

# Speech Evaluation Method

Ramon Canal  
CDT – Master CANS



Departament d'Arquitectura  
de Computadors

UNIVERSITAT POLITÈCNICA DE CATALUNYA

# Friendly Effective Evaluation

- “Evaluate? I am no expert!”
- “He/she is a better speaker than me, get someone else to evaluate.”
- **It is not necessary to be an expert speaker to offer a friendly effective evaluation**
- Purpose of Evaluation:
  - Offer your honest reaction to the speaker
  - Done properly, it can also provide information to the audience and improve your own speaking skills
  - Evaluation is NOT nit-picking
  - **A good evaluation is characterized by (1) precise language, (2) tactful delivery, (3) clear organization**



# Precise Language

- Evaluations are brief – make every word count to provide useful feedback
- Use precise, well-edited words
- Stimulate mental images of how the speaker appeared and how you felt listening to the speaker
- Evaluate the speech precisely in terms of the goals and objectives as you understood them



# Tactful Delivery

- Phrase your comments tactfully and carefully
- Avoid phrases such as
  - “You should ...”
  - “You could ...”
- Use phrases as
  - “I felt \_\_\_\_\_ when ..”
  - “When I saw you \_\_\_\_\_ I ...”
- Offer encouragement whenever possible, be practical and positive
- When the speaker has faults, be sure to point them out diplomatically and considerately along with explicit practical advice on how to improve
  - **Oral evaluation (e.g., after presentation) should emphasize 1-2 areas of improvement**
  - **Written evaluation (e.g., via email) should report strengths and areas for improvement equally**

# Clear Organization

- One common method of evaluation is the “sandwich approach”
  - Positive comments first
  - Suggestions for improvements second
  - Words of encouragement third
- Some evaluators think of evaluation as a mini-speech with opening, body and closing
  - Opening – introduce the area that your evaluation will focus on
  - Body – specify strong and weak points with specific suggestions for improvement
  - Conclusion – include 1-2 highlights from the body and final word of encouragement

