

Researching Your Presentation: Getting the Best Stuff

Your presentation can only be as good as the quality of the information contained within it. Being your own primary source is a good start, but if you need to go beyond your own knowledge and experience as a guide, you will want to

and you'll find a lot of research with the search engine a vast sea of sources. Do not neglect your research with Google.

ability, and you are ethically obligated to present only good, accurate information. It speaks to your credibility.

what in particular, from among the many things you've found, will be most useful. Carefully consider what is relevant to your presentation's purpose. In every case, you should

While research provides some guidelines as to what to look for and how to use it in a presentation, it is a excerpt from Fujita, R. (1999). *The natural speaker* (2nd ed.). Boston: Allyn & Bacon.

characterize a great deal of what we bring to our podiums. This tabloid mentality of the mass media permeates our daily conversation.

We need to occasionally be silent in this noisy culture of ours. We need to quit talking and listen—really listen to others without constantly interrupting. We need to listen with our whole being, and not

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...our ears. We need to turn off the television. We need to turn off the car stereo and simply hear the hum of the car engine as we drive. We need to turn off the Sony Walkman and listen to the rustling of the leaves and the wind in the trees.

We need to experience silence and *comprehend* what our world is really telling us about

RESEARCHING YOUR SPEECH

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We need to take time to think about a topic. We need to take time to think about a topic. We need to take time to think about a topic.

...to us outside our

Giving a speech involves much more than content, delivery, and direct eye contact. It requires that what we share with

This chapter will help you in this area of speaking. We will

...by showing you what to look for. We will

The icy wind blasted against the thin walls of the tent as it

...in their warm tent. Fires crackled since family started

...in their silence. They listened to the monstrous groans of nature outside. In their silence, they

...to the first rim of Mt. Everest the next morning. During the hours that followed, not one word

...each would sit comfortably in the silence. At ease with one another and with themselves, they had

...the three Americans in the tent beside theirs were busily discussing

...the departure from the base camp. They talked about a

...presentation is not only a work tool in analyzing

...in her speech for an important

...they should take a new

...Hawaii. How could you like a vacation as a while?

What To Look For

...supporting evidence. Look for

...following seven definitions, examples, expl

...which an interest was

...were asked

...with

...Shirpa answered

...sub

...the public forum

...and

the shore (hearing) relaxes you. You smell the salt air (smell), and the

blue ocean stretches out before you (sight). Within one

description you have appealed to three senses. The use of description

Comparisons

is no more than five years old. The most effective way to present a new idea is to

compare it to something that is familiar to the audience. Often comparisons

are used to show the better or worse of two things. For example, you

can compare Hawaii with Florida. Hawaii is like southern California. And the people of Hawaii are

like the people of California. You can also compare your sister's car

with your own. You can also compare your sister's car with a few statistics

about the average car. You can also compare your sister's car with a few statistics

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1. Your most important concern is the accuracy of the statistics you are

using. You should check the sources of your statistics. If you are using

statistics from a newspaper or magazine, you should check the date of the

statistics. Statistics from a newspaper or magazine are often out of date.

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addition, you may wish to consult other indexes such as the Education

and Humanities

Qualitative books may be more useful than quantitative books

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For a speech

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from a local expert, the rewards of being so can go beyond those of

any given or well-researched speech: Many a friendship, born profes

stars, and personal and professional, are already in your

For a speech

The first step in conducting an interview is to decide whom you

want to talk with. If you need information on sleeping pills, you may want to

talk with a pharmacist. If a physician, a veterinarian, or a mechanic

engine repair, you may want to talk with an auto mechanic who specializes

in engine overhauling. Or if your spouse is on the plane

in book, a bibliography

library's date

Makes you better able to find a particular source

reads the Guide to Periodicals

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if he or she agrees to the

you would like a 15-minute interview at his

years, if this person cannot or will not gran

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interview.

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