v

TABLE OF CONTENTS

Preface		xvi
CHAPTER 1		
Public Speaking and Communication	on	2
	THE IMPORTANCE OF PUBLIC SPEAKING IN SOCIETY	4
	THE COMMUNICATION PROCESS Meaning Perception Communication Models	6 6 8 12
	SPEAKING WITH CONFIDENCE You Are Not Alone Understanding Emotion Controlling Speech Fright	19 19 21 23
	SUMMARY	32
	NOTES	33
CHAPTER 2		
Critical Listening		36
	HOW LISTENING WORKS We Assume a Style A Process Model LISTENING IMPROVEMENT AREAS Improving Motivation to Listen	38 38 40 45 46
	Improving Listening Access Improving Listening Skills	47 49

	Interpretations of Chance Events Secondhand Information Wishful Thinking "Conventional Wisdom" and "Wise Sayings" Language Confusion SPEAKER RESPONSIBILITIES SUMMARY	60 60 62
CVV4.PMPP. 2	NOTES	63
CHAPTER 3 Audience Considerations		64
Audience Sonsiderations	CONSIDERING THE SETTING The Occasion Physical Arrangements Ritual and Protocol Orientation DEMOGRAPHICS Ethnic-Cultural Identity Religion Group Memberships Gender Age Sexual Orientation Education VALUE ORIENTATION	67 67 67 70 72 73 74 74 74 75 75 76
	Ultimate Values Everyday Values	76 77 78
	TOPIC ORIENTATION AUDIENCE BEHAVIOR	80 82

CRITICAL THINKING AND LISTENING 53

	Stimulation Effects	02
	Patterns of Audience Interaction	85
	Types of Audiences	88
	SUMMARY NOTES	91
		92
CHAPTER 4		
Preparing and Researching the Sp	eech	94
	SELECTING A TOPIC	96
	STATING YOUR PURPOSE AND CENTRAL IDEA General Purpose Specific Purpose	98 98 102
	Central Idea	104
	GATHERING MATERIALS Conversation and Interview	107 107
	The Library	108
	The Internet	111
	Note-Taking	115
	FORMS OF SUPPORT	118
	Illustration or Example	118
	Analogy or Comparison	120
	Statistics	122
	Testimony	126
	Restatement	128
	SUMMARY	129

NOTES

CHAPTER	5

CIM TER 9		
Organizing the Speech		132
DEVELOP	ORGANIZING THE BODY OF THE SPEECH Main Points Ordering Main Points Cohesion: Connecting Ideas	134 134 138 145
PLAN	PLANNING THE INTRODUCTION Functions Model Introductions	148 148 156
	PLANNING THE CONCLUSION Functions	158 158
	SUMMARY	165
CHAPTER 6		
Outlining the Speech		166
	WHERE TO START Purpose and Central Idea Rough Draft OUTLINING PRINCIPLES Symbolization Subordination Simplicity	168 168 168 171 172 172 174
	Discreteness Coordination Progression	174 174 175
	THE COMPLETE OUTLINE General Rules Model Complete Outline	175 176 177
	THE SPEAKING OUTLINE	181

General Rules	181
Model Speaking Outline	18
EXEMPLAR: OUTLINE DEVELOPMENT	184
SUMMARY	193

CHAPTER 7		
anguage Habits		194
	THE IMPORTANCE OF LANGUAGE	196
	LANGUAGE AND CRITICAL	
	THINKING	198
	Meaning and Abstraction	199
	Classifying Concepts and Things	201
	MEANING MANAGEMENT	204
	Specificity and Accuracy in Language	204
	Principles and Rules	206
	Helpful Rules	209
	COLORFUL LANGUAGE	211
	Vividness	211
	Figures of Speech	214
	APPROPRIATENESS	216
	"Politically Correct" Language	216
	Sexist Language	218
	Verbal Obscenity	220
	Language Overstatement	222
	Ode to Sensitivity	222
	SUMMARY	225

NOTES

Ω

CHAPTER 8		
Delivering the Speech		228
	EFFECTIVE DELIVERY	230
	TYPES OF DELIVERY	232
	Reading from a Manuscript	233
	Memorization	235
	Impromptu Delivery	235
	Extemporaneous Delivery	237
	THE NATURE OF NONVERBALS	238
	Nonverbals Always	
	Communicate Something	239
	Nonverbals Are Bound to the Situation	239
	Nonverbals Are Believed	240
	Nonverbals Are Seldom Isolated	240
	Nonverbals Affect Our Relationships	241
	BODY ACTION COMMUNICATION	
	(KINESICS)	241
	Unconscious Nonverbal Communication	241
	Types of Body Action	242
	VOICE AND ARTICULATION	
	(PARALANGUAGE)	250
	Voice and Personality	250
	Variable Characteristics of Voice	251
	Articulation Control	255
	Pronunciation	256
	RELATED NONVERBAL BEHAVIORS	257
	Object Language (Clothes and Things)	257
	Space and Distance (Proxemics)	258
	Time (Chronemics)	258
	SUMMARY	261

NOTES

263

CHAPTER 9

Using Visual Aids		266
	CLASSIFYING VISUAL AIDS Functional Levels of Visual Aids Selecting the General Level	268 268 269
	REPRESENTATIONAL AIDS Graphics Practical Rules DEMONSTRATIONS	271 271 271 276
	EXPERIENTIAL PRESENTATIONS	278
	USING ELECTRONIC ASSISTANCE Overhead Projection Making Transparency Graphics Computer-Technology	278 279 280 281
	SUMMARY	283
	NOTES	284
CHAPTER 10		
Speeches to Inform		286
	TYPES OF INFORMATIVE SPEECHES Reporting Instructing Explaining LEARNING PRINCIPLES From the Known to the Unknown Serial Learning Reinforcement and Emphasis	288 288 289 289 290 290 291 291
	CLARITY AND INTEREST Achieving Clarity Developing Interest	293 293 294

ORGANIZING EFFECTIVELY	299
SUMMARY	304
NOTES	305

CHAPTER 11		
Speeches to Persuade		306
54321	TYPES OF PERSUASIVE SPEECHES Disputed Facts Speech Belief and Value Speeches Action and Policy Speeches	308 308 309 309
t beautiful de san	THE NATURE OF PERSUASION Influence, Motivation, and Persuasion The Concept of Attitude Intrapersonal Responses to Persuasion	311 311 312 315
	ROUTES TO EFFECTIVE PERSUASION Improving Perceptions of Credibility Appeals to Human Needs Engaging the Consistency Principle Using Both-Sides Persuasion Using Evidence and Logical Reasoning	318 319 322 325 328 331
	ORGANIZING THE PERSUASIVE SPEECH Natural-Order Method Both-Sides Method SPEAKER INTEGRITY Being Communicationally Sensitive	331 331 340 345 346
	Being Communicationally Sensitive Culpable Ignorance Affording Clues and Choices Democracy and Demagoguery	346 346 347 351
	SUMMARY	353
	NOTES	356

395

CHAPTER 12

Logical Reasoning and Argument 358 COGNITIVE PERSUASION 360 The "Mostly" Central Route 360 Evidence 362 How We Reason 362 FORMS OF REASONING 363 From Generalization 363 From Analogy 364 From Cause 365 From Signs 366 ELEMENTS OF ARGUMENT 367 The Toulmin Pattern 367 CRITICAL THINKING ERRORS 369 Common Reasoning Errors 369 Common Argument Errors 373 **SUMMARY** 380 **NOTES** 381 CHAPTER 13 Unique Formats and Occasions 382 AUDIENCE PARTICIPATION **OCCASIONS** 384 General Rules 386 Rules for Answering Questions 387 Generating Participation 391 SPEAKING WITH HUMOR 392

Humor

After-Dinner Speeches

INTRODUCTIONS AND SPECIAL	
OCCASIONS	397
Speeches of Introduction	398
SPEECHES OF PRESENTATION AND	
ACCEPTANCE	401
The Presentation Speech	401
The Acceptance Speech	403
Speeches of Tribute and Commemoration	404
SUMMARY	411
NOTES	412

HAPTER 14		
peaking in Group Settings		414
	THE NATURE OF MEETINGS	
	AND GROUPS	416
	Small Coacting Groups	417
	Discussion/Debate Continuum	419
	CONTEMPORARY FORMS	
	OF DISCUSSION	420
	GROUP PRESENTING	
	AND LEADERSHIP	425
	Personal Preparation	425
	Sources of Leadership	425
	Functions of Leadership	426
	Styles of Leadership	429
	Other Leadership Theories	430
	SUMMARY	432

NOTES

APPENDIX A

Speech Topic Locator		435
	A. IDEA STARTERS	435
	B. IDEA ELABORATORS	436
	C. TOPIC INVENTORY	436
ADDENIDIY D		
APPENDIX B		
Example Speeches		440
	MARTIN LUTHER KING, JR. SPEECH AT THE MARCH ON WASHINGTON FOR JOBS AND FREEDOM (28TH AUGUST, 1963)	
	COIK SPEECH: EDGAR DALE, FORMER PROFESSOR AT OHIO STATE UNIVERSITY: COIK – CLEAR ONLY IF KNOWN	445
	PRESIDENT JIMMY CARTER: UNDELIVERED ENERGY SPEECH ORIGINALLY SCHEDULED FOR DELIVERY ON JULY 5, 1979	451
GLOSSARY		459
INDEX		469