



# CSCI 245 Life, Computers, and Everything

## Public Speaking

# Some rules of thumb

- **Know Thy Audience:** *Are you pitching your message in a way that is appropriate for who is listening?*

# Some rules of thumb

- **Get the audience motivated:** *What do they stand to gain by listening to you?*

# Some rules of thumb

- **Establish a context:** *How will you introduce the topic so that the audience can follow you?*

# Some rules of thumb

- **Demonstrate your organization:** *How will you show the audience your plan for the talk?*

# Some rules of thumb

- **Use fact-supported arguments:** *Why is your talk credible? where did you get your materials?*

# Some rules of thumb

- **Bring it all together in the end:** *How can you leave your audience feeling smarter for listening to your talk?*

# Things that matter

- **The language you use:** *Do you use clear, vivid, imaginative language? Are you coming across as fair and unprejudiced?*



# Things that matter

- **The way you work with your voice:** *Can you be heard anywhere in the room? Are you whispering or shouting? Do you “punctuate” your speech with fillers? Do you enunciate clearly? Do you have a good pace?*

# Things that matter

- **The way you work with your body:** *Do you convey energy without seeming spastic? Does your posture convey self-confidence? Do you make eye contact? Do you use gestures and facial expressions to your advantage?*

# Things that matter

- **The visual aids you use:** *Do they help, distract, or overwhelm? Do they support your point effectively? Is your design up-to-date? Does your palette energize or depress the senses?*

# At the end of the day...

- **If you have a message, you want to be persuasive:** *Is your message delivered in a convincing way, with credible evidence, and sound reasoning?*