The Art of Public Speaking

ELEVENTH EDITION

Stephen E. Lucas University of Wisconsin-Madison



Contents in Brief

SP	EAKING AND LISTENING	
1	Speaking in Public	3
2	Ethics and Public Speaking	29
3	Listening	47
4	Giving Your First Speech	63
SP	EECH PREPARATION: GETTING STARTED	
5	Selecting a Topic and a Purpose	77
6	Analyzing the Audience	97
7	Gathering Materials	119
8	Supporting Your Ideas	141
SP	EECH PREPARATION: ORGANIZING AND OUTLINING	
9	Organizing the Body of the Speech	165
10	Beginning and Ending the Speech	185
11	Outlining the Speech	205
PR	ESENTING THE SPEECH	
12	Using Language	221
13	Delivery	239
14	Using Visual Aids	259
VA	RIETIES OF PUBLIC SPEAKING	
15	Speaking to Inform	277
16	Speaking to Persuade	299
17	Methods of Persuasion	325
18	Speaking on Special Occasions	353
19	Speaking in Small Groups	365
	APPENDIX Speeches for Analysis and Discussion	A1

Contents

A Note from the Author xvi Preface xvii Acknowledgments xxii Reviewers, Symposium and Focus-Group Participants, and Contributors 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

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

Commentary 21

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 52

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 66

Delivering Your Speech 67

Speaking Extemporaneously68Rehearsing the Speech69Presenting the Speech70

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

The City University of New

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 230 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 Introduction354Speeches of Presentation356Speeches of Acceptance358Commemorative Speeches358

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

