



THE UNIVERSITY of NORTH CAROLINA

GREENSBORO

The University Speaking Center

Speech Making is a Five Step Process

Step 1 Invention: discovering, refining, and researching the topic
Do you have a clear understanding of the assignment or occasion?

The credibility of the speaker:

Why are you speaking about this topic?
What is your expertise and interest on this topic?
What do you have to contribute to your audience?

The analysis of the audience:

Who is your primary audience? Are there secondary audiences?
What commonalities do members of your audience share? What do you share with them?
Why should your audience care about this topic?
Why should your audience care about your perspectives on this topic?

The exploration of the topic:

Is your thesis statement appropriately focused for the time available?
Have you conducted adequate research?
Have you identified appropriate supporting materials?

Step 2 Disposition/Arrangement: organizing your material effectively

Introduction:

Does your introduction attract attention?
Does it establish your credibility to speak on this topic?
Does it clearly provide a preview of your main points?
Is it concise?

Body:

Is your speech well organized?
Do your main points effectively develop your thesis?
Are your main points clear to the audience?
Do your main points clearly support the thesis statement?
Do you have transitions to help the audience understand how your main points are connected?
Are your supporting materials appropriate?
Are the sources of your supporting materials clearly cited?