

CONTENT

What do I put in my speech?

CONTENT is all information used
by the speaker to develop the
thesis.

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

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

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- **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.

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

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

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- 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.