

T.I.P.S.

The Speaking Center Presents: Techniques to Improve Public Speaking

To schedule an appointment visit: <https://www.csusb.edu/speaking-center-jhbc>

Convenient and simple techniques or suggestions to help improve in a variety of public speaking areas.

Choosing a Topic for Your Speech

Let the occasion guide you into an appropriate topic. If you are preparing for a speech for your class, consider:

- Topics you know a lot about
- Topics you want to learn about
- Interests, passions, hobbies
- Strong opinions or beliefs

Determine the general purpose of the speech:

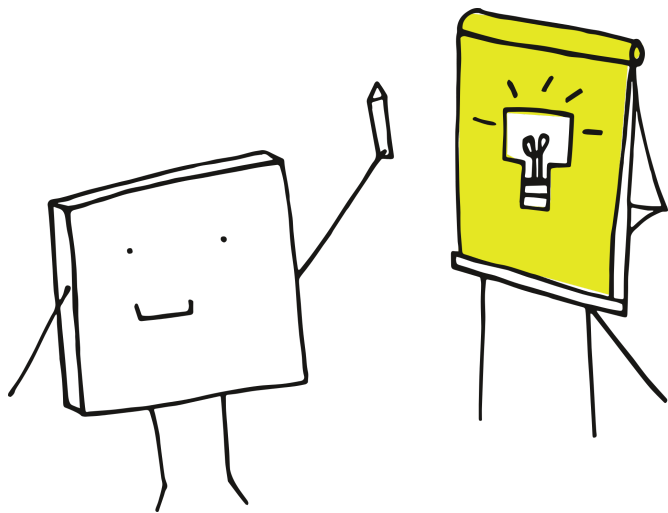
- Is your goal to *teach*? = “To inform...”
- Is your goal to *advocate*? = “To persuade...”

Determine what the specific purpose is:

- Limit to one clear and distinct idea
- **General format:** (General purpose) (who) (aspect/application of topic) (the topic)
Ex: To inform my audience about North America’s most venomous spiders.
Ex: To persuade my classmates that we should stop using plastic water bottles.

Determine your central idea of the speech:

- Often called a thesis statement
- Includes your main points
- **General format:** (Summation of specific purpose) (main point 1) (main point 2) (main point 3)
Ex: The three most venomous spiders in North America are the black widow, the brown recluse, and the Hobo spider.
Ex: Venomous spiders are killed at a high rate because people are afraid of them, but we can save them by using special and humane tools which would help keep our environment free of pests.



***Pro Tip:** Do you have to learn about a topic for another class? You could potentially use that topic for your speech to help you learn about it!*

Reference: Lucas, S. (2015). The art of public speaking (Twelfth edition.). McGraw-Hill Education