CHAPTER 8- SELECTING AND RESEARCHING YOUR TOPIC

Learning Objectives

- Be able to clearly specify a purpose for a particular presentation.
- List and discuss the types of evidence that can be used to support a speaker's position.
- List and discuss sources for researching information about a particular topic.
- Analyze research information in terms of its relevance, recency, and credibility.

Outline

I. Selecting a Topic
   A. Getting Started
      1. Determine the occasion
      2. Specify time constraints
      3. Identify your audience
   B. Specifying Your Purpose
      Specify the purpose of the presentation by telling the audience that it is meant to inform, entertain, or persuade.
   C. Formulating a Thesis Statement

II. Researching Your Topic
   A. Types of Support
      1. Facts and data Statistical or physical evidence can be a powerful tool to support the speaker's position, especially with Euroamerican males.
      2. Eyewitness accounts, stories, and quotable phrases
         These types of support make the presentation more personal, sincere, and humanistic. Female Euroamericans and several co-cultures, including Latinos, African Americans, Asian Americans, and Native Americans, are likely to prefer personal examples and real-life experiences as predominant, meaningful sources of evidence.
   B. Gathering Information about Your Topic
      1. Ask experts directly
      2. Use the library
   C. Evaluating Sources from the Internet
      1. Relevancy
      2. Recency
      3. Credibility