

HCMC UNIVERSITY OF TECHNOLOGY AND EDUCATION FACULTY OF FOREIGN LANGUAGES SECTION OF LINGUISTICS		ACADEMIC YEAR: 2019-2020	TERM II
<i>Invigilator 1:</i>	<i>Invigilator 2:</i>	PUBLIC SPEAKING FINAL TEST	
<i>Mark and Signature:</i>		Course code: PUBS330136 Duration: 75 minutes Date: July 02nd, 2020 <i>No materials are allowed.</i>	
<i>Examiner 1:</i>	<i>Examiner 2:</i>	Student's full name:..... Student ID number:..... Ordinal number:..... Room:	

SUGGESTED ANSWER KEY

Watch the video clip and answer the following questions:

1. Is Kelly McGonigal's speech an instance of informative or persuasive speech?

Clarify and support your point. Does Kelly McGonigal identify the specific purpose or significance of the talk? Give examples from the talk to justify your point of view.

(2 marks)

→ **Persuasive speech**

→ **Purpose of talk:** The speaker identifies the purpose or significance of the talk

→ **Sample statement:** Purpose of the talk from "How to make stress your friend" by

Kelly McGonigal

For years, I've been telling people, stress makes you sick. It increases the risk of everything from the common cold to cardiovascular disease. Basically, I've turned stress into the enemy. But I have changed my mind about stress, and today, I want to change yours.

2. Does Kelly McGonigal get the audience involved in the talk at the opening to capture the audience's attention? Give examples from the talk to justify your point of view.

(1 mark)

→ **Attention getter (Hook):** The speaker gets the audience involved in the talk at the opening to capture the audience's attention

→ **Sample statement:** An attention getter from the talk "How to make stress your friend" by Kelly McGonigal

→ *I have a confession to make. But first, I want you to make a little confession to me. In the past year, I want you to just raise your hand if you've experienced relatively little stress. Anyone? How about a moderate amount of stress? Who has experienced a lot of stress? Yeah. Me too.*

3. Which research method did Kelly McGonigal use in "How to make stress your friend" In today's talk, given at TED2013? Does Kelly McGonigal reinforce her examples in the talk "How to make stress your friend" with statistics or testimony? Clarify your point of view. *(3 marks)*

→ **Case Study**

→ **Statistics**

4. Could you uncover the tools and techniques Kelly McGonigal uses to educate, entertain and inspire her audience? Support your point with evidence from the speech "How to make stress your friend". *(1 mark)*

→ We can uncover the tools and techniques she uses to educate, entertain and inspire her audience. Specifically, Kelly's talk contains rich insights on:

- *Craft an opening that makes her audience lean in.*
- *Create knowledge gaps with questions.*

- *Prolong her audience's curiosity for as long as she can.*
- *Engage her audience with rhetorical questions.*
- *Involve her audience in her presentation.*
- *Add an element of newness to her talk.*
- *Put statistics into perspective for her audience.*
- *Engage her audience with a **you---focus**.*
- *Make her presentation relevant to her audience.*
- *Tell her audience how to apply her ideas to their life.*
- *Motivate her audience to take action.*
- *Don't just share information; share her emotions too.*
- *Focus externally, not internally.*
- *Conclude by signaling, summarizing and selling.*

5. Is Kelly McGonigal successful in boosting her credibility while speaking? If yes, how? (1 mark)

→ Her word use increased the audience's perception of the speaker's intensity, which increased persuasion. The audience has perceived credibility of the speaker did not change.

6. How is Kelly McGonigal's talk relevant to her audience? Give your comments on her use of evidence. (1 mark)

→ As speakers, one great tip we can learn from Kelly is that we should show our audiences how our talk is relevant to them. Audience members are concerned about what they can take away from your talk, so it is important that we clearly demonstrate to our audiences how and why what we are saying will impact them. For example, consider this short portion from Kelly's talk:

“But in the study, when participants viewed their stress response as helpful, their blood vessels stayed relaxed like this. Their heart was still pounding, but this is a much healthier cardiovascular profile. It actually looks a lot like what happens in moments of joy and courage.”

What do you think audience members are thinking while listening to the above? They are probably thinking, “What is in it for me? Why does this matter to me? How is it relevant to me?” Knowing this, look at how Kelly makes the research study relevant to her audience’s lives by saying the following:

“Over a lifetime of stressful experiences, this one biological change could be the difference between a stress-induced heart attack at the age 50 and living well into your 90s.”

Kelly makes the findings relevant to her audience by suggesting that applying the results from this research could help them live longer (which is something most people in her audience would be interested in).

How can you make your talk relevant to your audience’s life?

Why should they care about what you have to say?

7. How does Kelly McGonigal wrap up her talk? (1 mark)

→ **Signal, Summarize and Sell**

The ending of your talk is crucial because if your ending is disappointing, your audience will walk out of your talk unsatisfied. Plus, due to the primacy and recency effect, people most remember the beginning and ending of a speech, so it is important that you end in a powerful and persuasive manner.

Kelly use the “signal, summarize and sell formula” to wrap up her talk. First, she mentally prepares her audiences that the end is near by signaling the conclusion:

“I want to finish by telling you about one more study.”

It is important that you signal that you are wrapping up so that the conclusion does not come as a surprise to your audience.

Next, Kelly succinctly summarizes the essence of her speech in a couple of sentences:

“How you think and how you act can transform your experience of stress. When you choose to view your stress response as helpful, you create the biology of courage And when you choose to connect with others under stress, you can create resilience.”

In the summary, you only want to highlight one or two of the most important points from your talk. This reinforces the audience’s memory and ensures that they will remember your presentation.

Finally, Kelly end by selling her audience on the benefits of why they should take action on the ideas she has shares; she gives her audience a reason and motivation to implement her idea:

“...when you choose to view stress in this way, you’re not just getting better at stress, you’re actually making a pretty profound statement. You’re saying that you can trust yourself to handle life’s challenges, and you’re remembering that you don’t have to face them alone.”

----- THE END -----

	Chuẩn đầu ra của học phần	Nội dung kiểm tra
G1.1	Giải thích được những khái niệm cơ bản được sử dụng trong phần lý thuyết về nghệ thuật diễn thuyết.	Câu hỏi 1-7
G1.2	Xác định mục đích của diễn thuyết.	Câu hỏi 1-7
G1.4	Trình bày được những nội dung cơ bản của các loại diễn thuyết.	Câu hỏi 1-7
G2.2	Phân tích bài diễn thuyết về mặt nội dung ý nghĩa, nội dung nghệ thuật, thông điệp, và ngôn từ. Nắm vững kết cấu của bài diễn thuyết. Nắm vững cách trình bày cũng như đánh giá bài nói.	Câu hỏi 1-7
G2.3	Phát triển kỹ năng nghiên cứu tài liệu.	Câu hỏi 1-7
G2.4	Phát triển tư duy sáng tạo, tư duy suy xét, ham tìm hiểu các vấn đề về nghệ thuật diễn thuyết.	Câu hỏi 1-7

Ngày 25 tháng 06 năm 2020

Thông qua bộ môn

TS. TRỊNH NGỌC THÀNH