**Jon Lovett Pitzer Speech Analysis**

1. In order to understand a message, the listener and reader must first identify the author and his credentials. Who is Jon Lovett?
2. Using information from Ch.1 “Why Public Speaking Matters Today” from *Speak Up, Speak Out!*, describe the **purpose** and **type of speech** Lovett is giving to the students of Pitzer University.
3. Pay attention to and record specific examples of how Lovett addresses each of the four dimensions of public speaking:

**physical-**

**temporal-**

**social-psychological-**

**cultural-**

1. Look at the ***connotations*** of the language used in the speech. Is it always formal or is it informal at times? **Give examples.**

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| ***Formal (academic) language*** | ***Informal Language*** |
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1. Use the list of tone words to identify **three words you would use to describe Lovett’s tone**.
2. What **types of evidence** does Lovett use in his speech? Record a minimum of **four examples** of specific evidence used. (facts, examples, statistics, testimony)
3. Write a **2-3 sentence summary** of the message of the speech that Lovett wanted the audience to receive.