The Speech of Demonstration

• It’s a process:
  • How Something is done
  • How Something takes place
  • Not how something works

The Speech to Demonstrate

• Two purposes: To increase understanding
  To teach how to do
To inform how to wrap a present
To explain how to keep jewelry looking shiny
To share the steps in arranging flowers
To demonstrate the style of wearing a scarf

Cooking French Toast

• Introduction: A broad general picture and then move to the detailed individual steps: “My favorite stress reducer is to cook French toast on Sunday mornings for my family.
• Speaker credibility: “I have worked at Denny’s for a year and have been given their famous recipe” I have been doing this at home every Sunday and add a little of my own secret ingredient”

Cooking French Toast

• Audience Relevance: “Many of us think that making French toast would be hard, but I am going to give you an easy recipe that will wow your family or friends. They say the way to anyone’s heart is through the stomach, so just think how popular you will be”
Temporal organization Pattern for demonstration speech

• Explain each step in the sequence
• Do not skip steps even if you think are familiar to the audience. They may not be.
• Label the steps “first step, second step” “the next step is to…”
• Connect the steps with transition statements: “You may want to get up extra early so they can smell it cooking” Do not worry about making a mess as there are really not many ingredients” “You may want to whistle while you cook”

Demonstration Speech

Visual Aids

• What have we already learned: Must be large enough to see from back of room Must “aid the speech”
The speaker feels comfortable and has practiced with the aid
The speaker keeps eye contact with the audience and not talk to the visual aid

Conclusion of Demonstration Speech

• Let the audience see we are coming to an end of the demonstration (3 to 5 min)
• Make the connections between the various steps and “tie” everything together
• Reinforce what you want the audience to remember
• No new information
• End with a memorable thought

Conclusion

• Signal of speech’s end
• “Today, we have examined how to”
• “In the past few minutes, I have shown you the basic steps in”
• “Finally let me say that this can be easy and also very useful to you”
Conclusion with a Memorable Thought

- What is wrong with these conclusions:
  - “In conclusion, let me tell you…”
  - “I have shown you steps in coloring Easter Eggs and now let’s add a card to the basket.”
  - “Hope you enjoyed the demonstration…and I guess that is it” Could someone help me clean up this mess?”

Demonstration as an Informative Speech

- Select a topic:
  - Choose a topic that means something to you—the stronger your commitment, the better speech you will give
  - Narrow your topic—”How to sew a dress or shirt” “How to make a wedding cake”
  - “How to draw a defensive play in football”

The audience of a really good speaker

- Is having a good time because they can identify with the topic
- Is challenged because they are learning something new
- Is listening because there are examples, illustrations, stories in the speech
- Is yawning because the speaker is bored and unprepared
- Is clapping because IT IS OVER early

Criteria For Grading

Introduction: Attention Getter, Speaker Credibility, Audience Relevance

Process: Steps and transition statements
Conclusion: Summary of steps, no new information, Last thought
Visual Aid: Must be able to see it, Eye contact with audience while showing