

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. 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



turn off our cars. 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 it is all about.

RESEARCHING YOUR SPEECH

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We need to take time to think about our speech. We need to take time to think about our speech. We need to take time to think about our speech.

...of nature and the is singing to us outside our...
...to a...
...very, prac...
...our audi...

Giving a speech involves much more than content, delivery, and direct eye contact. It requires that what we share with our audience is important to them. We need to share with our audience what we care about. We need to share with our audience what we care about.

The icy wind blasted against the thin walls of the tent as the men...

...of snow fell...
...in their warm...
...in silence as...

This chapter will help you in this area of speaking. We will discuss the importance of research in your speech. We will discuss the importance of research in your speech.

...monstrous groans of nature outside. In their silence, they contemplated the ascent from the base camp to the first rim of Mt. Everest the next morning.

During the hours that followed, not one word would be exchanged among the three men. Each would sit comfortably in the silence. At ease with one another and with themselves, they had nothing to say, and only for sounds as the storms raged outside as they sat.

...information...
...What To Look For...

...the three Americans in the tent bases, theirs were easily discussing the departure from the base camp. They talked about a way to...

...the departure from the base camp. They talked about a way to...
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...supporting material...
...supporting material...
...supporting material...

...the speaker was overlooked...
...the speaker was overlooked...

...the speaker was overlooked...
...the speaker was overlooked...
...the speaker was overlooked...

...Sherpa...
...Sherpa...
...Sherpa...

...they would take a one-week vacation to Hawaii...
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...they would take a one-week vacation to Hawaii...
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...Sherpa...
...Sherpa...
...Sherpa...

...Hawaii: How would you like to vacation for a while?

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...Sherpa...
...Sherpa...
...Sherpa...

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

blue ocean stretches out before you (sight). Within one
second, the statistics are more data.

One of the most effective ways to present a new idea is to compare it to something
that is familiar to the audience. Often comparisons are used to show the
benefit of your subject. For example, you might compare your subject to a well-known
product or service. This type of comparison is called a *comparative comparison*.

A comparative comparison can be either figurative or literal. A figurative comparison
uses a metaphor or simile to compare two things. A literal comparison
uses actual data to compare two things. This type of comparison

is called a *literal comparison*. For example, you might compare the number of
lawyers in your state to the number of lawyers in another state. This type of
comparison is called a *literal comparison*.

Another type of comparison is *contrast*. Contrast is used to show the
difference between two things. For example, you might compare the average
wage of a woman to the average wage of a man. This type of comparison

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

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