

Effective speaking critique discussions



**ASSIGN
BUSTER**

a) A demographic analysis of this audience would include age, gender, education, group memberships, as well as cultural and ethnic backgrounds (German, Gronberg, Ehninger, & Monroe, 2002) This audience was a large group of Stanford University students on their graduation day. The students consisted of primarily younger adults to middle-aged males and females. Their education level had just reached college graduate on this very day. Their group memberships varied from athletes, sorority members, to just students from different cultural and ethnic backgrounds.

b) This speech did follow a basic speech outline. It had an introduction where he explained that he would be telling us three stories of his life (Jobs, 2005). He used transitions and the body told the three stories. He also had a conclusion wrapping up the speech.

c) In this speech he used many communication techniques. He used personal references when he told the three stories from his own life. He was humorous when he said, “ windows copies the MAC”. He stated his personal intention that he loved what he did in life and challenged them to do what they love. He also challenged them to keep looking until they did find what they loved (Jobs, 2005).

d) He was trying to send the listeners a message to do what they loved and to live everyday as if it was your last (Jobs, 2005). He used the skyhook principle which is a way to convince your audience you have their best interests in mind (German, Gronberg, Ehninger, & Monroe, 2002). He did this by taking into account their moral frame by making ethical choices (German, Gronberg, Ehninger, & Monroe, 2002).