

# COMPETENT COMMUNICATION MANUAL

## Project #4: HOW TO SAY IT

### Executive Summary:

Words are powerful. They convey your message and influence the audience and its perception of you. Word choice and arrangement need just as much attention as speech organization and purpose. Select clear, accurate, descriptive and short words that best communicate your ideas and arrange them effectively and correctly. Every word should add value, meaning and punch to the speech.

### Objectives:

- Select the right words and sentence structure to communicate your ideas clearly, accurately and vividly.
- Use rhetorical devices to enhance and emphasize ideas.
- Eliminate jargon and unnecessary words. Use correct grammar.
- Time: Five to seven minutes.

### Note To The Evaluator:

The speaker is to use words and arrangements of words that effectively communicate his or her message to the audience. The speaker should select clear, accurate, descriptive and short words and choose verbs that convey action. Sentence and paragraph construction should be simple and short. The speaker needs to include rhetorical devices, avoid jargon and unnecessary words and use correct grammar. The speech must have a clear purpose and be appropriately organized. Please complete the evaluation form below by checking the appropriate column for each item.

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## PROJECT 4 Evaluation Guide for "HOW TO SAY IT"

Title: \_\_\_\_\_

Evaluator: \_\_\_\_\_ Date: \_\_\_\_\_

	Excellent	Satisfactory	Could Improve	Comments/ Suggestions
Was the speech topic appropriate for this particular assignment?	_____	_____		
Did the speaker use simple, short and clear words?	_____	_____		
Did the speaker use vivid, descriptive words that created mental images?	_____	_____		
Did the speaker use words that had more than one meaning or were inaccurate?	_____	_____		
Were the speaker's sentences short, simple and understandable?	_____	_____		
Did the speaker use rhetorical devices to enhance his or her ideas?	_____	_____	_____	
Did the speaker avoid jargon and unnecessary words?	_____	_____		
Did the speaker use proper grammar and pronunciation?	_____	_____		
Was the speech purpose clear?	_____	_____		
Was the speech effectively organized?	_____	_____		

What could the speaker have done differently to make the speech more effective?

What did you like about the speech?