Public Speaking Lecture Notes Week 5

Chapter 8

Developing Supporting Material

Good speeches contain accurate, relevant, motivating, and audience centered supporting material in the form of memorable examples, narratives, testimony, facts, and statistics.

Supporting material performs three functions:

1. It illustrates and elaborates on the meaning of your ideas
2. It substantiates or proves your statement, adding evidence to your assertions
3. It arouses interest and encourages engagement with the messages

Use a Variety of Supporting Material

➢ In general, listeners respond most favorably to a variety of supporting materials derived from multiple sources to illustrate each main point.
➢ Alternating among different types will make the presentation more interesting and credible appealing to your audience members' different learning styles.

Consider the Target Audience.

➢ Depending on audience factors, it may be wise to weight your evidence in favor of facts and expert testimony, or conversely, personal stories and examples.

> ➤ Even if reputable, not every source is appropriate for every audience. Keeping the audience in mind as you develop supporting materials will help avoid potential mismatches.

Offer Examples

- ❖ **Examples illustrate, describe, or represent things.**
  - ➤ Their purpose is to aid understanding by making ideas, items, or events more concrete.
- ❖ **Brief Examples**
  - ➤ Brief Examples offer a single illustration of a point.
- ❖ **Extended Examples**
  - ➤ Extended Examples offer multifaceted illustrations of the idea, item, or event being described, thereby lowing the speaker to create a more detailed picture for the audience.
- ❖ **Hypothetical Examples**
  - ➤ Hypothetical Examples of what you believe the outcome will be.

Share Stories

- ❖ **Most powerful means of conveying a message is through a story or narrative**
  - ➤ Narratives tell tales, both real and imaginary, about practically anything under the sun.
    - ▪ They can relate personal experiences, folk wisdom, parables, myths, and so forth.
    - ▪ Evidence also suggests that it is through stories that we organize our thinking.
  - ➤ *Personal Narratives* are stories that we tell about ourselves.
  - ➤ *Third-person narratives* are stories that we tell about others.
  - ➤ *Common to all narratives are the essential storytelling* elements:
    - ▪ Plot, character, setting, time line
  - ➤ *A successful story will strike a chord and create an emotional connection between speaker and audience*

- *Anecdotes* – brief stories of interesting often humorous incidents based on real life.

Draw on Testimony

- ❖ **Testimony is firsthand findings, eyewitness accounts, and people's opinions.**
  - *Expert Testimony includes findings, eyewitness accounts, or opinions by professionals trained to evaluate a given topic.*
  - *Lay Testimony – testimony by non-experts.*
  - *Credibility plays a key role in the effectiveness of testimony, since a source is only as credible as an audience believes it to be.*

Provide Facts and Statistics

- ❖ **Facts represent documented occurrences, including actual events, dates, times, people, and places.**
  - Facts are truly facts only when they have been independently verified by people other than the source.
- ❖ **Statistics quantified evidence that summarizes, compares, and predicts things, from batting averages to birthrates.**
  - Clarify complex information and help make abstract concepts or ideas concrete for listeners.

Use Statistics Selectively

- Rather than overwhelm the audience with numbers, choose a few statistics that will make your message most compelling.

Use Statistics Accurately

- ❖ **Statistics add precision to speech claims, if you know what the numbers actually mean and use the terms that describe them accurately.**

- ➢ Frequency is simply a count of the number of time something occurs. Can help listeners understand comparisons, indicate size, or describe trends.
- ➢ Percentage is the quantified portion of a whole.
- ➢ Average describes information according t its typical characteristics. This is the *mean*, *the median* and the *mode.*
- ❖ **The following illustrates how one would calculate the three types of averages:**
  - ➢ MEAN – Is the sum of the scores divided by the number of scores added.
  - ➢ MEDIAN – Is the *center most score in a distribution* or the point above and below which 50 percent of the scores fall.
  - ➢ MODE – Is the *most frequently occurring score* in the distribution.

Present Your Statistics Ethically

- ➢ Offering listeners inaccurate statistics is unethical.
- ❖ **Use only reliable sources:**
  - ➢ Include statistics from the most authoritative source you can locate, and evaluate the methods used to generate the data.
- ❖ **Present statistics in context:**
  - ➢ Statistics are meaningful only within a proper context.
  - ➢ To help audience members accurately interpret statistical information, indicate the following:
    - ▪ Why the statistics were collected
    - ▪ Who or what they are intended to represent
    - ▪ What methods were used to collect them
    - ▪ What period of time they refer to
- ❖ **Avoid confusing statistics with "Absolute Truth"**
  - ➢ Statistics are rarely definitive
  - ➢ Offer the data as they appropriately represent your point or claim, but refrain from declaring that these data are absolute.
- ❖ **Avoid cherry picking:**
  - ➢ To cherry pick is to selectively present only those statistics that buttress your point of view while ignoring competing data. Selectively referring to only those statistics that boost their arguments and policies.

- Searching for statistics to confirm an opinion or a belief you already hold, you are engaging in cherry-picking.
- Researching statistical support material is not a trip through a buffet line to select what looks god and discard what doesn't.

❖ **Use Visual Aid Whenever Possible**
- When your speech relies heavily on statistical information, use appropriate tables, graphs, and charts to display the statistics.

Win Acceptance of Your Supporting Materials

- Audience members will accept your examples, narratives, testimony, facts and statistics as legitimate only if they believe that they are derived from sources that are credible.
- It is up to you to establish your sources' trustworthiness and reliability.

Chapter 9

Locating Supporting Material

According to Aristotle, one of the speaker's most important tasks is to select from among the many different types of evidence available those materials that are most likely to lead listeners to accept the speaker's point of view.

❖ **Primary Sources** provide firsthand accounts f direct evidence of events.
❖ **Secondary Sources** provide analysis or commentary about phenomena produced by others; these include "secondhand" information found in boks, articles, biographies.

Before You Begin: Assess Your Research Needs

❖ **Take a few moments to review your thesis statement and speech goal(s).**
- What you need to support them?
- What you need to elaborate upon, explain, demonstrate, or prove?

> How can you best substantiate your thesis with material that is most likely to be accepted by your audience?

❖ **A speech that contains both primary and secondary sources can be more compelling.**
  > Credible primary source can build trust and engage audience members emotionally.
  > Credible secondary sources can help listeners put the topic in perspective.
  > Different topics, audiences, purposes, and occasions will suggest a different balance of sources, so reflect on what might work best for your particular rhetorical situation.
  > Nearly all speeches can benefit from examples, statistics, stories, and testimony from a mix of both primary and secondary sources.

Locating Secondary Sources.

The most likely sources of secondary research include books, newspapers, periodicals, blogs, government publications, digital collections, and reference works.

❖ **Online database**
  > A searchable place, or "base," in which information is stored and from which it can be retrieved.
❖ **Reference librarian**
  > Every database has its own way of conducting searches, so to avoid wasting time, consult the "Search Tips" section.
❖ **Books**
  > A well-written book provides detail and perspective and can serve as an excellent source of supporting examples, stories, facts and statistics.
  > To search the titles of all books currently in print in the United States, refer to _Books in_ Print at www.booksinprint.com.
❖ **Newspapers and Periodicals**
  > Three comprehensive databases for searching newspaper articles include:
    ▪ LexisNexis Academic
    ▪ InfoTrac Newspapers

- ProQuest Newsstand
- To research historical newspapers from 1753 to the present, go to Newspaper Archive (www.newspaperarchive.com) and/or World newspapers at world-newspapers.com

❖ **A periodical**
- A regularly published magazine or journal.
- Often include the various types of supporting material.
  - *Refereed Journals* are evaluated by experts before being published and supply sources for the information they contain.
  - Most general-interest magazines are available in
    - InfoTrac's *GeneralOne File*
    - *Academic Search Premier*
    - *Academic Search Elite*
    - *LexisNexis Academic*
    - *Business Source Complete*

❖ **Weblogs and Social News Sites**
- A blog is a site containing journal-type entries maintained by individuals or groups.
- A social news site allows users to submit news stories, articles, and videos to share with other users of the site.
  - Use these sources of supporting material with extreme care, referencing only those that are affiliated with reputable news agencies and media outlets.
  - *Only use if the source is reputable*

❖ **Government Publications**
- U.S. Government Printing Office (GPO) is responsible for publishing and distributing all information collected and produced by federal agencies.
  - U.S. Census Bureau to the Dept. of Education to the Environmental Protection Agency and the Congressional reports and hearings.
  - Get started by logging on to USA.gov, GobiernoUSA.gov.

❖ **Digital Collections**
- Digital collections include oral histories, letters, newspapers, photographs, and audio and video recordings.
  - At the federal level, Library of Congress.
  - The New York Public Library Digital Gallery.

- Middle Tennessee State University Library hosts the *American Women's History.*
- ❖ **Reference Works**
  - ➢ Reference works include, but are not limited to
    - Encyclopedias
    - Almanacs
    - Biographical reference works
    - Books of quotations
    - Poetry collections
    - Atlases
  - ➢ Encyclopedias summarize knowledge that is found in original form elsewhere.
    - General encyclopedias attempt to cover all important subject areas of knowledge.
    - Specialized encyclopedias delve deeply into one subject area, such as religion, science, art, sports, or engineering.
    - McGraw-Hill Encyclopedia of Science and Technology
    - Encyclopedia of Religion
    - Oxford Encyclopedia of Latinos and Latinas in the United States
    - The most comprehensive of the general encyclopedias is the *Encyclopaedia Britannica.*
  - ➢ Almanacs and fact books contain interesting facts and statistics on many subjects, from notable Supreme Court decisions to a complete listing of vital statistics for all nations of the world.
  - ➢ These would include:
    - World Almanac and book of Facts
    - Information Please Almanac
    - People's Almanac
    - Guinness World Records
  - ➢ Biographical Resources
    - Provide information about famous or noteworthy people
    - The Biography and Genealogy Master Index is a great place to start For analyses and criticism of the published works of individuals:
      - Current Biography
      - Dictionary of American Biography

- Famous Hispanics in the World and in History
- African American Biographical Database (AABD)
  - Books and Quotations is a favorite of public speakers as they often use quotations in the introductions and conclusions of speeches.
    - Bartletts' Familiar Quotations, Quotations for Public Speakers
    - A Historical, Literary, and Political Anthology, Complete
    - Complete Book of Stories, Illustrations, and Quotes: the Ultimate Contemporary Resource for Speakers
  - Poetry Collections are another favorite of public speakers. Lines of poetry, if not entire poems, are often used by speakers both to introduce and conclude speeches and to illustrate points in the speech body.
    - The Columbia Granger's Index to Poetry
    - The Columbia Granger's World of Poetry
  - Atlases are a collection of maps, text, and accompanying charts and tables.
    - Many atlases use maps to explore art history, human anatomy and other subjects.
      - National Geographic Atlas of the World
      - Rand McNally Commercial Atlas and Guide

Generating Primary Sources: Interview and Surveys

A primary source provides firsthand accounts or direct evidence of events. Produce your own primary sources by conducting interviews and surveys.

- ❖ **Interview**
  - A face-to-face communication for the purpose of gathering information.
  - Preparing for the interview:
    - Many people make the mistake of treating an interview as they would a conversation.
    - Getting the information you need from a subject requires advance planning:
      - Prepare questions for the interview.
      - Avoid vague questions.
      - Avoid leading questions.
      - Avoid loaded questions.

- Aim to create neutral questions.
- Structuring the interview
  - Think about the interview as having the same broad structure as a speech, with an introduction (the opening), a body, and a conclusion (the closing).
- The Opening Getting Off to a Good Start:
  - Focus on creating a positive first impression.
  - Acknowledge the interviewee and express respect for his or her expertise.
  - Briefly summarize your topic and informational needs.
  - State a (reasonable) goal – what you would like to accomplish in the interview – and reach agreement on it.
  - Establish a time limit for the interview and stick to it.
- The Body: Posing Questions:
  - It is vital to listen well as your subject answers your questions.
  - *Paraphrase* the interviewee's answers where appropriate.
  - Ask for *clarification* and *elaboration* when necessary.
- The Closing: Recheck and Confirm
  - Before ending the interview recheck your notes and, if necessary, confirm them
  - Check to see that your notes have been properly recorded are legible.
  - Briefly offer a positive summary of important things you learned in the interview.
  - Offer to send the interviewee the results of the interview, as in a printed speech.
  - Send a written note of thanks.
- **Recording the Interview** – Interview gone unrecorded. Interviewer had to reconstruct from memory what was said, usually being a slew of inaccuracies. Avoid this pitfall by taking detailed notes, recording the interview, or using a combination of note taking, recording, and videotaping.
- ❖ **Surveys**
  - Useful both as a tool to investigate audience attitudes and as supporting material.

- Especially effective for topics related to the attitudes, values, and beliefs of people.
- Remember, however that any informal survey you conduct is unlikely to be statistically enough to be taken as actual proof of your claim.

Evaluate and Document Your Sources

Doing research can be fascinating, but organizing it can be frustrating. A few simple steps can help you:

- ❖ **Critically Evaluate Your Sources**
  - ➢ In an age of endless information, it is now easier than ever for both the honest and the dishonest, the expert and the uninformed, to get into print – or its electronic equivalent online.
  - ➢ Whether you are reviewing a book, a newspaper article, or any other source, consider the following:
    - ▪ What is the author's background?
    - ▪ How credible is the publication?
    - ▪ How reliable are the data?
    - ▪ How recent is the reference?
- ❖ **Record References as You Go**
  - ➢ Maintain a working bibliography and accompanying checklist. (APA)
  - ➢ Choose Helpful Tools: Rather than jotting down your notes helter-skelter, develop a system for organizing your research.
    - ▪ Use note cards, spiral notebooks, and computer bookmarks and file folders.
- ❖ **Choose Helpful Tools**
  - ➢ Rather than jotting down your notes helter-skelter, develop a system for organizing your research. Use note cards, spiral notebooks, and computer bookmarks and file folders to store your research.
- ❖ **Identify Quoted, Paraphrased, and Summarized Materials:**
  - ➢ Insert quotation marks around directly quoted material.
  - ➢ Record the page number on which the original quotation or passage appears.

ETHICALLY SPEAKING

- Avoid plagiarism
- Fabrication is the making up of information, such as falsifying data or experiments or claiming a source when none exists.
  - Fabrication can also include altering quotes to "fit" a point.
- Conducting research ethically extends to any interviews or surveys.
- Ethically, it is the speaker's responsibility to protect his or her source's confidentiality when requested.
- Ethically speaking goes beyond doing no harm.

(*Refer to pages 148 – 151*)

Chapter 10

Finding Credible Sources on the Internet

Begin Your Search at a Library Portal

- When searching for supporting material online, in general it is helpful to begin your search at your school's library portal.
- When you select speech material from a library's resources, you can be assured that an information specialist has vetted that source for reliability and credibility.
- ❖ **Access the Invisible ("Deep") Web**:
  - A host of virtual libraries can be found:
    - The oldest of these is (www.vlib.org)
  - **Invisible Web** (aka **deep web**) the large portion of the Web that general search engines often fail to find.
- ❖ **Be a Critical Consumer of Information**
  - **Selected Virtual Libraries**
    - www.virtuallibrary.org
    - Ipl2: information You Can trust: www.ipl.org
    - The Library of Congress: www.loc.gov/rr.index.html
    - Infomine: infomine.ucr.edu
    - Digital Librarian: www.digital-librarian.com

- ➤ **When you evaluate a web site ask yourself the following questions:**
  - ▪ Who put this information here, and why did they do so?
  - ▪ What are the sources' qualifications?
  - ▪ Where is similar information found?
  - ▪ When the information was posted, and is it timely?
  - ▪ Are there links to primary sources?
- ❖ **Distinguish among Information, Propaganda, Misinformation, and Disinformation**

Is it reliable information, or is it propaganda, misinformation, or disinformation?

- ➤ **Information** is data presented in an understandable context.
  - ▪ *Data* are raw and unprocessed facts;
  - ▪ Information makes sense of data.
    - • A patient's vital signs are data. Interpreting the vital signs is information.
- ➤ **Propaganda** is information represented in such a way as to provoke a desired response.
  - ▪ Many people believe that propaganda is based on false information, but this is not necessarily so.
  - ▪ Propaganda may well be based in fact, but its purpose is to instill a particular attitude or emotion in order to gain public support for a cause r issue.
  - ▪ Encourages you to think or act according to the ideological, political, or commercial perspective.
- ➤ **Misinformation** always refers to something that is not true.
  - ▪ *Urban legend* – a fabricated story passed along by unsuspecting people.
- ➤ **Disinformation** is deliberately falsified information:
  - ▪ it purposely misleads, doctored photographs, disinformation thrives on the internet.

Make the Most of Internet Search

Your search will be most effective if you familiarize yourself with the capabilities of various Internet search engines and subject (Web) directories

- ❖ **Evaluate Authorship and Sponsorship.**
  - ➢ Examine the domain in the Web address
  - ➢ Look for an "About" link that describes the organization or a link to a page that gives more information.
  - ➢ Identify the creator of the information.
- ❖ **Check for Currency**
  - ➢ Check for a date that indicates when the page was placed on the Web and when it was last updated.
- ❖ **Check that the Site Credits Trustworthy Sources**
  - ➢ Check that the Web site documents its sources.
- ❖ **Distinguish among Types of Search Engines**
  - ➢ Search engines are distinguished by whether or not they compile their own databases.
  - ➢ Individual search engines, Meta-search engines scan a variety of individual search engines simultaneously.
    - ▪ They run wide but not necessarily deep and can produce disappointing results that include only the top listings
    - ▪ Many librarians no longer recommend using them.
  - ➢ Specialized search engines databases created by researchers, government agencies, businesses, or other parties with a deep interest in a topic.
    - ▪ USA.gov (allows you to search government sites)
    - ▪ Scirus.com (the foremost scientific-only, peer-reviewed search engine)
  - ➢ Googlescholar.com (lets you search specifically for scholarly literature, including peer-reviewed papers
    - ▪ Theses books, preprints, abstracts, and technical reports from all broad areas of research.
    - BestoftheWebBlogs.org (searches for blogs)

- ❖ **Consult Subject (Web) Directories**
  - ➢ A Subject (Web) directory (also called "subject guide") is a searchable catalog of Web sites organized into subject category such as "Science," "Reference," or "Arts and Humanities".
  - ➢ Four of the most reliable subject (Web) directories include

- Open Directory Project or DMOZ (www.dmoz.org),
- Infomine (infomine.ucr.edu),
- ipl2: Information You Can Trust (www.ipl.org),
- Yahoo! Directory (dir.yahoo.com)

❖ **Know When to Use Search Engines and Subject (Web) Directories**
  ➤ Each is best used for a somewhat different purpose.
  ➤ Search engines often find information that isn't listed in subject directories, making them extremely useful when your topic is already very defined.
  ➤ Subject (Web) directories more useful in both finding and narrowing a topic.
    - Far easier and less time consuming way of surveying information, that have been selected by the editors or maintainers of the directory
    - Selected sites may have a higher probability of being relevant to your search.

❖ **Beware of Commercial Factors Affecting Search Results.**
  ➤ Some engines and directories accept fees from companies in exchange for higher rankings within results (call paid placements).
  ➤ Identifying paid-placement listings is relatively easy
    - Look for a heading labeled "Sponsored Links" or "Sponsored Results" at the top, side, or bottom of the main page.

❖ **Conduct Advanced Searches**
  ➤ Go to the "Help" command located near the search window to find tips on entering your search terms efficiently.
  ➤ Most search tools are programmed to respond to such basic commands as:
    - Quotation marks (") used to find exact phrases
    - Boolean operators – words placed between keywords in a search to specify how keywords are related (e.g., AND, OR, NOT, AND +/-).
      - They act as filters to help you eliminate potential items that are unrelated to your search.
  ➤ Advanced searching goes beyond the basic search commands to narrow results even further.
  ➤ An advanced search option includes (at least) the following fields:
    - Keywords:
    - Language

- Country
- File Format
- Domain Limits
- Date
- Page Specific

Record and Cite Internet Sources

Because Internet sites often change, take special care to record sources as you use them, either by creating footnotes with your word processing program or with dedicated citation software such as Noodlebib or Endnote.

(*Refer to pp 164-156*)

Chapter 11

Citing Sources in Your Speech

We continue to be most persuaded by speakers who support their positions with sources we find trustworthy. When you credit speech sources, you:

- Demonstrate the quality and range of your research.
- Demonstrate that reliable sources support your position.
- Avoid plagiarism and gain credibility as an ethical speaker who acknowledges the work of others.
- Enhance your own authority and win more support for your point of view.
- Enable listeners to locate your sources and pursue their own research on the topic.

Alert Listeners to Key Source Information

An oral citation credits the source of speech material that is derived from other people's ideas. Always cite your sources at the same time as you present the information, plan on briefly alerting the audience to the following:

- The author or origin of the source.

- ➤ The type of source.
- ➤ The title or a description of the source.
- ➤ The date of the source.
- ➤ Spoken citations need not include a complete bibliographic reference. However, keep a running list of source details for a bibliography to appear at the end of your speech draft or outline. Focus on presenting your sources in a rhetorically effective manner.

Establish the Sources' Trustworthiness

- ➤ Source reliability refers to our level of trust in a source's credentials and track record for providing accurate information.
- ➤ While a source that is reliable is usually accurate, this is not always so.
- ➤ Since even the most reliable source can sometimes be wrong, it is always better to offer a variety of sources, rather than a single source, to support a major point.
- ➤ This is especially the case when your claims are controversial.
- ➤ Offer a source qualifier, or brief description of the sources' qualifications to address the topic.
  - ▪ Briefly mention any relevant affiliations and credentials that will help the audience put the source in perspective and establish credibility.

Avoid a Mechanical Delivery

Audience members expect a natural style of delivery of your speech, and this includes delivery of speech sources.

- ❖ **Vary the Wording**
  - ➤ One way to avoid a rote delivery of sources is to vary your wording
  - ➤ Introduce one source with the phrase, "According to…" switch to another construction.
  - ➤ Alternating introductory phrases, contributes to a natural delivery and provides the necessary aural variety.
- ❖ **Preview the Source**
  - ➤ Summarize or preview a claim first, before elaborating on and acknowledging the source of it.

Overview of Source Types with Sample Oral Citations

When you reveal your sources to the audience, be sure to alert them to the type-whether it is a book, article, Web site, and so forth. Note that each example includes a source qualifier.

- ❖ **Book**
    - ➤ When orally citing elements from a book with two or fewer authors, state the first and last names, source qualifier, title, and date of the publication.
    - ➤ If three or more authors, state the first and last name of the first author, and state the words "coauthors."
- ❖ **Print Article**
    - ➤ When citing from a print article, use the same guidelines as you do for a book.
- ❖ **Online-Only Magazine**
    - ➤ If you are citing an online magazine, follow the same guidelines you would for a book and identify the publication as an "online magazine."
- ❖ **Web Site**
    - ➤ For a Web site, you should name the Web site, source qualifier, section of Web site cited (if applicable), and the last update.
- ❖ **Weblog**
    - ➤ When orally citing a Weblog, name the blogger, source qualifier, affiliated Web site (if applicable), and date of posting.
- ❖ **Television or Radio Program**
    - ➤ If you are citing a television or radio program, name the program, segment, reporter, source qualifier, and date aired.
- ❖ **Online Video**
    - ➤ For online videos, name the online video source, program, segment, source qualifier, and date aired (if applicable).
- ❖ **Testimony (Lay or Expert)**
    - ➤ If you are citing testimony, name the person, source qualifier, context in which information was offered, and the date information was offered.
- ❖ **Personal Interview**
    - ➤ For a personal interview, name the person, source qualifier, and the date of the interview.

Properly Citing Facts and Statistics

➢ Acknowledging your source when credit is due is a necessary aspect of delivering a speech
  ▪ According to the Galileo Project Web Site (*name*), a project supported by Rice University (*source qualifier*), Galileo was appointed professor of mathematics at the University of Padua in 1592 (*fact*).
➢ Used sparingly, statistics (qualified evidence) add credibility to speech claims, if you tell the listeners what the numbers actually mean, use terms that describe the, accurately, and reveal the methods and scope of the research.
  ▪ According to a landmark series of three reports (*methods and scope of research*) on the breakdown of our emergency room system conducted by the Institute of Medicine (*source qualifier*), the need for emergency rooms has increased by 26 percent since 1993; during the same period, 425 emergency departments closed their doors (*what the number actually means*).

Properly Citing Summarized, Paraphrased, and Quoted Information

➢ Information not your own may be cited in the form of summary (a brief overview of someone else's ideas, opinions, or theories),
➢ Paraphrase (a restatement of someone else's ideas, opinions, or theories in the speaker's own words), or
➢ Direct quotation (statements made verbatim by someone else).