iSpeak

Public Speaking for Contemporary Life

Paul E. Nelson North Dakota State University

Scott Titsworth
Ohio University

Judy C. Pearson
North Dakota State University



Brief Contents



Preface xx Acknowledgments xxii

Part One

Preparing Your Presentations

- 1 Getting Started 2
- 2 Preparing Your First Presentation 26
- 3 Selecting a Topic & Purpose 48
- 4 Analyzing the Audience 68



Part Two

Selecting and Arranging Content

- 5 Finding Information & Supporting Your Ideas 96
- 6 Organizing & Outlining Your Presentation 124
- 7 Delivering Speeches 150
- Choosing Your Words 174
- 9 Visual Resources & Presentation Technology 196



Part Three]

Types of Presentations

- 10 Presenting to Inform 218
- 11 Presenting Persuasive Messages 242
- 12 Speaking on Special Occasions 268

Appendix A Working and Presenting as a Group A



Glossary G

Credits C-1

Index I

Contents

[Part One] Preparing Your Presentations



GETTING STARTED

Speaking Excites 5

What's the Worst-Case Scenario? 5

Why Study Public Speaking? 7

Democracy 7 Life Skills 7

Work and Career 7

Do People Really Speak Anymore? 8

What Is the Presentation Process? 8

What Are the Seven Components of the Communication Process? 9

Why Is Public Speaking a Unique Form of Communication? 13

What Topics Should You Talk About? 14

What Should You Avoid in a Presentation? 15

Becoming an Effective Speaker 16

How to Reduce Your Fear of Presenting 20

Understanding Communication Apprehension *20*

Reducing Anxiety 20

RESOURCES FOR REVIEW AND DISCUSSION 23

Summary 23

Key Terms 24

References 24

Application Exercises 24

Get Involved 25

2



PREPARING YOUR FIRST PRESENTATION 26

Foundations of Public Communication 29

The Roots of Rhetoric: The Five Canons 29

Tips for Preparing Your First Presentation 38

Tips for Planning Your Presentation 38

Common Types of First Presentations 40

Impromptu Presentations 40

Presenting Yourself 41

Presenting a Classmate 41

Demonstration Presentations 43

Sample Speech for Review and Analysis 44

RESOURCES FOR REVIEW AND DISCUSSION 45

Summary 45

Key Terms 45

References 46

Application Exercises 46

Get Involved 46



SELECTING A TOPIC & PURPOSE 48

Searching for a Topic 51

Individual Brainstorming 52
Categorical Brainstorming 52
Conducting a Personal Inventory 52
Current Topic Identification 53
Internet Searching 54

Selecting a Topic 56

Evaluating Topics 57

Appropriate for You 57 Appropriate for the Audience 57 Appropriate for the Occasion 58

Purposes of Speeches 59

General Purposes 59 Specific Purposes 61 Thesis Statement 63

From Topic Selection to Thesis Statement: A Three-Step Process 64

RESOURCES FOR REVIEW AND DISCUSSION 66

Summary 66 Key Terms 66

Application Exercises 66

Get Involved 67

ANALYZING THE AUDIENCE 68

Audience Analysis 71

Conventional Wisdom 72 Demographics 72

Methods of Audience Analysis 81

Observation 81 Informants 81 Interviews 82 Questionnaires 82

Analysis of the Situation 84

Size of Audience 84
The Environment 84
Occasion 84
Time 85
Importance 85

The Uniqueness of the Classroom Audience 86

Adapting to Your Audience 87

Listening and Public Speaking 89

The Importance of Listening 89
Becoming a Better Listener 90
Evaluate Your Listening Skills 93

Ethics and the Audience 93

Next Steps in Audience Analysis 93

RESOURCES FOR REVIEW AND DISCUSSION 94

Summary 94
Key Terms 94
References 94
Application Exercises 95
Get Involved 95

[Part Two] Selecting and Arranging Content





FINDING INFORMATION & SUPPORTING YOUR IDEAS 96

Why You'll Benefit from Research 99

Finding Sources of Information 100

Personal Experience 100 Interviews with Others 100

Library Resources 103

The Internet 106

Other Resources on the Web 110

Evaluating and Using Sources of Information 112

Criteria for Evaluating Sources 112

Citing Sources of Information Correctly 113

Identifying Appropriate Supporting

Materials 115

Examples 115

Surveys 117

Testimony 117

Numbers and Statistics 118

Analogies 119

Definitions 120

The Ethical Use of Supporting Material 120

RESOURCES FOR REVIEW AND DISCUSSION 122

Summary 122

Key Terms 122

Rey lellis 122

References 123

Application Exercises 123

Get Involved 123





ORGANIZING & OUTLINING YOUR PRESENTATION 124

Why Organize? 127

How to Organize the Body of the

Presentation 127

Emphasize Main Points 127

Determine the Order of the Main Points 129 Incorporate Supporting Materials 136

What Holds the Presentation Together? 137

Principles of Outlining 138

Subordination 138

Division 139

Parallelism 139

Types of Outlines 139

The Preparation Outline 140

The Formal Sentence Outline 140

The Key Word Outline 142

How Do You Introduce Your Presentation? 143

Gaining and Maintaining Favorable

Attention 143

Relating the Topic to the Audience 144

Relating the Topic to the Presenter 144

Previewing the Message 144

What Are the Functions of a Conclusion? 145

Tips for Concluding 145

RESOURCES FOR REVIEW AND DISCUSSION 147

Summary 147

Key Terms 147

References 148

Application Exercises 148

Get Involved 147



DELIVERING SPEECHES 150

What is Effective Delivery? 153

What Are the Four Modes of Delivery? 153

Extemporaneous Mode 154
Memorized Mode 155
Manuscript Mode 156
Impromptu Mode 157

How Can You Use Your Voice Effectively? 159

Adjust Your Rate to Content, Audience, and Situation *159*

Use Pause for Effect 160
Use Duration for Attention 160
Use Rhythm to Establish Tempo 160
Use Pitch for Expression 161
Use Volume for Emphasis 161
Use Enunciation for Clarity 161

How Can You Use Your Body to Communicate Effectively? 163

Use Eye Contact to Hold Audience
Attention 163
Use Facial Expression to Communicate 164
Use Gestures to Reinforce Message 165

Use Bodily Movement for Purpose 166

Wear Appropriate Attire 167

Use Fluency for Fluidity 163

Question-and-Answer Sessions 168

How Can You Improve Your Delivery? 169

RESOURCES FOR REVIEW AND DISCUSSION 171

Summary 171
Key Terms 171
References 171
Application Exercises 172

Get Involved 173

8



CHOOSING YOUR WORDS 174

Word Power 177

Language Is Symbolic 177 Language Is Powerful 177 Words Organize and Classify 177 Words Shape Thought 179

Levels of Abstraction 179

Denotative and Connotative Words *180* **Descriptive and Evaluative Language** *181*

Comparison and Contrast 181

Literal and Figurative Language 182

Written and Spoken Language 182

Using Language Respectfully 182

Use Inclusive Language 183
Use Approved Names 183
Stereotypes and Differences 184

What Words Should You Use? 184

Use Words That Simplify 184
Use Substitutions and Definitions 185
Use Synonyms and Antonyms 185
Reveal the Origin of the Word 186
Use Words That Evoke Images 186
Use Correct Grammar 187
Use Repetition 187
Alluring Alliteration 188

Using Words Ethically 189

Exaggeration and Oversimplification 189 Language and Perspective Taking 189

Tips for Using Language in Presentations 190 Last Thoughts on Language 191

RESOURCES FOR REVIEW AND DISCUSSION 192

Summary 192
Key Terms 192
References 193
Application Exercises 193
Get Involved 194

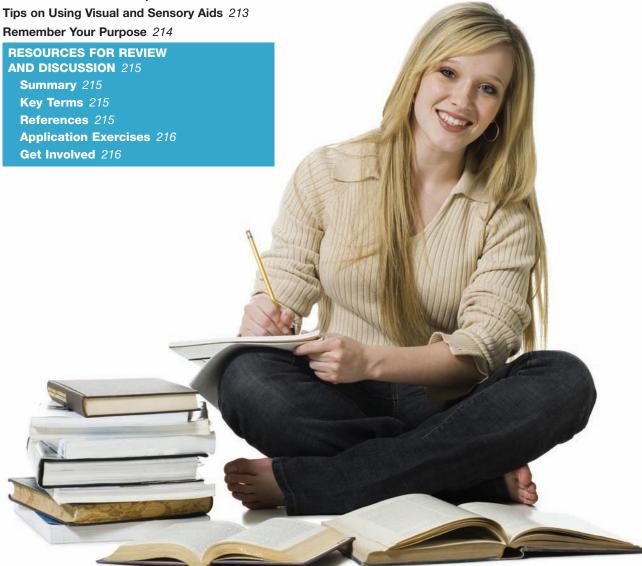


VISUAL RESOURCES & PRESENTATION TECHNOLOGY 196

How You Can Benefit from Using Sensory Aids 199

Types of Visual Aids and Other Sensory Resources 200

Electronic and Multimedia Resources 200 Other Visual and Sensory Resources 209



[Part Three] Types of Presentations



PRESENTING TO INFORM 218

Principles of Informative Presentations 221

Relate the Presenter to the Topic 221 Relate the Topic to the Audience 222

How to Identify the Purpose of Your Informative Presentations 223

Create Information Hunger 224 Help the Audience Understand the Information 225

Help the Audience Remember the Information 226

Help the Audience Apply the Information 228

Principles of Learning 229

Build on the Known 229 Use Humor and Wit 229 Use Sensory Aids 230

Organize to Optimize Learning 231

Reward Your Listeners 232

Skills for the Informative Presenter 233

Defining in an Informative Presentation 233 Describing in an Informative Presentation 233 Explaining in an Informative Presentation 234 Demonstrating in an Informative Presentation 235

Ethics and Informative Presentations 235

An Example of an Informative Presentation 236

RESOURCES FOR REVIEW AND DISCUSSION 240

Summary 240

Key Terms 240

References 240

Application Exercises 241

Get Involved 241



PRESENTING PERSUASIVE MESSAGES 242

The Role of Persuasion in Public Discourse 245

You as Target of and Sender of Persuasion 245 What Are Persuasive Presentations? 246

Types of Persuasive Presentations 246

What Communication Research Says about

Persuasion 247

What Should You Know about Your Audience? 248

How Can You Create an Effective Message? 249

Fact, Value, and Policy in Persuasive **Presentations** 250

Organizing Your Persuasive Presentation 251

Introducing the Persuasive Presentation 251 Concluding the Persuasive Presentation 252 Choosing Patterns of Organization for Persuasive Presentations 252

Persuasive Strategies 253

Consistency Persuades 253 Small, Gradual Changes Persuade 253 Benefits Persuade 254 Need Fulfillment Persuades 255

Critical Thinking through Reasoning 256

Using Inductive Reasoning 256 Using Deductive Reasoning 256 Using Hard Evidence in Reasoning 256

Using Soft Evidence in Reasoning 257

Using Reasoning from Cause 257

Using Reasoning from Sign 258

Using Reasoning frm Generalization 258

Avoid Fallacies 258

Ethics and Persuasive Speaking 260

An Example of a Persuasive Presentation 261

RESOURCES FOR REVIEW AND DISCUSSION 265

Summary 265

Key Terms 265

References 266

Application Exercises 266

Get Involved 267

12



SPEAKING ON SPECIAL OCCASIONS 268

Unique Characteristics of Special Occasion Presentations 271

Purpose 271 Style 271 Organization 272 Formality 272

Types of Special Occasion Presentations 273

Presentations to Welcome 273
Presentations to Pay Tribute 273
Presentations to Introduce 274
Presentations to Nominate 275
Presentations to Dedicate 275
Presentations to Commemorate 276
Farewell Presentation 276
A Recognition Address 277
Presentations to Entertain 277

How to Prepare Special Occasion Presentations 278

Sample Special Occasion Presentation 279

RESOURCES FOR REVIEW AND DISCUSSION 281

Summary 281 Key Terms 281 Application Exercises 282 Get Involved 282



WORKING & PRESENTING AS A GROUP A

How Are Small Groups and Public Communication Connected? A-2

What Are Small Groups? A-2
Why Are Small Groups Used for
Presentations? A-3

Key Skills for Effective Group Presentations A-4

Group Problem Solving A-5

Wording the Discussion Question *A-5* Discussing Criteria *A-7* Identifying Alternatives *A-7* Evaluating Alternatives *A-8*

Types of Group Presentations A-9

Symposia A-9
Panels A-12
Debates A-13

Evaluating Group Productivity A-14

RESOURCES FOR REVIEW AND DISCUSSION *A-17*

Summary A-17 Key Terms A-17 References A-17 Application Exercises A-18

Glossary G Credits C-1 Index I