



1. Consideration of Purpose

Begin by thinking about your purpose. What do you need to accomplish in this speaking assignment? Will you be arguing for a particular position on an issue? Will you be teaching your classmates something they need to know? Will you be reflecting on a personal experience? This is your starting point.

2. Strategic Audience Adaptation

Now think about what you will say to your audience. Consider the audience's needs, interests, and expectations. Will you be teaching them something they need to know? Will you be reflecting on a personal experience? This is your starting point.