

Speech Analysis – Questions to Ponder While Writing Your Speech 05.25.05

Name: _____ Date: _____

Speaker: _____ Speech Topic: _____

1. Type of Speech

a) What is the primary purpose of the speech?

Entertain

Inform

Persuade

b) What is the secondary purpose of the speech?

Inspire

Advocate an Issue

Express Gratitude

Critique

Call to Act

Honor

Memorialize or Reminisce

Explain or Apologize

Unite

2. Audience

a) What is the occasion of the speech?

b) Who is in attendance? Who is the target audience?

c) What does the audience expect to gain?

d) How is the audience positioned? Was it interactive? Describe the audience responses.

e) What points of view does the speaker attempt to address?

3. Content

a) How did the speaker “open” the speech?

b) Main points

◆

◆

◆

c) What facts or statistics did the speaker use to support his or her points?

d) What illustrations, anecdotes or examples were used?

e) What other techniques were employed to support the substance of the speech?

f) How was the speech concluded?

4. Mood or tone

a) Comment on non-verbal behaviors: eye contact, gestures, pauses, posture, stance, etc.

b) Comment on verbal behaviors: inflection, tempo, word choice, emphasis, appropriateness, etc.

c) Comment on the use of props or visual aids. How did they contribute to or detract from the speech?

d) Did the way the speech was delivered match the message?

5. Conclusion

a) Was the speech effective? Explain your answer.

Analyze a Speech with C-SPAN in the Classroom

All C-SPAN-produced programs are copyright clear for educators to videotape and use in the classroom.