Speech Analysis Guidelines

As part of this class you are required to complete an analysis of a speech/presentation/meeting/or event. In order to fulfill this requirement, you are expected to write a 2-3 page paper (unless noted) analyzing 1) the content of the speech, 2) the speaker’s delivery & speaking style and 3) your analysis of the overall effectiveness (strengths and areas of improvement) of the speech/presentation/meeting/event and your response to the speaker’s message. It is probably a good idea if you took notes on the whole speaking presentation. Feel free to attach to your paper.

The Content
In this analysis, I will be looking for a brief summary of the overall message of the speech. I would like further exploration into –

- What were the main points of the speech? How were they easy/not so easy to follow?
- How were these main points developed? (i.e., Use of examples? Use of statistics?, etc…). What are your thoughts on how the message was developed?
- How was the message ‘worded’? What language was used? Did any terms or phrases really make an impression, repeated, or seem strategic?
- Who was the intended audience? What cues/language clued you into who is the intended audience? How would you evaluate the speaker’s ability to address the intended audience?

The Delivery
In this analysis, I will be looking for your personal, subjective impression of the speaker’s message, and style from your perspective as an audience member. I would also look for further examination and discussion of –

- How did the speaker try to increase or strengthen his/her credibility? Was s/he effective? Why or why not?
- How would you evaluate their delivery skills? (i.e., eye contact, vocal projection, composure, etc…). What made a positive/negative impression and why?
- How did the speaker seek to meet the needs/wants/emotions of the audience? How effective was the speaker?
- Did the speaker communicate his/her message clearly? Why or why not?

Overall effectiveness
In the conclusion of this analysis, tell me what you think, what impressions did the speaker/the message make on you, did they ‘reach’ you as part of the audience, did you learn anything or hear anything valuable? I want you to end with your opinion.

This paper should be typed, 1 ½ to double spaced, 1 in. margins all around and should include the event information – who the speaker was, the title of the presentation (if there was one), the time it took place, and where the event took place. I expect this paper to be in essay format, reflect collegiate level writing standards, and free of spelling or grammatical errors. Here are a few ideas for a speaking event that will be acceptable:

- The Speech and Communication Studies Dept. Speech or Poetry Night.
- The Speech and Communication Studies Department and Club speakers
- Attend one of the Ohlone Speech Forums. Details and dates TBA.
- Attend one of Ohlone’s Brown Bag seminars this semester
- Attend a meeting on campus, such as an Ohlone Forensics team meeting (T/Th 4104A, 2:15 – 5:00pm) or an Ohlone College Board meeting.

Please deliver a hard copy to my office in Fremont portable, FP-22, room 103. Or, you can deliver to my mailbox in the mailroom in Fremont Portable, FP-29. No email submissions will be accepted.