

Contents

Preface xvii

Reviewers and Symposium Participants xxiii

PART ONE SPEAKING AND LISTENING

Chapter 1 Speaking in Public 3

The Power of Public Speaking 4

The Tradition of Public Speaking 5

Similarities Between Public Speaking and Conversation 6

Differences Between Public Speaking and Conversation 8

Developing Confidence: Your Speech Class 9

Nervousness Is Normal 9

Dealing with Nervousness 10

Public Speaking and Critical Thinking 16

The Speech Communication Process 18

Speaker 18

Message 18

Channel 19

Listener 19

Feedback 20

Interference 20

Situation 21

The Speech Communication Process: Example with
Commentary 21

Public Speaking in a Multicultural World 22

Cultural Diversity in the Modern World 22

Cultural Diversity and Public Speaking 23

Avoiding Ethnocentrism 24



Chapter 2 Ethics and Public Speaking 29

The Importance of Ethics 30

Guidelines for Ethical Speaking 31

Make Sure Your Goals Are Ethically Sound 31

Be Fully Prepared for Each Speech 32

Be Honest in What You Say 33

Avoid Name-Calling and Other Forms of Abusive Language 34

Put Ethical Principles into Practice 35

Plagiarism 37

Global Plagiarism 37

Patchwork Plagiarism 38

Incremental Plagiarism 38

Plagiarism and the Internet 40

Guidelines for Ethical Listening	41
Be Courteous and Attentive	41
Avoid Prejudging the Speaker	42
Maintain the Free and Open Expression of Ideas	42



Chapter 3 Listening 47

Listening Is Important	48
Listening and Critical Thinking	49
Four Causes of Poor Listening	50
Not Concentrating	50
Listening Too Hard	50
Jumping to Conclusions	51
Focusing on Delivery and Personal Appearance	51
How to Become a Better Listener	53
Take Listening Seriously	53
Be an Active Listener	53
Resist Distractions	55
Don't Be Diverted by Appearance or Delivery	56
Suspend Judgment	56
Focus Your Listening	56
Develop Note-Taking Skills	58

Chapter 4 Giving Your First Speech 63

Preparing Your Speech	64
Developing the Speech	64
Organizing the Speech	64
Delivering Your Speech	67
Speaking Extemporaneously	68
Rehearsing the Speech	69
Presenting the Speech	70
Sample Speeches with Commentary	71

PART TWO SPEECH PREPARATION: GETTING STARTED

Chapter 5 Selecting a Topic and a Purpose 77

Choosing a Topic	78
Topics You Know a Lot About	78
Topics You Want to Know More About	79
Brainstorming for Topics	80

Determining the General Purpose 82

Determining the Specific Purpose 82

 Tips for Formulating the Specific Purpose Statement 84

 Questions to Ask About Your Specific Purpose 86

Phrasing the Central Idea 89

 What Is the Central Idea? 89

 Guidelines for the Central Idea 90

Chapter 6 Analyzing the Audience 97

Audience-Centeredness 98

Your Classmates as an Audience 99

The Psychology of Audiences 100

Demographic Audience Analysis 101

 Age 102

 Gender 102

 Religion 103

 Sexual Orientation 104

 Racial, Ethnic, and Cultural Background 104

 Group Membership 105

Situational Audience Analysis 106

 Size 106

 Physical Setting 106

 Disposition Toward the Topic 107

 Disposition Toward the Speaker 108

 Disposition Toward the Occasion 109

Getting Information About the Audience 110

Adapting to the Audience 113

 Audience Adaptation Before the Speech 113

 Audience Adaptation During the Speech 114



Chapter 7 Gathering Materials 119

Using Your Own Knowledge and Experience 120

Doing Library Research 120

 Librarians 120

 The Catalogue 121

 Reference Works 121

 Newspaper and Periodical Databases 122

 Academic Databases 123

Searching the Internet 124

 Search Engines 124

 Specialized Research Resources 125

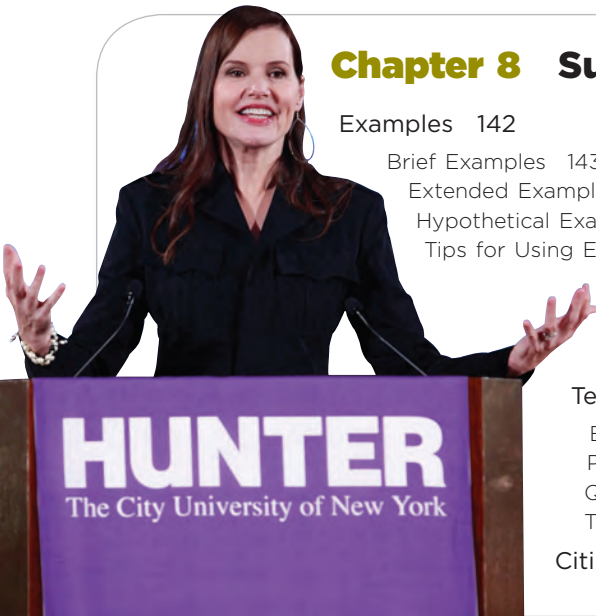
 Evaluating Internet Documents 127

Interviewing 129

- Before the Interview 130
- During the Interview 131
- After the Interview 132

Tips for Doing Research 133

- Start Early 133
- Make a Preliminary Bibliography 133
- Take Notes Efficiently 134
- Think About Your Materials as You Research 136



Chapter 8 Supporting Your Ideas 141

Examples 142

- Brief Examples 143
- Extended Examples 143
- Hypothetical Examples 144
- Tips for Using Examples 144

Statistics 147

- Understanding Statistics 148
- Tips for Using Statistics 151

Testimony 155

- Expert Testimony 155
- Peer Testimony 155
- Quoting Versus Paraphrasing 156
- Tips for Using Testimony 156
- Citing Sources Orally 159

PART THREE SPEECH PREPARATION: ORGANIZING AND OUTLINING

Chapter 9 Organizing the Body of the Speech 165

Organization Is Important 166

Main Points 166

- Number of Main Points 168
- Strategic Order of Main Points 169
- Tips for Preparing Main Points 174

Supporting Materials 175

Connectives 177

- Transitions 177
- Internal Previews 178
- Internal Summaries 178
- Signposts 178

Chapter 10 Beginning and Ending the Speech 185

The Introduction 186

- Get Attention and Interest 186
- Reveal the Topic 192
- Establish Credibility and Goodwill 192
- Preview the Body of the Speech 194
- Sample Introduction with Commentary 195
- Tips for the Introduction 196

The Conclusion 196

- Signal the End of the Speech 196
- Reinforce the Central Idea 198
- Sample Conclusion with Commentary 201
- Tips for the Conclusion 202

Chapter 11 Outlining the Speech 205

The Preparation Outline 206

- Guidelines for the Preparation Outline 206
- Sample Preparation Outline with Commentary 210

The Speaking Outline 213

- Guidelines for the Speaking Outline 214
- Sample Speaking Outline with Commentary 216

PART FOUR PRESENTING THE SPEECH

Chapter 12 Using Language 221

Meanings of Words 222

Using Language Accurately 223

Using Language Clearly 224

- Use Familiar Words 224
- Choose Concrete Words 225
- Eliminate Clutter 226

Using Language Vividly 227

- Imagery 228
- Rhythm 239

Using Language Appropriately 232

- Appropriateness to the Occasion 233
- Appropriateness to the Audience 233
- Appropriateness to the Topic 233
- Appropriateness to the Speaker 234

A Note on Inclusive Language 234



Chapter 13 Delivery 239

What Is Good Delivery? 240

Methods of Delivery 240

Reading from a Manuscript 241

Reciting from Memory 241

Speaking Impromptu 241

Speaking Extemporaneously 242

The Speaker's Voice 243

Volume 244

Pitch 244

Rate 244

Pauses 245

Vocal Variety 245

Pronunciation 246

Articulation 246

Dialect 247

The Speaker's Body 248

Personal Appearance 248

Movement 249

Gestures 250

Eye Contact 250

Practicing Delivery 251

Answering Audience Questions 252

Preparing for the Question-and-Answer Session 252

Managing the Question-and-Answer Session 253



Chapter 14 Using Visual Aids 259

Kinds of Visual Aids 260

Objects and Models 260

Photographs and Drawings 260

Graphs 261

Charts 263

Video 264

The Speaker 264

PowerPoint 265

Guidelines for Preparing Visual Aids 267

Prepare Visual Aids Well in Advance 267

Keep Visual Aids Simple 267

Make Sure Visual Aids Are Large Enough 267

Use a Limited Amount of Text 267

Use Fonts Effectively 268

Use Color Effectively 269

Use Images Strategically 269

Guidelines for Presenting Visual Aids 270

Display Visual Aids Where Listeners Can See Them 270

Avoid Passing Visual Aids Among the Audience 271

Display Visual Aids Only While Discussing Them 271
Explain Visual Aids Clearly and Concisely 272
Talk to Your Audience, Not to Your Visual Aid 272
Practice with Your Visual Aids 273
Check the Room and Equipment 274

PART FIVE VARIETIES OF PUBLIC SPEAKING

Chapter 15 Speaking to Inform 277

Types of Informative Speeches: Analysis and Organization 278

Speeches About Objects 278
Speeches About Processes 280
Speeches About Events 282
Speeches About Concepts 284

Guidelines for Informative Speaking 286

Don't Overestimate What the Audience Knows 286
Relate the Subject Directly to the Audience 287
Don't Be Too Technical 289
Avoid Abstractions 290
Personalize Your Ideas 291
Be Creative 293

Sample Speech with Commentary 293

Chapter 16 Speaking to Persuade 299

The Importance of Persuasion 300

Ethics and Persuasion 300

The Psychology of Persuasion 301

The Challenge of Persuasive Speaking 301
How Listeners Process Persuasive Messages 302
The Target Audience 304

Persuasive Speeches on Questions of Fact 305

What Are Questions of Fact? 305
Analyzing Questions of Fact 305
Organizing Speeches on Questions of Fact 306

Persuasive Speeches on Questions of Value 307

What Are Questions of Value? 307
Analyzing Questions of Value 307
Organizing Speeches on Questions of Value 308

Persuasive Speeches on Questions of Policy 309

What Are Questions of Policy? 309
Types of Speeches on Questions of Policy 309
Analyzing Questions of Policy 311
Organizing Speeches on Questions of Policy 313

Sample Speech with Commentary 318





Chapter 17 Methods of Persuasion 325

Building Credibility 326

Factors of Credibility 326

Types of Credibility 327

Enhancing Your Credibility 328

Using Evidence 330

How Evidence Works: A Case Study 331

Tips for Using Evidence 332

Reasoning 334

Reasoning from Specific Instances 335

Reasoning from Principle 336

Causal Reasoning 337

Analogical Reasoning 337

Fallacies 338

Appealing to Emotions 342

What Are Emotional Appeals? 343

Generating Emotional Appeal 344

Ethics and Emotional Appeal 345

Sample Speech with Commentary 346

Chapter 18 Speaking on Special Occasions 353

Speeches of Introduction 354

Speeches of Presentation 356

Speeches of Acceptance 358

Commemorative Speeches 358

Chapter 19 Speaking in Small Groups 365

What Is a Small Group? 366

Leadership in Small Groups 367

Kinds of Leadership 367

Functions of Leadership 368

Responsibilities in a Small Group 369

Commit Yourself to the Goals of Your Group 369

Fulfill Individual Assignments 370

Avoid Interpersonal Conflicts 371

Encourage Full Participation 371

Keep the Discussion on Track 372

The Reflective-Thinking Method 373

Define the Problem 373

Analyze the Problem 374

Establish Criteria for Solutions 375
Generate Potential Solutions 376
Select the Best Solution 377

Presenting the Recommendations of the Group 378

Oral Report 378
Symposium 379
Panel Discussion 379

Appendix **Speeches for
Analysis and
Discussion** A1

I Have a Dream Martin Luther King, Jr. A2

Ramadan A5

The Horrors of Puppy Mills A7

Bursting the Antibacterial Bubble A9

My Crazy Aunt Sue A11

Questions of Culture

Sajjid Zahir Chinoy A13

Notes N1

Photo Credits C1

Index I1



SPEECHES

- There's an App for That (Sample Speech with Commentary) 72
- Fork in the Road (Sample Speech with Commentary) 72
- Surrounded by Stuff (Sample Introduction with Commentary) 195
- Surrounded by Stuff (Sample Conclusion with Commentary) 201
- Service Dogs (Sample Preparation Outline with Commentary) 210
- Service Dogs (Sample Speaking Outline with Commentary) 216
- Medical Robots: From Science Fiction to Science Fact (Sample Speech with Commentary) 294
- Phony Pharmaceuticals (Sample Speech with Commentary) 318
- The Dangers of Cell Phones 346
- Presenting the Congressional Gold Medal Bill Clinton 357
- Accepting the Congressional Gold Medal Nelson Mandela 358
- Elie Wiesel 361
- I Have a Dream Martin Luther King, Jr. A2
- Ramadan A5
- The Horrors of Puppy Mills A7
- Bursting the Antibacterial Bubble A9
- My Crazy Aunt Sue A11
- Questions of Culture Sajjid Zahir Chinoy A13

SPEECHES BY GENRE

INTRODUCTORY SPEECHES

Self-Introduction

There's an App for That (Sample Speech with Commentary) 72

Introducing a Classmate

Fork in the Road (Sample Speech with Commentary) 72

INFORMATIVE SPEECHES

Surrounded by Stuff (Sample Introduction with Commentary) 195

Surrounded by Stuff (Sample Conclusion with Commentary) 201

Service Dogs (Sample Preparation Outline with Commentary) 210

Service Dogs (Sample Speaking Outline with Commentary) 216

Medical Robots: From Science Fiction to Science Fact
(Sample Speech with Commentary) 294

Ramadan A5

PERSUASIVE SPEECHES

Phony Pharmaceuticals (Sample Speech with Commentary) 318

The Dangers of Cell Phones 346

The Horrors of Puppy Mills A7

Bursting the Antibacterial Bubble A9

SPEECHES OF PRESENTATION

Presenting the Congressional Gold Medal Bill Clinton 357

SPEECHES OF ACCEPTANCE

Accepting the Congressional Gold Medal Nelson Mandela 358

COMMEMORATIVE SPEECHES

Elie Wiesel 361

I Have a Dream Martin Luther King, Jr. A2

My Crazy Aunt Sue A11

Questions of Culture Sajjid Zahir Chinoy A13