

Lesson 1 Study Guide

ML111

Introduction to Public Speaking

Do You Have Something
Important to Say?

Updated 2014



Our Daily Bread
Christian University

Objectives

In Lesson One, Dr. Robinson will help you understand that speakers must have something important to say to their listeners. You will explore how to arrange your speaking material and the steps involved, how to grab your audience, and how to surface a need in your address.

When you complete this lesson, “Do You Have Something Important to Say?,” you should be able to:

- Have something important to say to your listeners.
- Arrange the material so listeners will receive it.
- Understand the theory behind speaking as listeners like it.
- Understand the first two steps in preparing a speech that listeners like.

Discussion Questions

What is the most effective speech you can remember? Did the content change your behavior? Why do you think the speaker had such a lasting effect on you?

Why is it important to surface a need for your audience right away? Can you think of an example of a speech or sermon you've heard that spoke to your needs? How did the speaker accomplish this?

How do you feel about public speaking? What are your biggest fears/concerns? Why do you think you feel that way?

Quiz

1. Why is it difficult to get and hold a listener's attention for an entire 30 minutes?
 - A. Most people can think about five times faster than a speaker can speak.
 - B. It is impossible to provide that much useful information to the listeners.
 - C. Most people refuse to pay attention to any speaker.
 - D. None of the above
2. The lesson focuses primarily on:
 - A. People's fear of public speaking
 - B. Preparing a good outline
 - C. Speaking as listeners like it
 - D. Concluding a speech by relating it to the listeners
3. Dr. Robinson discusses three levels the speaker must be concerned about. They are:
 - A. Attention, Interest, and Need
 - B. Attention, Humor, and Need
 - C. Humor, Interest, and Need
 - D. Attention, Captivation, and Need
4. Why is "need" the most basic level a speaker must be concerned about?
 - A. Most people don't know what they need, so they will pay attention to a speaker who tells them what they need.
 - B. People pay attention to what they are most interested in, and they are most interested in what they need.
 - C. Everyone has the same needs.
 - D. All of the above
5. How does Dr. Robinson advise a speaker overcome the "Ho-hum" stage of the audience?
 - A. With loud music
 - B. By telling them what they need
 - C. With an interesting statement
 - D. All of the above
6. After the speaker overcomes the "Ho-hum" stage, he must:
 - A. Surface a need
 - B. Tell a story
 - C. "Light a fire" to get the audience's attention
 - D. None of the above

7. After the speaker has captured the audience's attention at the beginning of the speech, what is the next question she needs to answer for the audience?
 - A. "What are you talking about?"
 - B. "Why bring this up?"
 - C. "How long will the speech last?"
 - D. "What's the point?"
8. In the lesson, Dr. Robinson makes a comparison between speeches and:
 - A. Book manuscripts
 - B. Athletic games
 - C. Journal articles
 - D. None of the above
9. According to the lesson, some communication theorists believe that if a speaker could rivet people's attention for 30-40 minutes, he could persuade the audience of almost anything.
 - A. True
 - B. False
10. A speaker's goal should be to get the audience to:
 - A. Listen because they feel like they should listen
 - B. Listen because they feel scared
 - C. Listen because they want to listen
 - D. None of the above

Answers: 1. A 2. C 3 A. 4. B 5. C 6. A 7. B 8. A 9. A 10. C