

**Rider University**

**APPLICATION FOR SPEECH PROFICIENCY EXAM  
(Send as an email attachment to hmc michael@rider.edu)**

Name \_\_\_\_\_ Bronc ID# \_\_\_\_\_

Daytime Phone \_\_\_\_\_ Address \_\_\_\_\_

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**List Previous Experiences in Public Speaking:**

**List additional related communications experience:**

**A resume may be attached**

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**(For Department Use Only)**

**Application accepted** \_\_\_\_\_

**Application rejected** \_\_\_\_\_

**Speech examination is scheduled for Thursday, October 21, 2010 beginning at 5:15 pm in the Shapiro Room.**

## Rider University – SPEECH PROFICIENCY TEST

The College of Business requires a demonstrated proficiency in spoken English (Speech) as a requirement for graduation from the Master of Business program. The requirement can be filled in one of two ways:

- A. Earning a passing grade in PMBA 8000
- B. Pass an individual Speech Proficiency Test

**Note: Passing the Speech Proficiency Test relieves you of your course obligation in Speech. Note that although you have the opportunity to pass Speech as a requirement by taking this test, you may not gain the educational experience taught in a formal speech class. Speech classes offer a variety of opportunities to gain practical experience through presentation planning, impromptu and extemporaneous speaking, critical thinking, social and media skill enhancement, audience engagement and communication skill efficiency.**

### INSTRUCTIONS

Students wishing to take the Speech Proficiency Examination must apply. You **should not attempt** this test without spending ample time in preparation. Remember students who take Speech as a required course spend several weeks working on their presentations.

### THE TEST

Here are the list of requirements for this examination:

In order to assist you in preparation, a copy of **Communicating at Work**, 9<sup>th</sup> edition, by Ronald B. Adler and Jeanne Marquardt Elmhurst, has been placed on reserve in the Moore Library. Chapters 10, 11 and 12 are excellent starting points for your preparation. You must also be familiar with our Library databases for research and development of your thesis.

- The test is a 8 to 10 minute extemporized persuasive speech evaluated by members of our committee
- Prepare your presentation with visuals either in the form of PowerPoint or some other presentation software such as Google Presentations or Prezi for instance. Visuals are an important ingredient in speech making and can enhance the persuasiveness of a presentation by 40%, therefore create and integrate a professional visual for your presentation. You can consult Ch. 11 of the book for handling and creating visual aids.
- You must hand in a clearly organized full sentence outline using **Monroe's Motivated Sequence Speech Pattern**. See page 488 in the book to help you prepare. You must also write a specific purpose and central idea.
- You are not allowed to use note cards. Your visual should help guide your presentation. Writing out your entire speech on your slides is prohibited and will result in a failing grade. Eye contact is an important ingredient in developing credibility with your audience. Memorization sounds rehearsed and fake. This is not encouraged and can cause a failing grade.
- A full bibliography written in MLA format is required to be attached to your outline. You should have at least five sources for your speech which you should cite and integrate during your presentation.

Failure to comply with these testing requirements will result in a failing grade for the test.

## **PREPARATION**

### **Definitions**

Be sure that you understand the differences between impromptu, extemporized, memorized and manuscript speaking. You should prepare an extemporized speech. The meaning of “extemporized” lies somewhere between “impromptu” and “rote”: See Chapter 12 on Delivery Styles.

Also be sure that you understand the definition of a persuasive speech (Chapter 14).

### **Selection of Topic**

There is no more vital decision than selecting your topic. Remember by relating your topic to your audience you are creating a credible bond with them and should therefore get positive feedback from them.

Please make sure that you can clearly discuss your topic within the 8 to 10 minute time limit. In addition make sure that your specific purpose, written “to persuade my audience...”, looks to achieve one thing and not several propositions. Your central idea should be one sentence that clearly highlights what you will discuss in your presentation.

### **Research**

As stated above, it is imperative that you not only prepare a full bibliography for the evaluator but that you cite your sources within the context of the speech. Periodicals such as journals, newspapers, directories, government documents and books are all viable sources. The Internet can also be a helpful resource with its databases and access to information. However, please vary your sources and don't rely completely on the Internet. Our Library subscribes to rich databases for your research needs. Please use these sources and Noodlebib to prepare your bibliography.

### **The Introduction**

There are four parts of the introduction that need to be satisfied in order to create a complete and effective introduction.

- Grab the audience's attention
- Create a need for the speech (relating your topic to your audience)
- Establish the speaker's credibility (cite a source or talk of your experience with the topic)
- Preview the contents of the body of the speech (you can take this from your central idea)

### **The Body**

This is the major discussion part of your speech and should be written before your introduction and conclusion. Your body should include your ideas, your supporting materials, your facts and your elements of reasoning. Monroe's Motivated Sequence Speech Pattern must be employed as you create the body of your speech. The speech pattern includes five parts:

- Attention Step (which is part of your introduction)
- Need Step (the problem which is the first point of your body)
- Satisfaction Step (the solution which is the second point of your body)
- Visualization Step (the benefits of the solution which is the third point of your body)
- Action Step (which is reinforced in the conclusion...tell the audience what you want them to do)

Please make sure that your transition between your points using connectives. Connectives help to move your ideas from one point to the next.

### **The Conclusion**

An effective conclusion brings the speech in for a sound landing and leaves the audience with a lasting impression of the topic and the speaker. There are two parts of an effective conclusion:

- Review the points discussed in the body
- Leave the audience with a lasting impression

### **The Delivery**

Please rehearse your speech ahead of time- consider doing so in front of an audience and ask for feedback. The idea is to think your way through your presentation and your practice sessions can help facilitate your progress.

Please make sure that you rehearse your speech aloud and time it as often as necessary to assure yourself of confidence and fluency. If you exceed 10 minutes you will be asked to stop and the rating of your speech will be adversely affected.

Please be aware of the nonverbal elements that will enhance the delivery of your speech. These elements include eye contact, facial expressions, stance, gestures, dress, volume, pitch, rate, pause and articulation. All students should be professionally prepared for their speech.

## **EVALUATION**

The rubric for this presentation is on the College of Business Website. Please review this as part of your preparation.