Speeches that Resonates with Me

Professional Communications OER: Presentations

# Introduction

Search online (YouTube, TED, etc.) to find good speeches and choose a speech to analyze. Look for the use of logos, pathos, and ethos in your chosen speech. Also consider how the speech is arranged, styled, and delivered. Post a link to the speech and write your analysis using the following table, either using the class website/LMS, and/or bring your analysis and link to class for sharing.

If your instructor asks you to bring the speech to class for sharing, choose 2 minutes of it to play for your classmates. If using an LMS, comment/share your thoughts on two of your peers’ selections.

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| **Analyzing a Speech** | |
| What do you remember about the speech? |  |
| What attention-getting technique was used? |  |
| What was the purpose/thesis of the speech? |  |
| How did the speaker establish his/her credibility? |  |
| How did the speaker preview the main points of the speech? |  |
| How did the speaker prepare the audience for the end of the speech? |  |
| Did the speaker present any final appeals? |  |
| What type of clincher (closing technique) was used? Was it effective? |  |
| How did the speech make you feel? |  |
| What did you learn? |  |
| Where did you hear it? |  |
| How did others react? |  |
| Do you have a favourite speaker or presenter other than this one? Who? |  |

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## Extension Activity: Speech Analysis Discussion

Speech Analysis Discussion (online/blended online/LMS) CC-BY Adapted

Instructors: You may copy and paste the following instructions into your course site for students to refer to when completing this task.

* Search the Internet on sites such as www.youtube.com and www.ted.com to find good speeches.
* Pick a speech to analyze. In this discussion, you will write a short critique of the speech. It should be approximately 250‒500 words.
* While critiquing the speech, look for verbal and non-verbal techniques used, structure and organization, use of introduction, and conclusion delivery tools, style, demonstration of expertise, and delivery (did it seem practised and prepared?). Further, look for logos, pathos, and ethos.
* Conclude your critique with one or two suggestions for improvement.
* Post the link to the speech and your analysis to the course site.
* Review at least two speeches and analyses of your peers’ and write a reply to each one. You might offer additional observations regarding the speech, or challenge the initial analysis. This should be done in approximately 150 words.
* **Post your analysis before (instructor set date).**
* **Post two replies before (instructor set date).**
* Complete the matching journal entry to this task.

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This project/resource was funded by the Alberta Open Educational Resources (ABOER) Initiative, which is made possible through an investment from the Alberta government.