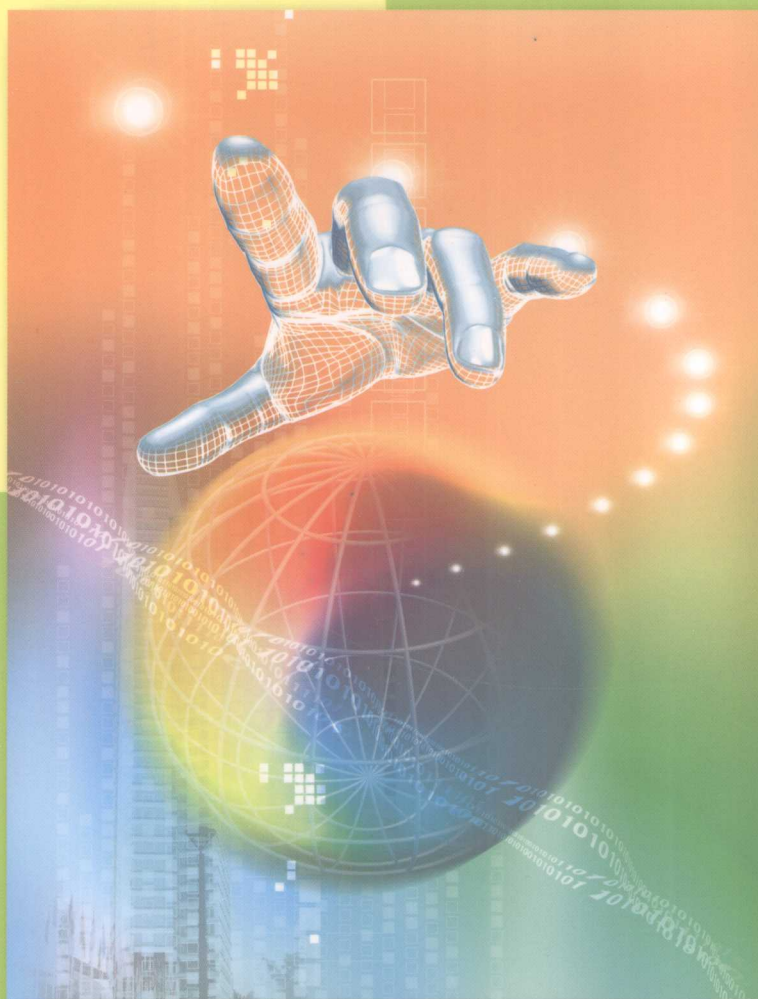



英语公共演讲技巧

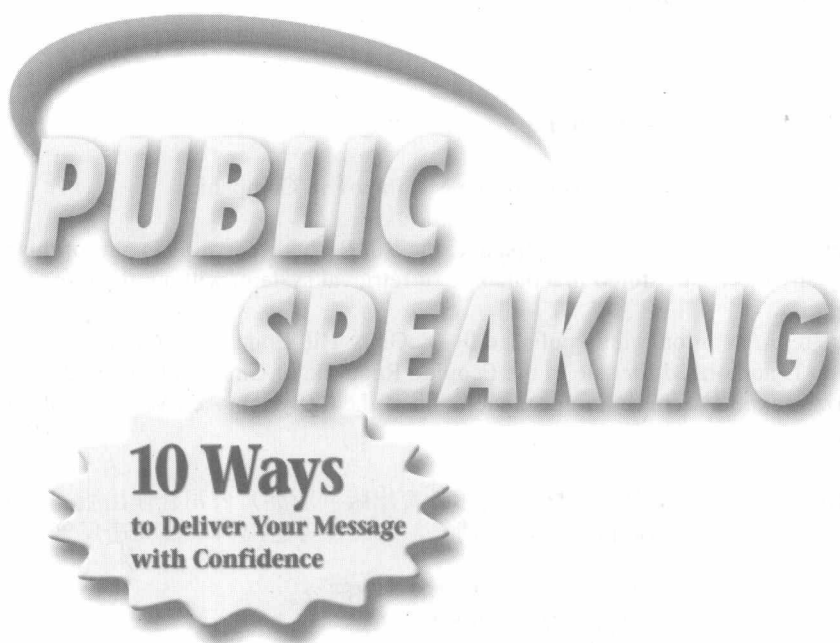
Public Speaking



Glencoe/McGraw-Hill

 华东师范大学出版社

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英语公共演讲技巧



Glencoe



华东师范大学出版社

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本书以学习者为中心设计，所采用的教学方法能帮助你学得更快，记得更牢。

每章开篇

关键点

提醒你在阅读时需要留意的一些重要概念。

沟通无限

用于说明在现实生活中，有效沟通的重要意义。

Chapter 1

Your Role as a Public Speaker

Section 1.1
Public Speaking in
Everyday Living

Section 1.2
The Basics of Oral
Communication

Section 1.3
The Message Takes
Center Stage

**REINFORCEMENT
TOOLS**

In addition to your
portfolio exercise, this
chapter contains:

- 12 Check-Up exercises
- 19 Section Assessment
exercises
- 4 end-of-chapter
activities

*"Before I begin my speech, I have
something to say."*
—Robert Strauss, politician

KEY POINTS

1. Learn the basic components and role of communication
2. Define public speaking and identify the nature of public speaking
3. Identify elements of the communication process
4. Identify barriers to good communication
5. Develop and prepare for a speech

Getting Started

BUSINESS PROCEDURES

In businesses, managers are often required to deliver speeches when the company implements a new procedure or initiative. The goal of these speeches is to explain this new information and let the people involved know how it will affect them.

COOPERATIVE LEARNING Imagine you are the manager of a small company who is giving a presentation on a new company initiative to increase revenue. Your audience will consist of three or more people.

- Who would your audience be? For example, would they be customers, supervisors, or salespeople?
- What information would you need to communicate in this situation?
- Select someone from your group to stand and share your example with the rest of the class.

At the end of this chapter, you will complete a *Finishing Up* activity on page 18 that will allow you to check your progress.

**COMMUNICATING
@WORK**

**Improving Your
Communication**

Good communication skills will ensure that your intended message gets across to your listeners. As a result, the flow of information will move along clearly and efficiently, impressing both your coworkers and your customers.

**COMMUNICATING
on the Net**

EXPLORE

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2 • YOUR ROLE AS A PUBLIC SPEAKER • CHAPTER ONE

CHAPTER ONE • YOUR ROLE AS A PUBLIC SPEAKER • 3

热身活动

每章开头都会有一项小组活动，便于你对每章中将要学到的内容作好准备。

网上沟通

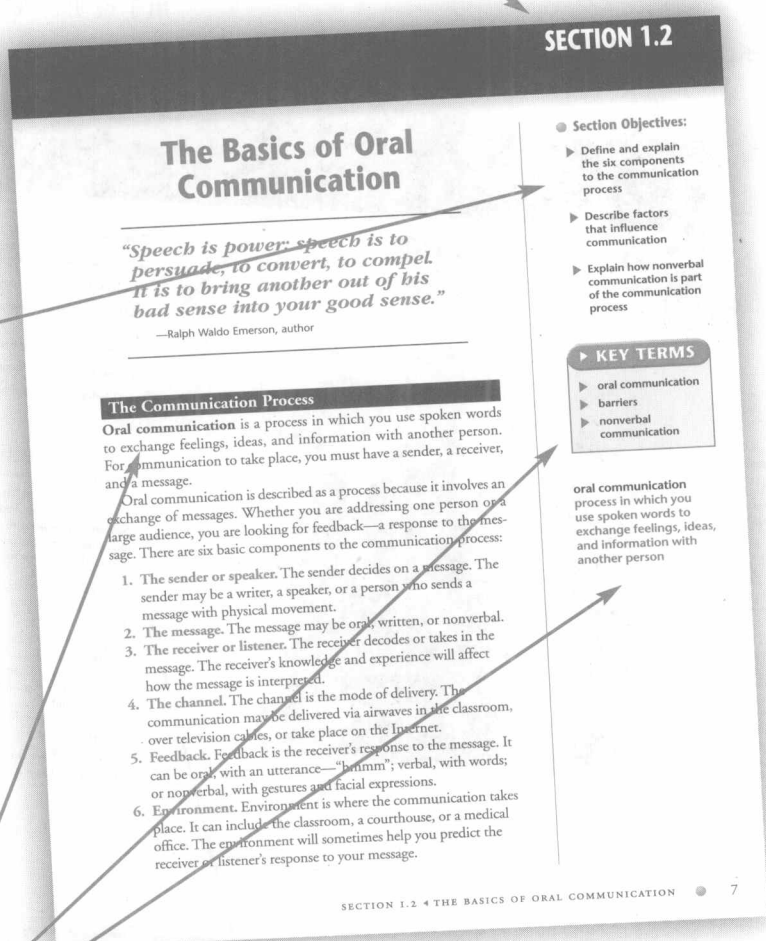
提供了互联网上的活动和链接，将加深你对每章概念的认识。

每章概念预览

章内小节

将课程内容划分为简短而互相关联的几个主题部分。每章节包含有三或四个小节。

每一节都包含有小节目标，提醒你注意每节的主要概念。将这些要点变成任务或问题的形式。你在阅读该小节时，要注意寻找这些问题的答案。



关键词汇

用粗体标出，并带有解释性语句。页边列出这些词汇的释义或解释。

小贴士

页边列出的“小贴士”有助于巩固每章的概念，并提供现实实用的窍门。

GOING GLOBAL



The Tone of Your Voice

When you are speaking in front of a specific cultural group, you should remember that your tone of voice might cause confusion. For example, while Russians speak in a flat, even tone of voice, Middle Easterners speak in a loud tone, and the Japanese speak in a quiet tone. It's important for speakers to understand cultural differences to avoid misunderstandings.

放眼全球
告诉你在跨文化交际中需要注意的问题。



TECH ON THE JOB

Crashing Through Language Barriers

Pass out handouts with the main points of your speech outlined in the native language of your audience. You can also use graphics and charts in the handouts to help your listeners follow your presentation.

工作技巧
介绍了工作场合会用到的多种不同技巧。



INTERNET CONNECTION

Helpful Resources

If you're giving a speech and have questions about how to prepare or deliver your speech, how to be a more effective speaker, or how to overcome your fear of public speaking, then the Speakers Platform can help you with your problems. Visit profcomm.glencoe.com.

网络连接
提供网站链接，指向的网络资源对于优秀的沟通者而言极具价值。

Looking

BACK

In Chapter 1, you learned about the importance of discovering the background of the audience before preparing your speech.

回顾
将你正在学习的概念与之前学过的内容紧密地衔接起来。

Looking

AHEAD

In Chapter 9, you will learn more about non-verbal communication.

前瞻
指明你在未来几章中，将会学习到的相关概念。

小节内容回顾

批判性思考

这些问题会带有一段说明文字，要求你把现实生活中的知识与课本内容联系起来。

检查

检查部分会提出一些问题，帮助你加深对每节课文中概念的记忆。

Exhibit 1.1 The Communication Process
Every exchange of messages, whether oral, written, or nonverbal, involves six basic components. *Thinking Critically* How can identifying the components of effective communication improve your conversations with others?

This interaction is dynamic—it continues back and forth. The goal of communication is to have the receiver interpret the message as the sender intended. However, language is complex and often complicated, and it is easy for communication to break down.

GOING GLOBAL
The Tone of Your Voice
When you are speaking in front of a specific cultural group, your tone of voice might cause confusion. For example, while Russians speak in a flat, even tone of voice, Middle Easterners speak in a loud tone, and the Japanese speak in a quiet tone. It's important for speakers to understand cultural differences to avoid misunderstandings.

CHECK-UP 1.3
The Communication Process
1. Using the elements of the communication process indicated on page 7, describe a recent communication occurrence:
a. Sender or speaker _____
b. Message _____
c. Receiver or listener _____
d. Channel _____
e. Feedback _____
f. Environment _____

8 • YOUR ROLE AS A PUBLIC SPEAKER • CHAPTER ONE

SECTION 1.2 **Assessment**

TECH ON THE JOB
Crashing Through Language Barriers
Pass out handouts with the main points of your speech outlined in the native language of your audience. You can also use graphics and charts in the handouts to help your listeners follow your presentation.

Communication Journal
1. Keep a journal in which you record and analyze five communication interactions. For example, you might assess a telephone conversation. Determine whether your conversation was successful or whether the communication broke down; explain why or why not. Discuss how nonverbal communication helped or hindered your communication interactions.

Communication Interaction	Successful?	Nonverbal Help?

2. Once you have recorded and analyzed your communication interactions, share your findings with a class partner. Help each other develop alternatives to communication that broke down. Explain how your partner's assessment assisted in your analysis. How did your partner's nonverbal communication help you understand his or her meaning? Give examples.

Interaction With Partner	Nonverbal Help?

12 • YOUR ROLE AS A PUBLIC SPEAKER • CHAPTER ONE

小节测评

在你进入下一节前，先检查你对本章中已学内容的理解程度。

每章概念回顾与应用

要点回顾

总结每章的主要知识点。

整理活动

检查每章开头热身活动的完成情况。

网络连接

你可以利用互联网上的信息拓展在每章中学到的概念。

Chapter 1

Review and Application

Chapter 1 Review and Application

Finishing Up

Review of Key Points

1. Communication plays a part in your everyday life. Public speaking is similar to other types of communication you already use—asking questions in class, persuading your friend to lend you money, or thinking about your plans for the day.
2. Public speaking is a type of speaking in which one person addresses a group for a specific purpose. It involves having thoughts, ideas, and information.
3. The communication process includes six elements: the sender or speaker, the message, the channel or mode of delivery, the receiver or listener, feedback, and the environment. All can contribute to or detract from the goal of effective communication.
4. Barriers to communication include physical and emotional distractions, and language and cultural differences.
5. To develop your speech, you must first decide on a topic that interests you, then determine your purpose for speaking.

Communication CHALLENGE

Assessing Nonverbal Communication

2. Go to a live lecture or presentation of your choice. Analyze the speaker's non-verbal communication. Additionally, answer the following questions regarding the communication experience you observed:
 - a. Was the communicator effective? Why or why not? Give examples to support your observations. _____
 - b. How could the communicator improve his or her presentation? Be specific in your suggestions. _____

interNET CONNECTION

Tips for Speech Anxiety Relief

3. Feeling some nervousness before giving a speech is perfectly natural. It shows that you care about doing well. But you do not want your nervousness to get in the way of delivering your message. To calm and control your fears about public speaking, take advantage of the speech tips offered at profcomm.glencoe.com. After you have read each speech tip, answer the following questions:
 - a. What is the best way to reduce speech anxiety? _____
 - b. What advice would you give someone with greater speech anxiety than your own? _____

Real-Life ETHICS

Introducing an Ethical Dilemma

4. A competent communicator makes sure his or her message is ethical in terms of content, delivery, and preparation. Imagine this: You and your best friend are taking speech class together. Your first assignment is to give a speech of introduction. You work for a week to prepare your speech, you polish your delivery, and you even gave the speech to a couple of classmates to get their input. Your friend, on the other hand, finds a speech his sister gave last year and uses it. You get a 'B', while your friend gets an 'A'. What do you do? Should you:
 - a. Inform your instructor of your friend's recycled speech?
 - b. Mention to your friend that you know the speech was reused?
 - c. Do nothing?
 Give justifications for your answers. _____

18 • CHAPTER ONE • CHAPTER REVIEW

CHAPTER REVIEW • CHAPTER ONE • 19

交流挑战

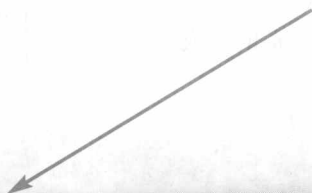
这些练习会根据你在每章中学到的内容，挑战自我并提高你的批判思维能力。

现实问题

提出一些可能发生的情况，将每章内容与现实生活中的问题联系起来。

公文包式练习

公文包式练习是本教材的一大特点，它一共包含有十个针对现实问题的练习活动，通过这些练习，你将接受系统性的引导，一步步地掌握演讲各个元素。在本书结束时，所有这些练习将成为汇集成你所学知识的一个“公文包”，它是对你学习本课程的一个能力总结。



Chapter 1

Speech Portfolio

Chapter 1 Speech Portfolio



Building Your Portfolio

Completing the portfolio exercises in each chapter of *Public Speaking* will put you one step closer to having a final speech. In Chapter 1, you were able to practice writing and delivering a brief speech to help you see the necessary steps for creating a speech. You will be able to have additional practice in Chapters 2 and 3, before selecting a speech topic in Chapter 4.

The successful chances would be doubled for those who are good at delivering speeches. The competence of giving speeches originates from practice. Let's learn by practicing and let's get started!

Television Advertisement

Instruction:

Imagine you work at a small used car lot, and your employer wants you to write the dialogue for a television commercial endorsing an upcoming sale. Use the **Speaking Exercise Planner** to record your ideas. The **Speaking Exercise Planner** will allow you to record your ideas in a brief outline, which will help your dialogue sound non-scripted and natural.

Purpose:

The purpose of this speaking exercise is to provide you with the opportunity to plan and deliver a brief presentation. This presentation introduces you to the process of developing and preparing for a speech and is the first step in a series of assignments that will aid you in delivering your message effectively.

Assignment:

Create a 30–60 second advertisement in which you try to persuade the class to buy some product or use some service. Since this is to be designed for television, visual materials are required and a dynamic delivery is important. Be creative in what you sell and the approach of your sales pitch.

Speaking Exercise Planner

Topic: _____

General purpose: to *actuate* _____

Specific purpose: to *get my audience members to* _____

Central idea: _____

Sources: _____

I. Introduction

Attention getter (How will you get your audience's attention?)

Preview statement (What are your purpose and points to be covered?)

II. Main Points

First main point: _____

Second main point: _____

Additional main points: _____

III. Conclusion

Review (How will you summarize your main points?)

Closing statement (Leave your audience with a memorable statement.)

After listening to my Speaking Exercise, I want my audience to remember: _____

Chapter 1

Your Role as a Public Speaker	2
Section 1.1 Public Speaking in Everyday Living	4
Section 1.2 The Basics of Oral Communication	7
Section 1.3 The Message Takes Center Stage	13

Chapter 2

Doing Your Best	22
Section 2.1 Welcome to the Crowd	24
Section 2.2 Identifying Your Fears	30
Section 2.3 Managing Stage Fright: Strategies That Work	35

Chapter 3

Listening Effectively to Speeches	44
Section 3.1 Listening—The Counterpart to Speaking	46
Section 3.2 The Trouble With Listening	52
Section 3.3 The Responsible Listener	58
Section 3.4 When You Are Asked to Evaluate Speeches	63

Chapter 4

Choosing a Topic: Focusing Your Speech	70
Section 4.1 Selecting a Topic	72
Section 4.2 Selecting a Purpose	78
Section 4.3 Developing a Thesis Statement	82

Chapter 5

Patterns of Organization	90
Section 5.1 Organizing an Informative Speech	92
Section 5.2 The Art of Persuasion	97
Section 5.3 Entertaining Speeches: Speaking at Special Occasions	102

TABLE OF CONTENTS

Chapter 6

Gathering Information	112
Section 6.1 Research Your Topic	114
Section 6.2 Effective Research	119
Section 6.3 Conducting an Interview	125

Chapter 7

Composing Your Speech	132
Section 7.1 Creating a Custom-Made Outline	134
Section 7.2 Supporting Your Main Idea	137
Section 7.3 Adding Your Unique Style	141

Chapter 8

Dazzling Your Audience	150
Section 8.1 Introductions and Attention Grabbers	152
Section 8.2 Memorable Conclusions	158
Section 8.3 Road Signs: Transitions in the Speech	161

Chapter 9

Delivering Your Speech	168
Section 9.1 Projecting Your Voice	170
Section 9.2 Gestures, Movement, and Eye Contact	175
Section 9.3 Conveying a Professional Image	179
Section 9.4 Practice Makes Perfect	182

Chapter 10

Using Visual Aids	190
Section 10.1 Visual Aids as Support	192
Section 10.2 Types of Visual Aids	195
Section 10.3 Incorporating Visual Aids in Your Speech	201

Index	208
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这是美国史上最经典的演说之一。马丁·路德·金于1963年8月23日在林肯纪念堂前向25万人发表了著名的演说《我有一个梦想》，为反对种族歧视、争取平等发出呼号。下面是演说稿的部分节选。

I have a dream that one day on the red hills of Georgia, the sons of former slaves and the sons of former slave owners will be able to sit down together at the table of brotherhood.

I have a dream that one day even the state of Mississippi, a state sweltering with the heat of injustice, sweltering with the heat of oppression, will be transformed into an oasis of freedom and justice.

I have a dream that my four little children will one day live in a nation where they will not be judged by the color of their skin but by the content of their character.

I have a dream today!

I have a dream that one day, down in Alabama, with its vicious racists, with its governor having his lips dripping with the words of "interposition" and "nullification"-- one day right there in Alabama little black boys and black girls will be able to join hands with little white boys and white girls as sisters and brothers.

I have a dream today!

I have a dream that one day every valley shall be exalted, and every hill and mountain shall be made low, the rough places will be made plain, and the crooked places will be made straight; "and the glory of the Lord shall be revealed and all flesh shall see it together."

我梦想有一天，在乔治亚的红山上，昔日奴隶的儿子将能够和昔日奴隶主的儿子坐在一起，共叙兄弟情谊。

我梦想有一天，甚至连密西西比州这个正义匿迹，压迫成风，如同沙漠般的地方，也将变成自由和正义的绿洲。

我梦想有一天，我的四个孩子将在一个不是以他们的肤色，而是以他们的品格优劣来评价他们的国度里生活。

我今天有一个梦想。

我梦想有一天，亚拉巴马州能够有所转变，尽管该州州长现在仍然满口异议，反对联邦法令，但有朝一日，那里的黑人男孩和女孩将能与白人男孩和女孩情同骨肉，携手并进。

我今天有一个梦想。

我梦想有一天，幽谷上升，高山下降，坎坷曲折之路成坦途，圣光披露，满照人间。

Chapter 1

Your Role as a Public Speaker

Section 1.1
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Everyday Living

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EXPLORE

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● Section Objectives:

- ▶ Describe the role of a public speaker
- ▶ Explain how public speaking is important in social and professional settings

▶ KEY TERMS

- ▶ public speaking
- ▶ speech anxiety

public speaking type of speaking in which one person addresses a group for a specific purpose

Public Speaking in Everyday Living

“When I read great literature, great drama, speeches, or sermons, I feel that the human mind has not achieved anything greater than the ability to share feelings and thoughts through language.”

—James Earl Jones, actor

Communication: A Lifetime Experience

Whether you realize it or not, you have been communicating your entire life. Before you were able to speak, you cried to show displeasure and smiled to express satisfaction. As you grew older, you learned to speak, and your communication became more complex. Simply put, you use oral communication to interact with people. By learning how to cope with your anxiety, as well as understanding how to write and prepare for a speech, you will become a confident and effective speaker. You may have intense anxiety when speaking to a group of strangers. Now is your chance to put those fears to rest and learn how to become a successful speaker. **Public speaking** is one of the many ways to communicate.



CHECK-UP 1.1

Experience, Experience, Experience

1. Give three examples of presentations you have given in the past. These can include an in-class book report, an introduction at an awards ceremony, or an opinion you offered in class. _____

The Nature of Public Speaking

Public speaking is a type of speaking in which you address a group of people for a specific purpose. Instead of casually exchanging ideas in an informal setting, your goal as a public speaker is to communicate information and share your interests with a group of people in a setting that is usually formal. A speech requires you to share ideas, thoughts, and information.

You as an Expert When you become a public speaker, the audience is focused on you and your message—in fact, they will assume (and expect) that you know what you are talking about. Remember that you are responsible for knowing your subject matter and stating your thoughts as clearly as possible. Public speaking is more formal than an interpersonal interaction; you will usually speak without the verbal comments of your audience. You will only be able to rely on their nonverbal communication (such as body language and facial expressions) to help you decide how well the message is being received.

CHECK-UP 1.2

The Audience and You

1. For each of the three presentations you listed in Check-Up 1.1, indicate your preparation and comfort level while delivering your presentation. _____

2. Find out about the people in your class. Interview two people to discover:
 - a. How they feel about speaking in public. _____

 - b. What their public speaking experiences include. _____

 - c. Why they are taking this course. _____

3. Once you have interviewed your partners, share your answers with another classmate. You may be surprised to discover that many of you feel the same way about giving public presentations.



Helpful Resources

If you're giving a speech and have questions about how to prepare or deliver your speech, how to be a more effective speaker, or how to overcome your fear of public speaking, then the Speakers Platform can help you with your problems. Visit profcomm.glencoe.com.



Presentation and Speaking Skills

Take advantage of online resources that can help you develop your presentation and speaking skills. The Internet offers a variety of training courses, self-teaching programs, and helpful Web sites to improve speaking and presentation skills.



TECH ON THE JOB

Using Technology to Help You Communicate

Using visual aids can improve the impact of your speech and help your audience to better understand and remember the important points of your speech. You can use the technology that is available to you to create visual aids such as overhead projections, photographs, slide shows, charts, maps, videos, etc.

SCORING

If you answered *Yes* to:

0–5 questions, you are a strong communicator.

6–10 questions, focus on what areas you need to improve. Are you answering *Yes* to similar questions?

11–15 questions, what ways can you improve your communication skills?

Communication Skills Checklist

Use this checklist to study your own speech communication strengths, weaknesses, and attitudes. Read each statement and decide which do or do not apply to you.

1. When I am introduced to people, I immediately forget their names.	Yes	No
2. I stumble over my words when I give an oral presentation.	Yes	No
3. I freely voice my opinions when working in a group.	Yes	No
4. I do not stay calm and poised during interviews.	Yes	No
5. I have trouble persuading others to share my views.	Yes	No
6. I have trouble carrying on a conversation with a person I have just met.	Yes	No
7. I am uncomfortable and ineffective doing business on the telephone.	Yes	No
8. I find myself thinking about what I am going to say instead of listening to other people.	Yes	No
9. I am afraid to join group or class discussions because I might say something foolish.	Yes	No
10. I avoid making eye contact with people when I talk with them.	Yes	No
11. I tend to avoid taking a strong stand in an argument.	Yes	No
12. I need to improve my vocabulary.	Yes	No
13. I become uncomfortable when I have to relate to people from a cultural background different from mine.	Yes	No
14. I do not welcome constructive criticism about my communication skills.	Yes	No
15. I feel that my communication skills are not improving.	Yes	No