

# Between One and Many

## The Art and Science of Public Speaking



**Steven R. Brydon & Michael D. Scott**

California State University, Chico

6

 **McGraw-Hill  
Higher Education**

Boston Burr Ridge, IL Dubuque, IA New York San Francisco St. Louis  
Bangkok Bogotá Caracas Kuala Lumpur Lisbon London Madrid Mexico City  
Milan Montreal New Delhi Santiago Seoul Singapore Sydney Taipei Toronto



# Brief Contents

Preface xviii

## 1

Foundations 1

- Chapter 1** Practical Speaking 3
- Chapter 2** Your First Speech 23
- Chapter 3** Managing Speech Anxiety 53
- Chapter 4** Ethical Speaking and Listening 77

## 2

Between Audience and Speaker 105

- Chapter 5** Listening 107
- Chapter 6** Adapting to Your Audience 129

## 3

Putting Theory Into Practice 165

- Chapter 7** Researching Your Message 167
- Chapter 8** Supporting Your Message 197
- Chapter 9** Organizing Messages 217
- Chapter 10** Language: Making Verbal Sense of the Message 253
- Chapter 11** Delivery: Engaging Your Audience 281
- Chapter 12** Using Media in Your Speech 319

## 4

Contexts for Public Speaking 345

- Chapter 13** Informative Speaking 347
- Chapter 14** Persuasive Speaking 371
- Chapter 15** Thinking and Speaking Critically 403
- Chapter 16** “Real World” Speaking 431

**Appendix A** Guide to Source Citations 449

**Appendix B** Public Speeches 454

Glossary 465

Credits 470

Index 471

# Contents

Preface xviii

## 1 Foundations 1

### Chapter 1 Practical Speaking 3

Personal Reasons for Developing Speaking Skills 6

*Empowering Self* 6

*Empowering Others* 7

Professional Reasons for Developing Speaking Skills 7

*Promoting Your Professional Self* 8

*Presenting Ideas to Decision Makers* 8

*Creating Change in the Workplace* 8

*Becoming a Functioning Force in Meetings* 9

*Developing Critical Thinking and Listening Skills* 9

Public Reasons for Developing Speaking Skills 10

*Becoming a Critical Thinker* 10

*Functioning as an Informed Citizen* 10

*Preserving Freedom of Speech* 11

*Raising the Level of Public Discourse* 11

*Promoting Ethics* 11

The Public Speaking Transaction 12

*The Rhetorical Situation* 13

*The Speaker and the Audience Members* 14

*Messages: Content and Relational Components* 15

*Constructing and Interpreting Symbols* 15

*Channels* 16

*Perceptions* 16

*Words and Things* 17

Preview 18

Summary 20

Check Your Understanding: Exercises and Activities 20

Notes 21

**Self-Assessment** How Much Experience Do You Have  
Speaking? 6



## Chapter 2 Your First Speech 23

### First Things First 24

*Analyzing the Rhetorical Situation, Including the Audience* 24

*Choosing a General Speech Purpose* 26

*Choosing a Topic* 26

*Writing Your Specific Purpose Statement* 28

*Writing Your Thesis Statement* 31

### Preparing Your Speech 32

*Personal Experience* 33

*Outside Sources* 33

### Organizing Your Speech 35

*Introduction* 36

*Body* 38

*Conclusion* 39

### Presenting Your Speech 42

*Use Your Voice Effectively* 42

*Use Your Face and Eyes Effectively* 42

*Use Your Body Effectively* 43

*Methods of Delivery* 44

### Summary 47

### Check Your Understanding: Exercises and Activities 49

### Notes 50

### Speaking of . . . Brainstorming for Topics 28

#### In Their Own Words Speech of Introduction “Who Am I?”

by Jonathan Studebaker 30

#### In Their Own Words Storytelling Speech “Moving Forward”

by Montana Kellmer 40

## Chapter 3 Managing Speech Anxiety 53

### Physical Arousal and Speech Anxiety 54

### The Psychology of Arousal and Performance 55

### Why Some People Are More Anxious Than Others 58

### Stage One: Managing Anxiety Before We Speak 58

*Uncertainty* 58

*Inadequate Preparation and Practice* 58

*Negative or Insufficient Experience* 60

*Pessimistic Attitude* 61

*Unrealistic Goals* 61

*Negative Self-Talk* 62

*Focusing on Grades* 63



<i>Visual Imagery</i>	65
<i>Making Effective Use of Relaxation Techniques</i>	66
<i>Combining Techniques</i>	67
Stage Two: Managing Anxiety During Your Speech	68
<i>The Audience</i>	68
<i>Appearance</i>	68
<i>Self-Talk</i>	69
Stage Three: After Your Speech	71
Summary	72
Check Your Understanding: Exercises and Activities	72
Notes	74
<b>Self-Assessment</b> How Anxious Are You About Public Speaking?	56
<b>Speaking of . . .</b> Thumbs Up, Thumbs Down	60
<b>Self-Assessment</b> What Are the Sources of Your Speech Anxiety?	65

## Chapter 4 Ethical Speaking and Listening 77

Basic Ethical Questions	79
<i>Why Care About Ethics?</i>	79
<i>Is Everything Relative?</i>	79
<i>Are There Rules for Every Situation?</i>	81
<i>Does the Good of the Many Outweigh the Good of the Few?</i>	82
<i>How Do Specific Situations Affect Ethical Principles?</i>	83
<i>Do the Ends Justify the Means?</i>	84
Ethical Norms for Public Speakers	84
<i>Be Truthful</i>	87
<i>Show Respect for the Power of Words</i>	87
<i>Invoke Participatory Democracy</i>	88
<i>Demonstrate Mindfulness of Cultural Diversity</i>	88
<i>Treat People as Ends, Not Means</i>	89
<i>Provide Good Reasons</i>	89
Special Issues for Speakers	90
<i>Plagiarism and Source Attribution</i>	90
<i>Building Goodwill and Trustworthiness</i>	93
<i>Revealing or Concealing Intentions</i>	94
<i>Discussing Both Sides of a Controversial Issue</i>	95
<i>Inducing Fear</i>	96
Ethical Norms for Listeners	97
<i>Be Civil</i>	97
<i>Take Responsibility for Choices</i>	97
<i>Stay Informed</i>	98



<i>Speak Out</i>	99
<i>Be Aware of Biases</i>	100
Summary	100
Check Your Understanding: Exercises and Activities	102
Notes	103
<b>Considering Diversity</b> Culture and Credit	81
<b>Speaking of . . .</b> Codes of Conduct for Public Speaking	85
<b>Self-Assessment</b> Is It Acceptable for a Speaker to . . .	86
<b>Speaking of . . .</b> Copyright	94

## 2 Between Audience and Speaker 105

### Chapter 5 Listening 107

Everyday Importance of Listening	109
The Process of Listening	110
<i>Hearing</i>	110
<i>Understanding</i>	110
<i>Remembering</i>	110
<i>Interpretation</i>	110
<i>Evaluation</i>	111
<i>Responding</i>	111
Obstacles to Listening	111
<i>Misconceptions</i>	111
<i>Physical Conditions</i>	112
<i>Cultural Differences</i>	113
<i>Personal Problems</i>	114
<i>Bias</i>	114
<i>Connotative Meanings</i>	115
<i>Anxiety</i>	116
<i>Poor Listening Habits</i>	116
The Model Listener	116
Goals of Listening	117
<i>Listening to Understand</i>	117
<i>Listening to Appreciate and Enjoy</i>	120
<i>Empathic Listening</i>	120
<i>Listening to Provide Feedback</i>	121
Rules of the Road: Improving Listening Skills	122
Summary	123
Check Your Understanding: Exercises and Activities	125



Notes 125

**Considering Diversity** Listening in High- and Low-Context Cultures 115

**Self-Assessment** How Well Do You Listen? 117

**Speaking of . . .** Listening to Feedback from the Audience 122

## Chapter 6 Adapting to Your Audience 129

The Rhetorical Situation 132

Goals and Specific Purpose 133

The Audience 134

*Audience Choice* 134

*Audience Diversity* 135

*Discovering Cultural Diversity* 137

*Adapting to Cultural Diversity* 143

*Demographic Diversity* 143

*Individual Diversity* 149

Learning About Your Audience 156

*Observation* 156

*Ask Someone Familiar With the Audience* 156

*Survey Your Audience* 156

*Web Pages* 157

Confronting Constraints 158

*Facts Pertaining to the Situation* 158

*Legal Constraints* 158

*Ethical Constraints* 159

*Nature of the Occasion* 159

*Traditions* 159

*Time* 160

*Resources* 160

Summary 161

Check Your Understanding: Exercises and Activities 162

Notes 162

**In Their Own Words** Mary Fisher Speaks Out on AIDS 130

**In Their Own Words** Carolyn McCarthy's Journey 131

**In Their Own Words** Patrick Murphy Speaks on House Floor  
to Oppose Escalation in Iraq 132

**Considering Diversity** Between Two Cultures: Tomoko Mukawa 139

**Self-Assessment** How Collectivistic or Individualistic Are You? 140

**Speaking of . . .** Madam President by Nichola D. Gutgold 142

**Speaking of . . .** Connecting with "Generation Me" 144

**Speaking of . . .** Surveying Your Audience 157



### 3 Putting Theory Into Practice 165

#### Chapter 7 Researching Your Message 167

Why Do Research? 168

Developing a Research Plan 168

*The Goal: Reliable and Credible Evidence* 169

*The Internet* 172

*The Library* 182

*Interviews* 187

Using Your Research 189

*Preparing References or Works Cited* 189

*Recording Information and Avoiding Plagiarism* 190

Summary 191

Check Your Understanding: Exercises and Activities 192

Notes 193

**Speaking of . . .** When Google Misfires 178

**Speaking of . . .** Orally Citing Sources by *Christine Hanlon* 191



#### Chapter 8 Supporting Your Message 197

Toulmin's Model of Reasoning 198

Claims 199

Grounds 200

*Examples* 200

*Facts* 201

*Numerical Data* 202

*Opinion* 204

*Explanations* 205

*Descriptions* 206

*Narratives* 206

Warrants 208

*Authority Warrants* 208

*Generalization Warrants* 209

*Comparison (Analogy) Warrants* 211

*Causal Warrants* 212

*Sign Warrants* 213

Summary 214

Check Your Understanding: Exercises and Activities 215

Notes 215

**Speaking of . . .** Numerical Data 205





## Chapter 9 Organizing Messages 217

- Focusing on the Audience 218
  - Refining the Specific Purpose* 218
  - Focusing on the Thesis Statement* 219
- Organizing the Body of the Speech 219
  - Main Points* 219
  - Subpoints* 221
  - Supporting Points* 222
  - Traditional Patterns of Organization* 223
  - Organic Patterns of Organization* 229
  - Transitions* 231
- Introducing the Speech 232
  - Open With Impact* 232
  - Focus on the Thesis Statement* 235
  - Connect With the Audience* 235
  - Preview the Speech* 236
- Concluding the Speech 237
  - Summarize* 237
  - Close With Impact* 237
- Preparing the Formal Outline 239
- Preparing Speaker's Notes 244
- Summary 245
- Check Your Understanding: Exercises and Activities 247
- Notes 249
- Speaking of . . .** Organizational Patterns 231
- Speaking of . . .** Handling the Q & A 240
- In Their Own Words** Sample Speech Outline: Fly Infestation by Rosa Guzman 242



## Chapter 10 Language: Making Verbal Sense of the Message 253

- Word Power 254
- Language and Audience Analysis 257
  - Language and Cultural Diversity* 258
  - Language and Demographic Diversity* 258
  - Language and Individual Diversity* 260
- Using Language Effectively 260
  - Use Language Appropriate to the Rhetorical Situation* 261
  - Use Inclusive Language* 261
  - Use Credibility-Enhancing Language* 264
  - Use Language to Its Fullest Potential* 267



Managing Language	272
<i>Define Terms</i>	272
<i>Be Careful with Colloquial Words and Idioms</i>	272
<i>Use Concrete Words and Phrases</i>	272
<i>Use Oral Language</i>	273
<i>Keep It Simple</i>	273
<i>Use Transitional Words and Phrases</i>	274
<i>Be Consistent</i>	274
<i>Slang Words and Perceived Obscenities</i>	274
<i>Avoid Stereotypes</i>	275
<i>Avoid Sexist Language</i>	275
Summary	276
Check Your Understanding: Exercises and Activities	277
Notes	277
<b>Self-Assessment</b> Language Sensitivity	255
<b>Speaking of . . .</b> Linguistic Relativity	256
<b>In Their Own Words</b> “We, the People” by Barbara Jordan	263

## Chapter 11 Delivery: Engaging Your Audience 281

Focusing Your Delivery on Your Audience	283
<i>Choosing an Appropriate Method of Delivery</i>	283
<i>Delivering Speeches to Diverse Audiences</i>	286
<i>Adapting Delivery to the Speech Occasion</i>	288
<i>Discovering Your Personal Style</i>	288
Your Voice	288
<i>Vocal Production</i>	289
<i>Speaking in Your Own Voice</i>	293
Nonverbal Characteristics of Delivery	294
<i>The Continuous Nature of Nonverbal Behavior</i>	294
<i>The Simultaneous Use of Multiple Channels</i>	294
<i>The Spontaneous Nature of Nonverbal Behavior</i>	295
<i>What Nonverbal Behavior Reveals</i>	295
Delivery and the Nonverbal Communication System	296
<i>The Environment</i>	296
<i>Appearance</i>	299
<i>The Eyes</i>	301
<i>The Face</i>	302
<i>Gestures and Movement</i>	304
<i>Posture</i>	306
<i>Touch</i>	307
<i>Time</i>	307



Making the Most of Nonverbal Behavior in Delivery	308
<i>Complementing Your Message</i>	309
<i>Contradicting Your Message</i>	309
<i>Repeating Your Message</i>	309
<i>Substituting for a Verbal Cue</i>	310
<i>Increasing the Perception of Immediacy</i>	310
<i>Exciting the Audience</i>	311
<i>Delivering a Powerful Speech</i>	311
Taking a Proactive Approach	311
Summary	313
Check Your Understanding: Exercises and Activities	313
Notes	314
<b>Self-Assessment</b> Assessing Your Personal Style	289
<b>Speaking of . . .</b> Seating Arrangements	299

## Chapter 12 Using Media in Your Speech 319

How Visuals Help You Communicate	321
<i>Communicating Organization</i>	321
<i>Illustrating the Spoken Word</i>	321
<i>Simplifying the Spoken Word</i>	322
<i>Complementing the Spoken Message</i>	322
Selecting the Right Content	322
<i>Diagrams and Drawings</i>	323
<i>Charts and Graphs</i>	323
<i>Maps</i>	326
<i>Outlines and Bulleted Points</i>	326
<i>Objects</i>	326
<i>Photographs</i>	328
<i>Models</i>	328
Selecting the Right Medium	328
<i>Blackboards and Whiteboards</i>	329
<i>Poster Board</i>	329
<i>Flip Charts</i>	330
<i>Overheads</i>	330
<i>Audio</i>	331
<i>Video</i>	331
PowerPoint	332
<i>Good Templates</i>	332
<i>High-Contrast Colors</i>	332
<i>Sans Serif Fonts</i>	333
<i>Efficient Text</i>	334



<i>Choose Images Wisely</i>	335
<i>Appropriate “Build” Effects (Animation)</i>	336
<i>Visual Balance</i>	336
Rules for the Road	337
<i>Check Out Media Prep Services</i>	337
<i>Keep It Simple</i>	340
<i>Make It Visible</i>	340
<i>Lay It Out Sensibly</i>	340
<i>Use Color</i>	341
<i>When In Doubt . . . Leave It Out</i>	341
<i>Plan Ahead</i>	341
Summary	343
Check Your Understanding: Exercises and Activities	343
Notes	344
<b>Speaking of . . .</b> PowerPoint Poisoning	333
<b>In Their Own Words</b> Sample Speech Outline: Go Sun Smart by Shelly Lee Spratt	338
<b>Speaking of . . .</b> Murphy’s Law Revisited	342

## 4

## Contexts for Public Speaking 345

**Chapter 13** Informative Speaking 347

Focusing on the Audience: Adapting to Different Styles of Learning	349
Informative Speaking and Persuasion	351
Informative Speaking and Audience Analysis	352
Informative Speaking Throughout the Life Span	353
<i>Informative Speaking in the Classroom</i>	353
<i>Informative Speaking in the Workplace</i>	353
<i>Informative Speaking in the Community</i>	354
Message Keys of Effective Informative Speaking	354
<i>Audience Involvement</i>	355
<i>Audience Appropriateness</i>	356
<i>Audience Accessibility</i>	357
<i>Life Enrichment</i>	358
Putting Theory Into Practice	359
<i>Speeches That Explain a Process</i>	359
<i>Speeches That Explain a Concept</i>	360
<i>Speeches That Instruct</i>	361
<i>Speeches That Demonstrate How to Do Something</i>	361
<i>Speeches That Describe</i>	365
<i>One Final Word</i>	368
Summary	368



- Check Your Understanding: Exercises and Activities 369  
 Notes 369  
**Speaking of . . .** Learning and Enjoyment 356  
**In Their Own Words** Sample Informative Speech Outline:  
 Bees and Beekeeping *by Trevor Morgan* 362  
**In Their Own Words** Sample Informative Speech Outline:  
 Choosing Your Baby: The Methods of Sex Preselection *by Arin Larson* 366

## Chapter 14 Persuasive Speaking 371

- Persuasive Purposes 372  
 Your Rhetorical Situation 374  
*Cultural Background* 374  
*Demographic Background* 375  
*Individual Background* 375  
*Constraints* 376  
 Managing Audience Perceptions 377  
*Components of Credibility* 378  
*Enhancing Audience Perceptions of Credibility* 378  
*Similarity and Interpersonal Attraction* 381  
*Creating a Positive Impression* 381  
 Message Construction 381  
*Organization* 382  
*Message Sidedness* 383  
*Evidence and Persuasion* 383  
*Emotional Appeals and Persuasion* 385  
*Motivating Through Fear* 387  
*Language* 387  
 Speaking Strategically 388  
*Elaboration Likelihood* 388  
*Six Principles of Influence* 391  
 A Working Example 393  
*Audience and Context* 396  
*Management of Audience Perceptions* 396  
*Organization* 396  
*Persuasive Strategy* 397  
 Summary 397  
 Check Your Understanding: Exercises and Activities 398  
 Notes 399  
**Speaking of . . .** Does Drug Education Really Work? 374  
**Self-Assessment** Perceived Source Credibility 379  
**Considering Diversity** Culture and Persuasion 385  
**In Their Own Words** Sample Persuasive Speech:  
 Alcohol and Truth *by Arjun Buxi* 394



## Chapter 15 Thinking and Speaking Critically 403

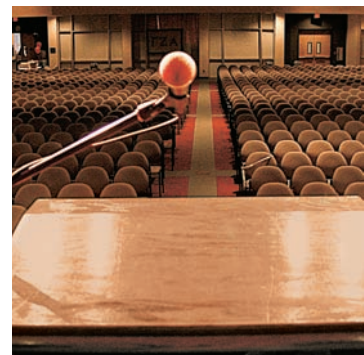
- Critical Thinking and Public Speaking 405
  - Pseudoreasoning and Fallacies* 405
  - Argumentativeness and Verbal Aggressiveness* 405
- The Toulmin Model of Argument 409
- Fallacies Associated With Grounds 411
  - Unsupported Assertion* 411
  - Distorted Evidence* 411
  - Isolated Examples* 412
  - Misused Numerical Data* 412
- Fallacies Associated With Claims 413
  - Red Herring* 414
  - Arguing in a Circle* 414
- Fallacies Associated With Warrants and Backing 414
  - Authority Warrants* 415
  - Generalization Warrants* 416
  - Comparison (Analogy) Warrants* 419
  - Causal Warrants* 420
  - Sign Warrants* 422
- Fallacies Associated With Qualifiers 423
  - Loaded Language* 423
  - Hyperbole* 424
- Fallacies Associated With Rebuttals 424
  - Straw Person* 424
  - Ignoring the Issue* 425
- The Non Sequitur: An Argument That Does Not Follow 425
- Summary 426
- Check Your Understanding: Exercises and Activities 428
- Notes 428

**In Their Own Words** Sample Persuasive Message: D.A.R.E. by Mitch Bacci 406

**Speaking of . . .** Defects of Reasoning: The Fallacies 426

## Chapter 16 “Real World” Speaking 431

- Reframing: Speaking as Storytelling 434
  - Probability* 435
  - Fidelity* 435
- Speaking on Special Occasions 436
  - Speech of Acceptance* 437
  - Speech of Introduction* 437
  - Speech of Recognition* 439



<i>Speech of Commemoration</i>	439
<i>Speeches to Entertain</i>	441
Speaking on Television	444
A Parting Thought	446
Summary	447
Check Your Understanding: Exercises and Activities	447
Notes	448
<b>In Their Own Words . . .</b> Speaking to Impact! <i>by Rick Rigsby</i>	433
<i>Speaking of . . .</i> The Wedding Toast	436
<i>Speaking of . . .</i> Writing Humor? <i>by Russ Woody</i>	443
<i>Speaking of . . .</i> Chatting It Up on TV <i>by Paul Burnham Finney</i>	446
<b>Appendix A</b> Guide to Source Citations	449
<b>Appendix B</b> Public Speeches	454
Glossary	465
Credits	470
Index	471