

Rules to Follow When Speaking

by Sophia Tutorial



WHAT'S COVERED

In this lesson, you will learn about the important guidelines to follow as a speaker. Specifically, this lesson will focus on:

1. Rules to Follow When Speaking
 - a. Ethical Goals
 - b. Full Preparation
 - c. Honesty
 - d. Non-Abusive Language

1. Rules to Follow When Speaking

As a public speaker, it's important to follow some basic rules as you approach the crafting and delivery of your speech. These rules include ethical goals, full preparation, honesty, and non-abusive language.



1a. Ethical Goals

Consider why you're speaking. Are you trying to **inform**? Are you trying to **persuade** your audience to adopt a certain viewpoint or consider a new idea? If so, you'll want to make sure that you lead your audience to that

belief point in an **ethical** manner. You don't want to use tactics like intimidation.

Additionally, have the responsibility and professionalism to know whether or not you have a **conflict of interest** on a given topic or with a certain audience or venue. **Recuse** yourself— provide your audience with a full disclosure of said conflict of interest, and adjust your speech accordingly.



TERMS TO KNOW

Informative

An informative presentation enhances the knowledge or understanding of the material you present, be it information, concepts, or ideas. The presenter assumes the role of a teacher.

Persuasive

A persuasive presentation has a clear beginning, middle, and end; uses interesting supporting material; and changes or reinforce listeners' feelings, ideas, or behavior.

Ethical

Of or relating to the accepted principles of right and wrong, especially those of some organization or profession.

Conflict of Interest

A situation in which someone in a position of trust, such as a lawyer, insurance adjuster, or corporate executive, has competing professional or personal interests.

Recuse

To declare oneself disqualified to act.

1b. Full Preparation

Effective speakers are those who take the time to fully prepare their speeches, from the speech writing process to the delivery of the speech to the very clothes they wear for the speech.

If you don't prepare, it *will* show and ultimately affect your credibility as a speaker to your audience and colleagues. Respect your audience by taking thorough time to write, edit, review and rehearse your speech before presenting.

1c. Honesty

Honesty is an extension of the ethical goals of your speech. Don't resort to falsehoods or opinions presented as facts to make your case.

Come from a place of authenticity instead of deception. Your credibility can become damaged when it is revealed you have either lied or even just slightly bent the truth in your speeches.

1d. Non-Abusive Language

Just as one shouldn't intimidate his or her audience, one should refrain from abusive language when speaking in public. This means attacking your audience verbally, or, in a debate-style setting, even verbally attacking your opponent.

Don't resort to name-calling or bullying; rather, make your case through the use of compelling facts and

anecdotes that can be substantiated.



SUMMARY

In this lesson, you learned that as a presenter, it is important to practice certain **rules for speaking**. Be **ethical** by recognizing that you might have a conflict of interest when delivering your speech, and recuse yourself or disclose to your audience the extent of the conflict. Respect your audience by **fully preparing** for your speech, from writing and editing to reviewing and rehearsing. Don't make your case via falsehoods or opinions disguised as facts. Come from a place of **honesty** and authenticity. Don't intimidate your audience or opponent (if debating) by verbally attacking them; always use **non-abusive language**. Choose either the persuasive or informative presentation style for each speech based on presentation goals and audience type.

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