



Public Speaking Basics

Created: 01/2024 by the National FFA Organization

This lesson will introduce students to the basics of public speaking, including what it is, why they need to learn this skill and what the different types are.

Student Learning Objectives:

After completing these activities, students will ...

- 1. List four reasons public speaking is important.
- 2. Name the six types of public speaking.
- 3. Identify and explain examples of each of the six types of speeches.

Suggested Grade Level:

Grades 9 and 10 (This lesson is written so instructors can scale up or down based on class needs.)

Suggested Time: 60 minutes (*Time requirements may vary based upon student understanding and class schedule.)

Resources/References:

- 1. Website: Merriam-Webster, <https://www.merriam-webster.com/>
- 2. Website: Indeed, <https://www.indeed.com/career-advice/career-development/types-of-speeches>

Equipment and Supplies Needed:

- 1. A copy of the “Public Speaking Basics” and “What Is Public Speaking?” worksheets for each student
- 2. Laptop and projector to use the slides to guide the lesson
Slides: <https://ffa.box.com/s/1map6qe36etlps9m50lnc3yf9zzyahfs>
- 3. Internet access to play videos in real time

Vocabulary:

- 1. Public speaking
- 2. Informative
- 3. Persuasive
- 4. Entertaining
- 5. Demonstration
- 6. Impromptu
- 7. Motivational

Cross-Curricular Connections:

English/Language Arts
Recognize the different types of public speaking.

Virtual Instruction Ideas:

This lesson can be taught virtually. All student handouts can be sent or posted electronically. The slides can be shared electronically. The videos can be accessed on YouTube by students. All links can be posted onto the preferred learning management system.

Student Activity Sheets:

Direct access to student activity sheets without lesson plan or answer key for easy upload to a learning management system or printing for classwork.

<https://ffa.box.com/s/c3eolg14q5icxmwn1rayd9rw7aj3u0> (Word)

<https://ffa.box.com/s/olnzut0j1b897gyjg259avpmk2myllf0> (Non-Designed Word)

<https://ffa.box.com/s/b687xd296xl6vkwgnze4unwaz6tercsv> (PDF)

https://docs.google.com/document/d/1epI2JybAJ8q6wTdbP8HrVKIL9RaM8NhgnkqA9_C93OI/copy (Google)

These Activities Are Aligned to the Following Standards:

FFA Precept

- FFA.PL-B.Relationship: Build relationships, work as a team player and appreciate the talents of others.
- FFA.PL-E.Awareness: Understand personal vision, mission and goals.
- FFA.PL-F.Continuous Improvement: Accept responsibility for learning and personal growth
- FFA.PG-I.Professional Growth: Assume responsibility for attaining and improving upon the skills needed for career success.
- FFA.CS-N.Decision Making: Analyze a situation and execute an appropriate course of action.

Common Core – Speaking and Listening

- CCSS.ELA-LITERACY.SL.9-10.1 Initiate and participate effectively in a range of collaborative discussions (one-on-one, in groups, and teacher-led) with diverse partners on grades 9-10 topics, texts, and issues, building on others' ideas and expressing their own clearly and persuasively.

Common Core – Language

- CCSS.ELA-LITERACY.L.9-10.6 Acquire and use accurately general academic and domain-specific words and phrases, sufficient for reading, writing, speaking, and listening at the college and career readiness level; demonstrate independence in gathering vocabulary knowledge when considering a word or phrase important to comprehension or expression.

AFNR Career Ready Practices

- CRP.04. Communicate clearly, effectively, and with reason. Career-ready individuals communicate thoughts, ideas and action plans with clarity, whether using written, verbal and/or visual methods.
- CRP.06. Demonstrate creativity and innovation. Career-ready individuals regularly think of ideas that solve problems in new and different ways, and they contribute those ideas in a useful and productive manner to improve their organization.
- CRP.08. Utilize critical thinking to make sense of problems and persevere in solving them. Career-ready individuals readily recognize problems in the workplace, understand the nature of the problem, and devise effective plans to solve the problem.
- CRP.12. Work productively in teams while using cultural/global competence. Career-ready individuals positively contribute to every team, whether formal or informal.

Partnership for 21st Century Skills

- Collaboration
- Communication
- Critical Thinking and Problem Solving
- Initiative and Self-Direction
- Leadership and Responsibility
- Productivity and Accountability
- Work Creatively with Others

Lesson Plan:

1. **Bell Ringer:** Quickly write down your biggest fear. This can be anything: spiders, heights, sushi, etc. (Have students share their answers out loud. The companion slides have a slide for the Bell Ringer.)
2. **Introduction:** *Public speaking is often listed in the top 10 fears that people have. It's no secret that many people do not enjoy speaking in front of a group of people. However, conquering that fear can open many doors and can be easier than you think. Through this lesson, we are going to take time to learn what public speaking is, why it is a necessary skill for you and what the different types of public speaking are.*

First, let's define public speaking. Can anyone give me their definition of public speaking? Pause and take answers. According to Merriam-Webster, public speaking is the act or process of making speeches in public or the art of effective oral communication with an audience. Throughout this lesson set, we will explore public speaking as it relates to both of those definitions.

Take out a sheet of paper. In 30 seconds, write down as many careers that you can think of that will require public speaking sometime during the job. Give them 30 seconds. Now, pair up with another student beside you and compare your lists. You have 30 more seconds to pick one career from either list and write down an example of how that career uses public speaking. Give them 30 seconds. Ask for a few pairs to share their career and the specific example that they wrote down on how that career uses public speaking. Discuss with the class the different careers that use public speaking and the different ways it is used.

Transition into the student activities. Suggested teaching content is also provided.

3. **Activity:** Each student needs a copy of the worksheet "Public Speaking Basics."
 - a. **Part 1:** Students will complete the graphic organizer. Content for the graphic organizer will be in a video and on slides. Use this video (start 00:31 and end 04:26) <https://www.youtube.com/watch?v=0wfUjFvVHBC> to complete the first section of the graphic organizer with your class. Then, use [these slides](#) to complete the rest of Part 1. Be sure to look through the slides prior to teaching this lesson to ensure videos and links work on your computer.

Content Covered:

- The video discusses the importance of public speaking. The four main reasons public speaking is important, as presented in the video, include career development, personal development, finding one's voice and benefitting others.
 - Career Development: Public speaking will help demonstrate leadership skills that you have and can bring to the table professionally.
 - Personal Development: Public speaking will help increase your self-confidence, which will trickle into helping you do other tasks more confidently.
 - Finding One's Voice: The more public speaking you do, the more comfortable you will grow with sharing your thoughts and passions.
 - Benefitting Others: Public speaking allows you the chance to teach, entertain, lead, inspire and inform others.
- The slides will present information to your students on the six types of public speaking. It is important for students to understand the different types of public speaking so they are knowledgeable later in this lesson set when they write their own speeches, or if they compete in the public speaking leadership development events (LDEs).
 - Informative: This type is meant to educate an audience on a particular topic or message with facts, data, statistics and researched content. This type does not use visual aids.
 - Persuasive: This type is used to help convince an audience that the speaker has the right opinion on a particular topic based on concrete evidence. This type is often used in debates.
 - Entertaining: This type aims to amuse a crowd of people, is less formal and shorter than traditional speeches and will communicate emotions, often through humor or funny stories.
 - Demonstration: This type serves to educate an audience about a topic and often includes visual aids such as posters or objects. Presenters will often demonstrate how to do something.

- Impromptu: This type refers to a speech that is delivered without any prior preparation or rehearsal time. Typically, this is a spontaneous occasion, which can be more intimidating.
 - Motivational: This type attempts to inspire an audience and give the attendees the confidence to do something better or improve themselves.
- b. **Part 2:** Have students work in pairs to complete Part 2. After you play each video with examples of public speaking, students will work with their partners to discuss and decide which type of public speaking is used and why they think that. After each video, host a class discussion on their answers. (You can also wait to discuss each video after all have been played.) For each video, play as much as you would like, as long as students can see enough to guess what type of public speaking it is.

Video 1 (motivational): <https://www.youtube.com/watch?v=QbL0X3B4mjq>

Video 2 (persuasive): <https://youtu.be/Kh9GbYugAIY?si=FwXG2iRVJwoiH3T9>

Video 3 (demonstration): <https://youtu.be/q0zk4Pcsl2Y?si=rXwU7jD8jiwh2q9v>

Video 4 (impromptu): <https://youtu.be/64ACsm9qR9o?si=tqzwqXskrg1RlFJb>

Video 5 (informative): https://youtu.be/4xXZhXTFWnE?si=_S69jyG0LCmPSvee

Video 6 (entertaining): <https://youtu.be/mfjGmBVAL-o?si=LpbN4ku0ToDIMKK0> (Stop three to four minutes in.)

4. **Follow-up:** Independently or in groups, allow students to solve the word puzzle titled “What Is Public Speaking?” Students will match examples to the types of public speaking to find the letters to give them the answer to the word puzzle.
5. **Exit Ticket:** Pass out a sticky note to each student. On the sticky note, have each student write down the type of public speaking they would be most confident doing and ask them to explain why. Have them stick the note to the classroom door as they exit class.

Public Speaking Basics

Aligned to the following standards:
FFA.PL-B; FFA.PL-E; FFA.PL-F; FFA.PG-I; FFA.CS-N; CCSS.SL.9-10.1; CCSS.L.9-10.6;
CRP.04; CRP.06; CRP.08; CRP.12

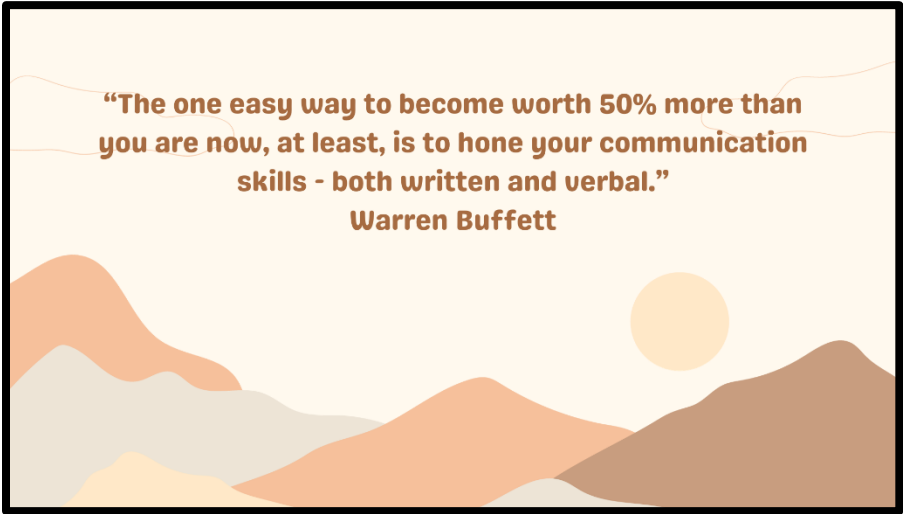
Part 1

Directions:

While watching the video titled “Importance of Public Speaking” and learning from the slides, fill in the graphic organizer below.

The Importance of Public Speaking

1 Public speaking is an important skill that will position you as a _____. Public speaking adds _____ to yourself and your career as well as everyone around you.	2 You can get a sense of personal value by learning a new _____. Public speaking helps us gain a sense of _____.
3 In the beginning stages of public speaking, we often focus on two things: _____ and _____. Public speaking helps you find your unique _____.	4 The whole reason to speak publicly is to benefit your _____. By speaking publicly, you get to do these three things: _____ _____ _____



Types of Public Speaking

<i>Informative</i> This type is meant to _____ an audience on a particulate _____ or message with _____, data, statistics and researched content.	<i>Persuasive</i> This type is used to help _____ an audience that the speaker has the right _____ on a particular topic based on concrete evidence.
<i>Entertaining</i> This type aims to _____ a crowd of people, is less _____ and shorter than traditional speeches and will communicate _____, often through humor and funny stories.	<i>Demonstration</i> This type serves to _____ an audience about a topic and often includes _____ such as posters or objects.
<i>Impromptu</i> This type refers to a speech that is delivered _____ any prior preparation or _____ time.	<i>Motivational</i> This type attempts to _____ an audience and give the attendees the _____ to do something better or _____ themselves.

Part 2

Directions:

Now, let's match a type to the example. Pair with another student to complete this part. After each video is played, work with your partner to discuss and decide which type of public speaking is used and what evidence you see.

Video 1

- Type:
- Evidence:

Video 2

- Type:
- Evidence:

Video 3

- Type:
- Evidence:

Video 4

- Type:
- Evidence:

Video 5

- Type:
- Evidence:

Video 6

- Type:
- Evidence:

What Is Public Speaking?

Aligned to the following standards:
FFA.PL-B; FFA.PL-E; FFA.PL-F; FFA.PG-I; FFA.CS-N; CCSS.SL.9-10.1; CCSS.L.9-10.6;
CRP.04; CRP.06; CRP.08; CRP.12

Part 1

Directions:

Using the knowledge learned about the six different types of public speaking, fill in the answers for each example of public speaking below. After the answers are filled in, use the numbers under each letter to help answer the following question:

What is one important outcome of learning public speaking?

17 11 14 25 19 17 22 14 23 26 14 2 14 4 25

1) You are attending a wedding for a family member, and the groom’s best man gives a toast to the couple. It is short and very funny. Which type of public speaking is this?

14 7 23 14 25 23 4 20 7 20 7 24

2) You and your FFA chapter are touring the land grant university in your state. During the tour, you listen to a student who is an agricultural education major share with your group why attending that university is a great idea. Which type of public speaking is this?

9 14 25 16 5 4 16 20 11 4

3) Your science teacher is celebrating Women’s History Month by assigning each student a famous female scientist to research. The assignment includes writing a speech about the person and their impact on the science industry, which will then be presented. Which type of public speaking is this?

20 7 2 17 25 22 4 23 20 11 14

4) While attending a general session at your state FFA convention, one of the retiring state officers gives their retiring address on stage. The officer shares a lesson they’ve learned in life and how they grew from it. Which type of public speaking is this?

22 17 23 20 11 4 23 20 17 7 4 12

5) In your animal science class, you and a partner have been assigned a breed of dog to research. You are to create a report on how to groom your breed of dog, and you must demonstrate what is necessary on a stuffed animal. Which type of public speaking is this?

21 14 22 17 7 16 23 25 4 23 20 17 7

6) At your FFA chapter’s end-of-year banquet, you are surprisingly presented with the Outstanding Member Award and asked to share a few words about why you love FFA. Which type of public speaking is this?

20 22 9 25 17 22 23 5

KEY: Public Speaking Basics

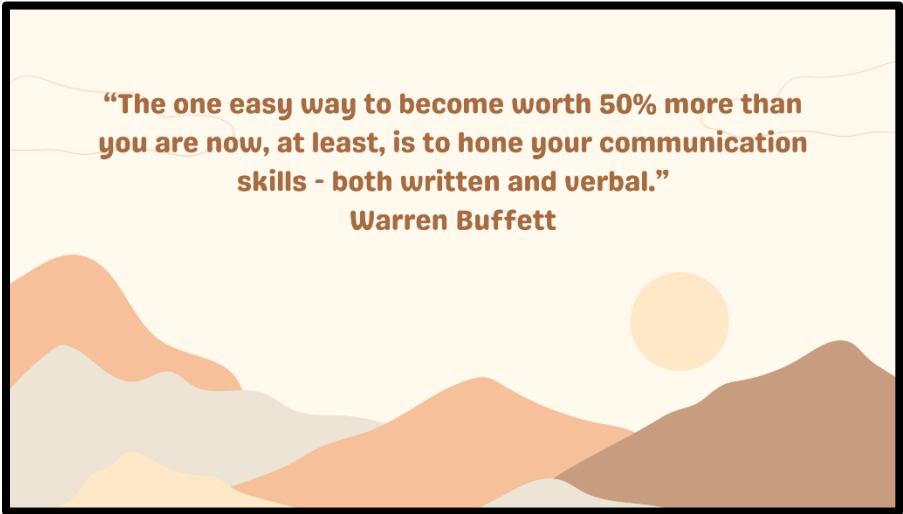
Part 1

Directions:

While watching the video titled “Importance of Public Speaking” and learning from the slides, fill in the graphic organizer below.

The Importance of Public Speaking

1 Career Development Public speaking is an important skill that will position you as a leader. Public speaking adds value to yourself and your career as well as everyone around you.	2 Personal Development You can get a sense of personal value by learning a new skill. Public speaking helps us gain a sense of confidence.
3 Finding Your Voice In the beginning stages of public speaking, we often focus on two things: nerves and basics. Public speaking helps you find your unique voice.	4 Benefitting Others The whole reason to speak publicly is to benefit your listeners. By speaking publicly, you get to do these three things: teach people, lead them and share what you have with the world.



Types of Public Speaking

<i>Informative</i> This type is meant to educate an audience on a particulate topic or message with facts, data, statistics and researched content.	<i>Persuasive</i> This type is used to help convince an audience that the speaker has the right opinion on a particular topic based on concrete evidence.
<i>Entertaining</i> This type aims to amuse a crowd of people, is less formal and shorter than traditional speeches and will communicate emotions, often through humor and funny stories.	<i>Demonstration</i> This type serves to educate an audience about a topic and often includes visual aids such as posters or objects.
<i>Impromptu</i> This type refers to a speech that is delivered without any prior preparation or rehearsal time.	<i>Motivational</i> This type attempts to inspire an audience and give the attendees the confidence to do something better or improve themselves.

Part 2

Directions:

Now, let's match a type to the example. Pair with another student to complete this part. After each video is played, work with your partner to discuss and decide which type of public speaking is used and what evidence you see.

Video 1

- Type: **Motivational**
- Evidence: **Answers will vary.**

Video 2

- Type: **Persuasive**
- Evidence: **Answers will vary.**

Video 3

- Type: **Demonstration**
- Evidence: **Answers will vary.**

Video 4

- Type: **Impromptu**
- Evidence: **Answers will vary.**

Video 5

- Type: **Informative**
- Evidence: **Answers will vary.**

Video 6

- Type: **Entertaining**
- Evidence: **Answers will vary.**

KEY: What Is Public Speaking?

Part 1

Directions:

Using the knowledge learned about the six different types of public speaking, fill in the answers for each example of public speaking below. After the answers are filled in, use the numbers under each letter to help answer the following question:

What is one important outcome of learning public speaking?
OVERCOME THE FEAR

17 11 14 25 19 17 22 14 23 26 14 2 14 4 25

1) You are attending a wedding for a family member, and the groom’s best man gives a toast to the couple. It is short and very funny. Which type of public speaking is this?

ENTERTAINING

14 7 23 14 25 23 4 20 7 20 7 24

2) You and your FFA chapter are touring the land grant university in your state. During the tour, you listen to a student who is an agricultural education major share with your group why attending that university is a great idea. Which type of public speaking is this?

PERSUASIVE

9 14 25 16 5 4 16 20 11 4

3) Your science teacher is celebrating Women’s History Month by assigning each student a famous female scientist to research. The assignment includes writing a speech about the person and their impact on the science industry, which will then be presented. Which type of public speaking is this?

INFORMATIVE

20 7 2 17 25 22 4 23 20 11 14

4) While attending a general session at your state FFA convention, one of the retiring state officers gives their retiring address on stage. The officer shares a lesson they’ve learned in life and how they grew from it. Which type of public speaking is this?

MOTIVATIONAL

22 17 23 20 11 4 23 20 17 7 4 12

5) In your animal science class, you and a partner have been assigned a breed of dog to research. You are to create a report on how to groom your breed of dog, and you must demonstrate what is necessary on a stuffed animal. Which type of public speaking is this?

DEMONSTRATION

21 14 22 17 7 16 23 25 4 23 20 17 7

6) At your FFA chapter’s end-of-year banquet, you are surprisingly presented with the Outstanding Member Award and asked to share a few words about why you love FFA. Which type of public speaking is this?

IMPROMPTU

20 22 9 25 17 22 23 5