

Communications Guide



Illustrated Speech

An illustrated speech is a speech presented for the same purposes as the formal speech with the addition of visual aids such as charts, pictures, slides, models, or posters. The speaker may rely on visuals as much as his speaking technique in this method. Audience attention is easier to hold, since the visuals allow for more showmanship.

The illustrated speech is used when the purpose is to leave a more vivid impression and to stimulate greater interest in the audience. When your purpose is persuasion, teaching, or selling, the illustrations make your speech more effective. The illustrated speech should be used when the topic is suited to the method, when physical arrangements allow, and the quality of the visuals does not distract from the presentation.

If you are a beginning speaker, the illustrated speech is easier than the formal speech or demonstration. There are no technical terms to trip the tangled tongue and visuals provide an attention center away from you. You will be able to use fewer words and shorter, more descriptive sentences.

| State Fair Score Card | Very Good | Needs Improvement | Some | Much |
|---------------------------|-----------|-------------------|------|------|
| Appearance | | | | |
| Poise | | | | |
| Voice Quality and Grammar | | | | |
| Audience Contact | | | | |
| Natural Gesture | | | | |
| Clarity of Purpose | | | | |
| Organization | | | | |
| Content | | | | |
| Visuals | | | | |

Time requirement: 4-6 minutes

Tips for Good Presentations

How to Interest your Audience

- Your audience's main interest is in itself.
- We are all interested in unusual facts about ordinary things.
- Human interest stories about people will almost always win attention.
- Try to use words that create a clear, visual picture. Use lively, action verbs.
- Be concrete, specific and honest—simple, natural, friendly.
- If possible, use balanced sentences and contrasting ideas.

How to Make your Meaning Clear

- First, be sure that you understand your subject clearly yourself.
- Describe things people do not know in terms of things with which they are familiar.
- Follow Lincoln's plan of pitting your ideas in language anyone can understand.
- Restate your big ideas, but without using the same phrases over again.
- Make abstract statements clear by following them with specific instances and concrete cases.
- Do not strive to cover too many points.

How to Open a Speech

- Make your opening free, casual, friendly,—and short.
- Arouse the curiosity of your audience
- Or ask a direct question
- Or open with a striking quotation
- Or start with a shocking (to the audience) fact
- Or show, quickly, how your topic affects the vital interest of your audience.

How to End a Speech

- Don't talk about stopping. Stop.
- Always stop before your audience wants you to.
- Close with the idea that you want to be remembered longest.
- One sound ending is to summarize the main points you have covered.

- Another is to pay your audience a sincere compliment.
- Another is to leave your audience laughing—or at least smiling.
- Don't ask, "Are there any questions?"

Secrets of Good Delivery

- Talk to your audience as though you were talking to a single person and as if you expected him/her to answer you.
- Speak naturally, with all your heart.
- Stress the important word in your sentences.
- Let the pitch of your voice flow from high to low, and back again.
- Vary your rate of speaking, spending the most time on the important words.
- Pause before and after your important ideas.

Selecting Visuals

If you are presenting an illustrated speech, you need to decide what visuals to use. Following are some tips for helping you make this decision.

You should use the real thing

- when realism is needed or
- when you want to involve as many of the five senses as possible,
- they are practical
- the object is unusual or interesting

Use models and miniatures

- when something very big or very small must be shown as realistically as possible or
- inside or cutaway views help tell your story.

Use photographs and pictures

- when you cannot show an object itself,
- where a picture may be the next best form of visual,
- you want to show something larger than life-size, for clearer detail, or
- you want to compare past and present, conditions somewhere else, or good and bad.

Verbal visuals, as **posters** and **signs**, when you must tell about

- an object or situation and realism is not needed or
- to symbolize or present a mood or feeling that cannot be achieved by other means, or
- when abstraction, where you eliminate all but the essential, emphasizes your point.

Chalkboards, flannel boards, and magnetic boards when you want to

- show how, or build on, as to present your story gradually, but have it remain in view as you continue.

Slides, overheads, or computer presentations

- when you need the advantages of photographs or pictures plus color and enlargement by projection on a screen.

