

Student's Name

Instructor's Name

Course

Date

Presenting an informative, captivating and effective speech is the key to bringing an impact to the audience. The outcome of the presentation solely depends on the speaker; his enthusiasm, mastery of the subject and composure while delivering a speech.

### **Informative speech**

Becoming a better speaker, the present need to master his subject well and should be delivered with excitement. The speaker's expression ought to assure and convince the audience and make the eager to listen.

The majority of the audience might not recall everything said during a presentation, but mostly they will remember the closing and opening remarks. Consequently, the speaker should choose the opening and closing sentiment carefully as will have a great impact on the audience.

### **Effective speech delivery**

The presenter should have adequate knowledge of the subject of discussion to ensure effectiveness to the targeted group of audience. The speaker should not tell them what they already know neither should it be so complex beyond their comprehension. Furthermore, the speaker should know his audience beforehand, their profession, age, the number of people speaking to so that the chosen topic has an impact on them. The primary focus of the speaker

is to influence the audience with his speech thus should be keen on the message, and how it is reaching the audience, it would be better to be over prepared than have less information.

### **Masterly of speech**

It is crucial for the speaker to know holes in his/her speech and should prevent any uncertainties and in the eventuality that a mistake happened it is advisable to continue with the speech and correct it in the process rather than letting the audience notice it as it may drift their concentration and lose focus. Moreover, it may make the speaker confused and tense hence jeopardising the entire speech.

Works Cited

<https://www.youtube.com/watch?v=AykYRO5d-II>