



# Project Book

# Speak Up



Protected Under  
18 U.S.C. 707

Name:

---

Name of Club:

---

Years in 4H \_\_\_\_\_ Age: \_\_\_\_\_

**P  
r  
o  
j  
e  
c  
t  
  
G  
u  
i  
d  
e**

The Institute of Food and Agricultural Science (IFAS) is an Equal Opportunity Institution authorized to provide research, educational information and other services only to individuals and institutions that function without regard to race, creed, color, religion, age, disability, sex, sexual orientation, marital status, national origin, political opinions or affiliations. U.S. DEPARTMENT OF AGRICULTURE, COOPERATIVE EXTENSIONS SERVICE, UNIVERSITY OF FLORIDA, IFAS, FLORIDA A & M UNIVERSITY COOPERATIVE EXTENSION PROGRAM, AND BOARDS OF COUNTY COMMISSIONERS COOPERATING.

Revised June 07 by Vera Collins Lake County 4-H Secretary Available on line at <http://lake.ifas.ufl.edu/4-H/Projects.htm>

# Table of Contents

**INTRODUCTION “Who? Me?”**

**DEFINITIONS**

**CHOOSE A PURPOSE**

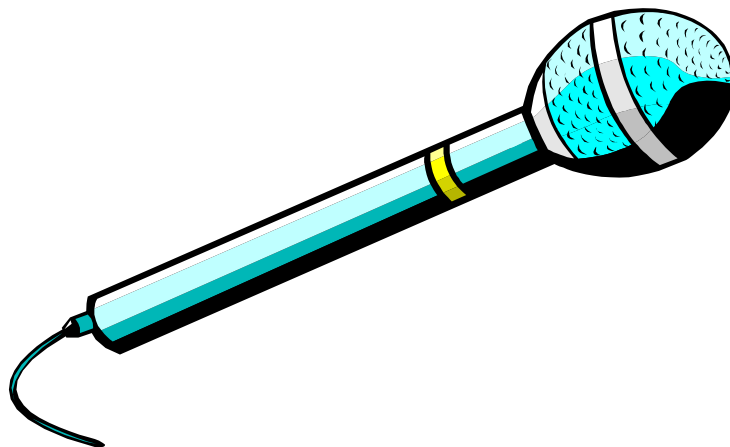
**COLLECT INFORMATION**

**ORGANIZE YOUR TALK**

**PRACTICE YOUR SPEECH**

**DELIVER YOUR SPEECH**

**WHAT NEXT?**



*Prepared by Thomas C Greenawalt, Extension 4-H Youth Specialist, University of Florida, with acknowledgment to the Cooperative Extension Services of Alabama, Hawaii & Texas for selected text & illustration contributions.*

These particular words and definitions are a necessary part of this project's usefulness to you. As you know, many words have more than one meaning. The meanings used here were selected for their importance to this project.

**Abruptly:** suddenly and unexpectedly cutting or breaking something off or way

**Acknowledge:** to notice or recognize an act as in expressing appreciation

**Audience:** a group of listeners

**Communication:** a process for exchanging information between individuals through a system of common symbols (words)

**Concentrate:** direct attention toward a single object or center of focus

**Conversation:** informal exchange of ideas and feelings expressed through talk

**Enthusiastic:** filled with excitement and inspired feelings

**Erectness:** straight and upward body posture

**Essential:** something very important and necessary

**Gesture:** the use of motions of the hands or body as a means of added expression to speech

**Gratitude:** being thankful or showing pleasure for benefits one may receive

**Illustrate:** providing an example that serves to explain and make clear

**Inspire:** to directly or indirectly create or bring about a desired influence upon an individual or group

**Logical:** a reasonable and organized order of facts or happenings

**Master of Ceremonies:** a person (male or female) who acts as the overall leader of activities at a formal event

**Misinterpret:** to understand incorrectly or wrongly

**Model:** an example or ideal pattern worthy of repeating or copying

**Monotone:** a series of words and sentences spoken in the same boring tone of voice

**Persuade:** to strongly urge or plead in support of a specification

**Presentation:** to formally give or offer something of value to an individual or group

**Public Address System:** equipment including a microphone and loudspeakers used for addressing large groups of people

**Speech:** an expression of thoughts in organized spoken words

**Topic:** the main subject of a talk or writing

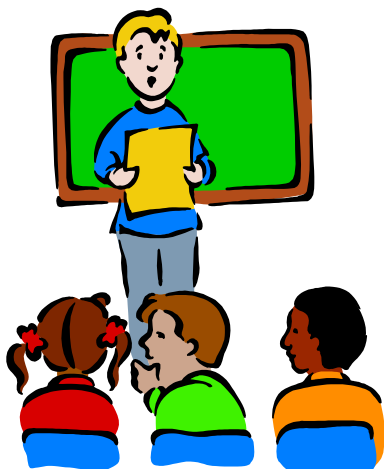
**Transfer:** to move or change information from one place to another, notebook to note cards

# “Who Me?”

Have you ever noticed how the people others look up to are often good speakers? Notice those who are popular, are they able to express their thoughts well, influencing others with their enthusiasm? You, too, can learn to be a good speaker by practicing how to prepare and present effective speeches.

Speaking well is a skill you can use in school when giving a class report. In 4-H, speaking well is a skill you can use in many ways, including demonstration presentations, committee reporting, presiding at club meetings and speaking to large audiences. It is a skill you can carry with you wherever you go. It can help you make your thoughts and ideas more clear to others, help you make new friends and help you be a better leader.

The best reason for giving any speech is because you have something to say to a group of people. It may be something important enough to justify the time and energy you will put into preparing the speech. It must be important enough to justify the time and energy your audience will devote to listening to you.



So, welcome to “Speak Up”, a 4-H project adventure to help you plan and present your speeches. You are now an important member of the Florida 4-H Public Speaking Program and ready to “Learn by Doing”

# Choose a Purpose

Being able to identify the purpose of your presentation is one of the key steps in planning an organized speech. Exactly what are you trying to accomplish with this speech?

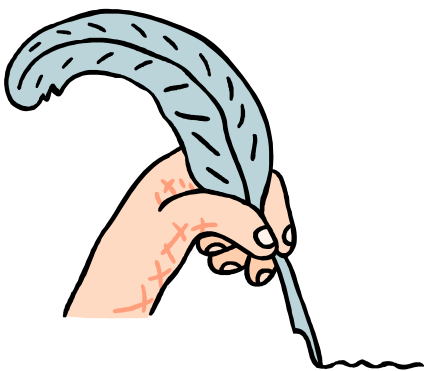
Is it to inform others, perhaps about what 4-H club work is like? Do you want to entertain your audience such as presenting a story? Or, do you want to persuade your audience to think the same way you do?

Sometimes you may be assigned a topic. If you choose your own, it is important to consider at least three things; the occasion, the audience, and your own capabilities. To see if your selected topic is suitable, ask yourself these questions:

1. Does it fit my interest, capability and experience?
2. Will the audience be interested?
3. Does the topic fit the occasion?
4. Can the topic be covered properly within the time allotted?

## Collect Information

Now, start gathering general information about your topic. After you have a general idea about your subject, get specific information. Draw from your own knowledge of the subject and your own experiences related to it. Then, get new information. Have some fun while you're doing it. See what you can learn about your topic from newspapers, radio, television, movies, books, and magazines. Also, find out something about your audience, what do they already know about your topic?

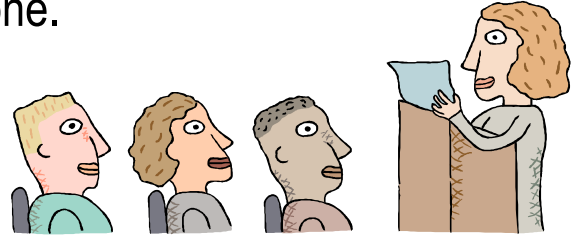


**ASK** Visit your school or community library. Tell the Librarian what you are looking for and ask for suggestions. Discover people who are authorities that have special training or experiences on the subject. Talk with them and get their ideas. Talk with your 4-H leader, your parents, your teachers, and your community leaders, find out what they think. Make appointments to discuss your subject with these people at their convenience. Have a few questions ready to ask. Take notes on what they say. Listen respectfully. Ask permission to quote them in your speech. Thank them cordially for the time and help they have given you. Later, when you quote them in your speech, be sure that you do not misinterpret what they believe.

**SEARCH** Write for information on your subject. Your Extension Agents, 4-H leaders, and school teachers have lists of useful publications and their locations. You'll be surprised how helpful others can be and how much information you can pick up about your topic. Learn more about your subject than you can possibly use in the given time for your speech. Become an authority on your subject. The information you use in your speech should be like an iceberg, only a small part will show, but it will be supported by much more.

**MAKING NOTES** As you read, make notes. Don't rely only on your memory. A small notebook will do, but many people find that using 3" x 5" white note cards work better. The advantage of note cards is that if each contains only one idea or fact, the cards can be shifted and placed in proper order when the speech is being organized. Jot down important quotations, facts, and figures. Write down who said what and when. Do not ignore the other side of the subject. Be sure to read very carefully those ideas that are different from yours. After your notes are made, put them in some logical order. Read them over several times until you are familiar with your material.

**THINK** Be critical! Everything that is written or said is not true, learn to separate fact from opinion and the important from the unimportant. Decide what is good and what is even better. Then try to select the very best material from the research you have done.



## Organize your Talk

Now you're ready to actually put your talk together. To help you present a speech that is organized and clearly understood, prepare your presentation in three parts:

1. *Have an introduction*
2. *The main body of the speech*
3. *A conclusion*

**INTRODUCTION** The introduction is short, but it should accomplish a great deal. If it is well planned, you capture the attention of your audience, make them want to listen, inform them of your subject and show them how the subject concerns them. Get attention by using a carefully selected poem, quotation, headline, question, challenge, dramatic fact, joke or story that cleverly illustrates your speech topic. The procedure of beginning with statements such as:

*“Mr. Chairman, Honored Guests, Ladies and Gentlemen, it is a distinct pleasure to come before you today” is unnecessary. Simply acknowledge the person who introduced you with a polite “Thank you” and immediately begin your speech.*

**BODY** The body is the longest part of your speech, giving the important facts. It contains the heart of your information. Plan this part of your speech first, then you can develop an introduction and conclusion that are appropriate. Write out the purpose of your speech in clear and exact terms. Decide upon three or four main points to be covered. List these main headings and group your notes under the proper heading. Select a lead sentence and expand on it. The basic focus of your speech should be covered in this sentence. Take each point in turn. Each following sentence should relate directly to the basic thought of the total paragraph. Use stories and illustrations to make your ideas personal. Give facts to back your arguments. In building your ideas, begin with something familiar to your audience. Make it easy for the audience to follow your talk. Be convincing! Show your audience that what you have to say is important to them, don't ever call attention to a mistake you have made by apologizing.

**CONCLUSION** The conclusion is probably the most important part of your speech. This is the "Final Touch", the high point and your last chance to impress the audience. This is a good time to briefly, but not abruptly, tell your audience exactly what you want them to do or believe about your subject. Summarize your main points, restate the purpose of the speech, use quotation that cleverly expresses the point or tell the audience exactly what they should do. Don't introduce a new point. Plan your conclusion so that you will finish forcefully and leave the listeners thinking about what you have said. Pause at the end of your speech. Look at the audience. Give them a chance to soak up your last words. "Don't say "Thank You". Smile if you wish, then turn and walk quickly to your seat.

**PREPARATION** The three parts of your speech should be written or typed to form a complete picture of your presentation. This will give you a very useful and permanent record of your speech. Place your written or typed speech in front of you along with a supply of 3"x5" note cards. List on the note cards major ideas you plan to explain. You may need only a word or a short sentence at the most, just enough to bring the thought into focus. After your speech has been transferred to note cards, you are ready to practice.

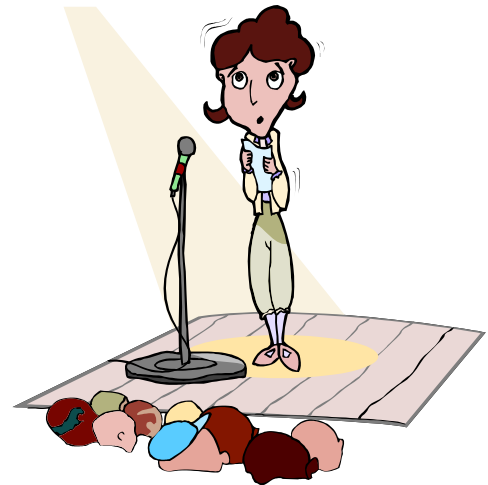
## Practice your Speech

After your speech has been planned and written, the next step is to learn it. This may not be as difficult as you might imagine because you already have a good idea of the content. Concentrate on your main ideas, not on specific words, then if you forget a phrase, you can choose another way to express the same thought. You won't get stuck!

Your speech need not be learned all at once. Learn it in parts, don't memorize it. Remember, you want it to sound like conversation, not like a recitation. After you have practiced the speech in parts, put it all together and rehearse it just the way you will give it. This will involve going through all the steps you will follow in your actual presentation.

Practice giving your speech so that you need only look at your note cards now and then to make sure you are covering the main points you wanted to cover. If you have access to a tape recorder, record your speech and play it back. Listen for spots where improvement can be made.

At first you may feel more at ease practicing in privacy, in your own room, out in the woods, up in the attic, in the bathtub or some secluded spot. Later you will want someone to listen as you practice. Your family is a good audience.



Practice, if possible, on a stage in an auditorium. Get the feel of standing on a stage. Pretend you are introduced and you walk to the speaker's stand or microphone. You look around and smile at the audience, pause, take a deep breath and begin.

Practice by giving other speeches. Whenever you give a successful speech in school, in a church activity or at a club, you are rehearsing for this speech. Speak whenever you have an opportunity and you will be better prepared to deliver each particular speech. Remember, the more practice you have in giving speeches, the more confidence you will gain in your speech making ability which can open new doors of opportunity.

## **Deliver your Speech**

**SET** Try to look relaxed and pleasant as you wait your turn to speak. Of course, you won't feel relaxed, but try to give that impression. Look at and listen to the other speakers. Respond to what they say, laugh at their jokes and applaud their speeches. Don't use this as a time to study your notes or have a private conversation with your friends and family in the audience. You are already making an impression on the audience. Look as courteous and intelligent as you really are!

**GO** When you are called to speak, nod and smile your acknowledgment to the Master of Ceremonies. Walk quickly and gracefully to the speaker's stand. Pause for a moment and look at your audience. Take a deep breath and exhale slowly. Acknowledge your introduction and begin your speech.

**POSTURE** Stand in a comfortable position with your feet fairly close together. Your weight should be evenly divided on both feet or shift your weight from one foot to the other from time to time for comfort. Don't sway back and forth. Remember that ease, erectness and freedom of movement are essential. Yes, your knees will be shaking, but don't worry, you are the only one who knows.

**EYE CONTACT** Look directly into the eyes of members of your audience. Don't look over their heads as you might do when playing a role in a play. Look at people in various parts of the audience and talk to them as you would in a normal conversation. The people in the audience are your friends and want you to do a good job. Show them that you are friendly by smiling at them. Pay attention to your listeners and involve them in your speech.

**HANDS** The best place for the hands is at the sides of your body. Holding the hands too straight to the sides can give a stiff appearance. A bent arm held at the waist (book carrying position) is often more effective and creates a more casual appearance. Don't clench your hands together. You can place your hands on the speaker's stand occasionally, but do not grip the stand or lean on it. Don't fold your hands across your chest, stroke your ear, chin or throat, or hand onto the microphone. It is not bad to place a hand in your pocket occasionally, but don't keep it there. You also can clasp your hands behind your back occasionally.

**GESTURES** Avoid meaningless face and hand gestures. They should be used only when they are spontaneous and when they will help clarify or emphasize a point. A gesture is appropriate if it is one you would make during an ordinary conversation with a group of friends. As a rule, don't count on your fingers. This gesture is overworked and not very effective.

**VOICE** Speak loudly enough for all to hear. This is a good bit louder than you usually speak in conversation, but try to sound conversational. Remember that you need to speak a little more slowly if there is a large audience. Some ideas and words (main ideas, names, dates) in your speech are more important than others. To emphasize them pause just before and after giving them, step closer to the audience or change the loudness of your voice. Go up and down the scale, don't talk in a monotone. Talking in the same tone of voice will put everyone to sleep. If a public address system is provided, stand about 18 inches from the microphone and speak in a conversational voice and not loudly. Stay the same distance from the mike throughout your speech.

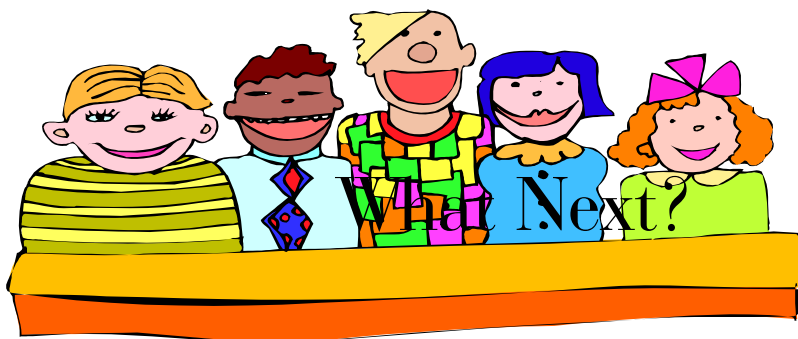


**NOTES** Use note cards if these help you give a better speech. Use a few small cards. Don't write the entire speech on them, just main ideas and key words. Hold the cards in your hands or put them on the speaker's stand. Use notes when needed and don't worry about hiding them from the audience.

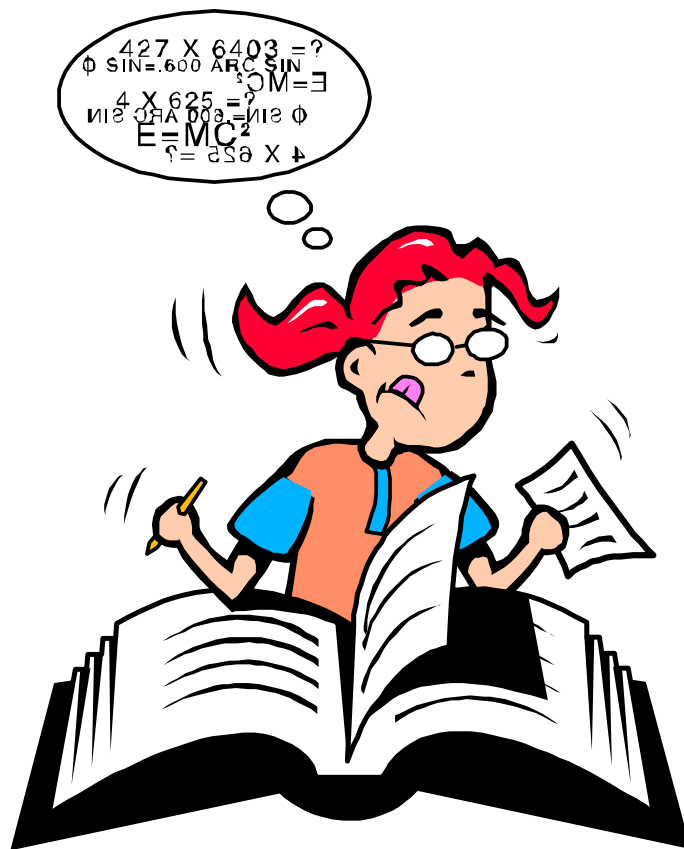
**QUOTATIONS** The careful speaker always gives full credit to the source of quotations used in a speech. Never say exactly what someone else has said or written without identifying it. In giving a quotation, however, it is not necessary to say, “Mr. John Jones, in his book, People, and I Quote:-----”. Pause briefly before and after the quotations, and the audience will know where the quote begins and ends. You don’t need to say “end of quote”.

**CLOTHING** If you look your best, you’ll feel more confident and this can influence your presentation. Wearing the wrong kind of clothes will show poor preparation, such as wearing casual shorts to a dressy luncheon meeting. You want to show your listeners you really care about your presentation. Discuss, with your 4-H leader, agent, or parents, what clothing outfit would be appropriate for different situations. Someone could even give a presentation on “Dressing Appropriately” at your next club meeting. Such a speech might help everyone prepare for their presentation.

**OBSERVE OTHERS** Learn when others give their presentations. Judging other’s speech can not only help the speaker, but can also help the one who is doing the judging. Being a judge can help make you more aware of what is needed to give a good presentation. Being aware of other’s weak points can help you to be more careful that you don’t make the same mistakes. Watching a good presentation can serve as a model for you to follow.



PROJECT RECORD Use the “Speak up!” Florida 4-H Public Speaking Project Record as the standard form for reporting your efforts and results in this project. This record provides a complete list of the requirements and may be obtained from your 4-H leader or agent. Your project record is very important. It will help you organize your progress in this project and serve as a lasting record of your achievements. Your 4-H leader, agent, and parents will be interested in reading your record.



# 4-H Public Speaking Activity

**PURPOSE** This activity is designed to help you in planning and giving speeches.

## **WHAT CAN YOU GAIN FROM THIS ACTIVITY**

1. Recognize the necessity of obtaining adequate information on given topic.
2. Learn how to organize information to be given in a speech.
3. Develop a pleasing personal appearance before an audience.
4. Acquire the ability to speak convincingly in public.

**WHO CAN HELP YOU** Your parents and teachers can assist you in this activity. However, this should be one with guidance from your County Extension Agents and local leaders.

## **Suggestions for Beginning Public Speakers**

*Check the following as you do each:*

- Give a committee report to your Club.
- Give a progress report on your project.
- Tell about a 4-H trip, tour, or activity that you attended.

## **Suggestions for Advanced Public Speakers**

*Carry out as many of these activities as possible:*

Give talks to your 4-H group.

Give talks to other groups about 4-H.

Introduce a speaker.

Give talks on radio or T.V. regarding 4-H.

Give at least one talk with each of the following purposes:

- to entertain
- to convince or persuade
- to inform

