

Arguing Speech

pg 302 2. Purpose:

- Informative
- to describe
 - to demonstrate
 - to define
 - to teach
 - to explain

- Persuasive
- to convince
 - to refute
 - to redefine
 - to sell
 - to motivate

1. Require:

- careful planning
- clear message ~~organization~~ {script} notes
- formal style
- rehearsal

3. Selecting the material (check 2-pager ^{assembly material} later for)

- prior experience
- computer i.e. SIRS, INFOTRAC, Internet
- Interviews
- colleagues' experiences
- periodicals TV, movies, etc

1. Narrowing the topic and focus ^{similar to Management by Objective (MBO)} (Who What Why How)

- fitting the time allotted
- ~~analyzing~~ the audience
- formulate objective
- wording the thesis
- wording the divisions of thesis (subjects)

4. Analyzing the Audience

- sometimes more than one audience.
- favorable or hostile, ^{apathetic; passive} split, disinterested
- determine the what are audience's ^{interests} knowledge ^{attitudes}

2. ① why should they be interested

determine what is audience's knowledge:

1. what do they already know

2. before you start

3. are they unfamiliar w/ topic

4. are they knowledgeable - then, you can skip some information

5. is their information correct or confused

9/35

Determine what is the audience's attitude

(i.e. "the evaluative responses that people have to objects ideas people or activities that predispose them to react positively or negatively towards these things")

1. attitude toward speaker (assessment of credibility - believability) ("your ability to inform or persuade an audience is based on who they think you are (or what they think you are) = what they think you are")
 - a. your competence (perception of training, knowledge) based on dress, general appearance etc (dress more formally than audience - know)
 - b. homophily
 - c. reputation
 - b. goodwill / trustworthiness
 - c. experience
 - d. etc

II Process of analyzing audiences

- A. Observation
- B. Interviews
- C. Research
- D. Occasion: setting

(should be on previous page) III Assembling these materials ^{verbal}

- A: Types
1. Quantitative materials (numbers, statistics, percentages) costs, income (if you can count it, it's real)
 2. Factual materials (laws, geographical, historical information) type of contract, requirements, precedents
 3. Illustration/stories, anecdotes, analogies care studies, examples (personal, press), case studies, hypotheticals, pictures
 4. Authoritative materials (quotations, citations of authorities, laws, regulations) respected leaders, scientists
 5. Logical materials (reasoning, arguments) deductive / inductive, order, organization

general all items of a general class all stuff was written in this language this works on this

↑ because these are reframing examples this needs to work: this works all in one all written in same way

VII. Assessable Visual Materials

A. subject matter visually clear; attractive

B. audience size - largest the audience - the more visuals

C. Occasion

D. Audience expectations

E. Money & other Resources

F. Types of Visual Materials

1. real objects or model - size? visible at 30-35 feet

pg 325 2. charts or illustrations
a. minimize

5-10

Monda

Carroll

Chris

Ted

April

Jodi

tapes

Walt

Ralph

James

Angela

Jodi

~~workshop situation~~ 1st

what it is

how it works

10-15
minutes
maybe
10

5 necessary ingredients

where this can go wrong
during the presentation, we will part of
a demonstration

Then you finish up

Ralph

needs more research

5-
minutes
plus

Jana - Safe Workplace

screening for violent personality employee
dealing before it occurs

public current situation: history of workplace violence

- ③ dilemmas of screening
- ① Pinpointing high risk jobs
- ② sub screening of potential employees
- ④ when it occurs
dev strategy to deal w/ immediate situation
EAP.

Prevention

EAP

Quinn's
sexual harassment

Angela
Race / discrimination of women in the workplace
employment:
promotion:

10-
minutes April - birth order

5-
10 Ted
401K, 403B's, \pm

Whitten
hackers are threat to ourselves \rightarrow
potential members of work force
bankcard theft

The Art \leftarrow movie