imagination of a danger which had never been experienced." He concluded that his response was an ancient reaction unaffected by the nuances of modern civilization. So, to your conscious modern mind, it's a speech. To the rest of your brain, built up to code with the law of the jungle, when you perceive the possible consequences of blowing a speech, it's time to run for your life or fight to the death. 01:49 Your hypothalamus, common to all vertebrates, triggers your pituitary gland to secrete the hormone ACTH, making your adrenal gland shoot adrenaline into your blood. Your neck and back tense up, you slouch. Your legs and hand shake as your muscles prepare for attack. You sweat. Your blood pressure jumps. Your digestion shuts down to maximize the delivery of nutrients and oxygen to muscles and vital organs, so you get dry mouth, butterflies. Your pupils dilate, it's hard to read anything up close, like your notes, but long range is easy. That's how stage fright works. 02:22 How do we fight it? First, perspective. This isn't all in your head. It's a natural, hormonal, full body reaction by an autonomic nervous system on autopilot. And genetics play a huge role in social anxiety. John Lennon played live thousands of times. Each time he vomited beforehand. Some people are just wired to feel more scared performing in public. 02:43 Since stage fright is natural and inevitable, focus on what you can control. Practice a lot, starting long before in an environment similar to the real performance. Practicing any task increases your familiarity and reduces anxiety, so when it's time to speak in public, you're confident in yourself and the task at hand. Steve Jobs rehearsed his epic speeches for hundreds of hours, starting weeks in advance. If you know what you're saying, you'll feed off the crowd's energy instead of letting your hypothalamus convince your body it's about to be lunch for a pack of predators. 03:14 But hey, the vertebrate hypothalamus has had millions of years more practice than you. Just before you go on stage, it's time to fight dirty and trick your brain. Stretch your arms up and breath deeply. This makes your hypothalamus trigger a relaxation response. Stage fright usually hits hardest right before a presentation, so take that last minute to stretch and breathe. 03:32 You approach the Mic, voice clear, body relaxed. Your well-prepared speech convinces the wild crowd you're a charismatic genius. How? You didn't overcome stage fright, you adapted to it. And to the fact that no matter how civilized you may seem, in part of your brain, you're still a wild animal, a profound, well-spoken wild animal.

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CHAPTER OVERVIEW

2: Introduction to Public Speaking for Social Justice

Learning Objectives

Upon completion of this modules, learners will be able to:

- A. Describe the importance of public speaking in advocacy.
- B. Explain the role of public speaking in promoting social change.
- C. Recognize the role of agendas and advocacy, in extemporaneous speaking.
- D. Define the principles of public speaking.

2.1 Speaking Out for Social Justice: An Introduction to Public Speaking

Prepared by: Carolyn Stevenson, M.A. M.B.A., Ed.D

Email: Cstevenson3@ccc.edu

2.2 Student introduction for this course:

Overview: Participants will delve into the significance of effective communication in driving social change. They will learn how to craft compelling messages that resonate with their audience and motivate action.

2.3 Textbooks for Modules:

Access the following from the CCC Library:

Adora Svitak. (2020). *Speak Up!: Speeches by Young People to Empower and Inspire*. White Lion Publishing.
<https://search.ebscohost.com/login.aspx?direct=true&AuthType=sso&db=e864sww&AN=2388078&site=eds-live&custid=s9211204>

Dale Carnegie & Associates. (2021). *Speak!: Overcoming the Fear and Horror of Public Speaking*. G&D Media.
<https://search.ebscohost.com/login.aspx?direct=true&AuthType=sso&db=nlebk&AN=2736438&site=eds-live&custid=s9211204>

Griffin, M.A. (2015). *Public Speaking Basics: Vol. Revised edition*. University Press of America.
<https://search.ebscohost.com/login.a...ustid=s9211204>

Derek Halbert, & Hayley Whitaker. (2016). *Advocacy and Public Speaking: A Student's Introduction*. University of Chester Press. <https://search.ebscohost.com/login.aspx?direct=true&AuthType=sso&db=nlebk&AN=1350227&site=eds-live&custid=s9211204>

Mary C. Vance, Katherine G. Kennedy, Ilse R. Wiechers, & Saul Levin. (2020). *A Psychiatrist's Guide to Advocacy*. American Psychiatric Association Publishing.
<https://search.ebscohost.com/login.aspx?direct=true&AuthType=sso&db=e600xww&AN=2451717&site=eds-live&custid=s9211204>

[2.3: Introduction to Public Speaking for Social Justice-- Readings and Videos](#)

[2.4: Introduction to Public Speaking for Social Justice-- Classroom Activity](#)

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2.3: Introduction to Public Speaking for Social Justice--Readings and Videos

Readings

Readings for this module provide information on the importance of public speaking in advocacy and the role of public speaking in promoting social change.

This reading discusses climate justice from author Severn Cullis-Suzuki, Environmental Activist. This reading helps you prepare for the classroom exercise and complete the assignment in Module 1. The focus of this reading is to increase understanding of the importance of public speaking in advocacy.

Reading 1:

Severn Cullis-Suzuki Environmental activist, p.17. In Adora Svitak. (2020). *Speak Up!: Speeches by Young People to Empower and Inspire*. White Lion Publishing.

Direct link to reading:
https://search.ebscohost.com/login.a...=EB&ppid=pp_17

This reading discusses climate justice from Environmental Activists, Rhiannon Tomtishen and Madison Vorva. This reading helps you prepare for the classroom exercise and complete the assignment in Module 1. The focus of this reading is to increase understanding of the role of public speaking in promoting social change.

Reading 2:

Rhiannon Tomtishen and Madison Vorva Environmental activists, p. 21. In Adora Svitak. (2020). *Speak Up!: Speeches by Young People to Empower and Inspire*. White Lion Publishing.

Direct link to reading:
https://search.ebscohost.com/login.a...=EB&ppid=pp_21

This reading discusses the definition and importance of public speaking in advocacy. This reading helps you prepare for the classroom exercise and complete the assignment in Module 1. The focus of this reading is to increase understanding of creating agendas, understanding advocacy, and speaking extemporaneously.

Reading 3:

McCann, B. J. (2002). *A Note Card and a Soapbox: Agendas, Advocacy, and Extemporaneous Speaking*.
<https://search.ebscohost.com/login.a...ustid=s9211204>.

This reading provides information on the principles of how to win friends and influence people. This reading discusses ways to gain the attention of the audience and highlights key points to be covered in a speech. This reading helps you prepare for the classroom exercise and complete the assignment in Module 1.

The focus of this reading is providing information on applying human relations principles to public speaking for social justice.

Reading 4:

The following readings are from: Dale Carnegie & Associates. (2021). *Speak!: Overcoming the Fear and Horror of Public Speaking*. G&D Media.
<https://search.ebscohost.com/login.a...ustid=s9211204>

Dale Carnegie's Human Relations Principles

Direct link: https://search.ebscohost.com/login.a...pid=Page-__-11

This reading provides information on crafting an introduction for a speech. This reading discusses ways to gain the attention of the audience and highlights key points to be covered in a speech. This reading helps you prepare for the classroom exercise and complete the assignment in Module 1. The focus of this reading is providing information on developing well organized introduction and gain the attention of your audience.

Read the Text Introduction

Direct link: https://search.ebscohost.com/login.a...pid=Page-__-13

Videos:

Video 1

This video provides an overview of effective public speaking. In this video you will learn about the principles of public speaking. This video helps you prepare for the classroom exercise and complete the assignment in Module 1. The focus of this video is to offer tips for effective public speaking.

DK (2022, December). The public speaking lesson you never had. [Video].



Video 2

This video highlights qualities of great public speaking. This video helps you prepare for the classroom exercise and complete the assignment in Module 1. The focus of this video is to showcase examples of great speeches to assist in your understanding of developing a quality speech.

Greene, R. (2014, November). The 7 secrets of the greatest speakers in history.[Video].



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2.4: Introduction to Public Speaking for Social Justice--Classroom Activity

The discussion for this module focuses on ways to create social change. Reflect and respond to the following questions: Search online for a speech that promotes social change. Discuss the essential qualities of effective public speaking in promoting social change, such as authenticity, passion, clarity, and

persuasion. Include the URL in the speech you have chosen to discuss.

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2.5: Introduction to Public Speaking for Social Justice--Assignment

Impact on Promoting Social Change

In a 3-4 minute video response, prepare responses to the following:

- A. Assess the tangible outcomes and societal shifts resulting from influential public speeches.
- B. Explore how public speaking has contributed to mobilizing collective action, shifting societal norms, and fostering

empathy and understanding.

- C. Highlight the role of public speakers in amplifying marginalized voices and advocating for social justice.

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CHAPTER OVERVIEW

3: Understanding Social Justice

Learning Objectives

Upon completion of this modules, learners will be able to:

- A. Define principles of social justice.
- B. Understand the historical context and evolution of social justice movements.
- C. Assess intersectionality and recognize multiple identities and oppressions

[3.3: Understanding Social Justice--Readings and Videos](#)

[3.4: Understanding Social Justice--Classroom Activity](#)

[3.5: Understanding Social Justice--Assignment](#)

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3.3: Understanding Social Justice--Readings and Videos

Readings

Readings for this module focus on defining social justice and its principle; historical context and evolution of social justice movements; and intersectionality.

Adora Svitak. (2020). *Speak Up!: Speeches by Young People to Empower and Inspire*. White Lion Publishing. <https://search.ebscohost.com/login.aspx?direct=true&AuthType=sso&db=e864sww&AN=2388078&site=eds-live&custid=s9211204>

Dale Carnegie & Associates. (2021). *Speak!: Overcoming the Fear and Horror of Public Speaking*. G&D Media. <https://search.ebscohost.com/login.a...ustid=s9211204>

This reading provides ways to empower others through public speaking from Jack Andraka, Inventor and Researcher. This reading helps you prepare for the classroom exercise and complete the assignment in Module 2. The focus of this reading is to provide an example of ways to empower others through public speaking.

Reading 1:

Jack Andraka Inventor and researcher, p. 25. In Adora Svitak. (2020). *Speak Up!: Speeches by Young People to Empower and Inspire*. White Lion Publishing.

Direct link to the reading: https://search.ebscohost.com/login.a...=EB&ppid=pp_25

This reading provides insight into inclusivity in science from Easton LaChappelle, Inventor. This reading helps you prepare for the classroom exercise and complete the assignment in Module 2. The focus of this reading is to provide an example of ways to inspire others through advocacy in public speaking.

Reading 2:

Easton LaChappelle Inventor, p. 27. In Adora Svitak. (2020). *Speak Up!: Speeches by Young People to Empower and Inspire*. White Lion Publishing.

Direct link to the reading: https://search.ebscohost.com/login.a...=EB&ppid=pp_27

This reading discusses ways to structure a speech. This reading helps you prepare for the classroom exercise and complete the assignment in Module 2. The focus of this reading is to assist you with ways to structure a speech.

Reading 3:

The following readings are from: Dale Carnegie & Associates. (2021). *Speak!: Overcoming the Fear and Horror of Public Speaking*. G&D Media. <https://search.ebscohost.com/login.aspx?direct=true&AuthType=sso&db=nlebk&AN=2736438&site=eds-live&custid=s9211204>

Part I: Structure

Direct link: https://search.ebscohost.com/login.a...pid=Page-__-21

This reading discusses developing content for effective speeches. This reading helps you prepare for the classroom exercise and complete the assignment in Module 2. The focus of this reading is to provide an overview of the content of professional speeches.

Reading 4:

Part II: Content

Direct link: https://search.ebscohost.com/login.a...pid=Page-__-41

This reading discusses ways to deliver a speech with confidence. This reading helps you prepare for the classroom exercise and complete the assignment in Module 2. The focus of this reading is to provide tips for delivering an effective speech.

Reading 5:

Part III: Delivery

Direct link: https://search.ebscohost.com/login.a...pid=Page-__-57

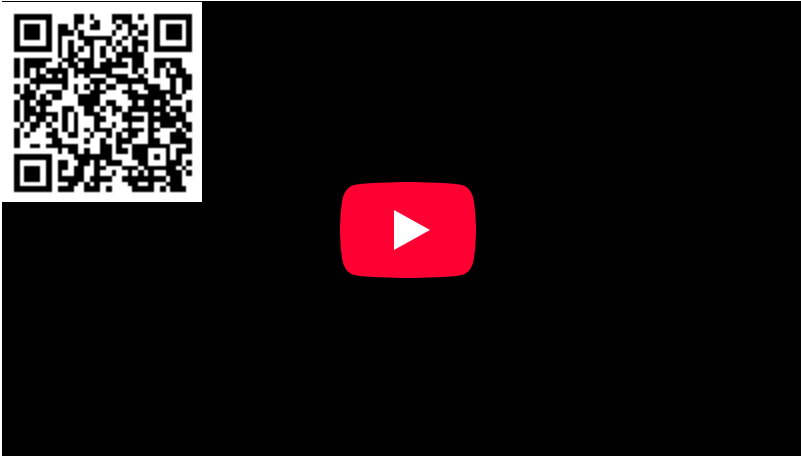
The following two videos provide historical context and evolution of social justice movements. These two videos help you prepare for the classroom exercise and complete the assignment in Module 2. The focus of these videos is to provide information on the history of social justice movements.

Videos:

Video 1

The following two videos provide historical context and evolution of social justice movements. These two videos help you prepare for the classroom exercise and complete the assignment in Module 2. The focus of these videos is to provide information on the history of social justice movements.

History Channel (2021, January). Historic protest movements in every decade: History by the decade.



Video 2

University of Buffalo (2023, April). Social Justice in Historical Context.



Video 3

The following video discusses the concept of intersectionality. This video helps you prepare for the classroom exercise and complete the assignment in Module 2. The focus of this video is to explain the concept of intersectionality and recognize multiple identities and oppressions.

Hopkins, P. (2018, April). What is intersectionality?



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3.4: Understanding Social Justice--Classroom Activity

The discussion for this module focuses on social justice advocacy and action. Reflect and respond to the following questions:

- What are some effective strategies for advocating for social justice and promoting positive social change?
- Discuss the importance of ally-ship and solidarity in social justice movements. How can individuals and communities

support marginalized groups and amplify their voices?

- Reflect on ways in which you can contribute to social justice efforts in your own community or sphere of influence.

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3.5: Understanding Social Justice--Assignment

Using the guidelines outlined below, complete a 3-5 video presentation. Visual aids may be used but are not required.

Title: The Power of Public Speaking: Mobilizing Collective Action, Shifting Societal Norms, and Fostering Empathy and Understanding

Introduction:

- Greet the audience warmly and introduce the topic.
- Provide a brief overview of the significance of public speaking in shaping societal dynamics.
- Preview the main points to be discussed: mobilizing collective action, shifting societal norms, and fostering empathy and understanding.

Body:

I. Mobilizing Collective Action

- Discuss historical examples where public speaking has galvanized communities to take action (e.g., civil rights movements, environmental activism).
- Share personal anecdotes or relevant case studies that illustrate the power of public speaking in mobilizing groups toward a common goal.

II. Shifting Societal Norms

- Provide examples of influential speeches that have contributed to societal shifts (e.g., Martin Luther King Jr.'s "I Have a Dream" speech).
- Discuss the long-term impacts of speeches on reshaping cultural attitudes and behaviors.

III. Fostering Empathy and Understanding

- Examine how public speaking facilitates empathy by humanizing social issues and experiences.
- Discuss the role of storytelling and personal narratives in cultivating empathy among audiences.
- Provide tips for speakers on how to connect with diverse audiences and convey empathy authentically.

Conclusion:

- Summarize the key points discussed regarding the impact of public speaking on collective action, societal norms, empathy, and understanding.
- Reinforce the importance of effective communication skills in driving positive social change.
- Encourage the audience to reflect on their own potential as public speakers to contribute to a more just and empathetic society.
- Thank the audience for their attention and invite questions or comments.

Presentation Tips:

- Practice your delivery to ensure clarity, confidence, and authenticity.
- Stay mindful of time constraints and allocate sufficient time for each section.
- End with a memorable closing statement that reinforces the main message of your presentation.

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CHAPTER OVERVIEW

4: Effective Delivery Techniques

Learning Objectives

Upon completion of this modules, learners will be able to:

- A. Understand the role of vocal delivery in public speaking.
- B. Assess the role of body language, posture, gestures, and eye contact in public speaking.
- C. Demonstrate ways to incorporate visual aids in speeches.

[4.2: Effective Delivery Techniques--Readings and Videos](#)

[4.4: Effective Delivery Techniques--Classroom Activity](#)

[4.5: Effective Delivery Techniques--Assignment](#)

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4.2: Effective Delivery Techniques--Readings and Videos

Readings

The readings for this module focus on delivery, body language, and utilizing visual aids.

Adora Svitak. (2020). Speak Up!: Speeches by Young People to Empower and Inspire. White Lion Publishing.
<https://search.ebscohost.com/login.aspx?direct=true&AuthType=sso&db=e864sww&AN=2388078&site=eds-live&custid=s9211204>

Dale Carnegie & Associates. (2021). Speak!: Overcoming the Fear and Horror of Public Speaking. G&D Media.
<https://search.ebscohost.com/login.aspx?direct=true&AuthType=sso&db=nlebk&AN=2736438&site=eds-live&custid=s9211204>

Derek Halbert, & Hayley Whitaker. (2016). Advocacy and Public Speaking: A Student's Introduction. University of Chester Press.
<https://search.ebscohost.com/login.a...ustid=s9211204>

This reading discusses advocacy through politics from Madison Kimrey, Political Activist. This reading helps you prepare for the classroom exercise and complete the assignment in Module 3. The focus of this reading is to increase understanding of finding one's voice and using it to make positive change.

Reading 1:

Madison Kimrey Political activist, p. 33. In Adora Svitak. (2020). Speak Up!: Speeches by Young People to Empower and Inspire. White Lion Publishing.

Direct link: https://search.ebscohost.com/login.a...=EB&ppid=pp_33

This reading discusses human rights from Joseph Kim Human Rights Activist This reading helps you prepare for the classroom exercise and complete the assignment in Module 3. The focus of this reading is on advocating for human rights.

Reading 2:

Joseph Kim Human rights activist, p. 34. In Adora Svitak. (2020). Speak Up!: Speeches by Young People to Empower and Inspire. White Lion Publishing.

Direct link: https://search.ebscohost.com/login.a...=EB&ppid=pp_34

This reading provides tips for effective presentations. This reading helps you prepare for the classroom exercise and complete the assignment in Module 3. The focus of this reading is on delivery, body language and using visual aids.

Reading 3:

The following readings are from: Dale Carnegie & Associates. (2021). Speak!: Overcoming the Fear and Horror of Public Speaking. G&D Media.

<https://search.ebscohost.com/login.aspx?direct=true&AuthType=sso&db=nlebk&AN=2736438&site=eds-live&custid=s9211204>

Top Presentation Tips

Direct link: https://search.ebscohost.com/login.a...pid=Page-__-93

This reading provides guidelines for effective public speaking. This reading helps you prepare for the classroom exercise and complete the assignment in Module 3. The focus of this reading using professional language, gestures, and body language in public speaking.

Reading 4:

The following reading is from: Derek Halbert, & Hayley Whitaker. (2016). Advocacy and Public Speaking: A Student's Introduction. University of Chester Press. <https://search.ebscohost.com/login.aspx?direct=true&AuthType=sso&db=nlebk&AN=1350227&site=eds-live&custid=s9211204>

Chapter 1: Twelve Rules for Speaking in Public

Direct link: https://search.ebscohost.com/login.aspx?direct=true&AuthType=sso&db=nlebk&AN=1350227&site=eds-live&custid=s9211204&ebv=EB&ppid=pp_1

This reading discusses ways to prepare a professional speech. This reading helps you prepare for the classroom exercise and complete the assignment in Module 3. The focus of this reading is to provide information on preparing a professional speech.

Reading 5:

Chapter 2: Preparing a Speech

Direct link: https://search.ebscohost.com/login.a...=EB&ppid=pp_47

These two videos offer tips for effective public speaking. These two videos help you prepare for the classroom exercise and complete the assignment in Module 3. The focus of these two videos is on techniques for effective communication and public speaking.

Videos:

Video 1

Greene, R. (2014, November). The 7 secrets of the greatest speakers in history. [Video]. TEDxOrgangeCoast. <https://www.youtube.com/watch?v=i0a61wFaF8A>



Viodeo 2

Phillps, J.P. (2019, February). The 110 techniques of communication and public speaking. [Video]. TedXTalks. <https://www.youtube.com/watch?v=K0pxo-dS9Hc>



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4.4: Effective Delivery Techniques--Classroom Activity

The discussion for this module focuses on vocal delivery: projection, articulation, pace, and tone. Reflect and respond to the following questions:

- How does confidence impact vocal projection, and how can speakers develop confidence in their delivery?
- What role does articulation play in ensuring that the audience can understand and follow a speaker's message?

- Why is pacing important in public speaking, and how does it impact audience engagement and comprehension?
- How can speakers use tone effectively to enhance their message and connect with the audience on an emotional level?

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4.5: Effective Delivery Techniques--Assignment

Assignment: Career Speech Utilizing Visual Aids

The career speech gives you an opportunity to research a potential career that you are interested in pursuing. If you are not sure of what career you are interested in, you can research a career that is interesting to you. You could research the career path, the personality suited and the compensation for that field.

Requirements:

- Length of speech 4-6 minutes.
- Presentation slides (Google slides, Prezi, Slideshare, PowerPoint) are required. A minimum of seven (7) slides with speaker notes are required.
- Instructions for adding speaker notes in PowerPoint slides: <https://support.microsoft.com/en-us/office/add-speaker-notes-to-your-slides-26985155-35f5-45ba-812b-e1bd3c48928e>

Career Speech Guidelines

These are some suggestions for information you might want to cover in your speech. You don't have to cover all of this or any, these are suggestions:

1. What is your career choice?
2. What is this career? What would some of your duties be in this career?
3. What is interesting about this career to you?
4. What qualities do you have that would help you be successful in this career?
5. What kind of pay is involved? What is the minimum/maximum salary?
6. What is the job outlook for this career? Are there going to be jobs available in this field when you graduate?
7. Why did you select this career choice? Reasons you want to go into this line of work.
8. What training is involved? Education?
9. Do you know anyone who has this job, or have you read about people in this field? Do they inspire you to follow this path and why?

Suggestions: Speak with your college advisor to see what classes you should be pursuing to succeed in that career. A great place to start when researching your career is the [US Bureau of Labor Statistics](#)

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CHAPTER OVERVIEW

5: Overcoming Fear and Building Confidence

Learning Objectives

Upon completion of this modules, learners will be able to:

- A. Explain ways to overcome fear and anxiety in speaking out.
- B. Critique techniques for building confidence in advocacy.
- C. Analyze stories of courage and resilience.

[5.3: Overcoming Fear and Building Confidence--Readings and Videos](#)

[5.4: Overcoming Fear and Building Confidence--Classroom Activity](#)

[5.5: Overcoming Fear and Building Confidence--Assignment](#)

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5.3: Overcoming Fear and Building Confidence--Readings and Videos

Readings

The readings for this module focus on overcoming fear and anxiety in public speaking. Readings for the case studies can be accessed from the following textbook:

Adora Svitak. (2020). *Speak Up!: Speeches by Young People to Empower and Inspire*. White Lion Publishing. <https://search.ebscohost.com/login.aspx?direct=true&AuthType=sso&db=e864sww&AN=2388078&site=eds-live&custid=s9211204>

This reading discusses advocating for disability rights from author Melissa Shang, Advocate for Disability Rights and Representation. This reading helps you prepare for the classroom exercise and complete the assignment in Module 4. The focus of this reading is to learn about courage and resilience.

Reading 1:

Melissa Shang Advocate for disability rights and representation, p. 38. In Adora Svitak. (2020). *Speak Up!: Speeches by Young People to Empower and Inspire*. White Lion Publishing.

Direct link: https://search.ebscohost.com/login.a...=EB&ppid=pp_38

This reading discusses advocating for transgender right from author Jazz Jennings, Transgender Rights Advocate. This reading helps you prepare for the classroom exercise and complete the assignment in Module 4. The focus of this reading is learning about speaking up for transgender rights.

Reading 2:

Jazz Jennings Transgender rights advocate, p. 41. In Adora Svitak. (2020). *Speak Up!: Speeches by Young People to Empower and Inspire*. White Lion Publishing.

Direct link: https://search.ebscohost.com/login.a...=EB&ppid=pp_41

This reading discusses ways to overcome anxiety in public speaking. This reading helps you prepare for the classroom exercise and complete the assignment in Module 4. The focus of this reading is to learn about ways to overcome speech anxiety.

Reading 3:

The following readings are from: Griffin, M.A. (2015). *Public Speaking Basics: Vol. Revised edition*. University Press of America. <https://search.ebscohost.com/login.a...ustid=s9211204>

Chapter 2: Anxiety about Speaking

Direct link: https://search.ebscohost.com/login.a...v=EB&ppid=pp_3

This reading discusses ways to select a topic and analyze the audience when preparing a speech. This reading helps you prepare for the classroom exercise and complete the assignment in Module 4. The focus of this reading is on ways to select a topic that will inspire your audience.

Reading 4:

Chapter 4: Subject Selection and Audience Analysis

Direct link: https://search.ebscohost.com/login.aspx?direct=true&AuthType=sso&db=nlebk&AN=977969&site=eds-live&custid=s9211204&ebv=EB&ppid=pp_11

This reading provides an overview of advocacy. This reading helps you prepare for the classroom exercise and complete the assignment in Module 4. The focus of this reading is to increase understanding of the importance of public speaking in advocacy.

Reading 5:

The following reading is from: Mary C. Vance, Katherine G. Kennedy, Ilse R. Wiechers, & Saul Levin. (2020). *A Psychiatrist's Guide to Advocacy*. American Psychiatric Association Publishing.

<https://search.ebscohost.com/login.a...ustid=s9211204>

Part 1: Part I Understanding Advocacy

· What is Advocacy and Why is it Important? Pages 6-16.

Direct link: https://search.ebscohost.com/login.a...v=EB&ppid=pp_1

The two videos provide information and examples of ways to build resilience. The two videos help you prepare for the classroom exercise and complete the assignment in Module 4. The focus of the two videos is on ways to build resilience.

Videos:

Video 1

Hunt, C. (2016, November). What Trauma Taught Me About Resilience. [Video]. TEDxCharlotte. https://www.youtube.com/watch?v=3qELiw_1Ddg



Video 2

Baquero, J. (2022, May). Resilience: A mindset for everyday life. Joana Baquero. [Video]. TEDxUTulsa. <https://www.youtube.com/watch?v=dU53bCvb-1c>



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5.4: Overcoming Fear and Building Confidence--Classroom Activity

The discussion for Module 4 focuses on strategies to reduce speech anxiety. Reflect and respond to the following questions:

- What strategies or techniques have you found helpful in managing speech anxiety?
- Have you experimented with relaxation exercises, such as deep breathing or visualization, to calm nerves before a presentation?

How do positive affirmations or self-talk contribute to reducing speech anxiety?

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5.5: Overcoming Fear and Building Confidence--Assignment

Assignment: Recognizing Fear and Anxiety in Speaking Out

Instructions:

This written assignment focuses on recognizing fear and anxiety in speaking out for social justice. In a 4–5-page written essay, respond to the following. You may also use the headings as a template for your written assignment.

Introduction

- Briefly introduce the concept of fear and anxiety in the context of public speaking or expressing oneself.
- Explain the significance of understanding and recognizing these emotions for effective communication and personal growth.

Definition of Fear and Anxiety

- Define fear and anxiety, distinguishing between the two emotions.
- Discuss how fear and anxiety manifest differently in individuals, particularly in the context of speaking out or public speaking.

Common Signs and Symptoms

- Identify common signs and symptoms of fear and anxiety related to speaking out.
- Explore physical manifestations (e.g., trembling, sweating, rapid heartbeat) as well as cognitive and emotional indicators (e.g., negative thoughts, self-doubt, avoidance behavior).

Causes and Triggers

- Examine potential causes and triggers of fear and anxiety in speaking out, such as fear of judgment, rejection, failure, or social scrutiny.
- Discuss how past experiences, societal pressures, and individual personality traits may contribute to heightened

fear and anxiety.

Strategies for Recognition and Management

- Provide strategies for recognizing and managing fear and anxiety in speaking out.
- Discuss techniques for calming nerves, building confidence, and reframing negative thoughts.
- Explore mindfulness practices, relaxation exercises, and cognitive-behavioral strategies for coping with fear and anxiety.

Personal Reflection and Application

- Encourage students to reflect on their own experiences with fear and anxiety in speaking out.
- Prompt them to identify specific instances or situations where they have felt fearful or anxious about expressing themselves verbally.
- Ask students to apply the knowledge gained from the assignment to develop personalized strategies for recognizing and managing fear and anxiety in future speaking endeavors.

Conclusion

- Summarize key points discussed in the assignment, emphasizing the importance of recognizing and addressing fear and anxiety in speaking out.
- Reiterate the value of developing coping strategies and seeking support to overcome speaking-related anxiety for improved communication and personal growth.

References

- Include a list of references cited in the assignment to support the information presented and encourage further exploration of the topic.

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CHAPTER OVERVIEW

6: Crafting Your Message for Social Change

Overview of Module

- A. Identifying Social Justice Issues and Causes
- B. Developing a Clear and Compelling Message
- C. Incorporating Personal Narratives and Empathy

[6.2: Crafting Your Message for Social Change--Readings and Videos](#)

[6.4: Crafting Your Message for Social Change--Classroom Activity](#)

[6.5: Crafting Your Message for Social Change-- Assignment](#)

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6.2: Crafting Your Message for Social Change--Readings and Videos

Readings

The readings for this module focus on social justice issues and causes and developing a clear and compelling message. The readings also discuss ways to incorporate personal narratives and empathy into a speech. The cases can be accessed from the following textbook: Adora Svitak. (2020). *Speak Up!: Speeches by Young People to Empower and Inspire*. White Lion Publishing. <https://search.ebscohost.com/login.aspx?direct=true&AuthType=sso&db=e864sww&AN=2388078&site=eds-live&custid=s9211204>

This reading provides an example of the power of public speaking from author Malala Yousafzai, a Nobel Prize Winner and Education Advocate. This reading helps you prepare for the classroom exercise and complete the assignment in Module 5. The focus of this reading is to demonstrate ways to incorporate personal narratives and empathy into a speech.

Reading 1:

Malala Yousafzai Nobel Prize winner and education advocate, p. 45. In Adora Svitak. (2020). *Speak Up!: Speeches by Young People to Empower and Inspire*. White Lion Publishing.

Direct link: https://search.ebscohost.com/login.a...=EB&ppid=pp_45

This reading discusses advocating for the rights of disabled individuals from author Patrick Kane, Disability Rights Advocate. This reading helps you prepare for the classroom exercise and complete the assignment in Module 5. The focus of this reading is on ways to craft a clear and compelling message.

Reading 2:

Patrick Kane Disability rights advocate, p. 48. In Adora Svitak. (2020). *Speak Up!: Speeches by Young People to Empower and Inspire*. White Lion Publishing.

This reading discusses ways to create a main idea for a speech. This reading helps you prepare for the classroom exercise and complete the assignment in Module 5. The focus of this reading is to provide guidelines for creating a main idea for a speech.

Reading 3:

The following readings are from: Griffin, M.A. (2015). *Public Speaking Basics: Vol. Revised edition*. University Press of America. <https://search.ebscohost.com/login.a...ustid=s9211204>

Chapter 5: Creating a Main Idea Pages 19-30.

Direct link: https://search.ebscohost.com/login.aspx?direct=true&AuthType=sso&db=nlebk&AN=977969&site=eds-live&custid=s9211204&ebv=EB&ppid=pp_19

This reading discusses the role of emotional appeals in public speaking. This reading helps you prepare for the classroom exercise and complete the assignment in Module 5. The focus of this reading is to increase understanding of the role of empathy in crafting clear and compelling messages in public speaking.

Reading 4:

Chapter 6: Motivational Appeals

Direct link: https://search.ebscohost.com/login.a...=EB&ppid=pp_31

Videos:

Video 1

This video discusses the role of strategic communication in public speaking. This video helps you prepare for the classroom exercise and complete the assignment in Module 5. The focus of this video is to increase understanding of creating a compelling message in a professional presentation.

Keisha Brewer, K. (2020, January). It's not manipulation, it's strategic communication. [Video]. TEDxGeorgetown. <https://www.youtube.com/watch?v=QGeHS4jO0X0>



Video 2

This video discusses the role of empathy in public speaking. This video helps you prepare for the classroom exercise and complete the assignment in Module 5. The focus of this video is on the power of creating a powerful narrative and using empathy to reach a targeted audience.

Moore, A. (2017, August.) The power of empathy. [Video]. TEDxYouth@SHC <https://www.youtube.com/watch?v=6HLPABYNcso>



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6.4: Crafting Your Message for Social Change--Classroom Activity

The discussion for Module 5 focuses on defining social justice and identifying social justice issues. Reflect and respond to the following questions:

- How do you define social justice, and what does it mean to you personally?
 - Why is it important for individuals and society to address social justice issues?
 - What are some examples of social justice issues that you are passionate about or interested in exploring?
 - How do you recognize social justice issues in your community, country, or globally?
 - Are there specific criteria or indicators that help identify a social justice issue?
-

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6.5: Crafting Your Message for Social Change-- Assignment

Assignment: PowerPoint Presentation on Incorporating Personal Narratives and Empathy

Creating a PowerPoint presentation on incorporating personal narratives and empathy in public speaking is an excellent way for students to visually communicate their ideas. Here is a guide to help you structure the presentations effectively:

Title Slide

- Title: Incorporating Personal Narratives and Empathy in Public Speaking
- Student's Name
- Course Name and Number
- Date

Slide 2: Introduction

- Introduce the topic and its significance in public speaking.
- Provide an overview of what will be covered in the presentation.

Slide 3: Defining Personal Narratives and Empathy

- Define personal narratives and empathy.
- Explain why these elements are important in public speaking.

Slide 4: Importance of Personal Narratives

- Discuss why personal narratives are effective in engaging an audience.
- Share examples of famous speeches that incorporated personal narratives effectively.

Slide 5: Identifying Personal Narratives

- Offer tips for identifying personal narratives relevant to speech topics.
- Provide examples of personal narratives that can be used

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CHAPTER OVERVIEW

7: Motivational Appeals

[7.1: Motivational Appeals--Readings and Videos](#)

[7.2: Motivational Appeals--Classroom Activity](#)

[7.3: Motivational Appeals--Assignment](#)

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7.1: Motivational Appeals--Readings and Videos

Readings

The readings for this module focus on using motivational appeals in public speaking for social justice. The readings emphasize the use physiological appeals (emotional appeals) in speeches. Emotional appeals grab the audience's attention and keep them engaged. When people feel emotionally connected to a topic, they are more likely to listen attentively and remember what was said. Emotional appeals can be highly persuasive. When people are emotionally moved, they are more likely to be convinced and motivated to take action. This is particularly effective in speeches aimed at inspiring change or rallying support. The readings will help you prepare for the activities in Module 8. When a speech resonates emotionally, it can prompt audience members to participate, whether through applause, verbal affirmations, or active engagement during Q&A sessions.

Reading 1:

Michael A. Griffin. (2015). Public Speaking Basics: Vol. Revised edition. Chapter 6 Motivational Appeals. University Press of America.

Direct link: https://search.ebscohost.com/login.a...=EB&ppid=pp_31

This reading provides information on using emotional appeals in public speaking to significantly enhance the effectiveness of a speech. This reading helps you prepare for the classroom exercise and complete the assignment in Module 8. By strategically incorporating emotional appeals, speakers can make their messages more compelling, relatable, and impactful, leading to greater influence and success in achieving their objectives.

Reading 2:

Richard Helweg. (2015). How to Deliver a Great Speech That Will Change Minds and Influence People Tips, Tricks & Expert Advice for Effective Public Speaking. Atlantic Publishing Group, Inc., pp. 13-43.

Direct Link: <https://search.ebscohost.com/login.a...ustid=s9211204>

This reading provides sample speeches utilizing motivational appeals to gain the attention of the audience. Motivational appeals in speeches are essential for engaging the audience, encouraging action, enhancing persuasion, facilitating understanding, and creating a memorable experience. By leveraging emotions, speakers can effectively connect with their audience, reinforce their message, and inspire meaningful change. This reading helps you prepare for the classroom exercise and complete the assignment in Module 8. When speakers effectively use motivational appeals, they can enhance their credibility and build trust with the audience. A speaker who demonstrates passion and conviction is often perceived as more credible and trustworthy.

Reading 3:

This reading examines the role of emotional information management (comprised of emotion recognition, regulation, and empathy) in responses to public service appeals (PSAs) with emotional overtones. This reading helps you prepare for the classroom exercise and complete the assignment in Module 8. Emotions can simplify complex ideas and make them more understandable. By framing information within an emotional context, the speaker can help the audience grasp and retain the message more easily.

Taute, H. A., McQuitty, S., & Sautter, E. P. (2011). Emotional Information Management and Responses to Emotional Appeals. *Journal of Advertising*, 40(3), 31–43. <https://doi.org/10.2753/JOA0091-3367400303>

Direct Link: <https://search.ebscohost.com/login.a...ustid=s9211204>

Videos:

Video 1

Emotion impacts persuasion. This video will help you learn how to use emotions in persuasive speeches in this video about writing and delivering a compelling persuasive speech for public speaking.

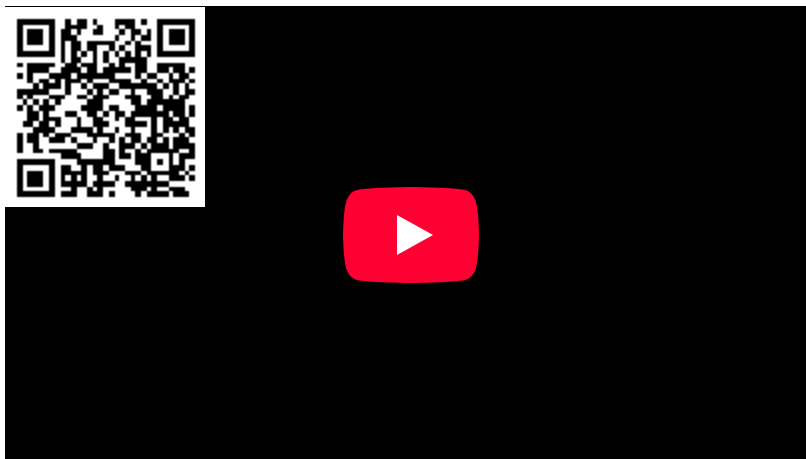
ExpertVillage Leaf Group. (2020, December). Emotional persuasive speech styles. [Video].



Video 2

We are creatures of emotion (pathos). This video provides information on using motivational appeals in persuasive speaking.

Schultze, Q. (2020, April). Ch. 16 How to persuade audiences with emotional appeals to the heart. [Video].



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7.2: Motivational Appeals--Classroom Activity

Classroom Exercises:

The discussion for Module 5 focuses on defining social justice and identifying social justice issues. Reflect and respond to the following questions:

1. How do you define social justice, and what does it mean to you personally?
2. Why is it important for individuals and society to address social justice issues?
3. What are some examples of social justice issues that you are passionate about or interested in exploring?
4. How do you recognize social justice issues in your community, country, or globally?
5. Are there specific criteria or indicators that help identify a social justice issue?

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7.3: Motivational Appeals--Assignment

Assignment: PowerPoint Presentation on Incorporating Personal Narratives and Empathy

Creating a PowerPoint presentation on incorporating personal narratives and empathy in public speaking is an excellent way for students to visually communicate their ideas. Here is a guide to help you structure the presentations effectively:

Title Slide

- Title: Incorporating Personal Narratives and Empathy in Public Speaking
- Student's Name
- Course Name and Number
- Date

Slide 2: Introduction

- Introduce the topic and its significance in public speaking.
- Provide an overview of what will be covered in the presentation.

Slide 3: Defining Personal Narratives and Empathy

- Define personal narratives and empathy.
- Explain why these elements are important in public speaking.

Slide 4: Importance of Personal Narratives

- Discuss why personal narratives are effective in engaging an audience.
- Share examples of famous speeches that incorporated personal narratives effectively.

Slide 5: Identifying Personal Narratives

- Offer tips for identifying personal narratives relevant to speech topics.
- Provide examples of personal narratives that can be used in various contexts.

Slide 6: Crafting Compelling Personal Narratives

- Discuss how to craft compelling personal narratives:
 - Authenticity
 - Emotional resonance
 - Relevance to the topic

Slide 7: Importance of Empathy

- Explain the significance of empathy in public speaking.
- Discuss how empathy helps establish rapport and connection with the audience.

Slide 8: Incorporating Personal Narratives and Empathy in Speeches

- Discuss how to incorporate personal narratives and empathy into speech structure:
 - Introduction: Establish rapport and preview personal narratives.
 - Body: Share personal narratives with empathetic language.
 - Conclusion: Summarize main points and leave the audience with a lasting impression.

Slide 9: examples and Case Studies

- Provide examples of speeches or presentations that effectively incorporate personal narratives and empathy.
- Analyze what makes these examples successful.

Slide 10: Conclusion

- Summarize key points discussed in the presentation.
- Emphasize the importance of incorporating personal narratives and empathy in public speaking for audience engagement and connection.

Slide 11: References (Final Slide)

- Include references to any sources or materials cited in the presentation.
- Tips: use visuals, such as images, charts, or graphs, to enhance your PowerPoint presentation and engage the audience visually. Keep text concise and use bullet points to highlight key ideas.

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CHAPTER OVERVIEW

8: Ethics in Advocacy

[8.1: Ethics in Advocacy- Readings/Videos](#)

[8.2: Ethics in Advocacy- Classroom Exercise](#)

[8.3: Ethics in Advocacy - Assignment- Ethically Speaking Out for Social Justice](#)

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8.1: Ethics in Advocacy- Readings/Videos

Reading:

Readings for this module focus on ethics in public speaking and address the principles and standards that guide speakers to present their messages in a responsible, respectful, and honest manner when speaking out for social justice.

Reading 1

Svitak, A. (2020). Elijah Walters-Othman Advocate for equal access to education and job training. In Speak Up. Quarto Publishing Group UK.

This reading features Elijah Walters-Othman, advocate for equal access to education and job training, which focuses on the power of dreams and the importance of resisting discouraging messages from society.

Direct link: https://i-share-ccc.alma.exlibrisgro...6128703_35_105

Reading 2

Wrench, J., Goding, A., Johnson, D. and Attias, B. (2011). Ethics matters – Understanding the ethics of public speaking. In Stand up, Speak out – The Practice and ethics of public speaking, Chapter 2. https://socialsci.libretexts.org/Bookshelves/Communication/Public_Speaking/Stand_up_Speak_out_-_The_Practice_and_Ethics_of_Public_Speaking/02%3A_Ethics_Matters-_Understanding_the_Ethics_of_Public_Speaking

This reading explores what it means to be both an ethical speaker and an ethical listener. To help you understand the issues involved with thinking about ethics, this reading begins by presenting a model for ethical communication known as the ethics pyramid. The reading then shows how the National Communication Association (NCA) Credo for Ethical Communication can be applied to public speaking. The reading concludes with a general discussion of free speech.

Direct link:

https://socialsci.libretexts.org/Bookshelves/Communication/Public_Speaking/Stand_up_Speak_out_-_The_Practice_and_Ethics_of_Public_Speaking

Reading 3

LOUIS: The Louisiana Library Network (2022). Chapter 5: Ethics. In It's about them: Public speaking in the 21st century. <https://louis.pressbooks.pub/publics...g/part/ethics/>

Direct link:

<https://louis.pressbooks.pub/publicspeaking/part/ethics/>

Videos

Video 1

Anderson, C. (2016). TED's secret to great public speaking| TED Talks.[Video] <https://www.youtube.com/watch?v=-FOCpMAww28>.

This video offers tips on becoming an ethical public speaker.



Video 2

Ware, D. (2020). Yes, even when nobody is watching. TEDxFairfieldUniversity. [Video] <https://www.youtube.com/watch?v=ohmOCHYz530>.

This video discusses the importance of ethical public speaking.



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8.2: Ethics in Advocacy- Classroom Exercise

The discussion for this module focuses on ethical ways to create social change. Reflect and respond to the following questions:

- What distinguishes ethical persuasion from manipulation in the context of social justice advocacy?
 - How can speakers use emotional appeals ethically in their arguments?
 - What role does transparency play in maintaining ethical persuasion practices?
-

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8.3: Ethics in Advocacy - Assignment- Ethically Speaking Out for Social Justice

Assignment: Ethically Speaking Out for Social Justice

Objective: To research, analyze, and present a persuasive speech on a social justice issue, demonstrating comprehensive understanding, critical thinking, and effective communication skills, while adhering to ethical public speaking standards.

Steps and Guidelines:

1. Topic Selection

- Choose a Social Justice Issue: Select a topic that is relevant and meaningful to you. Possible topics include racial inequality, gender discrimination, LGBTQ+ rights, environmental justice, economic disparity, immigration, disability rights, etc.
- Approval: Submit your chosen topic to the instructor for approval to ensure it is appropriate and sufficiently focused.

2. Research

- Gather Information: Conduct thorough research using credible sources such as academic journals, books, reputable news outlets, and reports from non-governmental organizations.
- Bibliography: Compile a bibliography of at least five credible sources. Ensure to use proper citation format (APA, MLA, etc.) as directed by your instructor.

3. Outline and Thesis Statement

- Outline: Create a detailed outline of your speech. Include an introduction, body, and conclusion. The body should contain at least three main points supported by evidence.
- Thesis Statement: Develop a clear and concise thesis statement that summarizes the main argument or purpose of your speech.

4. Speech Writing

- Introduction: Begin with a compelling hook, introduce your topic, and present your thesis statement.
- Body: Elaborate on your main points, providing evidence and examples. Ensure each point logically flows to the next.
- Conclusion: Summarize your main points, restate your thesis in light of the evidence presented, and end with a powerful closing statement.

5. Ethical Considerations

- Accuracy: Ensure all information presented is accurate and verifiable.
- Citation: Properly cite all sources of information and quotations.
- Respect: Use inclusive language and respect diverse perspectives. Avoid biased or offensive language.
- Transparency: Be transparent about your own perspective and any potential biases.

6. Practice and Delivery

- Rehearse: Practice your speech multiple times to improve fluency and confidence.
- Delivery Techniques: Focus on vocal variety, eye contact, body language, and pacing.
- Feedback: Practice in front of peers or family and seek constructive feedback.

7. Presentation

- Duration: Your speech should be 5-7 minutes long.
- Visual Aids: Use visual aids (PowerPoint, posters, etc.) if appropriate, to enhance your presentation.
- Q&A: Be prepared to answer questions from the audience after your speech.

Evaluation Criteria:

1. Understanding of Social Justice Issues (20%): Demonstrates comprehensive understanding of the chosen issue.
2. Research Quality (20%): Uses credible sources and provides well-documented evidence.
3. Critical Thinking (20%): Analyzes and synthesizes information to form a coherent argument.
4. Effective Communication (20%): Delivers a clear, organized, and persuasive speech.
5. Ethical Public Speaking (20%): Adheres to ethical principles in preparation and delivery.

Submission Requirements:

- Outline and Bibliography: Submit your speech outline and bibliography before your presentation.
- Final Speech: Deliver your speech on the assigned date.

Additional Tips:

- Engage Your Audience: Use storytelling, rhetorical questions, and relevant examples to engage your audience.
- Stay Focused: Keep your speech focused on your main thesis and avoid going off on tangents.
- Be Passionate: Show your passion for the topic through your tone and delivery.

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CHAPTER OVERVIEW

9: Powerful Introductions and Conclusions

[9.1: Powerful Introductions and Conclusions - Readings/Videos](#)

[9.2: Powerful Introductions and Conclusions- Classroom Exercise](#)

[9.3: Powerful Introductions and Conclusions- Assignment](#)

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9.1: Powerful Introductions and Conclusions - Readings/Videos

Readings

Reading 1

Svitak, A. (2020). Troye Sivean, singer-songwriter, actor, and LGBTQ+ rights advocate in *Speak Up!: Speeches by Young People to Empower and Inspire*. White Lion Publishing.

This reading discusses how Troye Sivean, singer-songwriter, actor, and LGBTQ+ rights advocate uses his platform to point out the complex nature of power and privilege, and the lesser-known figures who might deserve more attention.

Direct link:

https://i-share-ccc.alma.exlibrisgro..._6128703_30_84

Reading 2

Meade, L. (2021). Chapter 8: Opening a speech: Get their attention from the start! in *Advanced Public Speaking*. University of Arkansas.

This reading discusses the importance of speech introductions as it sets the stage for the entire presentation. In this reading you will learn that by crafting an effective introduction, you can set a strong foundation for your speech, engage your audience, and ensure your message is received with the impact you intend.

Direct Link: <https://uark.pressbooks.pub/speaking...ning-a-speech/>

Reading 3

Meade, L. (2021). Chapter 9: Closing a speech: End with power and let them know it is time to clap in *Advanced Public Speaking*. University of Arkansas.

This reading discusses the importance of conclusions in speeches. The conclusion of a speech is as critical as the introduction because it leaves a lasting impression on the audience and reinforces the key messages. In this reading you will learn that by crafting a strong conclusion, you can ensure that your speech ends on a high note, leaving your audience with a clear understanding of your message and a lasting impression of your presentation.

Direct link: <https://uark.pressbooks.pub/speaking/chapter/closing-a-speech/>

Videos

Video 1

Hill, B. (2017). TED Intros – Effective openings. [Video]



Video 2

Patker, S. (2018). From confusion to conclusion. TEDxIIMRohtak [Video] https://www.youtube.com/watch?v=6LZ7QqoY_1w



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9.2: Powerful Introductions and Conclusions- Classroom Exercise

This online or live classroom activities drafting an introduction for an informative speech on a social justice or diversity topic of your choice. The introduction of a speech is crucial for several reasons. It sets the tone for the rest of the speech and serves multiple important functions that contribute to the overall effectiveness and impact of the presentation.

By capturing attention, establishing credibility, setting the tone, providing context, outlining the structure, and engaging emotions, an effective introduction lays the groundwork for a compelling and impactful presentation. Taking the time to craft a strong introduction can significantly enhance the overall effectiveness of your speech and ensure that your audience remains engaged and receptive to your message.

Individual Task: Choose a topic that you are passionate about or interested in.

Drafting: Weir speech introduction, incorporating a hook, context, credibility, and a preview of their main points. Encourage creativity and originality.

Peer Review: Students will be paired up to exchange and review each other's introductions. Provide constructive feedback focusing on clarity, engagement, and effectiveness.

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9.3: Powerful Introductions and Conclusions- Assignment

Assignment: Crafting Effective Speech Conclusions

The purpose of this assignment is to help students understand the components of an effective speech conclusion and practice creating their own. By completing this assignment, students will gain a deeper understanding of how to craft effective speech conclusions, leaving their audience with a strong and lasting impression.

Instructions:

1. Understand the Components of an Effective Conclusion

- o Complete the readings for this module which discuss the importance of speech conclusions and the elements that make them effective.
- o Components to consider: summarizing key points, leaving a lasting impression, providing closure, and encouraging reflection or action.

2. Analyze Examples and Write a Brief Analysis

- o Review at least three examples of famous speech conclusions. These can be from historical speeches, TED talks, or other notable presentations.
- o Write a brief analysis (2-3 sentences) for each example, highlighting what makes the conclusion effective.

3. Reflection

- o Write a short reflection (1-2 paragraphs) on what you learned from this assignment. Consider the following questions:
- o What did you find challenging about creating an effective conclusion?
- o What strategies will you use in the future to craft effective speech conclusions?

Examples of Effective Conclusions

1. Summary of Main Points:

- o "In conclusion, we've explored the importance of renewable energy, the challenges we face, and the innovative solutions being developed. By investing in sustainable energy sources, we can protect our planet for future generations."

2. Strong Statement:

- o "Remember, the change we seek begins with each one of us. Together, we can create a world where every individual has the opportunity to thrive."

3. Call to Action:

- o "I urge each of you to take a moment today to think about how you can contribute to reducing waste in your community. Small actions can lead to significant change."

4. Thanking the Audience:

- o "Thank you all for being here today and for your commitment to making a positive impact. Together, we can achieve great things."

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CHAPTER OVERVIEW

10: Research for Social Justice

Learning Objectives

Upon completion of this module, learners will be able to:

- Identify and differentiate between various types of research sources, including primary, secondary, and tertiary sources.
- Assess the relevance of sources to their research questions and objectives.
- Recognize potential biases in sources and understand their impact on the research.
- Cite a variety of sources, including books, articles, websites, and multimedia, in the required citation style.

[10.1: Research for Social Justice- Readings/Videos](#)

[10.2: Research for Social Justice- Classroom Exercise](#)

[10.3: Research for Social Justice- Assignment](#)

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10.1: Research for Social Justice- Readings/Videos

Readings:

Readings for this module focus on research for public speaking. Research is essential for creating informative, credible, and persuasive speeches. It enhances the speaker's authority, engages the audience, and ensures that the content is accurate, relevant, and well-structured.

Reading 1

Svitak, A. (2020). Schuyler Bailar transgender rights advocate. In Speak Up. Quarto Publishing Group UK.

This reading provides information from Schuyler Bailar, transgender rights advocate on ways to promote positive change.

Direct Link: https://i-share-ccc.alma.exlibrisgroup.com/permalink/01CARLI_CCC/1e0jroh/cdi_proquest_ebookcentralchapters_6128703_29_82

Reading 2

Meade, L. (2021). Chapter 14: Research: Finding and citing your research in Advanced Public Speaking. University of Arkansas.

This reading is about being strategic with how to find your research, how to evaluate the research you find, how to smoothly work information into your speech, and how to adapt your reference page to the presentation context.

Direct link: <https://uark.pressbooks.pub/speaking/chapter/researching-a-speech/>

Reading 3

Tucker, B.G. (2021). Chapter 5: Research. In Exploring Public Speaking: The Open Educational Resource College Public Speaking Textbook. Remixed by Pellissippi State Community College's Communication Studies Faculty in Knoxville, TN Spring 2021.

This reading introduces research terminology and the research process. When preparing to write or speak about a topic, your first step is to gather information. You will need to do research to ensure that you provide your audience with sufficient background information and support your claims.

Doing research involves more than finding a few books or articles on a topic; a researcher's job is to find useful, relevant, and reliable information which supports the speaker's claims.

Direct link: <https://oercommons.org/courseware/le...student/425462>

Videos

video 1

In this video you will learn about the differences between in-text citations and oral citations. In addition, we will cover the four criteria of citing sources orally.

Lee, S. (2023). Citing sources orally. [Video] <https://oercommons.org/courseware/lesson/80380/overview>



Video 2

Schultze, Q. (2020). Ch. 9 How to Find and Evaluate Online Sources for Speeches. [Video] <https://www.youtube.com/watch?v=WZ4KH3OeiFg>



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10.2: Research for Social Justice- Classroom Exercise

This exercise encourages students to think critically about the content and context of the speech, examining how it has influenced society and why it remains important. By exploring the speech's contemporary relevance, students can connect historical events and ideas to modern-day issues, understanding the continuity and evolution of societal challenges and ideals.

1. Search open academic databases and online libraries to find speeches on diversity and social justice. Examples include:

- Martin Luther King Jr.'s "I Have a Dream"
- Malala Yousafzai's United Nations speech
- Barack Obama's speeches on race and equality
- Chimamanda Ngozi Adichie's "We Should All Be Feminists" TED Talk
- Michelle Obama's speeches on education and equality

Use credible sources such as academic databases, official websites, libraries, and reputable media outlets.

2. Discuss the impact of the speech on society, its historical significance, and its relevance today. Be sure to the sources for your information.

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10.3: Research for Social Justice- Assignment

Assignment: Annotated Bibliography

Creating an annotated bibliography involves summarizing and evaluating the sources you plan to use for a speech.

Instructions for Annotated Bibliography

1. Choose Your Sources

- Select three credible and relevant sources related to social justice or DEIB (Diversity, Equity, Inclusion, and Belonging). These could be academic articles, books, reputable websites, or reports from credible organizations.

2. Format Your Bibliography

- Use a consistent citation style (APA or MLA) as required by your instructor.

3. Create Each Annotation

- **Citation:** Start with the full citation of the source in your chosen style.
- **Summary:** Write a brief summary of the main points of the source. This should cover the main arguments, findings, or topics addressed.
- **Evaluation:** Assess the credibility and relevance of the source. Consider the author's qualifications, the publication's reputation, and how the source contributes to understanding DEIB or social justice.
- **Reflection:** Explain how this source will be used in a future speech. Describe its relevance to your topic and how it supports your arguments or provides important background information.

Below is an example of an annotated bibliography for a speech on social justice or DEIB (Diversity, Equity, Inclusion, and Belonging).

Yousafzai, M. (2013, July 12). *Speech at the United Nations Youth Assembly*. United Nations. Retrieved from <https://www.un.org/en/global-issues/youth>

- **Summary:** Malala Yousafzai's speech at the United Nations highlights her advocacy for girls' education and women's rights. She spoke after surviving an assassination attempt by the Taliban.
- **Evaluation:** Malala's speech is impactful due to her personal story and the global relevance of her message. It combines emotional appeal with logical arguments about the importance of education.
- **Relevance:** This speech underscores the global struggle for gender equality and education, linking it to broader themes of social justice and inclusion.

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CHAPTER OVERVIEW

11: Getting Your Audience to Listen

Listening is a fundamental skill with profound importance in various aspects of life, including communication, relationships, learning, and personal growth. Listening is not just about hearing words; it's about understanding, connecting, and engaging with others. It plays a vital role in effective communication, relationship building, learning, conflict resolution, and overall personal and professional success.

Here's why listening is so important:

1. Effective Communication

- **Understanding:** Listening is essential for understanding the message being conveyed. It allows for accurate interpretation of the speaker's words, tone, and intent.
- **Feedback:** Active listening provides opportunities for meaningful feedback, ensuring that the conversation is two-way and that both parties are engaged.

2. Building Relationships

- **Trust and Respect:** Listening attentively shows that you value and respect the other person's thoughts and feelings, which builds trust and strengthens relationships.
- **Empathy:** Listening helps in understanding others' perspectives and emotions, fostering empathy and deeper connections.

3. Learning and Growth

- **Knowledge Acquisition:** Listening is key to learning, whether in academic settings, professional environments, or everyday life. It allows individuals to absorb and retain information effectively.
- **Personal Development:** By listening to others' experiences and insights, individuals can gain new perspectives, challenge their own beliefs, and grow personally.

4. Conflict Resolution

- **Understanding Different Views:** In conflicts or disagreements, listening is crucial for understanding the other party's point of view. This understanding can lead to finding common ground and resolving disputes amicably.
- **Reducing Miscommunication:** Many conflicts arise from misunderstandings, which can be avoided by listening carefully and clarifying any ambiguities.

5. Enhancing Collaboration

- **Teamwork:** In collaborative settings, listening to team members' ideas and concerns is vital for successful cooperation and achieving common goals.
- **Innovation:** Listening to diverse perspectives can spark creativity and lead to innovative solutions.

6. Mental and Emotional Well-being

- **Support System:** Listening to someone who is going through a tough time can be incredibly supportive. It helps them feel heard and understood, which is essential for emotional well-being.
- **Self-Reflection:** Listening to feedback from others can be a valuable tool for self-reflection and self-improvement.

7. Cultural Awareness

- **Respecting Diversity:** Listening to people from different backgrounds and cultures fosters respect and appreciation for diversity, helping to bridge cultural divides.

[11.1: Getting Your Audience to Listen- Reading/Videos](#)

[11.2: Getting Your Audience to Listen- Classroom exercise](#)

[11.3: Assignment- Critical Listening Analysis](#)

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11.1: Getting Your Audience to Listen- Reading/Videos

Readings:

Readings for this module are designed to enhance students' listening skills, enabling them to be more effective and discerning listeners in various communication contexts. In public speaking, listening is not a passive activity but an active engagement that informs and enhances every aspect of your speech. It helps in understanding your audience, adapting on the fly, building connections, improving content, responding effectively, and learning continuously. By honing your listening skills, you can become a more effective and impactful speaker.

Reading 1

Svitak, A. (2020). Amika George Activist fighting period poverty. In Speak Up. Quarto Publishing Group UK.

In this reading you will learn how Amika George's activism demonstrates the impact of youth-led movements and the importance of addressing fundamental issues like period poverty to promote educational equity and gender equality.

Direct [link](https://i-share-ccc.alma.exlibrisgroup.com/permalink/01CARLI_CCC/1e0jroh/cdi_proquest_ebookcentralchapters_6128703_44_141) https://i-share-ccc.alma.exlibrisgroup.com/permalink/01CARLI_CCC/1e0jroh/cdi_proquest_ebookcentralchapters_6128703_44_141

Reading 2

Billington, S. and McKay, S. (2022). Chapter 4: Getting your audience to listen. In Public Speaking. <https://slcc.pressbooks.pub/comm1020/chapter/chapter-4/>

This reading addresses ways to get your audience to listen. This concept is key in preparing to give any speech and requires that, as speakers, we are good listeners as well. Ensuring your audience listens is crucial for the success of any speech. It affects message reception, engagement, credibility, persuasion, emotional connection, learning, feedback, and the achievement of goals. By prioritizing strategies that capture and maintain audience attention, speakers can significantly enhance the impact and effectiveness of their presentations.

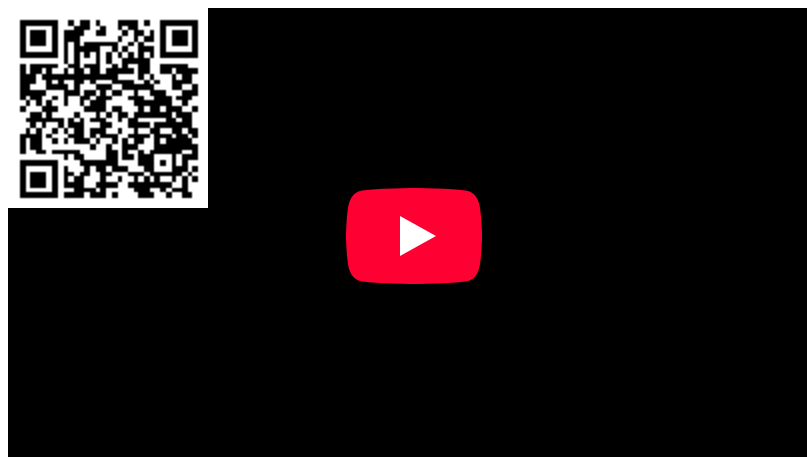
Direct link: <https://slcc.pressbooks.pub/comm1020/chapter/chapter-4/>

Videos

Video 1

Pierce, S. (2020). How to actively listen to others | TEDxBirmingham. [Video] <https://www.youtube.com/watch?v=Yq5pJ0q3xuc>.

This video focuses on the importance and techniques of active listening in communication. The video outlines key strategies that help individuals improve their listening skills, fostering better understanding and stronger connections in personal and professional relationships. By actively engaging with others, understanding their perspectives, and responding thoughtfully, you can build stronger, more meaningful connections in both personal and professional contexts.



Video 2

Ury, W. (2020). The power of listening| TEDxSanDiego. [Video] <https://www.youtube.com/watch?v=saXfavo1OQo>.

This video emphasizes the transformative role of listening in communication, conflict resolution, and fostering understanding in various aspects of life. Ury conveys that listening is not just a passive activity but an active and powerful force that can heal divides, build relationships, and create positive change. By truly listening to others, we can foster greater understanding and cooperation in both personal and global contexts.



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11.2: Getting Your Audience to Listen- Classroom exercise

Respond to these discussion questions centered around the stages of the listening process, which include receiving, understanding, evaluating, remembering, and responding:

- What factors can influence how effectively we receive a speaker's message?
 - How can a speaker ensure that their message is received clearly by the audience?
 - What strategies can listeners use to enhance their understanding of a complex message?
 - What criteria do you use to evaluate the credibility of a speaker?
 - What techniques can help improve the retention of information from a speech or presentation?
-

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11.3: Assignment- Critical Listening Analysis

The purpose of this assignment is to enhance your critical listening skills by evaluating a speech, identifying key components, and providing constructive feedback. This exercise will help you become a more discerning listener and a more effective communicator.

Assignment Components:

1. Select a Speech to Analyze
 - Choose a speech from a reputable source such as TED Talks, public lectures, political speeches, or a presentation from a professional conference.
 - Ensure the speech is at least 6 minutes long to provide sufficient content for analysis.
2. Watch the Speech
 - Watch the selected speech at least twice. The first time, focus on understanding the overall message and main points. The second time, take detailed notes on specific elements as outlined below.
3. Analyze the Speech
 - Content and Structure:
 - Identify the main idea or thesis of the speech.
 - Outline the main points and supporting details.
 - Evaluate the clarity and organization of the speech.
 - Delivery:
 - Observe the speaker's vocal qualities (volume, pitch, pace, and emphasis).
 - Note the speaker's body language (gestures, facial expressions, eye contact).
 - Assess the effectiveness of visual aids, if used.
 - Audience Engagement:
 - Evaluate how the speaker engages the audience (use of questions, stories, humor).
 - Consider the audience's reactions and level of engagement.
 - Persuasive Techniques:
 - Identify the use of ethos (credibility), pathos (emotional appeal), and logos (logical arguments).
 - Analyze the effectiveness of these persuasive techniques.
 - Critical Evaluation:
 - Assess the overall effectiveness of the speech.
 - Identify any biases or assumptions in the speech.
 - Provide suggestions for improvement.
4. Write a Critical Listening Report
 - Introduction:
 - Provide the title, speaker, date, and context of the speech.
 - Briefly summarize the main message of the speech.
 - Body:
 - Content and Structure:
 - Detailed analysis of the main points and organization.
 - Comments on clarity and coherence.
 - Delivery:
 - Analysis of vocal qualities and body language.
 - Observations on the use of visual aids.
 - Audience Engagement:
 - Examples of how the speaker engaged the audience.
 - Assessment of audience reactions.

- Persuasive Techniques:
 - Examples of ethos, pathos, and logos.
 - Evaluation of their effectiveness.
- Critical Evaluation:
 - Overall effectiveness of the speech.
 - Identification of biases or assumptions.
 - Suggestions for improvement.
- Conclusion:
 - Summarize your overall evaluation of the speech.
 - Reflect on what you learned about critical listening through this assignment.

5. Presentation of Findings

- Prepare a brief presentation (either a 3-4 minute speech or presentation deck with audio narration) summarizing your critical listening report.
- Highlight key points from your analysis and provide examples.

Evaluation Criteria:

- Presentation:
 - Clarity and organization (30%)
 - Engagement and delivery (20%)
 - Depth of analysis (30%)
 - Use of examples (20%)

Resources:

- Recommended speech repositories: TED Talks, YouTube channels of reputable organizations, conference websites.
- Articles and guides on critical listening and public speaking.

Tips for Success:

- Choose a speech that interests you to make the analysis more engaging.
- Watch the speech multiple times to catch details you might miss initially.
- Be objective and fair in your evaluation, focusing on both strengths and areas for improvement.

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CHAPTER OVERVIEW

12: Language and Communication

Learning Objectives

Upon completion of this module, learners will be able to:

- Articulate main ideas and supporting points clearly and concisely using appropriate language in presentations.
- Use persuasive language techniques to effectively influence and motivate their audience.
- Use inclusive and accessible language to ensure a message is respectful and understandable to a diverse audience.
- Critique the use of language in a speech to identify effective and ineffective language strategies.

[12.1: Language and Communication- Readings/Videos](#)

[12.2: Language and Communication- Classroom Exercise](#)

[12.3: Language and Communication- Assignment - Effective Language Use in Speaking Out for Social Justice](#)

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12.1: Language and Communication- Readings/Videos

Readings

Reading 1

Svitak, A. (2020). Gavin Grimm Transgender youth rights advocate. In Speak Up. Quarto Publishing Group UK.

In this reading, you will learn about Gavin Grimm, a prominent transgender rights advocate known for his pivotal legal battle regarding bathroom access and his broader efforts to advance transgender rights. Gavin Grimm's efforts have played a significant role in the conversation about transgender rights in the U.S., highlighting the challenges faced by transgender youth and contributing to the push for greater inclusivity and protection under the law.

Direct link: https://i-share-ccc.alma.exlibrisgroup.com/permalink/01CARLI_CCC/1e0jroh/cdi_proquest_ebookcentralchapters_6128703_31_89

Reading 2

Billington, S. and McKay, S. (2022). Chapter 5: Using language. In Public Speaking. <https://slcc.pressbooks.pub/comm1020/chapter/chapter-5/>

Direct link: <https://slcc.pressbooks.pub/comm1020/chapter/chapter-5/>

In this reading, you will learn about using effective language when speaking out for social justice. The words we choose are symbols for the meanings we wish to convey. In public speaking, effective language is fundamental to communicating your message clearly, engaging your audience, persuading them, and establishing your credibility. By choosing your words carefully and tailoring your language to fit your audience and purpose, you can enhance the overall impact of your speech and achieve your communication goals.

Videos

video 1

Lancaster, S. (2016). Speak like a leader| TEDxVerona. [Video]. <https://www.youtube.com/watch?v=bGBamfWasNQ>

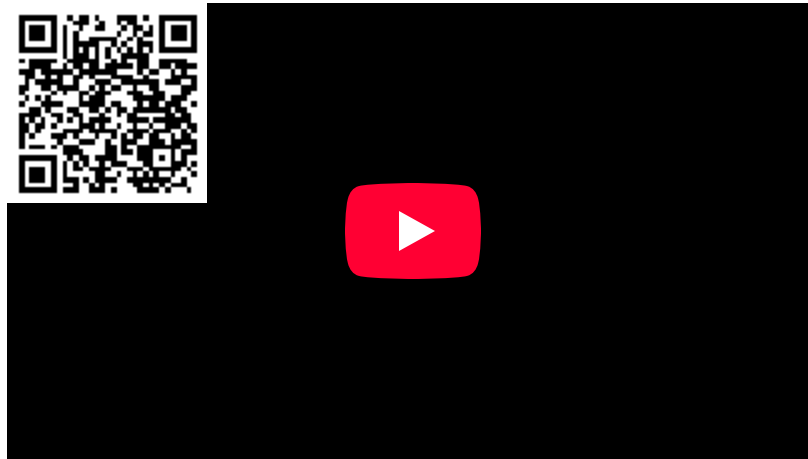
Did you know there is a secret language of leadership that determines who reaches the top in politics and business? In this fast-paced and frequently funny TEDx talk, top speechwriter, Simon Lancaster, sets out the techniques that you can use to speak like a leader. The talk culminates in Simon Lancaster instantly improvising a powerful leadership speech based on an idea suggested by the audience.



Video 2

Phillips, D. JP (2019). The 110 techniques of communication and public speaking| TEDxZagreb. [Video] <https://www.youtube.com/watch?v=K0pxo-dS9Hc>

David JP Phillips has spent 7 years studying 5000 speakers, amateurs and professionals in order for the first time in history to detail every single skill a communicator from stage or in a presentation uses in order to deliver their message. This TEDx talk gives you the very most important ones to bring with you to your next presentation or even everyday communication!



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12.2: Language and Communication- Classroom Exercise

The purpose of this discussion exercise is to explain the importance of effective language in public speaking, including clarity, persuasiveness, and audience engagement. These questions will encourage you to reflect on your experiences, analyze the effectiveness of language use in public speaking, and consider how they can apply these insights to improve their own speaking skills. Respond to the following discussion questions:

- Why is clarity crucial in public speaking, and how does it impact the audience's understanding of your message?
 - What strategies can speakers use to ensure their language is clear and easily understood by a diverse audience?
 - How does the choice of language influence a speaker's ability to persuade their audience?
 - How can a speaker address potential counterarguments or objections within their language to strengthen their persuasive impact?
-

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12.3: Language and Communication- Assignment - Effective Language Use in Speaking Out for Social Justice

Assignment: Effective Language Use in Speaking Out for Social Justice

The objective of this assignment is to enhance students' understanding and application of effective language in public speaking, focusing on clarity, persuasiveness, and audience engagement, particularly in the context of advocating for social justice. By completing this assignment, you will develop your ability to use language effectively in public speaking, particularly in the context of advocating for social justice. This skill is essential for making a meaningful impact and inspiring positive change in your community.

Assignment Components:

1. Topic Selection

o Choose a specific social justice issue that you are passionate about. Possible topics include, but are not limited to:

- o Racial equality
- o Gender equality
- o LGBTQ+ rights
- o Economic justice
- o Environmental justice
- o Disability rights
- o Immigration reform

2. Research and Preparation

- o Conduct thorough research on your chosen topic. Gather credible sources, statistics, personal stories, and relevant examples to support your speech.
- o Identify the key message or thesis of your speech. What do you want your audience to understand or do after listening to your speech?

3. Speech Writing

- o Clarity: Write a clear and concise speech. Make sure your main points are easily understandable and well-organized.
- o Persuasiveness: Use rhetorical devices such as ethos (credibility), pathos (emotional appeal), and logos (logical arguments) to persuade your audience. Incorporate powerful language and persuasive techniques.
- o Audience Engagement: Tailor your language to your audience. Use engaging elements such as anecdotes, vivid descriptions, and storytelling to captivate your listeners.

4. Speech Delivery

- o Practice: Rehearse your speech multiple times. Focus on your vocal delivery, including volume, pitch, pace, and emphasis. Pay attention to your body language, gestures, and facial expressions.
- o Presentation: This assignment is a video submission. Aim for a duration of 5-7 minutes. Use any visual aids or multimedia elements that enhance your message without distracting from it.

Evaluation Criteria

Speech Content (40%)

- Clarity and organization of main points (10%)
- Use of credible sources and evidence (10%)
- Persuasive techniques and rhetorical devices (10%)
- Relevance and depth of content (10%)

Delivery (60%)

- Vocal delivery (volume, pitch, pace, emphasis) (10%)
- Non-verbal communication (gestures, facial expressions, body language) (20%)

Tips for Success

- Research Thoroughly: Ensure you have a strong understanding of your social justice issue by using reputable sources.
- Connect Personally: Share personal stories or testimonials to create an emotional connection with your audience.
- Practice: Rehearse your speech multiple times in front of a mirror or with friends to refine your delivery.
- Seek Feedback: Ask for feedback during your practice sessions and make necessary adjustments to improve clarity and engagement.
- Be Authentic: Speak from the heart and let your passion for the issue shine through.

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CHAPTER OVERVIEW

13: Outlining

Learning Objectives

Upon completion of this module, learners will be able to:

- Identify the essential components of a speech outline, including the introduction, body, and conclusion.
- Create clear and concise thesis statements that provide a strong foundation for their speeches.
- Organize main points in a speech outline logically, using appropriate patterns of organization (e.g., chronological, topical, spatial, cause-effect).
- Create a speech outline that ensures their speeches fit within designated time limits, practicing concise and focused content delivery.

[13.1: Reading - Outlining](#)

[13.2: Outlining- Classroom exercise](#)

[13.3: Assignment- Outlining a Speech](#)

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13.1: Reading - Outlining

Reading

Reading 1

Svitak, A. (2020). Amanda Southworth Mental health advocate. In Speak Up. Quarto Publishing Group UK.

This reading is from Amanda Southworth, a well-known mental health advocate, speaker, and activist. She gained recognition for her efforts to raise awareness about mental health issues, particularly among young people. As a speaker, she engages audiences at schools, conferences, and events, discussing the importance of mental health awareness and the need for support systems for those struggling.

Direct link: https://i-share-ccc.alma.exlibrisgroup.com/permalink/01CARLI_CCC/1e0jroh/cdi_proquest_ebookcentralchapters_6128703_43_136

Reading 2

Billington, S. and McKay, S. (2022). Chapter 14: Outlining. In Public Speaking. <https://slcc.pressbooks.pub/comm1020/chapter/chapter-14/>

Direct link: <https://slcc.pressbooks.pub/comm1020...er/chapter-14/>

This reading focuses on outlining for public speaking, the importance of creating a structured outline as a foundational tool for effective speech preparation is emphasized. Various patterns of organization, such as chronological, topical, and cause-effect structures, are explored, highlighting how they can enhance clarity and engagement. The chapter also underscores the role of supporting materials—such as statistics, anecdotes, and quotes—in bolstering main points and providing evidence. Additionally, it addresses the importance of transitions for maintaining a smooth flow between ideas and the crafting of impactful introductions and conclusions that capture the audience's attention and reinforce the central message.

Videos

Video 1

Videos <https://sites.google.com/purdueglobal/p-central/home>

Pruss, C. (2020). TedTalk outline. [Video] https://www.youtube.com/watch?v=TBhe1o_Ty-8



Video 2

This video highlights an outline a speech for a TedTalk.

Tracy, B. (2016). TedTalk outline. [Video] <https://www.youtube.com/watch?v=wqQ5lST3gYI>

In this video, Brian Tracy discusses that preparation is essential to your ability to deliver a powerful speech. The more you plan and prepare, the more confidence you will have when you finally stand up to speak.



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13.2: Outlining- Classroom exercise

These questions can foster engaging conversations and help students deepen their understanding of the outlining process in public speaking. Respond to the following discussion questions that can facilitate deeper understanding and engagement when outlining a speech:

- What is the purpose of outlining a speech, and how does it impact the overall effectiveness of the presentation?
 - How do you determine the main points of your speech? What criteria do you use to select them?
 - How can a strong thesis statement guide the development of your speech outline?
 - What types of supporting materials (statistics, anecdotes, examples) do you find most compelling, and how do they enhance your speech?
-

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13.3: Assignment- Outlining a Speech

This assignment is designed to guide you in outlining a speech effectively. This assignment will help you practice the critical skills necessary for effective speech preparation and delivery, ensuring you understand the importance of outlining in the public speaking process.

Instructions:

1. Choose a Topic:

- o Select a topic that you are passionate about focusing on diversity or social justice issues.
- o Briefly explain why you chose this topic in a few sentences.

2. Develop a Thesis Statement:

- o Write a clear and concise thesis statement that reflects the main idea or argument of your speech. Your thesis should guide the content of your outline.

3. Create the Outline:

- o Use a structured format for your outline. Below is a suggested format:

I. Introduction

- A. Hook (attention-grabbing opening)
- B. Background information (context for the topic)
- C. Thesis statement

II. Body

A. Main Point 1

- 1. Supporting detail or example
- 2. Supporting detail or example
- 3. Transition to next point

B. Main Point 2

- 1. Supporting detail or example
- 2. Supporting detail or example
- 3. Transition to next point

C. Main Point 3

- 1. Supporting detail or example
- 2. Supporting detail or example
- 3. Transition to conclusion

III. Conclusion

- A. Summary of main points
- B. Restate thesis in a new way
- C. Call to action or closing thought

IV. Incorporate Supporting Materials:

- 1. For each main point, identify at least two supporting materials (e.g., statistics, quotes, anecdotes, examples) that will enhance your argument or explanation.
- 2. Cite your sources using APA or MLA format.

V. Review and Revise:

Once your outline is complete, review it for clarity, coherence, and logical flow. Make any necessary revisions to improve the organization and impact of your speech.

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CHAPTER OVERVIEW

14: Crafting Persuasive Arguments

Learning Objectives

Upon completion of this module, learners will be able to:

- Identify and explain the key principles of persuasion.
- Demonstrate the ability to analyze and adapt messages to different audiences, considering their values, beliefs, demographics, and cultural backgrounds.
- Evaluate persuasive messages encountered in media and everyday life, identifying effective techniques and potential biases.
- Demonstrate the ability to conduct thorough research to gather credible evidence and examples that support their persuasive arguments.

[14.1: Crafting Persuasive Arguments- Reading](#)

[14.2: Crafting Persuasive Arguments- Classroom Exercise](#)

[14.3: Assignment- Persuasive Speech on Diversity or Social Justice](#)

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14.1: Crafting Persuasive Arguments- Reading

Readings

Reading 1

Svitak, A. (2020). Melati and Isabel Wijsen Environmental activists. In Speak Up. Quarto Publishing Group UK.

This reading focuses on the work of Melati and Isabel Wijsen, who are Indonesian environmental activists known for their passionate advocacy for sustainability and the protection of the environment. They gained international recognition for their efforts to combat plastic pollution, particularly in Bali, Indonesia.

Direct link: https://i-share-ccc.alma.exlibrisgro..._6128703_33_96

Reading 2

Billington, S. and McKay, S. (2022). Chapter 18: Persuasive Speaking. In Public Speaking. <https://slcc.pressbooks.pub/comm1020/chapter/chapter-18/>

This reading focuses on persuasion in public speaking. persuasive communication's nature has changed over the last fifty years due to the influx of various technology types. People are bombarded by persuasive messages in today's world, so thinking about how to create persuasive messages effectively is very important for modern public speakers. A century, or even half a century ago, public speakers contended only with printed words on paper for attracting and holding an audience's attention. Today, public speakers must contend with laptops, netbooks, iPads, smartphones, smartboards, television sets, and many other tools to send various persuasive messages immediately to a target audience.

Direct link: <https://slcc.pressbooks.pub/comm1020/chapter/chapter-18/>

Videos

Video 1

Brewer, K. (2023). It's not manipulation, it's strategic communication |TEDxGeorgetown. [Video] <https://www.youtube.com/watch?v=QGeHS4jO0X0>

Keisha Brewer is a Strategic Communications professional and CEO of the PR Alliance LLC, an entertainment and lifestyle public relations agency. In this video she shares how effective communications can be used by all women (and men) to excel in everyday life.



Video 2

Lyon, A. (2023). Persuasion is an art, not a science & 4 tips to be more persuasive. [Video] <https://www.youtube.com/watch?v=H1TWgGPLILY>

This video discusses persuasion as an art, not an exact science. No matter what anybody claims, there is no one best way to persuade people that will work in all situations. However, there are principles or guidelines that will help you make more

persuasive choices that you can adapt to various situations.



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14.2: Crafting Persuasive Arguments- Classroom Exercise

These questions can guide a comprehensive discussion on the use of persuasion in public speaking, helping you understand and refine your persuasive speaking skills. Respond to the following discussion questions that can facilitate deeper understanding of persuasion in public speaking:

- How does persuasive speaking differ from informative speaking?
 - How important is the use of evidence and supporting material in persuasive speeches?
 - What types of evidence are most effective in persuading an audience?
 - How can a speaker tailor their message to resonate with different audience demographics?
 - Reflect on a time when you were persuaded by a speaker. What techniques did they use that were effective?
-

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14.3: Assignment- Persuasive Speech on Diversity or Social Justice

Assignment: Persuasive Speech on Diversity or Social Justice

Creating a persuasive speech on a diversity or social justice topic involves careful planning, thorough research, and effective delivery. Below are detailed instructions to help you craft and deliver a compelling persuasive speech. The time of the speech is 5-6 minutes. Use of visual aids are encouraged, but not required.

Step 1: Choose a Specific Topic

1. Identify Your Passion:

- o Select a topic related to diversity or social justice that you are passionate about. This could be racial equality, gender rights, LGBTQ+ issues, disability rights, economic inequality, etc.

2. Narrow Your Focus:

- o Make sure your topic is specific and manageable within the time limit of your speech. For example, instead of addressing "gender equality," focus on "the importance of equal pay for women in the workplace."

Step 2: Understand Your Audience

1. Analyze Your Audience:

- o Consider the demographics, values, and beliefs of your audience. This will help you tailor your message to resonate with them.

2. Identify Common Ground:

- o Find areas of agreement or shared values that can help you connect with your audience and build rapport.

Step 3: Conduct Thorough Research

1. Gather Evidence:

- o Locate credible sources

2. Understand Counterarguments:

- o Research opposing viewpoints to understand potential counterarguments and prepare responses to them.

Step 4: Structure Your Speech

1. Introduction:

- o Hook: Start with a compelling hook to grab your audience's attention. This could be a powerful quote, a startling statistic, a personal story, or a rhetorical question.

- o Thesis Statement: Clearly state your main argument or position on the topic.

- o Preview: Briefly outline the main points you will cover in your speech.

2. Body:

- o Main Points: Develop 2-3 main points that support your thesis. Each point should be backed by evidence and examples.

- o Logical Flow: Ensure a logical flow between points, using transitions to guide your audience through your argument.

- o Address Counterarguments: Acknowledge and refute counterarguments to strengthen your position.

3. Conclusion:

- o Summarize: Recap your main points and restate your thesis in a powerful way.

- o Call to Action: End with a call to action, encouraging your audience to take specific steps in support of your cause.

- o Closing Statement: Finish with a memorable closing statement that leaves a lasting impression.

Step 5: Enhance Persuasiveness

1. Use Rhetorical Appeals:

- o Ethos (Credibility): Establish your credibility by demonstrating your knowledge, experience, and integrity.
- o Pathos (Emotion): Appeal to your audience's emotions through compelling stories, vivid language, and empathetic connections.
- o Logos (Logic): Use logical reasoning and factual evidence to support your arguments.

2. Incorporate Storytelling:

- o Share personal anecdotes or stories of individuals affected by the issue to humanize your argument and make it more relatable.

Step 6: Practice and Prepare

1. Rehearse:

- o Practice your speech multiple times to become familiar with your content and improve your delivery. Time yourself to ensure you stay within the allotted time of 5-6 minutes.

2. Seek Feedback:

- o Present your speech to friends, family, or colleagues and ask for constructive feedback to refine your content and delivery.

Step 7: Deliver Your Speech

1. Confidence:

- o Speak with confidence and conviction. Believe in your message and let your passion shine through.

2. Body Language:

- o Use positive body language, such as maintaining eye contact, using appropriate gestures, and moving naturally.

3. Vocal Variety:

- o Vary your tone, pitch, and pace to maintain interest and emphasize key points.

4. Connect with Your Audience:

- o Engage with your audience by making eye contact, acknowledging their reactions, and creating a connection.

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CHAPTER OVERVIEW

15: Advocacy Campaigns and Strategies

Learning Objectives

Upon completion of this module, learners will be able to:

- Understand the importance and impact of advocacy in various contexts, including social, political, and educational settings.
- Analyze issues that require advocacy, identifying root causes and potential solutions.
- Apply strategies for effective advocacy, including lobbying, campaigning, and community organizing.
- Plan a project or campaign aimed at addressing a specific diversity or social justice issue.

[15.1: Advocacy Campaigns and Strategies - Readings](#)

[15.2: Advocacy Campaigns and Strategies - Classroom exercise](#)

[15.3: Advocacy Campaigns and Strategies - Assignment- Project Sketcher](#)

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15.1: Advocacy Campaigns and Strategies - Readings

Readings

Reading 1

Svitak, A. (2020). Canwen Xu Advocate for Asian-American heritage. In Speak Up. Quarto Publishing Group UK.

Direct link: https://i-share-ccc.alma.exlibrisgroup.com/permalink/01CARLI_CCC/1e0jroh/cdi_proquest_ebookcentralchapters_6128703_48_154

This reading is from Canwen Xu a prominent advocate for Asian-American heritage, known for her efforts to raise awareness about the contributions and challenges faced by the Asian-American community. She works to highlight the rich heritage and diverse experiences of Asian-Americans, often overlooked or misrepresented in mainstream narratives. By promoting cultural awareness, Xu aims to foster a more inclusive understanding of Asian-American identity.

Reading 2

The Practice Space (2024). Resources 1 – 8. https://www.practice-space.org/advocacy_guide/resource-1-advocacy-the-heart-of-a-leader/

These readings focus on advocacy skills needed for speaking out on diversity and social justice issues. Advocacy skills are an important tool to help leaders bring people together around significant issues and compel them to action. On a personal level, people can develop into leaders when they can clearly and persuasively communicate their needs and seek opportunities to take on more responsibility.

Direct link: https://www.practice-space.org/advocacy_guide/resource-1-advocacy-the-heart-of-a-leader/

Videos

Video 1

Joseph R Campbell, J.R. (2018). Five steps to becoming an advocate TEDxAdelaide. [Video]. <https://www.youtube.com/watch?v=nIo31mMB4P8>

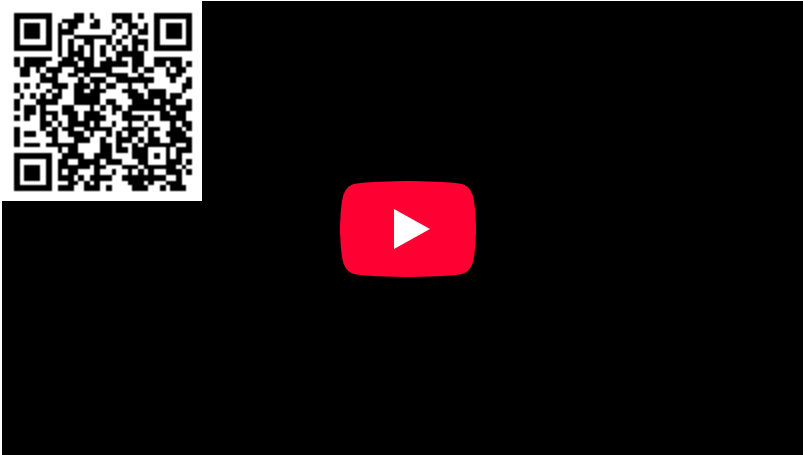
Joseph Campbell has a particular perspective on advocacy and self-determination. When your race is a barrier at home and an advantage abroad, why would you not choose to migrate somewhere else? But once you do, must you speak on behalf of those disenfranchised in your home country or adopted homeland? Joseph Campbell migrated from the United States to Adelaide, a simple process that involved a bit of paperwork. The reality turned out to be a bit more complicated. Ten years as an expat from Chile to Malawi to Adelaide has him now wondering about our place in the world as advocates. This talk was given at a TEDx event using the TED conference format but independently organized by a local community and will assist you in learning more about the role of advocacy in public speaking.



Video 2

Torres, X. (2020). The power of advocacy| TEDxPortland. [Video] <https://www.youtube.com/watch?v=xjutWPTA4wo>

Xiomara Torres crossed the Tijuana River at age 8 for the chance at a better life. Speaking no English, she settled in California and spent time in the foster care system until she aged out at 18. Today she's gone from undocumented immigrant to recently-elected Multnomah County Judge. She's spent her career fighting for Oregon's most vulnerable children and brings her talent and heart forward every day to make life better for our community. This talk was given at a TEDx event using the TED conference format but independently organized by a local community.



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15.2: Advocacy Campaigns and Strategies - Classroom exercise

To become an effective advocate, it is important to get comfortable speaking spontaneously, with little to no preparation before you have to offer an opinion or stance. Spontaneous speaking skills take practice to build the muscles you need to process ideas quickly and respond on the spot.

Practice stating opinions on the spot: Look up controversial debate topics by searching “diversity topics”, “social justice topics”, or “persuasive speaking prompts.” Choose any prompt and set a timer for 1 minute while you offer a response to that prompt with no preparation. This works even better with a partner. This drill gets easier with practice over time, especially when combined with doing research and reading on a variety of topics to stay on top of current debates.

Practice offering suggestions and proposing ideas: Have someone pose a problem that needs a solution -- this can be an example from real life, a typical issue in the workplace, or a hypothetical dilemma you might encounter. If working alone, write down real-world problems onto slips of paper and put them in a bag. Set a timer for 30 seconds and practice explaining solutions for each problem with positive, constructive language. For a fun twist, pose ridiculous, fantastical scenarios and practice trying to “solve” them.

Practice speaking up for someone and inviting other voices into the conversation: In everyday life, make it a goal to make sure people are included. Look out for perspectives that aren’t represented and invite others to contribute (without putting them on the spot if they don’t want to speak). Use phrases like, “But who wouldn’t benefit from this action?” or “What other opinions aren’t represented?”

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15.3: Advocacy Campaigns and Strategies - Assignment- Project Sketcher

This assignment involves mapping out a plan for a diversity or social justice project, beginning with the big picture idea, the anticipated struggles and needs, and the milestones and activities.

I. Overall Description

- Summary of Change Idea: What do you want to change through your voice project or activity?
- What work is public?
- What are your speaking/listening goals?

II. Skills and Struggles

- What communication skills, techniques, or capabilities are the focus of this work?
- Out of the skills, techniques, and capabilities, what high-priority needs do you anticipate taking longer to address?

III. High-Level Plan

- Public Speaking Milestones:
- Materials Needed:
- Activities to Include:
- People Involved and Help Needed: 

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CHAPTER OVERVIEW

16: Presentations and Visual Aids

Learning Objectives

Upon completion of this module, learners will be able to:

- Articulate the main points and supporting details of the presentation content.
- Deliver a clear, organized, and engaging presentation using appropriate language and terminology.
- Demonstrate the ability to use presentation software and tools effectively (e.g., PowerPoint, Prezi, Google Slides).
- Create visually appealing and professional-quality visual aids that support the presentation's content.

[16.1: Presentations and Visual Aids - Reading/Videos](#)

[16.2: Presentations and Visual Aids - Classroom Exercise](#)

[16.3: Presentation and Visual Aids - Assignment- Crafting Effective Presentations and Visual Aids](#)

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16.1: Presentations and Visual Aids - Reading/Videos

Readings

Reading 1

Svitak, A. (2020). Malala Yousafzai Nobel Prize winner and education advocate. In Speak Up. Quarto Publishing Group UK.

This reading is from Malala Yousafzai, a Pakistani education advocate and the youngest-ever Nobel Prize laureate. Born on July 12, 1997, in Mingora, Pakistan, she became a global symbol of the struggle for girls' education after surviving an assassination attempt by the Taliban in 2012. In 2014, at the age of 17, Malala was awarded the Nobel Peace Prize, becoming the youngest recipient in history. She shared the prize with Kailash Satyarthi, an Indian child rights activist. The Nobel Committee recognized their struggle against the suppression of children and young people and for the right of all children to education.

Direct link:

https://i-share-ccc.alma.exlibrisgroup.com/permalink/01CARLI_CCC/1e0jroh/cdi_proquest_ebookcentralchapters_6128703_18_47

Reading 2

Billington, S. and McKay, S. (2022). Chapter 10: Visual aid. In Public Speaking. <https://slcc.pressbooks.pub/comm1020/chapter/chapter-10/>

This chapter focuses on the use of visual aids in presentations. Visual aids, which is also referred to as presentation aids in this chapter, fulfill several functions: they can help your audience understand the information you are conveying, help you clarify a complex message or visual information, help to emphasize important ideas, help the audience remember and retain the message, add variety and interest to your speech, and enhance your credibility as a speaker.

Direct link: <https://slcc.pressbooks.pub/comm1020/chapter/chapter-10/>

Reading 3

Billington, S. and McKay, S. (2022). Chapter 11: Visual aid types. In Public Speaking. <https://slcc.pressbooks.pub/comm1020...er/chapter-11/>

Direct link: <https://slcc.pressbooks.pub/comm1020/chapter/chapter-11/>

This reading focuses on use of technology in presentations. Keep your presentation aids within the limits of the working technology available to you. Whether or not technology works on your speech day, you will still have to present. What will you do if the computer file containing your slides is corrupted? What will you do if the easel is broken? What if you had counted on stacking your visuals on a table that is gone? Be prepared to adapt to an uncomfortable and scary situation. As the speaker, you are responsible for arranging the things you need to make your presentation aids work as intended.

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16.2: Presentations and Visual Aids - Classroom Exercise

For this exercise, respond to the questions that follow. These questions can stimulate thoughtful discussion and deeper understanding of the strategic use of visual aids in enhancing presentations.

- What makes a visual aid effective in a presentation?
 - Can you provide examples of visual aids that enhanced your understanding of a topic?
 - What are the key design principles to consider when creating visual aids?
 - How do elements like color, font, and layout impact the readability and engagement of visual aids?
 - Can you think of a time when a visual aid was either unnecessary or distracting? What made it so?
-

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16.3: Presentation and Visual Aids - Assignment- Crafting Effective Presentations and Visual Aids

The purpose of this assignment is to develop students' skills in creating and delivering effective presentations supported by high-quality visual aids. This assignment will focus on the planning, design, and execution stages of a presentation, emphasizing clarity, engagement, and professionalism.

Instructions:

Part 1: Research and Planning

1. Topic Selection:

- o Choose a topic relevant to diversity or social justice. Ensure it is specific enough to cover in a 10-minute presentation.
- o Submit a brief proposal (150-200 words) outlining your chosen topic, its significance, and the key points you plan to cover.

Part 2: Presentation Development

1. Outline:

- o Create a detailed outline of your presentation, including an introduction, main points, and conclusion.
- o Highlight where you plan to use visual aids to support your points.

Part 3: Visual Aid Creation

1. Design Principles:

- o Apply design principles (contrast, alignment, repetition, proximity) to create professional and effective visual aids.
- o Ensure your visual aids are clear, engaging, and relevant to your content.

2. Types of Visual Aids:

- o Incorporate a variety of visual aids such as slides, infographics, charts, graphs, images, and videos.
- o At least one interactive element (e.g., poll, quiz) should be included to engage the audience.

3. Software Tools:

- o Use tools like PowerPoint, Canva, Google Slides, or other graphic design software to create your visual aids.

Part 4: Presentation Delivery

1. Rehearsal:

- o Practice delivering your presentation multiple times. Focus on your speaking pace, clarity, and body language.
- o Record one of your rehearsals and watch it to self-assess your performance.

Part 5: Final Presentation

Presentation submission:

- o Submit your final presentation. Ensure you adhere to the 10-minute time limit.
- o Use your visual aids effectively to support your verbal message.

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CHAPTER OVERVIEW

17: Action and Impact

Learning Objectives

Upon completion of this module, learners will be able to:

- Articulate the importance of advocacy in driving social change and addressing social justice issues.
- Design and implement strategic plans for advocacy campaigns that address specific social justice issues.
- Develop skills to empower and inspire others to engage in advocacy, fostering a culture of active participation and social responsibility within their communities.
- Understand the importance of building coalitions and networks.

[17.1: Action and Impact- Readings/Videos](#)

[17.2: Action and Impact- Classroom exercise](#)

[17.3: Action and Impact- Assignment - The Role of Advocacy in Driving Social Change and Addressing Social Justice Issues](#)

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17.1: Action and Impact- Readings/Videos

Readings

Reading 1

Svitak, A. (2020). Tiera Fletcher (née Guinn) Advocate for female representation in science. In *Speak Up*. Quarto Publishing Group UK.

Direct link:

https://i-share-ccc.alma.exlibrisgroup.com/permalink/01CARLI_CCC/1e0jroh/cdi_proquest_ebookcentralchapters_6128703_32_93

Reading 2

Center for Nonprofit Excellence (2024). Action to impact: A coalition-building roadmap. <https://thecne.org/cne-toolkits-2-coalition-design-take-action-blueprint/>

This reading is a comprehensive roadmap for building and sustaining community coalitions.

Direct Link: <https://thecne.org/cne-toolkits-2-coalition-blueprint/>

Reading 3

The Commons: Social Change Library (2024). Power in coalitions: Strategies for strong unions and social change. <https://commonslibrary.org/five-principles-coalitions/>

Direct Link: <https://commonslibrary.org/five-principles-coalitions/>

The most successful coalitions are ones that seek to achieve social change goals (such as individual victories and shifting the political climate) at the same time as they strengthen the organizations that participate in them. This reading focuses on ways to build successful coalitions for positive social change.

Videos

Video 1

Adams, D.D. (2022). From empathy to advocacy: Building a better community change| TEDxGreatMillsWomen. [Video] <https://www.youtube.com/watch?v=NrUtHk7mcBs>

When you learn a new piece of information that is inconsistent with strongly held beliefs how do you respond? Danielle shares her thoughts on how a better tomorrow will require all of us to work together rather than focusing on our differences.



Video 2

Soule, J. Building resilience as an advocate for social change| TEDxPlaceMuseux.[Video] <https://www.youtube.com/watch?v=DxLQNODVD1Q>

Being an advocate for social change requires a huge amount of personal buy-in, blood, sweat, and tears. Building resilience is something that takes time, but will make you a stronger advocate, whatever your passion may be. In this video you will learn about approaching “tough topics”, spreading your message of social change, communicating with people who don’t understand or support your message, as well as taking care of yourself while advocating, including setting boundaries and dealing with burnout.



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17.2: Action and Impact- Classroom exercise

These questions are designed to prompt deep thinking and discussion on the role and impact of advocacy in promoting social justice and driving societal change. Respond to all of the following:

- How do you envision the future of advocacy in addressing social justice issues? What emerging trends or technologies might shape this future?
 - What steps can current and future advocates take to ensure their efforts remain effective and sustainable?
 - How can advocacy efforts influence policy makers and legislative processes?
 - What strategies can be used to hold elected officials accountable and ensure they act on social justice issues?
-

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17.3: Action and Impact- Assignment - The Role of Advocacy in Driving Social Change and Addressing Social Justice Issues

Instructions:

Prepare a 5-7 minute presentation on the role of advocacy in driving social change and addressing social justice issues. Use visual aids (e.g., PowerPoint, Prezi) to enhance your presentation.

Content:

Introduction: Define advocacy and its significance in the context of social justice.

Historical Overview: Provide a brief history of notable advocacy movements and their impact on social change.

Case Studies: Present at least two case studies of successful advocacy campaigns. Discuss the strategies used, challenges faced, and outcomes achieved.

Current Issues: Analyze a current social justice issue and discuss how advocacy is being used to address it. Include examples of individuals or organizations leading these efforts.

Conclusion: Reflect on the overall importance of advocacy in driving social change and propose ways individuals can get involved in advocacy efforts.

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