

Public Speaking Examples:

Patterns, Strengths, and Pitfalls



- Course goal: evaluate complete speeches, not isolated clips or tips



- Full-speech analysis serves students, educators, presenters, and team leaders



- Framework preview: context, structure, delivery, language, evidence, audience, ethics



- How to use this course: rubrics, timestamped evidence, full-speech practice



- Goal: recognize patterns, name strengths, and spot pitfalls fairly and consistently



Why Complete Speeches Reveal More Than Clips

- ▶ Clips hide build-up, recovery, adaptation, and cumulative effect of repeated choices
- ▶ Full speeches expose pattern consistency: openings, transitions, evidence placement, closings, pauses
- ▶ Thin-slicing research: brief excerpts predict overall quality, yet early impressions bias later judgment
- ▶ Context shapes effectiveness: setting, audience, purpose, time limits, speaker constraints
- ▶ Pitfalls emerge over time: monotony, repetition, unmanaged Q&A, ethical lapses

15-SECOND CLIP



A moment in isolation tells little

15-MINUTE COMPLETE SPEECH



The whole arc reveals true effectiveness

THE SPEECH ARC: FIVE INSPECTION LENSES



The Five-Lens Evaluation Framework



Structure:

- Structure: introduction, central message, body organization, transitions, conclusion



Delivery:

- Delivery: posture, gestures, eye contact, vocal variety, pacing, pauses, filler control



Language:

- Language: clarity, audience appropriateness, vividness, freedom from bias



Evidence:

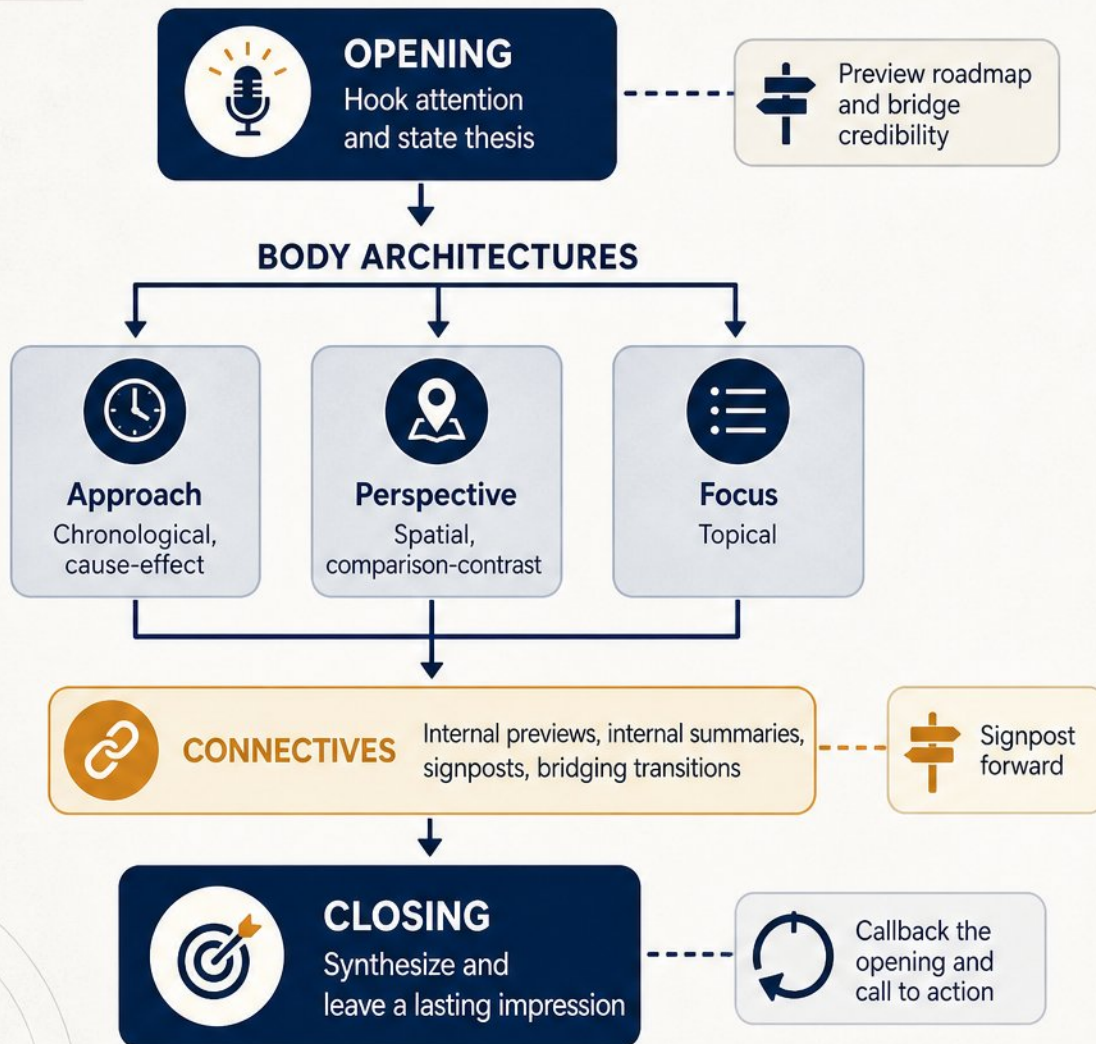
- Evidence: relevance, credibility, variety, accurate attribution of supporting material



Audience alignment and ethics:

- Audience alignment and ethics: adapt to prior knowledge, occasion, values; avoid plagiarism and manipulation

Structural Patterns That Work



- **Openings:** hook attention, state thesis, preview roadmap, bridge credibility
- **Body patterns:** chronological, spatial, topical, cause-effect, comparison-contrast
- **Persuasive structures:** problem-solution and Monroe's Motivated Sequence
- **Connectives:** internal previews, internal summaries, signposts, bridging transitions
- **Closings:** synthesize, callback the opening, call to action, memorable final line
- Parallel main points with balanced time improve retention

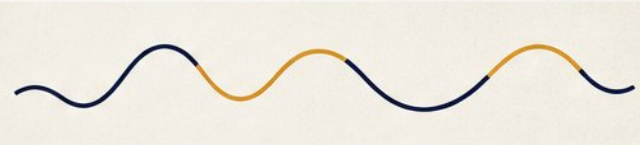
Delivery and Rhetorical Patterns That Work



- Deliberate pacing, strategic pauses, and purposeful gestures



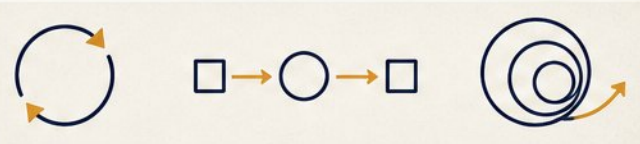
- Vocal variety and eye contact across audience sections



- Rhetorical devices: rule of three, anaphora, epistrophe, antithesis



- Storytelling frames: hero's journey, before-after-bridge, nested loops



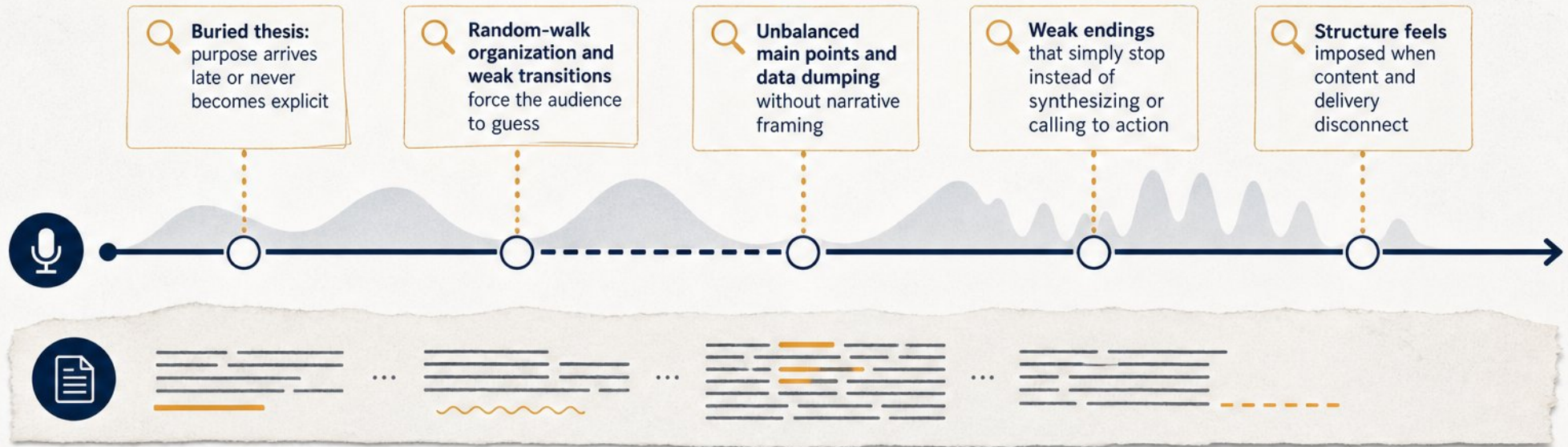
- Engagement: direct address, rhetorical questions, vivid examples, humor



- Ornament alone weakens credibility—patterns must serve the message



Structural Pitfalls in Complete Speeches



- Buried thesis: purpose arrives late or never becomes explicit



- Random-walk organization and weak transitions force the audience to guess



- Unbalanced main points and data dumping without narrative framing



- Weak endings that simply stop instead of synthesizing or calling to action



- Structure feels imposed when content and delivery disconnect

Delivery, Evidence, Audience, and Ethical Pitfalls

PITFALLS	REMEDATION
 • Delivery pitfalls: monotone, rushing, filler words, reading slides, ignoring audience cues	 • Remediate each category with timestamps and neutral, observation-based language
 • Evidence pitfalls: unsupported claims, cherry-picking, outdated data, missing citations	 • Remediate each category with timestamps and neutral, observation-based language
 • Audience pitfalls: misjudged prior knowledge, inappropriate humor, cultural insensitivity	 • Remediate each category with timestamps and neutral, observation-based language
 • Ethical pitfalls: plagiarism, fabricated evidence, and manipulative framing	 • Remediate each category with timestamps and neutral, observation-based language

Case Study: Majora Carter's TED Talk



- **Strengths:** passion, energy, authenticity, expressive face, strong vocal variety



- **Pitfalls:** rapid pace for dense information, frequent reading from notes



- **Inconsistent** eye contact; trips over words; breathless delivery



- **Pattern:** strong content and commitment coexist with pacing problems



- **Lesson:** cut material aggressively; notes encourage rushed delivery



Case Study: Mohammed Qahtani's Championship Speech

- Brilliant opening hook: the cigarette and lighter create instant incongruity
- Disciplined stage movement, illustrative gestures, and sharp vocal shifts
- Powerful pauses; humor and emotion shifts keep the audience riveted
- Anaphora: "Words have power. Words are power. Words could be your power."
- Pitfall: run-together words and mispronunciations blur key phrases
- Pitfall: central takeaway implied by the prop, never stated explicitly

SPEECH ARC: SCENE BREAKDOWN



FIVE INSPECTION LENSES



Case Study: Mark Carney's Davos Speech

ACT 1: **DIAGNOSE**

Antithesis



We face a choice
between short-term ease
and long-term resilience.

ACT 2: **PLAN**

Anaphora



We will strengthen what works.
We will fix what's broken.
We will build what's next.

ACT 3: **VISION**

Extended Metaphor



We are at an inflection point—
not the end of the path,
but the beginning of a climb.



Strengths: powerful presence, composure, strong statements, clear three-act structure



Strengths: masterful antithesis, anaphora, epistrophe, extended metaphor, clear call to action



Improvement area: awkward opening needed stage management for the language switch



Improvement area: convoluted abstract language in places; mistimed smile during a serious line



Lesson: words, tone, and facial expression must be congruent at pivotal moments

How to Read a Complete Speech: Annotation and Evidence Capture



- **Step 1:** establish context, purpose, audience, and constraints before judging



- **Step 2:** map thesis, main points, transitions, and closing moves



- **Step 3:** log delivery notes with timestamps; separate observation from interpretation



- **Step 4:** rate evidence quality and audience alignment with one rubric



- **Step 5:** summarize patterns, strengths, pitfalls, priority fixes; keep a stable notation key



Practice Workshop: Evaluating Real Speeches



- Instructor selects 2–3 complete speeches: persuasive, informative, ceremonial, technical



- Small groups evaluate using the five-lens framework and a shared rubric



- Identify 3 patterns, 3 strengths, 3 pitfalls — with timestamps and neutral wording



- Cross-group comparison surfaces evaluator variability and evidence standards



- Debrief: which observations were reliable, which were subjective, and why



STRENGTHS

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PITFALLS

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Tailoring Feedback to Roles and Audiences



Students

- students: developmental feedback on skill progression, confidence, one priority change



Educators

- educators: instructional feedback linked to learning outcomes and classroom modeling



Presenters

- presenters: client- and audience-centric feedback on persuasion, clarity, and recall



Team leaders

- team leaders: feedback on clarity of direction, motivation, and facilitation



Subject-matter experts

- subject-matter experts: feedback on translating complexity without losing accuracy

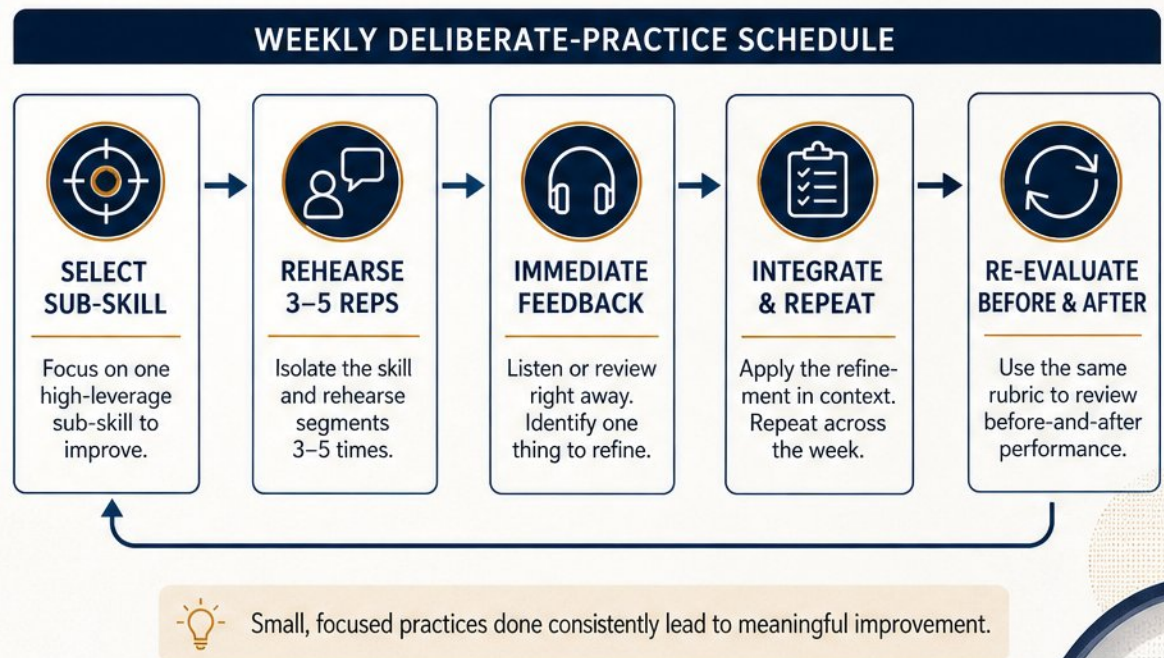


Professionals

- professionals: feedback tied to workplace consequences and career growth

From Evaluation to Improvement: Practice That Works

- **Convert evaluation into a plan:** one to three high-leverage changes
- **Deliberate practice:** isolate sub-skills, rehearse segments 3–5 times
- **Minimum effective dose:** 15–40 minutes across 3–5 days weekly
- **Routines:** 3-read pass, 4/3/2 technique, recording, real-environment rehearsal
- **Re-evaluate before-and-after** with same rubric; build a pattern library



EVALUATOR'S ANNOTATION LENS



I appreciate the opportunity to share my perspective, First, I'd like to acknowledge the complexity of the situation.. From my experience, what matters most is focusing on the impact and next steps we can take together.



00:18

Stronger opening could grab attention.



00:34

Good acknowledgment of context.



01:02

Clear transition to solution-focused talk.

Key Takeaways and Self-Assessment



- Six lenses: structure, delivery, language, evidence, audience, ethics



- Check first: central message, coherence, delivery congruence, evidence quality



- Practice with a rubric, timestamped notes, and a new speech



- Discuss where evaluation turns unfair, incomplete, or biased



- Reuse rubrics, annotation templates, and rehearsal guides

THE SPEECH ARC



Discuss where evaluation turns unfair, incomplete, or biased.

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