

SECOND SPEECH ASSIGNMENT

Learning Outcome: You will give a 5-minute informative speech supported by oral history research, including at least one interview source, cited in a bibliography, and organized according to the 7-step pattern.

1. You will deliver a 5-minute informative speech. Your speech will be between 4:30 and 6:00. You will lose serious points if it is less than 4 minutes or more than 7 minutes. I will time your speech so it is essential that you practice your speech until you are sure of the timing.
2. The topic of your speech will be a building in your community or near by. You may choose any kind of building—a house, church, office, factory, monument, city hall, school, bridge, etc. You may not do McDonald's. You may not do a building in the Potsdam area unless you are from this area or unless you have permission. You must be able to visit the building and photograph it. (If you have problems with this, please speak to me after class.)
3. The purpose of your speech is to inform your audience about the building. You can organize your three main points as you wish. You may concentrate on the history of the building, its place in history, its function and utility, its architectural style and heritage, its renovation, etc.
4. Your speech will be supported by oral history. You must do at least one interview with someone who knows the building, who uses the building, etc. You may need to do additional research in the local library, town archives, or county historical society. Often the owners of the building will have kept old documents or photographs. Or they may have compiled a history of the building that you can use for your research. (This is especially true for churches and public buildings). There may be senior citizens or town archivists who know about its history.
5. On the day of your speech, you will hand in a bibliography written in the Turabian style learned on the library trip. The bibliography should include all works consulted. It should list any interviews conducted with the name of the person interviewed and the date.
6. You should include with the above your thesis statement and three main points.
7. You will illustrate your speech with a power point with digital images. The power point may include labels, but it should not include bullet points, lengthy passages to be read, etc. Your power point should be made using Microsoft Power Point and saved on a USB port (flash drive). Use the computers in the library if you have any problems.
8. You must take photographs of the building yourself. In other words, you cannot illustrate your speech with images taken from the web. While this is not a studio course, I expect the photographs to be of good quality. On the other hand, you can include images from the web for comparison purposes. For example, if you were

discussing a church in the Gothic Revival style, you might want to compare it with images of Gothic churches or images of other Gothic Revival churches. Likewise, you could include historical images of the building, images provided to you by the owners or found on a public web site.

9. It is absolutely essential that you get permission before taking photographs of any building. This includes private homes and schools. It especially concerns public buildings and commercial buildings. Some owners/managers will refuse permission due to concerns about corporate espionage or privacy. Some will allow you to photograph but place restrictions on it to protect the privacy of those who use the building. Some will restrict your access to some parts of the building for safety reasons. You MUST follow any rules established by the building's owner, manager, or principal.

10. UNDER NO CIRCUMSTANCES SHOULD YOU VIOLATE ANY LOCAL, STATE, OR FEDERAL LAW.

11. You want your speech to be interesting. You should not just read information taken from a web site or brochure. You need to use multiple sources and synthesize the information before writing it in your own words.

12. You should be dressed in a more formal manner than normal classroom wear. You may not chew gum. You may not wear hats or headwear, hoodies, sweats, T-shirts, coats. If you wear jeans, they should be clean and dressed up with a shirt or blouse.

13. Your speech must follow the 7-step organizational pattern discussed in Chapter 2. This will account for 1/3 of your score. In particular, you should have a full introduction with thesis, 3 main points, and a conclusion. You should attempt to have transitions between the main points. Remember your listeners need signposts. Your speech plan should be clear and there should be clear division between points. The three main points should be treated equally so that your speech possesses a sense of balance.

14. You want your speech to be lively and interesting. Try to find an interesting way to present the material.

15. Your speech should be in appropriate depth and give sufficient background and information. Remember that this is a college audience.

16. You should present your speech with enthusiasm in your vocal delivery and body language. Do not mope. Keep your head up at all times. Look directly at your audience—look at individuals in the audience. Speak loudly so that everyone can hear. Speak clearly. Stand up straight. Do not fidget or pace. Do not speak in a monotone. Try to vary your voice.

15. You may not read your speech. You may use note cards or an outline. You may read quotations. Try to speak naturally