



# 5 CANONS OF PUBLIC SPEAKING

(I.E., CANONS OF RHETORIC)



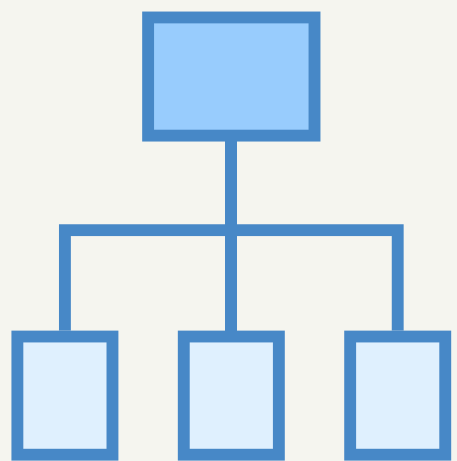
## 1. INVENTION

GATHER MATERIALS, CREATE CONTENT, AND FORM ARGUMENTS  
Research and gather the facts, statistics, examples, stories, quotations, images, and other content that will fill your presentation. Form your key arguments and clarify your point of view.

## 2. ARRANGEMENT

ORGANIZE YOUR PRESENTATION

Decide how to order your introduction, body, conclusion, and their component parts. Decide how even small portions (e.g., quotation, statistic, story, etc.) best flow from one piece to the next.



## 3. STYLE

CHOOSE A STYLE OF LANGUAGE THAT BEST FITS THE SITUATION  
Choose language that is tailored to your audience, the occasion, and your goals. Language styles range from plain and matter-of-fact to ornamental and formal. Language artfully communicates emotions and mood just as much as it conveys information.

## 4. MEMORY

"KNOW YOUR STUFF"

Practice, practice, practice until you have internalized your message. Have a clear command over your message and all information therein. If needed, you should be able to improvise and handle Q&A. This is not so much about "memorizing" as it is about learning, practicing, and knowing.



## 5. DELIVERY

STAND UP AND SPEAK TO BRING YOUR MESSAGE TO LIFE

Emphasize your message with good eye contact, posture, gestures, and movement. Use a confident volume, clear enunciation, the right pace, and thoughtful pauses to highlight your key ideas. Avoid verbal fillers or other distracting mannerisms.



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