

# “The Demonstration Speech”

## Chapter 6

This presentation involves a concerted effort to incorporate appropriate **body language** in your oral presentations. To make this easier, or at least more natural, you need to choose a topic that you can demonstrate as well as explain.

The demonstration speech is a type of informational speech designed to teach the audience something new. For this reason, you must be certain to proceed chronologically, step by step, using visual aids or props to enhance your presentation. Be sure that you know your topic so well that you can perform the task without thinking specifically about each step, making good transitions where necessary. Explain the process so clearly that your listeners can perform the task from your directions alone.

Your opening remarks as well as concluding remarks should be as interesting as your demonstration. In your introduction, you should identify the process you are going to describe and define the terms the general public might not understand. You should briefly go over the steps, in advance, to prepare the audience for any “trouble spots” in the process, if necessary. However, if there are no dangers, don’t create them. In your conclusion, tell the listeners what the process you have just described is good for, summarize the key points, and then wrap things up.

### SPECIFICS

- ◆ 4-5 MINUTES SPEAKING TIME
- ◆ APPROPRIATE PROPS OR VISUAL AIDS
- ◆ OUTLINE - PHRASE OR COMPLETE SENTENCE
- ◆ SOURCES - 2 REQUIRED - SEE PAGE 39 FOR SPECIFICS
- ◆ NOTE CARDS (optional)

### OBJECTIVES OF THE VISUAL AIDS/DEMONSTRATION SPEECH

The purpose of the demonstration speech is to give you practice in organizing and delivering a message to a group with the visual aid(s)/demonstration as a central part of your speech. Be sure to plan your visuals as an **integral part** of the speech presentation, not as an afterthought. Thinking about possible visual aids from the beginning can help you during three phases of your presentation:

1. **conceptual planning** - Consider places in your speech where the visuals will fit the best.
2. **developing the content of your speech** - Visuals can help you **organize** ideas, **strengthen** the impact of your message, create a **smooth flow** of thought, provide **variety** for your listeners, and **clarify** important ideas or relationships.
3. **delivering your message** - Visuals can provide the speaker a “**road map**” to follow, increase the speaker’s **self-confidence**, allow **natural action and movement**, and **divert attention** away from the speaker.

### FYI

Studies of listener comprehension have repeatedly shown that visual aids (which included demonstrations) help the listeners **comprehend and remember** the message.

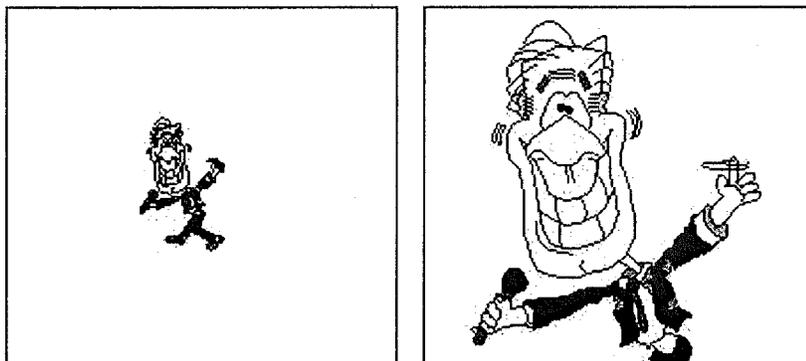
Visuals help **clarify meaning** in the minds of the listeners and **help the listeners pay attention** to the message. Most of the people you will be communicating with were raised in the TV generation; they are accustomed to seeing images that help to **clarify and illustrate** the spoken words.

Speakers often feel **more comfortable** if they have something to show their listeners; at least for part of the presentation, the **attention of the audience will be focused on the visuals** rather than completely on the speaker.

## Public Speaking Visuals: FILL 'EM UP!

When you project a photo or other image during a public speaking engagement, fill up the slide, or overhead as much as possible. This does not mean to fill the projection with lots of text. This tip only applies to images. Example: You take a picture of a funny sign on a pole. The sign is only about 18 inches tall. If you zoom in on the sign so that it fills the frame, it will have a much greater impact on the audience.

In the sample below the same piece of clip art has a completely different impact and effect because it fills the frame. When speaking in public, don't forget the impact of your visuals.



## Public Speaking Props

In public speaking the term "prop" is a shortened version of the theatrical term "property," a word used to describe any object handled or used by an actor in a performance. As a speaker you are a performer whether you believe it or not. You have an obligation to use whatever means necessary to get your message across to the audience.

Think of props as any physical item that is on stage with you. Your flipchart is a prop. Your lectern is a prop. Overhead projectors, pointers, notes, chairs, markers, pens, and other audio/visual aids are all forms of props. Conversely, props are a form of visual aid.

### Why use props?

Props help warm up the audience when you do a public speaking engagement. They can be used as a substitute for notes. They help focus attention on the speaking points you are trying to make along with illustrating them for you. They make better connections than your words with the visually oriented members of your audience. They create interest, add variety, and make your points more memorable.

Props can be used pre-program to pass around in the audience in anticipation of the program. You see this at large arenas when beach balls and Frisbees are being tossed around in the crowd. Pass out snacks and/or custom-designed crossword puzzles about the group that you can make on your computer. The puzzles make especially great icebreakers because the members of the group get together to help each other with the solutions.

Do you hate relying on notes? Props can be a substitute for written cheat sheets. To illustrate this in live seminars and television interviews I use three hats as an outline for a program. The first hat is a gag ball cap that has really long hair attached to it so that you look like a hippie when you wear it. The second hat is a black top hat. The third is a safari hat. Each hat prompts me to talk about a thoroughly rehearsed bit or chunk. Putting on the longhaired ball cap immediately reminds me to talk about when the company was young and aggressive. After that section I remove the ball cap (if you have a fun and playful audience, you

# Public Speaking: COOL COLOR COMMENTARY

## Flip Chart Color

=> **Black**, blue and green inks have the greatest visibility.

=> Blue is the most pleasing color to look at with red coming in second (note: pleasing to look at and visibility are not the same)

=> Do not do the whole chart in red ink.

=> Avoid purple, brown, pink and grey inks.

=> Permanent markers give the most vivid color but dry out faster if you leave the cap off. They also frequently bleed thru to the next page. Forget trying to get the ink out of your clothes.

=> Water colors are less vivid and squeak when you write. Ink will wash out of clothing.

## Use Color Thoughtfully

=> Use bright colors for small graphics to make them stand out.

=> Use subtle colors for large graphics so they don't overwhelm.

## Use Color Psychologically

According to Greg Bandy in *Multimedia Presentation Design for the Uninitiated* certain colors evoke certain emotions.

=> **RED** = Brutal, Dangerous, Hot, Stop!

=> **DARK BLUE** = Stable, Trustworthy, Calm

=> **LIGHT BLUE** = Cool, Refreshing

=> **GRAY** = Integrity, Neutral, Mature

=> **PURPLE** = Regal, Mysterious

=> **GREEN** = Organic, Healthy, New life, Go Money

=> **ORANGE / YELLOW** = Sunny, Bright, Warm

=> **WHITE** (if I make the example white you couldn't see it) = Pure, Hopeful, Clean

=> **BLACK** = Serious, Heavy, Profitable

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- ◆ Speakers often **feel more comfortable** if they have something to show their listeners; at least for part of the presentation, the **attention** of the audience will be **focused on the visuals** rather than completely on the speaker.
- ◆ Visual aids may also serve as **guides** to keep the speaker on track.

## Demonstration Speech Topics

### Health

How to do infant CPR/make a drowning rescue  
How to treat heat stroke  
How to do the Heimlich maneuver  
How to treat a small wound  
How to deliver first aid for bleeding  
How to care for a shin splint  
How to help someone having a seizure  
How to floss your teeth  
How to relieve a headache without med  
Proper oral hygiene  
How to choose the right shoe  
Read a nutrition label  
How to deal with an EKG  
Maintain healthy weight

### Sports

Baseball – hitting/block start/pitch/pass rush  
Saddle a horse  
Pick perfect running shoe

### Music

How to line dance/salsa  
How to play the clarinet/guitar  
How to write a love song (guitar)  
Play piano/tambourine

### Hobbies/Entertainment

How to play chess/spades  
How to watch T. V.  
How to watch a soap opera  
How to build a model airplane  
How to build paper airplanes  
How to scrapbook  
How to do a card trick  
How to give a massage  
How to deliver a punch line  
How to take a better picture  
How to race a sports car  
How to tie on a fishing hook  
How to bargain shop  
How to play No limit Texas Hold 'em Poker  
How to act  
How to catch a wave

How to dress for success/tie a tie/dress for an interview  
How to invest in mutual funds

How to interview well  
How to do a place setting  
How to fix a watch  
How to pick a diamond  
How to apply to med school  
Serve at a restaurant  
Calving  
How to make a big mac  
How to draw blood from a dog  
How to vaccinate a dog  
How to take a dental x-ray  
Embalming

### Everyday Things

How to shave your legs  
How to speak Creole/write Kanji  
How to get rid of a telemarketer  
How to put on lotion  
How to defend yourself  
How to drive a manual shift  
How to shave  
How to effectively wash your hands  
How to care for your skin

### Car/Auto/Bike

Change oil/a bike tire/watch battery  
Pimp your ride  
How to fix a flat tire

### Relationships

How to accept a bad gift  
How to break up with someone/ruin a relationship  
How to be romantic  
How to choose the perfect wedding dress  
Be a wingman  
How to lie effectively

### Sports

How to play golf (golf swing) /tennis (forehand)/volleyt  
basketball (do a lay-up)/ pole vault/swim (freestyle)  
How to surf/scuba dive/put on scuba equipment  
How to do a pirouette/do ballet/do yoga  
How to fence  
How to put on a grip/do a deck change

### SOURCES FROM LITERATURE

Fill out sources' requirements completely. Write "none listed" if an author's name or copyright date is not listed.

1. Author's name \_\_\_\_\_

Title of book or magazine used \_\_\_\_\_

Title of article in above book or magazine \_\_\_\_\_

Chapter and/or pages read \_\_\_\_\_

Date of above publication \_\_\_\_\_

2. Author's name \_\_\_\_\_

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### INTERVIEW SOURCES

1. Person interviewed \_\_\_\_\_ Date of interview \_\_\_\_\_

Position, occupation, and location \_\_\_\_\_

Why is he/she a reliable source? Be specific. \_\_\_\_\_

\_\_\_\_\_

2. Person interviewed \_\_\_\_\_ Date of interview \_\_\_\_\_

Position, occupation, and location \_\_\_\_\_

Why is he/she a reliable source? Be specific. \_\_\_\_\_

\_\_\_\_\_

### PERSONAL EXPERIENCE OF SPEAKER

1. Tell (1) when, (2) where, and (3) the conditions under which you became an authority on subject matter in your speech: \_\_\_\_\_

\_\_\_\_\_