

BUILDING THE FOUNDATION OF A SPEECH

A good speech is built from the ground up, just the same as any physical structure. Humor, grace, style and smooth delivery are all great assets in a speech and its delivery. Taken together, they make up the “ornamental” aspect of public speaking. But, like a charming but flimsy architectural facade, they are useless unless they are built on a solid foundation and reinforced with fact and logic. This foundation and reinforcement combine to make up the “functional” aspect of public speaking.

Its purpose is to utilize substance and logic in a way that enables you to state your case and attain your speaking objective convincingly and successfully. It also enables you to disarm your audience by raising and answering possible doubts as you build your case, rather than letting them build up in the minds of your listeners, intensifying their skepticism and undermining your own credibility.

Reasoning takes several different forms, all of which are effective once you know how to test and construct them.

You can build a case by reasoning from the specific to the general; using strong, relevant individual points to prove a broader case.

You can take the opposite approach, using a strong general truth to arrive at a smaller, more specialized conclusion, reasoning from the general to the specific.

You can reason by analogy, using powerful symbols or parallels to lend credibility to your case.