



## SPEAKING ON PURPOSE LESSON #3

### Objective

To help members discover the purpose of speaking through the use of the three I's.

### Introduction

Imagine a world without speaking. What would it be like?

Create this scene for the members: You have just returned home from a holiday at a camp. Your friends drove you home. They dropped you off with your sleeping bag and backpack. You know your parents are not home because this is mid-afternoon. But you have a key so you take your belongings and walk around to the back door of the house. When you put your key into the door to unlock it, you're surprised to find that the door isn't locked. You open the door and right away the mess tells you that some stranger has been in your home. Your home has been robbed!

You immediately drop your bags, run back to the front of the house. You're in luck. Your neighbour is passing by. You flag her down, ready and eager to tell her that your house has been robbed. But you can't talk. You're so excited that you've lost your voice. How would you communicate to your neighbour that your house has been robbed?

Invite two 4-H members to act out this scene (roles: one as the parent and one as the youth)

### Debrief

Following the role-play, ask the group these questions:

- What did the youth do to command interest of the parent?
- What did the youth do to get her ideas across?
- What did the youth do to develop some trust, some credibility with the parent?

### Know-how

There are three main reasons why we talk. These reasons can also be called objectives or goals. They are:

- Interest To command the interest and attention of others.
- Ideas To clearly and concisely get our point across.
- Image To project a positive, accepting image of ourselves.

### The Three I's

Interest ... To get listeners to hear what you have to say, you need to capture their interest and attention. In other words, we need to think about the audience and what they are interested in. Will they listen to what I'm saying?



Ideas ... You talk not to mumble, but to get some ideas across to your audience. Ideas that are clearly and concisely communicated will get heard.

Image... You and your audience need to connect with each other. That connecting is based on the image you give away. Are you trustworthy? The audience accepts you because you have formed a link with them. You have connected with a positive image of yourself.

### Practice Session

Imagine that you are 35 years of age. You have established a successful farming business. You have been invited to speak to your former 4-H club on how to start a farming business. In attendance will be the 4-H members (future farmers) and high school and college students who are interested in farming as a career. The 4-H club is promoting your speech as one way to get increased interest and support for 4-H.

To get people to come out, the 4-H leader has asked you to write up a brief description of your talk along with a title. This description will be written on a promotion notice that goes to all of the farms in the area.

What will you write? You remember back a few years ago when you took this public speaking lesson at 4-H about the "Three I's". "Ah yes", you say, "people will come if I can get those three I's into my description". So you write this brief ad (See below. Have this written on a flip chart so the members can complete the assignment that is to follow)

### How to Make Farming a Success Business

Come and hear a dynamic and experienced speaker who has 15 years of success in the farming business. Learn the three steps you need to take to give your farm financial strength. Enjoy his sense of humor and wit as he takes you through the five ways to effectively care for and manage a farm business.

As you read this speaker's promotional announcement for a second time, ask the members to pay particular attention to the words used. What words appeal to: interest, ideas, and image.

Here are some possible answers. You may want to put this on a chart.

Three I's	Keywords
Interest	success...strength...enjoy
Ideas	experienced ...15 years ...3 steps ...5 ways...
Image	dynamic ... humor and wit... care

It is not so important to get these exact words under each of the three I's. Each member and yourself will interpret the three I's in different ways. What is important here is that the



members will probably find words in this promotion announcement that fit all three I's. Whatever appeal this promotion has is in part due to the attention paid to the three I's.

Invite members to try their hand at this. They can create their own scenario - 4-H club speech, school address, big city seminar... what ever.

Have them choose a topic. Write a title and a short descriptor or ad. Encourage them to employ the three I's as they write. What words can I use that will get the reader's interest, communicate ideas to the reader and project a positive image about the speaker?

After about 10 minutes, review what they have written.

## Challenge

Invite your members to listen to a speaker during the next week. It may be someone on TV, radio, school, or in the community. As they listen, focus with the three I's in mind. What did they say and do to communicate effectively, using the three I's.

Be prepared to share some of your observations at the next meeting.





## SPEAKING TO ACHIEVE LESSON #4

### Objective

To be able to recognize three different kinds of speeches.

### Introduction

When we speak, we want to achieve something with our audience. It may be that we want to provide some information, or that we want our audience to act after they hear us, or that we want to entertain them.

Write on a flip chart, the following speech titles. Ask the members to decide which purposes these speech titles have. Is it to inform, to motivate or to entertain?

Title	Inform (to give ideas)	Motivate (to act)	Entertain (to laugh)
Writing a Newsletter	*		
Succeeding at School		*	
History of fly-fishing	*		
Rapping With a Dragonfly			*
Climb Your Own Mountain		*	

\* stars for your reference

### Know-how

Every speech we plan should have a purpose. This purpose is often called an aim or an objective. By establishing a purpose for your speech you are asking this question.

By the end of my speech, I want my audience to be able to...

What you want them to be able to do could include such things as:

To be able to...

- recall the 5 steps to sky diving
- build a pup tent for camping
- believe in their unique abilities
- know the difference among the three kinds of speeches
- laugh at themselves more often



The three kinds of speeches can be summarized in this chart.

Put on flip chart for members.

Type of Speech	To Achieve	Sign of Achievement
Informative	Give information Develop knowledge	People recall your points They value your info.
Motivational	To get people to do something	People change their behaviour
Entertaining	People laugh, relax and have fun	People feel good They laugh at each other

## Practice Session

To show how you can recognize these three kinds of speeches, let's take one topic such as "Birthday Parties". What you decide to say about birthday parties will determine the purpose of the speech.

### Birthday Parties

If you decide to talk about the last three birthday parties you've had and what you did at them, then your aim is probably to "inform".

If you talk about why birthday parties make you feel good about yourself, then you probably want to motivate your audience to act on this information - celebrate your birthday!

If you share the funniest things that have happened at a birthday party, then you probably want to entertain the audience.

Topic	Speech Title	Purpose
Birthday Parties	What to do at a birthday party Celebrate Your Birthday My Funniest Birthday Party	Inform Motivate Entertain



Invite members to invent two speech titles. Have them complete a chart like the one below. Essentially, members are being asked to develop three different aims for each speech title.

You may either provide these charts or to have the members draw them on a sheet of paper. You may also want them to work in pairs to help each other.

Topic	Speech Title	Purpose
		Inform
		Motivate
		Entertain
		Inform
		Motivate
		Entertain

## Challenge

Invite members to listen to several speakers between now and the next 4-H meeting. It might be a teacher, minister, community worker or someone addressing a TV audience. Can they tell what kind of speech the speaker is giving?

Invite members share some of their observations at your next meeting.

Note: Sometimes speakers will want to achieve more than one purpose. That is a speaker may want to inform an audience and to challenge them to act. Or a speaker may want them to laugh a lot during the speech while making them aware of different things.