Selecting & Narrowing Your Topic

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Who Is the Audience?

It is important to consider the make-up of the audience when selecting a topic.

- What topics would interest them?
- What are their expectations of the presentation?
- Make sure to select and adapt your message to meet the audience’s needs.
What is the Occasion?

- Consider the occasion you have been asked to speak and adapt your presentation accordingly.

- Also, consider the time frame for the presentation. You will want to narrow and formulate your speech to fit the time limits.

*For example: The purpose of a wedding toast is to entertain the guest and should be relatively short.*

Your Interest & Experiences

You will want to give a presentation on a topic that interests you. As a result, you will be knowledgeable and enthusiastic about the topic and presentation.

*Just remember to be audience-centered when selecting a topic that interests you!*
Thesis Statement

• Be audience centered
  • Your audience should know the topic, purpose, and why it is of interest to them.

• Reflect a single topic
  • If multiple topics are given, it can be confusing to the audience.
  • Give them one area to focus on!

  For example: By the end of my presentation, you will be grilling steaks that melt in your mouth.

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