

CONTENTS IN BRIEF

Preface xiii
Acknowledgments xvii

PART ONE: APPROACHING PUBLIC SPEAKING

Chapter 1	Understanding Communication	3
Chapter 2	Understanding Public Speaking	25
Chapter 3	Building Public Speaking Competence	43
Chapter 4	Listening and Analyzing Your Audience	63

PART TWO: PREPARING A SPEECH

Chapter 5	Choosing and Narrowing a Speech Topic: Competency One	85
Chapter 6	Developing a Purpose and Thesis Statement: Competency Two	99
Chapter 7	Researching and Supporting Your Speech: Competency Three	111
Chapter 8	Organizing and Outlining Your Speech: Competency Four	135

PART THREE: PRESENTING A SPEECH

Chapter 9	Communicating with Words: Competency Five	157
Chapter 10	Communicating with Your Voice: Competencies Six and Seven	171
Chapter 11	Communicating Nonverbally: Competency Eight.	185

PART FOUR: SPEAKING IN DIFFERENT SITUATIONS

Chapter 12	Using Presentation Aids	201
Chapter 13	Speaking to Inform	217
Chapter 14	Speaking to Persuade	237
Chapter 15	Speaking at Work and on Special Occasions	259

PART FIVE: APPENDIX

Standard Outline Format for a Formal Speech 276
Motivated Sequence Outline Format for a Persuasive Speech 276

The NCA Competent Speaker Speech Evaluation Forms 277

Annotated Speeches for Analysis and Discussion 279

Glossary 297

Author Index 309

Subject Index 313

DETAILED CONTENTS

Preface	xiii
Unique Features of <i>The Competent Public Speaker</i>	xiii
Special Features in Every Chapter	xiv
Application of Communication Theory and Research	xv
Teaching and Learning Resources	xv
Acknowledgments	xvii

PART 1: APPROACHING PUBLIC SPEAKING

1	Understanding Communication	3
	What Is Communication?	5
	Communication's Key Concepts	5
	Models of Communication	8
	What Is Competent Communication?	9
	Is Communication Important?	10
	Communication Contexts	11
	Levels of Context	11
	Mediated Communication and Social Media	12
	Culture and Diversity	14
	The Impact of Culture on Communication	14
	The Impact of Diversity on Communication	16
	Ethics, Communication, and Credibility	17
	Models of Ethical Communication	18
	Ethical Communication and Credibility	19
	Chapter Summary	19
2	Understanding Public Speaking	25
	What Is Public Speaking?	26
	The History of Public Speaking and Rhetoric	27
	Types of Speeches	30
	Types of Delivery	32
	Is Public Speaking Important?	35
	Benefits for Society	35

	Personal and Professional Benefits	35
	Myths about Public Speaking	36
	Chapter Summary	38
3	Building Public Speaking Competence	43
	What Is Public Speaking Competence?	45
	Ethics and Public Speaking	45
	Eight Public Speaking Competencies and Your First Speech.	45
	Preparing Your Speech	46
	Presenting Your Speech	49
	What Is Public Speaking Anxiety?	50
	Causes of Anxiety	53
	Unlearning Anxiety	54
	Preparing and Presenting Your First Speech Competently	58
	Chapter Summary	58
4	Listening and Analyzing Your Audience	63
	Is Listening Important?	65
	Listening Compared to Hearing	65
	Barriers to the Audience Listening	67
	Physical, Psychological, and Interaction Barriers	67
	Culture, Technology, and 21st Century Barriers	68
	Listening Better as an Audience Member	70
	What Is Audience Analysis?	71
	Analyzing the Listeners	71
	Analyzing the Speaking Situation	75
	Understanding Your Audience	75
	Listening to the Experts	76
	Developing Intercultural Sensitivity	76
	Chapter Summary	78

PART TWO: PREPARING A SPEECH

5	Choosing and Narrowing a Speech Topic: Competency One	85
	Finding a Good Topic	87
	Subject Area versus Topic	88
	Personal Resources	89
	Internet and Databases	90
	Adapting Topic to Audience and Occasion	90
	Adapting to the Listeners	92
	Adapting to the Occasion and Narrowing to Time Constraints	93
	Chapter Summary	95
6	Developing the Purpose and Thesis Statement: Competency Two	99
	Developing General Purpose, Specific Purpose, and Thesis Statement	101

General Purpose	101
Specific Purpose	102
Thesis Statement	102
Writing the Thesis Statement	103
Using the Thesis to Prepare	104
Positioning the Thesis in the Speech	105
Chapter Summary	107
7 Researching and Supporting Your Speech: Competency Three	111
Gathering Information	113
Objective and Subjective Information	113
Types of Support Materials and Evidence	114
Definitions and Descriptions	114
Facts and Statistics	115
Examples	116
Stories	117
Testimonies and Quotations	118
Using the Library and Electronic Databases	118
Reference Books	119
Newspapers and Periodicals	120
Government Documents	120
Using the Internet	121
Using Human Sources	122
Personal Observations and Experiences	122
Informational Interviews	123
Evaluating and Citing Sources	124
Using Critical Thinking to Evaluate Sources.	124
Selecting and Using Support Materials	
That Enhance Your Credibility	126
Citing Sources Correctly and Avoiding Plagiarism	127
Chapter Summary	129
8 Organizing and Outlining Your Speech: Competency Four	135
Understanding Organization	138
The Importance of Organization.	138
Choosing and Using an Organizational Pattern	139
Planning the Main Parts of Your Speech	140
Introduction	140
Body of the Speech	143
Transitions	143
Conclusion	143
Preparing an Outline	144
Working, Formal, and Presentational Outlines.	144
Chapter Summary	150

PART THREE: PRESENTING A SPEECH

9 Communicating with Words: Competency Five 157

 Using Words and Language Effectively and Appropriately 159

 Clarity 159

 Vividness 161

 Appropriateness 163

 Chapter Summary 166

10 Communicating with Your Voice: Competencies Six and Seven 171

 Using Your Voice Effectively and Appropriately 173

 Rate. 174

 Pitch 175

 Volume 175

 Public Voice and Private Voice 176

 Using Your Voice Correctly 177

 Pronunciation and Articulation 178

 Grammar. 179

 Chapter Summary 181

11 Communicating Nonverbally: Competency Eight 185

 The Importance of Nonverbal Cues and Public Speaking. 187

 Types of Nonverbal Messages 187

 Physical Appearance 187

 Body Language. 188

 Facial Expression and Eye Contact 190

 Culture and Nonverbal Communication 192

 Transparent Delivery. 193

 Chapter Summary 194

PART FOUR: SPEAKING IN DIFFERENT SITUATIONS

12 Using Presentation Aids 201

 Understanding Presentation Aids 203

 Types of Speech Aids. 203

 Presenting with Speech Aids 206

 Unprojected Speech Aids 206

 Presenting with Projected Computerized Aids 207

 Suggestions for Using All Presentation Aids 210

 Chapter Summary 212

13 Speaking to Inform. 217

 Understanding the Informative Speech 219

 The Importance of Informative Speaking. 220

 Types of Informative Speeches 220

 Informative Objectives—Describing, Explaining, Instructing. 220

Informative Content—Objects, Processes, Events, People, Issues, Concepts. 221
Integrating Informative Objectives and Speech Content. 224
Organizing an Informative Speech 224
By Category 225
By Time or Space 225
By Comparison and Contrast 226
By Cause and Effect 227
Choosing an Organizational Pattern for Informing 227
Challenges to Credible and Ethical Informative Speaking 229
Inappropriate Topic 229
Faulty Information 231
Poor Organization. 231
Overcoming Challenges and Motivating Listeners to Learn 232
Chapter Summary 232
14 Speaking to Persuade 237
Understanding the Persuasive Speech 239
The Importance of Persuasive Speaking 239
Types of Persuasive Speeches Based on Objectives 240
Objective One—To Reinforce Attitudes, Beliefs, and Values 240
Objective Two—To Change Attitudes, Beliefs, and Values 241
Objective Three—To Move to Action and Change Behaviors 242
Organizing a Persuasive Speech 243
By Problem Solution 243
By Motivated Sequence 244
By Refuting the Opponent 246
By Comparing Alternatives 247
Challenges to Credible and Ethical Persuasive Speaking 248
A Hostile Audience 248
Faulty Reasoning 250
Overcoming Challenges and Influencing Listeners to Change 251
Logical Appeals and Reasoning 252
Emotional Appeals and Psychology. 252
Character Appeals and Credibility 253
The Ethics of Persuasive Speaking. 254
Chapter Summary 255
15 Speaking at Work and on Special Occasions 259
Presenting at Work 261
Understanding Speaking in 21st Century Organizations 261
Types of Presentations in 21st Century Organizations 262
Technology-Assisted Presentations in Organizations. 264
Challenges to Technology-Assisted Presentations in Organizations 264
Presenting and Communicating in Teams 265

Speaking to the Media268
Presenting on Special Occasions268
Chapter Summary270
Appendix.275
Standard Outline Format for a Formal Speech276
Motivated Sequence Outline Format for a Persuasive Speech276
The NCA Competent Speaker Speech Evaluation Forms277
Annotated Speeches for Analysis and Discussion279
An Exemplary Informative Speech279
An Exemplary Persuasive Speech283
A Special Occasion Speech287
A Fictitious Occasion Speech293
Glossary297
Author Index309
Subject Index313