Context and the Speech Situation

Chapter Nine
Basic Components of the Speaking Environment

• **Physical Location** – “the immediate environment in which the speaker will be speaking” (outdoor speaking, see next slide)

• **Speaking Tools** – “device that assists speaker, such as a microphone, podium, lectern, or lighting” (microphone do’s and don’ts)

• **The Speaker** – use of artistic and inartistic proofs!
Questions to Ask When Speaking Outdoors

• How is the seating arranged?
• Can I influence or change the way the venue is designed?
• Is electricity available?
• What will the weather be like?

• Do reconnaissance on the location before your speech if possible, even if only a short time before!
Inartistic Proofs

• Evidence and data – use to support your claims!

• Facts, statistics, examples, and testimony (see chapter 8 on supporting materials)
“But since rhetoric exists to affect the giving of decisions – the hearers decide between one political speaker and another, and a legal verdict is a decision – the orator must not only try to make the argument of his speech demonstrative and worthy of belief; he must also make his own character look right and put his hearers, who are to decide, into the right frame of mind.”

Aristotle, Rhetoric, 1378a, Section 5-10
Artistic Proofs

- **Ethos** – the speaker’s credibility (common sense, good character, goodwill, dynamism)

“There are three things which inspire confidence in the orator’s own character – the three, namely, that induce us to believe a thing apart from any proof of it: good sense, good moral character, and goodwill.”

*Aristotle, Rhetoric, 1377b, Section 20-25*
Artistic Proofs

- **Logos** – logical appeals;
  comprised of evidence and reasoning (reasoning will be covered on Thursday in chapter twelve)
Artistic Proofs

• **Pathos** – emotional appeals; make us feel something!; do not use unethically (too much fear, anger, guilt, etc.)
YOU HAVE A FAVORITE CHARACTER?

NOT ANYMORE
Room Ratios

- **Small Room** – more intimate; remain energetic even if the audience is small; may allow for more audience interaction/observation.

- **Large Room** – more formal delivery required; may need a microphone to be heard; can ask the audience to group up if it is small and scattered.