

IOWA STATE  
UNIVERSITY®

**Academic Success Center**

**Public Speaking and  
Presentations**

# Agenda

1. Brainstorming Ideas, Outlining, & Structuring Your Speech
2. Organization & Transition Examples
3. Introductions & Developing a Thesis
4. Delivery Strategies and Presenting Skills
5. Managing Anxiety & Constructive Feedback



# Brainstorming Strategies

- Read the whole assignment and ask the instructor questions.
- Talk through topics with a friend.
- Free-write and use looping (find the best ideas and free-write again focusing on those narrowed ideas).
- Create a simple outline or mind map.
- Create a list or answer who, what, where, when, why, how questions.

# Outlining: Formal or Informal

Structure brainstorming notes into a draft

- What are the assignment expectations for organization?
- What main points are needed to support your thesis?
- How many sources should you integrate and cite?
- How can you flow logically between these ideas?



# Structuring Your Speech

Length and other criteria vary, but organization helps comprehension!

- Organize thoughts into a pattern of body subsections.
- Create flow between subsections with transitions.
- Set your agenda with thesis & preview statements.



# Organization

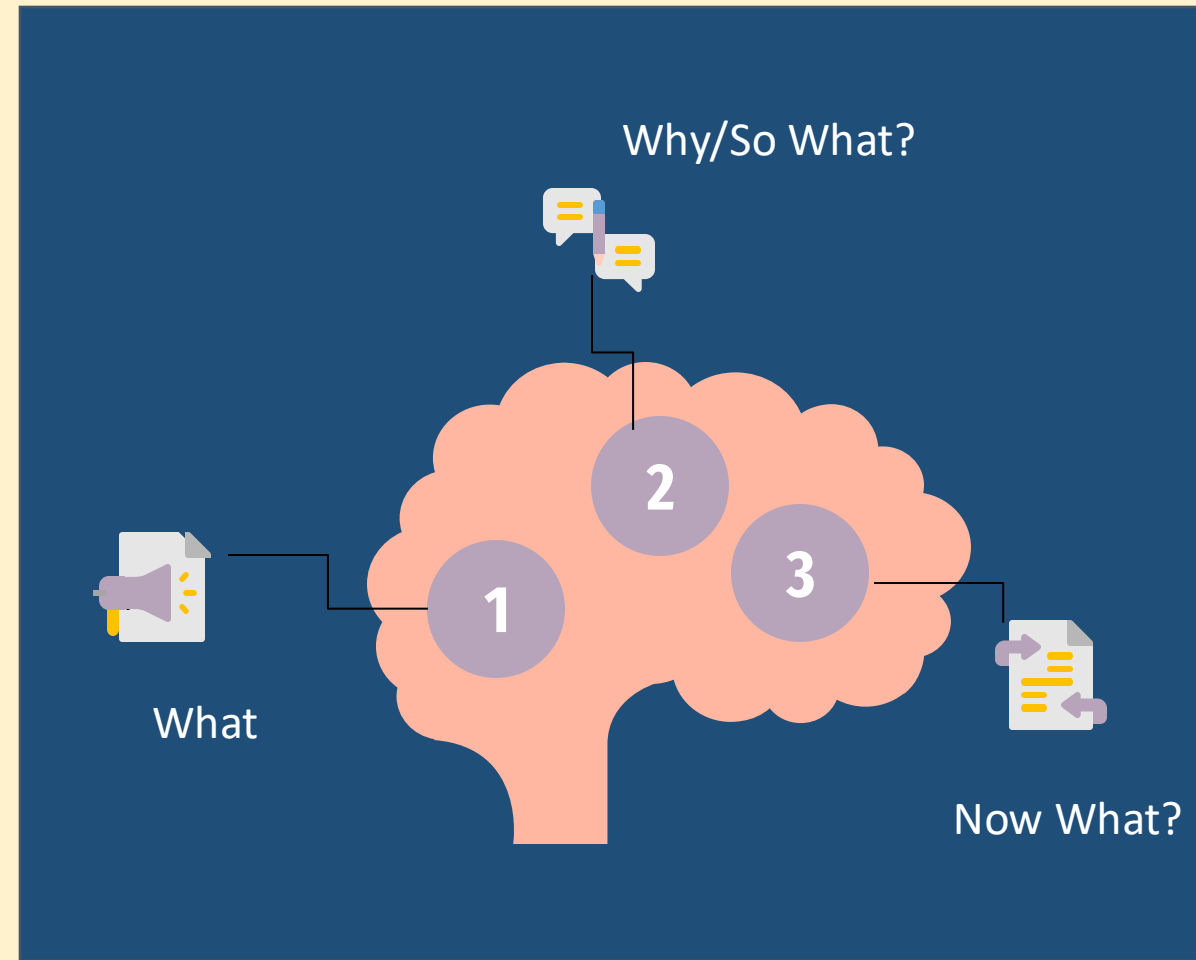
**What is the purpose of your speech? What organization expectations do you need to prepare for based on the audience, assignment, etc.?**

- Inform
  - Chronological (linear/time)
  - Spatial (space)
  - Topical (topic/categories)
- Persuasive
  - Problem, Cause, Solution
  - Comparative Advantage (use when problem is recognized by multiple solutions exist)
  - Refutation (use when responding to opposition)
  - Monroe's Motivated Sequence (used to inspire action)

# Introductions

Introduce what the topic is, why it's important, and what you want the audience to do next.

- Gain attention
- Set the context and relevance for audience
- State thesis/claim
- Provide preview/roadmap



# Introduction Example

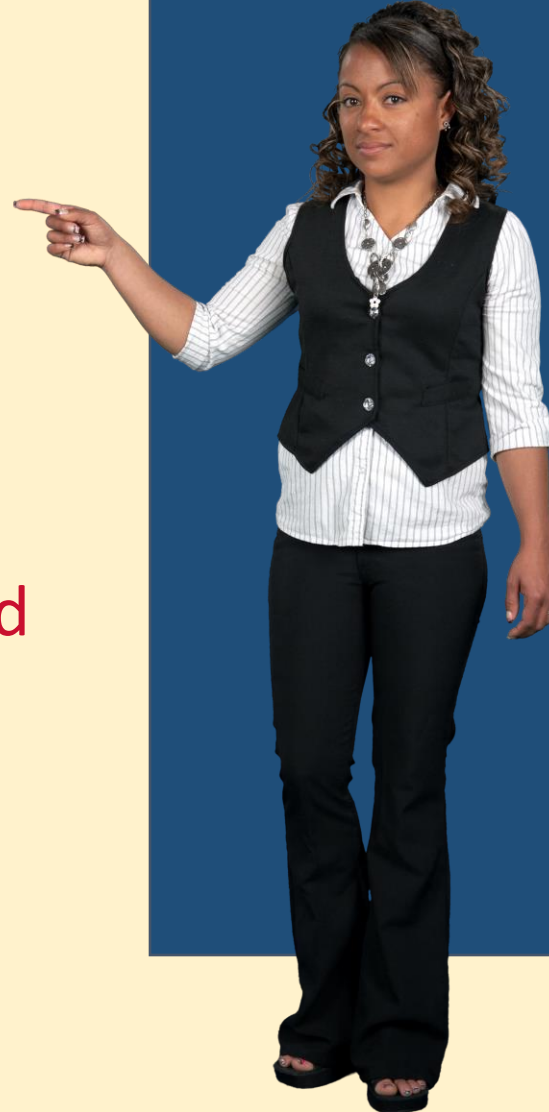
Pizza, hamburgers, smoothies. If you drank water or ate food today then you will really be interested in my topic. As lowans we are fairly secure in our supplies of food and water but, for a big part of the world's population, these things are already a problem. Today I'm going to tell you about the three biggest problems with population growth.

**Practice: Did it gain attention? Could you tell the relevance to the audience, the claim, and the thesis? How could this be improved?**



# Thesis Development

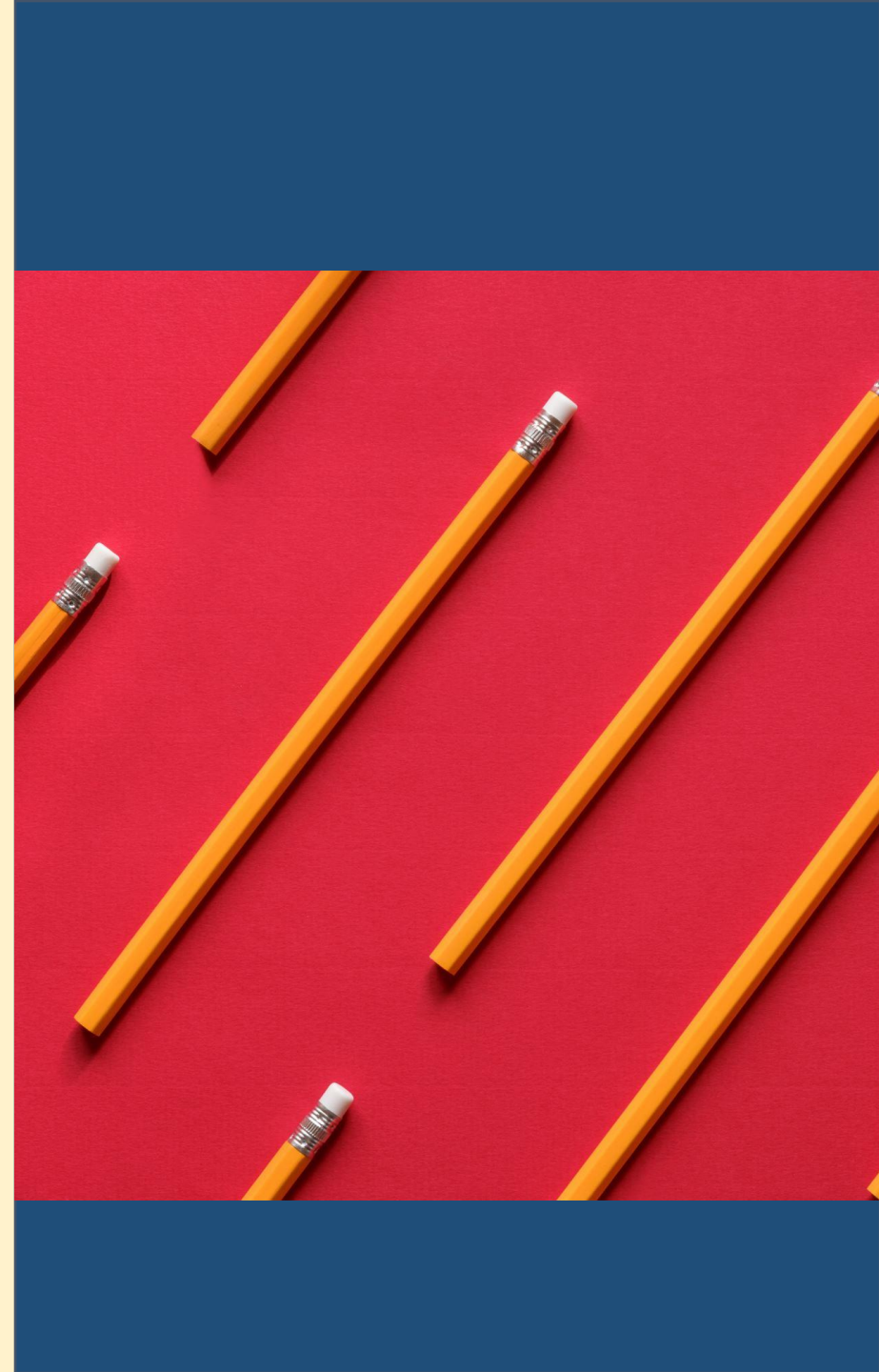
- Thesis: Single sentence that establishes your specific argument
- **Practice:** What is a topic you are passionate about and how could you create an effective thesis statement related to this topic?



# Transition Examples

Transitions vary based on content or organization and can be both internal and between primary sections.

- **Sequence signposts:** First, next, then, in conclusion
- **Hook:** Now that we've explored \_\_\_\_, let's look closer at \_\_\_\_.
- **Signal relationship between ideas:** similarly, in contrast to, generally, consequently
- **Provide emphasis:** in particular, for example



# Practicing Your Speech

- Practice out loud with someone, in front of a mirror, or record yourself.
- Stand, move around, and practice gesturing while rehearsing.
- If something isn't working, change the script or speaker notes!
  - Add reminders to breathe, smile, change slides, etc.
  - Write out difficult parts (like verbal citations) by hand.



# Practiced Delivery vs. Rote Memorization



## Practiced

Strategically practicing your speech content in advance so you can deliver it in a natural, engaging way. Unlike reciting word-for-word, this form allows for some light improvisation

Generally comes off as friendlier, more passionate, and more conversational

Examples: teachers lecturing, conference presenters, etc.

## Memorized

Reciting something word-for-word as it was written out during the preparation stage.

Has a tendency to come across as robotic if you get caught up in the words instead of the ideas behind them

Examples: actors delivering lines, lawyers citing the law, etc.

# Presenting Skills



## Verbal Delivery Components

- Volume/Pitch
- Rate
- Inflection
- Pauses
- Pronunciation
- Articulation



# Presenting Skills

The background image shows a group of people in a meeting or library setting. In the foreground, a man in a grey sweater is seated at a table, looking towards the right. In the background, several other people are standing and talking, with bookshelves visible on the left.

## Nonverbal Delivery Components

- Eye Contact
- Facial Expressions
- Posture
- Gestures
- Use of space

# Virtual Presentation Skills



- Make eye contact by looking directly at your camera (not the screen).
- Use facial expressions to emote (use your eyebrows, tilt your head, etc.).
- Check your background and ensure you're showing what you mean to show!
- Practice to troubleshoot technology

# Managing Anxiety



## The Journal of Voice (2017)

reports that the majority of college students report a fear of public speaking anxiety

64%



# Pinpoint Your Anxiety



- Before you start preparing: Address questions/concerns & avoid procrastinating
- While you're preparing: Practice and try to find ways to add fun or creativity to reframe anxiety.
- Day before presenting: Visualize success and use positive self-talk by considering what will happen when things go well.
- During the delivery: Use practiced movements to constructively release tension.

# Let's Try It!

## Move

- Take a walk
- Do jumping jacks
- Dance
- Shake it off

## Stretch

- Reach for the ceiling
- Gentle Twist
- Neck Roll
- You don't even have to leave your desk!

## Breathe

- Take abdominal breaths—in for 5 sec. & out for 5 sec.

# WRITING & COMMUNICATION CONSULTATIONS

## What is it?

- Appointments for individual or group assignments
  - Help with written, spoken, or visual projects
  - Not just for English classes!
- Personalized support from a trained peer tutor
- Common Topics
  - Organizing a paper
  - Revising a resume
  - Practicing a speech
  - Grad school application materials



## WRITING & COMMUNICATION CONSULTATIONS

### Appointment Types

- Meet in-person in Hixson Lied Student Success, or meet with your consultant online!
- All appointments are 45 minutes in length.
- Online appointments can be held on GoogleDocs, Webex, or a combination of the two.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday
2-5pm	9a-7p	9a-7p	9a-7p	9a-7p	9a-1p

How to schedule:

Scan this QR code:



or on the EAB Navigate App



# Thank you for your feedback!

**Workshop title:**  
"Public Speaking and  
Presentations"

**IOWA STATE  
UNIVERSITY**  
**Academic Success Center**



# References

- Delgado, R. (2012). Hate cannot be tolerated. In G. Goshgarian, (Ed.), *What matters in America: Reading and writing about contemporary culture* (pp. 198-199). Pearson.
- Gunn, James. *Speech Craft*. Bedford/St. Martin's, 2017.
- Marinho, A. C. F., et al. "Fear of Public Speaking: Perception of College Students and Correlates." *Journal of Voice*, vol. 31, No. 1, 2017, p. 127. <https://doi.org/10.1016/j.jvoice.2015.12.012>