

The Art of Public Speaking

by

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11th Edition

PUBLIC SPEAKING

CHAPTER 1

Public Speaking

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

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CHAPTER 2

Ethics & Public Speaking

Ethics

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

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CHAPTER 3

Listening

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

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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,

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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

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CHAPTER 6

Audience Analysis

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 → likes and dislikes

Beliefs → true or false

Values → good and bad, right or wrong

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CHAPTER 7

Gathering Material

Evaluating Internet Documents

- Authorship - Is the author qualified?
- Sponsorship - Is the statement official?
- Recency - Posted date?

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CHAPTER 8

Supporting Your Ideas

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]

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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

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CHAPTER 10

Introduction & Conclusion

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

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CHAPTER 11

Outlining

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”

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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

Inclusive Language

[p. 234]

- Avoid the generic “He”
- Avoid Stereotyping
- Avoid irrelevant personal traits
- Use preferred names of groups

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CHAPTER 13

Delivery

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

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CHAPTER 14

Visual Aids

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.

Types of Visual Aids (cont'd)

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!

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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!

Strategies for Informative Speaking (cont'd)

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

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CHAPTER 16

Speaking to Persuade

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.

Questions of Value

[p. 307]

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.

Questions of Policy

[p. 309]

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

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CHAPTER 17

Methods of Persuasion

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

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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

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CHAPTER 19

Small Group

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