

2012 North Texas Chinese Speech Contest Judge Criteria

CONTENT (50%)

SPEECH DEVELOPMENT

structure, organization, support material

EFFECTIVENESS

achievement of purpose, interest, reception

SPEECH VALUE

ideas, logic, original thought

DELIVERY (30%)

PHYSICAL

appearance, body language

VOICE

flexibility, volume

MANNER

directness, assurance, enthusiasm

LANGUAGE (20%)

APPROPRIATENESS

to speech purpose and audience

CORRECTNESS

grammar, pronunciation, word selection

CONTENT (50%)

SPEECH DEVELOPMENT is the way the speaker puts ideas together so the audience can understand them. The speech is structured around a purpose, and this structure must include an opening, body, and conclusion. A good speech immediately engages the audience's attention and then moves forward toward a significant conclusion.

This development of the speech structure is supported by relevant examples, illustrations, facts, and figures, delivered with such smoothness that they blend into the framework of the speech to present the audience with a unified whole.

EFFECTIVENESS is measured in part by the audience's reception of the speech, but a large part is your subjective judgement of how the speech came across. You should ask yourself such questions as "Was I able to determine the speaker's purpose?" "Did the speech relate directly to that

purpose?" "Was the audience's interest held by the speaker?" "Was this speech subject appropriate for this particular audience?"

SPEECH VALUE justifies the act of speaking. The speaker has a responsibility to say something meaningful and original to the audience. The listeners should feel the speaker has made a contribution to their thinking. The ideas should be important ones, although this does not preclude a humorous presentation of them.

DELIVERY (30%)

PHYSICAL presentation of a speech carries part of the responsibility for effective communication. The speaker's appearance should reinforce the speech, whether profound, sad, humorous, or instructional. Body language should support points through gestures, expressions, and body positioning.

VOICE is the sound that carries the message. It should be flexible, moving from one pitch level to another for emphasis and should have a variety of rate and volume. A good voice can be clearly heard and the words easily understood.

MANNER is the indirect revelation of the speaker's real self as the speech is delivered. The speaker should speak with enthusiasm and assurance, showing interest in the audience and confidence in their reactions.

LANGUAGE (20%)

APPROPRIATENESS of language refers to the choice of words that relate to the speech purpose and to the particular audience hearing the speech. Language should promote clear understanding of thoughts and should fit the occasion precisely.

CORRECTNESS of language ensures that attention will be directed toward what the speaker says, not how it is said. Proper use of grammar and correct pronunciation will show that the speaker is the master of the words being used.