

Variations in Objectivity

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WHAT'S COVERED

In this lesson, you will learn about the importance of objectivity in your speech. Specifically, this lesson will cover:

1. What Does It Mean to Be Objective?
2. Advantages of Objectivity
3. Subjectivity Has Its Place

1. What Does It Mean to Be Objective?

When we are subjective in our speech, we put forth our own experience and bias into the conversation. To be **objective**, then, is to remove yourself from your own experience and bias.

For the most part, when it comes to public speaking, you want to remain as objective as possible. The reason for this is because you don't want your audience to accuse you of bias or preference as you substantiate your argument.

It's a fine line to walk between subjectivity and objectivity, one that requires you to pay close attention to your own personal biases. One of the easiest ways to determine objectivity is to take a look at the amount of facts, research and data that you have to substantiate your case.

If your speech is largely guided by personal thoughts, opinions and beliefs, then it is more likely that your speech is heading into subjective territory.



TERM TO KNOW

Objectivity

The state of being objective, just, unbiased and not influenced by emotions or personal prejudices.

2. Advantages of Objectivity

The advantages far outweigh the disadvantages to remain objective throughout your speech. By writing and speaking objectively - that is, removing yourself from the facts, examples, and scenarios - you lend a more compelling case for your credibility as speaker.

By sticking to hard facts and data, your audience can trust your impartiality to the subject matter. When they know that you don't have anything personally invested in the outcome of or response to your speech, they are more likely to trust you as a subject matter expert.

3. Subjectivity Has Its Place

That said, you can also use objectivity to a point that can actually hurt your speech. By relying solely on hard data and research, your audience may find your speech impersonal and not connect to your material on a personal level.

A speech without any personal anecdotes can feel robotic; on the other end of the spectrum, a speech comprised of nothing but anecdotes can feel untrustworthy.

It's your job as speaker to strike that careful balance to use enough **subjectivity** to be relatable to your audience but not so much as to erode your credibility and authority.



TERM TO KNOW

Subjective

The state of being formed, as in opinions, based upon a person's feelings or intuition, not upon observation or reasoning; coming more from within the observer than from observations of the external environment.



SUMMARY

In this lesson, you learned that **objectivity** is the ability to remove your personal experience, bias, or preference from your speech. An **advantage of objectivity** is that it gives you credibility as an impartial, unbiased speaker and subject matter expert. That said, delivering a speech with 100% objectivity can feel robotic. Sprinkle some **subjective** moments such as personal anecdotes or how you connect to your topic to still remain relatable to your audience.

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