CONTENT

What do I put in my speech?
**CONTENT** is all information used by the speaker to develop the thesis.
CONTENT

• There are two (2) levels of credibility:
  1. It must be worthy of belief.
  2. It must be believable.
CONTENT

• Speaker needs to analyze audience to determine knowledge and attitudes of listeners.
CONTENT

- **ETHOS** – Image of the speaker held by a listener at a particular time.

- There exists an inverse relationship between ethos and the need of evidence.
CONTENT

• When is Evidence Helpful?
  – When you have low ethos and seek to change attitudes
  – To improve ethos itself.
CONTENT

• When is evidence helpful? (cont)
  – To maintain a sustained attitude change.
  – As an immunizing agent against counter-persuasion.
CONTENT

• General Rules of Evidence:
  – **CITE YOUR SOURCES**—May become a battle of sources
  – Use specific evidence—avoid abstracting
    (Don’t say *most* or *many*, say 80% or other concrete)
  – Use Fresh, New (unfamiliar) Material
CONTENT

• TYPES OF EVIDENCE
  – Opinion
  – Statistics
  – Facts
OPINION (of others)

- Expert Testimony
- Lay Testimony
- Public Opinion
- Reluctant Testimony – usually expert; runs counter to best interest of opinion giver
STATISTICS
(organized, analyzed data)

– Use correctly (e.g. What type of average is used?)
– Cite sources of statistics
– Round off reasonably
– Convert to concrete (apples and oranges) whenever possible
FACTS
(any information which can be verified by observation)

– Must be accurate
– Must be specific
CONTENT

• SOURCES OF CONTENT
  – Documents (Libraries & Archives)
  – Interviews
  – Personal Experiences

Remember, encyclopedias are not good sources, but they make good starting places.