This was a speech I wrote in “Fundamentals of Communication.” The purpose of my speech was to inform my audience about the positive and negative aspects of mandatory school uniforms. My audience was the students in my class. I decided not to change my audience because I related mandatory school uniforms to dress codes. As I stated in the reason to listen, “Chances are the majority of us will either have a dress code or need to wear a uniform during our life.” I also brought up the fact that some of my audience will eventually have children. My speech would give them background information beneficial when deciding on a school for their child.

Doing an audience analysis before my speech, I found that the majority of students never wore a school uniform and were against school uniforms. Since this was informative, I had to make sure to give both pros and cons. I also had to give background information this specific audience may not be aware of having never worn school uniforms. Since my audience was not very informed on this issue, I made a point to draw them in by asking a question at the beginning to get their attention.

My thesis, or central idea, was “The debate over mandatory school uniforms exists along with many positive and negative aspects.” This led into the organizational pattern of a pro-con format. The medium of this speech was written and face-to-face. I had to start by writing an outline. During the presentation, I directly spoke to my audience sitting in front of me. This medium was required by the assignment; however, I decided to add to it by using visual aids. My uniform skirt was used as well as visual statistics. Before presenting to the class, I practiced in front of friends and to a speech assistant.

Since I was presenting this speech directly to my audience, I developed the speech accordingly. As I mentioned, in the beginning of the speech I asked a question to pull my audience in. I also referred to my audience throughout the body, mentioning where uniforms were prominent and at how large of schools. I did this to make my audience feel like they were part of my presentation, not just listening to a speech. They also impacted how I created my speech. At the end, I led into my next speech, which was persuasive, by making my audience take a side by asking a question.

An alternative way of presenting this speech could have been by using a power point presentation as the main visual aid and actually letting my audience participate with verbal responses. In the presentation of my speech, I could have stated the cons before the pros. That
may have affected which side my audience agreed with. Rather than organizing my speech with all pros and all cons, I could have gone back and forth between the two and compared them. Furthermore, I could have not used pro-con at all, and informed my audience in a topical manner. I presented my speech the way I did because I felt it was the most effective organization to inform my audience of the main points regarding mandatory school uniforms.