The Art of Public Speaking

by

Stephen Lucas

11th Edition
Communication Process

[p. 18]

Speaker/Sender
Listener/Receiver
Message → content to be communicated
Channel → means
Feedback → response from listener
Interference/noise → distraction
Environment/Situation
Multicultural World

Cultural Diversity

Ethnocentrism
Ethics

Speaker’s moral values and personal principle

Plagiarism

Presenting another person’s language or ideas as one’s own
Name Calling

Name-Calling and Personal Dignity

Name-Calling and Free Speech
Types of Listening  [p. 49]

- Appreciative listening
- Empathic listening
- Comprehensive listening
- Critical listening
Poor Listening caused by...

- Lack of concentration
- Listening too hard
- Jumping to conclusion
- Too much focus on delivery and appearance
PUBLIC SPEAKING

CHAPTER 4
Giving Your First Speech
Prepare Your Speech

- Develop – TOPIC
- Organize
  - INTRO
  - BODY
  - CONCLUSION
Deliver Your Speech

- Speak extemporaneously
  - Note Cards
- Rehearse
- Deliver
  - Gestures
  - Eye Contact
  - Voice,
CHAPTER 5

Topic and Purpose
Adult audience prefers to have information that...

- information they can use immediately,
- information they can personally relate to,
- information to fulfill their needs,
- involvement in the learning process.
Select a Topic

that you know something about

that you want to know more about
After choosing a Topic •••

General Purpose
(Entertain)
Inform
Persuade
After you set your general purpose •••

**Specific Purpose (p. 82):**
Single infinitive phrase

**Central Idea (p. 89):**
One-sentence summary
Demographic Analysis

- Gender
- Culture, ethnicity, race
- Religion
- Age
- Education
- Group Membership
Situational Analysis

Environmental analysis
Setting, size of audience, noise, distraction, etc.

Attitudinal analysis: Disposition
Attitude $\rightarrow$ likes and dislikes
Beliefs $\rightarrow$ true or false
Values $\rightarrow$ good and bad, right or wrong
Evaluating Internet Documents

- Authorship - Is the author qualified?
- Sponsorship - Is the statement official?
- Recency - Posted date?
Types of Supporting Material

Examples
Statistics
Testimony
Examples

- Brief Examples
- Extended Examples/Illustrations
- Hypothetical Examples
Evaluating Statistics

• Are the statistics representative?
• Are the statistical measures used correctly?
• Are the statistics from a reliable source?
Citing Sources Orally

- Books, magazine, newspaper, website, etc.
- Author(s), sponsor
- Author’s credential
- Date of publication/posting

[Sample Oral Citations: p. 161]
CHAPTER 9

Body of the Speech
Main Points [p. 166]

Major points developed in the body of the speech

I. Eating healthy raises your confidence.

II. Eating healthy promotes positive attitude.

III. Eating healthy helps to control your weight.
Organization [p. 169-173]

- Chronological order
- Spatial order
- Causal order
- Problem-solution
- Topical organization
Introduction

- Grab attention
- Related statement
- Establish credibility
- Introduce topic
- Preview main points
Conclusion

Signal the ending
Reemphasize the central ideas
Summarize the main points
Provide closure
Outline of the Speech

Standard Outline Form
Preparation Outline
Speaking Outline
Bibliography
Speech Abstract

a brief Speech Summary
Standard Outline Form
[Visual Framework] p. 207

NO PARAGRAPHS IN OUTLINE

I. First main point in a full sentence
   A. First sub-point in a full sentence
   B. Second sub-point in a full sentence
      1. First sub-sub-point in key words/phrases

II. Second main point in a full sentence
   A. First sub-point
      (etc.)
Preparation Outline
[Sample Outline on pp. 211-213]

• Specific Purpose [review p. 81]
• Central Idea [review p. 87]
• Use a Standard Outline Format
Preparation Outline (cont’d)

• Main Points in full sentences
• Sub-points in full sentences
• Sub-sub-points in phrases/key words
Speaking Outline

[Sample Outline on p. 216-217]

- Maintain Title, Specific Purpose, Central Idea
- Maintain Standard Outline Format
- Short phrases/key words only
- Delivery Cues
Bibliography

A list of all the sources used in preparing a speech

[Sample Formats: p. 135]
Bibliographic Formats

- MLA (Modern Language Association) “Works Cited”
- APA (American Psychological Association) “References”
PUBLIC SPEAKING

CHAPTER 12
Using Language
Effective Words

Denotative vs. Connotative Meaning [p. 222]

Concrete vs. Abstract Words [p. 225]
Word Structures

Create Imagery
Create Rhyme

Create Drama
Imagery [p. 228]

- Simile
- Metaphor

Avoid Cliché
Rhyme [p. 230]

Parallelism
Repetition
Alliteration
Antithesis
JFK’s Inauguration Address

Ask not what your country can do for you,

Ask what you can do for your country.
Appropriate Language [p. 232]

Consider appropriateness to:

• The Occasion
• The Audience
• The Topic
Avoid the generic “He”
Avoid Stereotyping
Avoid irrelevant personal traits
Use preferred names of groups
Manuscript Speaking
- reading from a manuscript -

- Can choose words carefully
- Sense of security
- No blanking out

- Lack of eye contact
- Sound over-rehearsed
- Limited body movement
Memorized Speech
- reciting from memory

 ✓ Strong eye contact
 ✓ Free body language
 × Blanking out
 × Sound over-rehearsed
 × “Stiff” body movement
Impromptu
- no advance preparation

✓ Conversational tone
✓ Effective body movement
✗ Lack of organization
✗ Hard to time your speech
Extemporaneous Speaking
- prepared and rehearsed

- Carefully prepared: organization, time
- Live effect with vocal and body usage
- Stronger connection with audience

- Need to develop Outline/Note cards
  Requires rehearsal
Nonverbal Communication

Vocal Delivery

Use of Body (body language)
Vocal Delivery

Volume – loudness or softness
Pitch – highness or lowness
Rate - speed

[Vocal Variety ➔ volume, pitch, rate]

Vocalized pause = filler
Vocal Delivery (cont’d)

Pronunciation
Articulation
Dialect / Accent
Body Language [p. 248]

Personal Appearance
Movement
Gestures
Eye Contact
Body Language (cont’d)

Gestures MUST NOT

distract or draw attention

Gestures MUST be

natural & spontaneous
Advantages of Visual Aids

• Clarify information
• Make information interesting
• Help retain information
• Help combat stage fright
• Increase speaker’s credibility
Types of Visual Aids

Two Dimensional

- Drawings, photographs
- Films
- Maps, graphs, charts
- Flip charts, chalkboard
- Slides, overhead transparencies. Etc.
Three Dimensional

- Objects
- Models
- Speaker
Tips for Preparing Visual Aids

• Prepare in advance – rehearse w/VAs
• Keep VAs simple
• Maximum visibility (font size, font type)
• Consider timing
• Use colors effectively
• Use images strategically
Tips for Using Visual Aids

- Avoid chalkboard
- Display where visible
- Avoid passing visual aids
- Display only while discussing them
- Avoid reading VAs – keep eye contact
- Explain your VAs
- Be prepared for “the unexpected”

ANYTHING CAN GO WRONG!
PUBLIC SPEAKING

CHAPTER 15
Speaking to Inform
Types of Informative Speech

- Speech about PEOPLE/OBJECTS
- Speech about PROCESSES
- Speech about EVENTS
- Speech about CONCEPTS
Strategies for Informative Speaking

- Relate the subject to the Audience
- Avoid technical terms
- Personalized ideas
- Be creative!
Build information in redundancy

• Tell them what you’re going to tell them
• Tell them
• Tell them what you’ve just told them

Reinforce ideas verbally & nonverbally
Change a Common Misconception

1. State the common misconception
2. State why it seems reasonable
3. Refute it with evidence
4. State the accurate information
Persuasion

Create, reinforce, change people’s beliefs or actions
Questions of Fact
[p. 305]
Whether something is true or false
Whether it did or did not happen
Examples:
- Children who were abused by their parents are more likely to abuse their own children
- There is no general deterioration of our environment.
Whether something is right, moral, good
Calls for the listener to judge the worth or importance of the issue
Examples:

• A private school education is more valuable than a public school education
• Capital punishment is good for the country.
Advocates a specific action: changing a policy, procedure, or behavior

Examples:
- Senior citizens should pay for more of their medical costs.
- Each student at our school should receive a new personal computer.
Types of Policy Speeches

• Passive Agreement
  Convince the audience to support

• Immediate Action
  Convince the audience to take action
Analyzing Questions of Policy

- **Need**
  Is there a problem? Is there need for solution?

- **Plan**
  Do we have a plan for solution?

- **Practicality**
  Will the plan work?
Motivated Sequence [p. 315]

1. ATTENTION
2. NEED (Problem)
3. SATISFACTION (Solution)
4. VISUALIZATION
5. ACTION
Aristotle’s Rhetoric

Ethos (credibility)
Logos (logic, reasoning)
Pathos (emotion)
Factors of Credibility

Competence

Character
Credibility (ethos) [p. 327]

Initial Credibility

Derived Credibility

Terminal Credibility
Reasoning (logos)

The process of drawing a conclusion on the basis of evidence.
Fallacies
(error in reasoning)

Hasty Generalization [p. 338]

False Cause: *Post Hoc, ergo propter hoc* [p. 338]
Fallacies (cont’d) [p. 338-]

- Red Herring
- Attacking the Person (*ad hominem*)
- Either-or
- Bandwagon
- Slippery Slope
Emotional Appeal (pathos)

- Emotional language
- Vivid, descriptive examples
- Sincerity
Fear Appeal

“if-then” statement

Example:
If you don’t do X, then awful things will happen to you.
Fear Appeal (cont’d)

- Strong threat to loved ones
- Speaker credibility: Competent, Trustworthy, Respectful
- Realistic threat
Receptive Audience

[Friendly]

- Identify with your audience
- State your objective
- Request immediate support
- Emotional appeals
Neutral Audience

[Undecided]

- Grab attention early in speech
- Refer to common beliefs
- Relate to audience’s loved ones
- Be realistic
Unreceptive Audience

[Hostile]

- Hold your speech goal
- Begin with agreement
- Acknowledge the opposing view
- Establish ethos
- Don’t expect a major shift in attitude
PUBLIC SPEAKING

CHAPTER 18

Special Occasion
Special Occasions

- Award Presentation
- Acceptance
- Commemorative/ceremonial
Special Occasions

Introduction

• Build enthusiasm
• Boost credibility
• Be brief
• Accuracy – Information/pronunciation
• Adapt remarks to Speaker/Occasion/Audience
• Create a sense of drama
Leadership
[p. 367]

- Implied leader
- Emergent leader
- Designated leader
Functions of Leadership
[p. 368]

- Procedural Needs
- Task Needs
- Maintenance Needs
Responsibilities in a Small Group [p. 368]

- Procedural Needs
  "house-keeping"
- Task Needs
  "action " requirements
- Maintenance Needs
  "interpersonal communication"
Reflective Thinking
[p. 373]

1. Define problem
2. Analyze
3. Criteria setting
4. Generate possible solutions
5. Select the best solution
Presentation Format

Oral Report
Symposium
Panel Discussion
Q & A [refer to pp. 252-255]

- Clarify the format
- Do not discredit listeners
- Listen
- Answer to the entire audience
- Be honest and straightforward
- Stay on track