4-H Communications: SPEECHES

Guidelines for Members, Leaders and Judges

The purpose of most speeches is to teach, to entertain or to inform. These provincial guidelines provide information on preparing, presenting and judging presentations. They should be made available at communication events so information can be shared and clarified.

Through participating in public speaking and visual presentations, members actively learn how to communicate ideas and information with confidence. Skill and comfort levels will vary among different individuals, but with guidance and practice members should progress in abilities and comfort throughout their time with 4-H.

A speech is used to communicate an idea and give information to an audience by using voice, body language and speech content.

Age Categories & Time Limits

ALL AGES ARE AS OF JANUARY FIRST OF THE CURRENT 4-H YEAR.

Cloverbuds:
Up to and including 8 years of age = 1-2 minutes

Juniors:
Age 9 to 11 years = 2-3 minutes

Intermediates:
Ages 12 to 14 years = 3-5 minutes

Seniors:
Ages 15 to 17 years = 5-7 minutes

Adults:
18 to 25 years of age = 7-9 minutes

No points will be deducted up to 59 seconds over or under the time limit. Five points per minute will be deducted from the score if the speech is more than 59 seconds over or more than 59 seconds under the specified time limit.

**NOTE: If members choose to participate in more than one event, it is the members' responsibility to notify the event organizers to avoid timing conflicts.

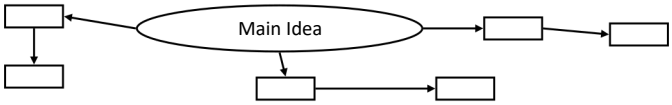
Developing a Speech

How to START writing a speech:

Select a topic - Ask yourself three questions: What interests you? What interests your audience? Where will you get the information you need?

Theme - With a topic in mind, it is important to choose a theme. By doing this you limit what it is you will talk about. A theme is a "big idea" that helps to guide what information, ideas, stories, and humour etc., you will include in your speech.

Arrange - With a selected topic and a theme for that topic, you are now ready to think up and arrange the information which you collect for your speech (e.g. Brainstorming or mind -mapping).



Rule of three - All speeches need three parts; an introduction, a body and a conclusion.

Try it - Practice is essential. It will build your confidence.

When choosing a topic, consider:

- The objective. (i.e. to teach, to entertain, to inform.)
- Can it be done within the time frame?
- Is it interesting? Is it reflective of personal interests? (A personal interest topic creates natural enthusiasm.)
- Is it audience appropriate? (If content may be sensitive to some audience members, please be aware people will be encouraged to feel comfortable enough to leave the room during the presentation.)
- Is it age appropriate? i.e. Senior level speeches are often more complex and sophisticated.
- Is the topic specific? e.g. Select the topic of BMX Racing rather than Extreme Sports.

THERE ARE THREE MAIN SPEECH PARTS TO CONSIDER WHILE DEVELOPING A SPEECH:

Introduction:

- Is 1/5 of the speech.
- Must capture audience's attention.
- Greet the room chair, judges, and audience.
- Must clearly state topic and objective.
- Have a clear and logical order.
- Ways to begin:
  - Entice audience with a startling remark, a question or set a scene.
  - Deliver a line of interest then address the room chair, judges and audience.

Body:

- This is 3/5 of the speech.
- Is the main part of a speech.
- Is used to deliver a message by clearly illustrating the main points.
- Developed by using two or three examples.
- Use a logical order.

Summary:

- Is 1/5 of a speech.
- Sums up the main points.
- Is tied to the introduction.
- Concludes and brings a speech to a close.
- There is no question period after 4-H speeches.
- **"Thank you"** should not be included in the last remarks.

Speech Objectives

To teach, to entertain, to inform, to persuade, to introduce, to thank, to praise, to motivate, to condemn and to present. Knowing the purpose and objective of a speech helps the writer decide how to write and present the speech.

Delivering a Speech

Presenting a Speech: Voice, body language, appearance and language use are important components of a speech. They all help to deliver a message clearly. **VISUAL AID(S) MAY NOT BE USED.**

Voice:

- Natural.
- Pleasant, clear, audible.
- Pronounce words so syllables are distinct.
- Vary tone of voice to add expression.
- Voice should project across the room.
- Shouting, lowering the voice and pausing are techniques that may be used for interest.
- Microphones are not available for use in the 4-H communications program.
- Make the best of distracting circumstances. E.g. pause if there is a loud noise or speak louder above the noise of a fan.

Body Language:

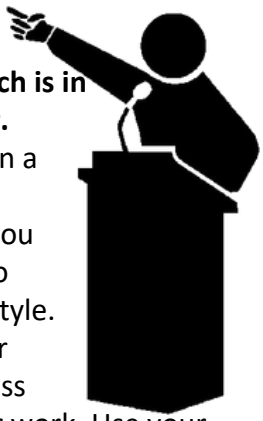
- Mannerisms, postures and facial expressions that can be interpreted as communicating feelings or attitude; nonverbal communication.
- Begins as soon as the member is acknowledged by the chairperson.
- Be poised and confident when approaching and exiting the presentation area (don't rush).
- Get comfortable before beginning to present.
- Maintain good posture while speaking.
- Members should not sway, shift feet or lean on nearby objects.
- **EYE CONTACT** is important. Look at the audience and the judges.
- Natural and comfortable body gestures may be used. E.g. movements of the hand, a small step forward or facial expressions (SMILE!).
- Does not include demonstrating.
- Pause after finishing to acknowledge the audience.
- Speech notes are allowed. If using, should be small note cards.
- Tablet (iPad, etc.) may be used in place of note cards. Be cautious that it is not a distraction to the speech
- Podium use, if available, is optional.

Appearance:

- Is important and is evaluated. Dress neatly, be clean and well groomed.
- **Costumes (i.e. clothing related to the speech topic) are a visual aid and are not allowed for speeches**. The exception may be a club uniform.

Language:

- Use vivid, descriptive words.
- Avoid brand names. E.g. "Tissue" should be used instead of the word "Kleenex".
- Use words that are appropriate for the age category and that can be said comfortably while being understood. **AI tools may be used to conduct research; however, it's imperative that the speech is in the words of the speaker.** Consider the initial version a rough draft that can be adjusted and improved. You can refine the language to match your own writing style. Always review content for accuracy and completeness before including it in your work. Use your judgment to ensure it matches your idea.



- Correct grammar and verb tense are important.
- Be sure not to "overwork" or overuse a word, such as "usually" or "and then."
- **SWEARING IS NOT ALLOWED**.
- Slang expressions may be used if they support/impact the speech, but must be acknowledged as a slang expression. E.g. "to use a slang expression."

Referencing Information

Referencing information sources is important. When someone copies another person's idea or written work and claims it as their own, this process is called plagiarism. This means they are stealing. Members must write their own speech and credit references. Members should work references into their speech and make sure it flows.

Reference Example: "As stated by… in his/her 2010 book/publication/article called…"

Please note: AI use must be listed as a cited source.

Sources should not be referenced at the end of a speech, but references should be incorporated throughout a speech.

Introductions and Thanks (Senior & Adult Speeches)

**ONLY SENIOR & ADULT SPEECHES INTRODUCE AND THANK, AT THE PROVINCIAL LEVEL

Introducing and thanking is mandatory at the Provincial level in the senior and adult speeches category. **This component will be scored.**

The intent of introductions and thanks is to improve impromptu speaking skills and for members to have the chance to get to know their competitors.

How it Works: The room chair begins opening remarks and explains this component to the audience. The room chair gathers the competitors outside the room to give them the opportunity to familiarize themselves with the competitor that they are introducing. Some information that may be included is the speakers name, club, project, number of years in 4-H or an interesting fact about them.

The room chair calls on the competitor who is "introducing" first and the process continues as follows:

1. The final speaker will introduce the first speaker
2. The first speaker will present their speech
3. The next speaker will thank the previous speaker
4. Judge wait time
5. The previous speaker will introduce the next speaker
6. The next speaker will present their speech
7. The final speaker will thank the pervious speaker
8. Judge wait time
9. The previous speaker will introduce the final speaker
10. The final speaker will present their speech
11. The first speaker will thank the final speaker
12. The room chair will provide closing remarks at the end of the competition.

(repeat steps 4-6 as needed for the number of competitors)

Tip to competitors: Look to the room chair for your turn to go up and introduce the next speaker or thank the previous speaker.

Tips to Relax Before a Speech:

- Practice in front of a mirror, family or friends.
- Video/audio record the speech/presentation.
- Time the speech/presentation.
- Think positively and visualize doing well.
- Try to avoid caffeine and sugar, eat well and get plenty of rest.
- Plan to arrive early.
- Just before the speech, take a few deep breaths, stretch to relax neck and shoulder muscles and smile!

Evaluation Guidelines and Standards

The judges will evaluate presentations using these components:

Topic 10%

- Age appropriate
- Concise
- Achieved speaker's objective
- Sources referenced

Speech Structure & Development 30%

- Title - appropriate and catchy
- Introduction - captures audience's attention
- Organization - logical sequence
- Summary - important points stressed

Language 10%

- Grammar, pronunciation
- Appropriate for age level

Voice & Presentation 30%

- Natural, clear voice with sincere enthusiasm
- Good eye contact and posture
- Presentation style - suits topic
- Appearance - well-groomed
- Voice easily heard - good pronunciation
- Skills demonstrated during Introduction & Thank you of fellow participants (Senior & Adult only)

Results 20%

- Overall impression of speech
- Achieved the speaker's objective
- Within time limits

Provincial Scoring System

At the provincial level there are three judges per category. Each judge evaluates each speaker in the category. Categories may run concurrently to allow time for judges to score each individual. If this is not possible, a short period of time is given. The judges' individual scorecards are for their personal use and are not to be shared with participants. After all speakers have spoken in a given category, the judges have some time to individually rank the speakers and will record 1st, 2nd and 3rd on the placing sheets. The placing sheets are collected by the timekeeper, who totals the points of the three judges. The room chair may assist with tabulation. The final result sheets for the competition are given to the event coordinator/chairperson for announcement and awards presentation to the 1st and 2nd placed speakers only. **Results are final and cannot be disputed.**

Point System: Points are awarded in the following manner: 1st = 11 pts, 2nd = 6 pts, 3rd = 4 pts
**In the case of a tie, the judges will break the tie through a process of discussion and consensus.

Judging Process

4-H communications judges play a key role in encouraging and motivating members to develop their communication skills. What are judges to look for? Judges should use this fact sheet to evaluate how the speech was developed and delivered.

The 4-H motto "Learn To Do By Doing" is the basis of the 4-H communications program. Through participating in public speaking and visual presentations, members actively learn how to communicate ideas and information with confidence. 4-H members may compete at various levels with the winners advancing to the next level of competition. The 4-H communications program is founded on the basis of participating through a progression of competitions.

The role of a judge is to evaluate each individual on performing to the best of his/her ability. This requires judges to set aside personal biases (about members or topics) and past experiences. Consider each speaker with equal attention and understanding. Remember that disabilities, accents or speech impediments are beyond the actual control of any given individual.

Providing Feedback

Comments must always be positive, constructive and helpful to the speakers. Use two positive comments with a suggestion for improvement in between.

E.g. "Your voice was clear and of high quality. By increasing your volume, it would help you to be heard better. I felt your speech had a good flow and I found it very motivating."

If called upon to give one on one feedback (oral) remember: it is not what is said, but how it is said, that is important.

Some Feedback Tips:

- Feedback should consist of honest reactions.
- Respond to the speaker in terms of his/her effect upon you.
- Tell the speaker about personal perceptions rather than what he/she did. Avoid phrases such as: "You did….," or "You were…."
- Use personal statements whenever possible when describing reactions to the speaker.
- Be direct, to the point and use age appropriate language when giving comments.

Provincial Competition Eligibility

1. Members must have paid their annual Manitoba 4-H Council Club Fee.
2. Members must compete at the Area Council competition in that same category.
3. 4-H members who place first in their category at the Provincial 4-H Communications Competition **cannot** compete the next year in their category at the provincial level, but **can** return following a year of not competing in the category.
4. All first place competitors **may return** in a different communication category the following year. The exception to this is for those winning Two-Person Visual Presentations, as members can compete the next year if they have a new partner. One member/team in each category may be invited to participate in the Provincial 4-H Communications Competition from each Area competition.

Speeches Summary/Checklist

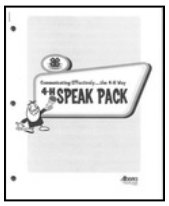
This checklist will remind members, leaders and judges about 4-H speeches:

- ▫ A well defined age appropriate topic? Is the topic concise?
- ▫ A clearly defined objective? Was the objective (to entertain, inform or teach) achieved?
- ▫ A proper introduction? The introduction should get attention, introduce the speakers and topic and acknowledge the chairperson, judges and audience.
- ▫ A well developed speech body? The body delivers the message in an organized and logical manner. It should consist of two or three main points and be supported with facts, examples or stories.
- ▫ Does the speech have a proper summary? Does the summary remind audience of the main points of the speech? Is the summary concise and to the point?
- ▫ Proper credit and references used?
- ▫ Original (i.e. creative, non-traditional, member created) speech?
- ▫ Language interesting and expressive?
- ▫ Language appropriate for the age of the speaker?
- ▫ Correct grammar used?
- ▫ Material and language appropriate for use with a general audience?
- ▫ Voice expressive, warm and easy to hear? Is the voice at an appropriate volume level? Is each word spoken with clarity, accuracy and distinctness?
- ▫ Poised and confident walk to and from the presentation area?
- ▫ Well groomed and neat dress?
- ▫ Natural gestures used?
- ▫ Good eye contact?
  Appropriate use of note cards? The use of note cards is optional. The speaker should not rely too heavily on note cards or sound too memorized.

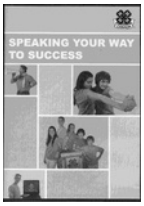


Communication Resources

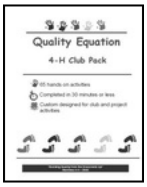
The following resources are available from a Manitoba 4-H Council Office or online!



COMMUNICATING EFFECTIVELY THE 4-H WAY - 4-H SPEAK PACK – The chapters include information on the following: the value of the 4-H communication program, introductory communication activities, how to communicate effectively, practice activities, the value and importance of coaching for leaders.



SPEAKING YOUR WAY TO SUCCESS – This DVD/video has information on the following: Why Communicate?; 4-H Communications; Steps in Developing a Speech or Presentation; Visuals and Equipment; Preparing for a Speech or Presentation; Delivering a Speech or Presentation; Evaluation and Other Opportunities.



QUALITY EQUATION 4-H CLUB PACK (2003) - Includes 65 hands-on activities that can be completed in 30 minutes or less. It is custom designed for club and project activities.



4-H CLUB DISCOVERY ZONE (2001) - Ready-to-use ideas to take home to your club! TheDiscovery Zone is a box (or in CD format) full of 1 or 2 page activities.



4-H FUN PACK - 110 fun and enlightening games and activities for 4-H members. The games and activities are categorized according to the skills they teach, such as team building, meeting management/parliamentary procedures, **communication** etc.



"CANNED"PRESENTATION SERIES (2004) - presentations designed to be 30 minute workshops (including activities) for 4-H clubs or areas. Communication presentations include: 023 How to Write a Speech, 024 How to Deliver a Speech, 025 Perfecting Presentations

COMMUNICATIONS HANDOUTS

- Manitoba 4-H Communications SPEECHES: Guidelines for Members, Leaders and Judges
- Manitoba 4-H Communications VISUAL PRESENTATIONS: Guidelines for Members, Leaders and Judges

4-H Manitoba Contact Information

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