

At the time of preparing my informative speech, my primary focus would delve into the vision of the audience, whether they are relying on what I am speaking or whether my information is credible. In Unit Eleven, the reading showcases that credibility is not an inherent capacity every speaker has. It is something that every speaker should earn when giving a speech. I found three outstanding ways to establish credibility: "established expertise, audience identification, and credibility" (McWorthy, 2025). I would amalgamate all of these strategies with utmost care and attention.

Establish Expertise

1. Reputable and Reliable Sources: I will cite every reliable and reputable source that would support the information I reflect while speaking. Through this action, I would not only deliver some personal opinion, but also my speech will exemplify the criticised evidence.

2. Personal Connection with Topic: At the time of speaking, I will delineate my personal connection and experience relating to the topic, even when it has lesser importance. I would elucidate why the topic has much significance in my life and would showcase my timely knowledge and understanding about the topic, through which my audience will gain trust.

Audience Identification

1. Clear and Friendly Tone: While presenting my speech, I would focus on delivering it in a friendly and easy-to-follow language. This way, the confidence of my audience will increase, and they will feel more valued and heard, instead of making my speech feel boring. A welcoming tone, I think, has a value that creates a sense of connection.

2. Drawing a Relation between the Topic and the Audience's Daily Life: My topic of presentation would show a smart connection with people's daily life, which reflects that I have a strong cognition about who they are and why they matter. People who feel seen are most likely to stay engaged, listen attentively, and trust the speaker.

Credibility

1. *Presentation of a Different Vision of the Topic:* I will present more than one dimension of the topic when needed, which will assist me in proving that my presentation is well-researched and that it does not consist of only some common answers. With the help of this strategy, I would consider the honesty and fairness.

2. *Avoiding Magnification and Emotional Manipulation:* I would stay focused on the facts connecting to the topic and avoid any further exaggeration and manipulation. My presentation should show a clear willingness to educate others about a certain issue, and not to persuade them. This strategy would assist me in showing people that I intend to be trustworthy.

References

McWorthy, E. (2025). *Fundamentals of Oral Communication*. Kirkwood SPC-101