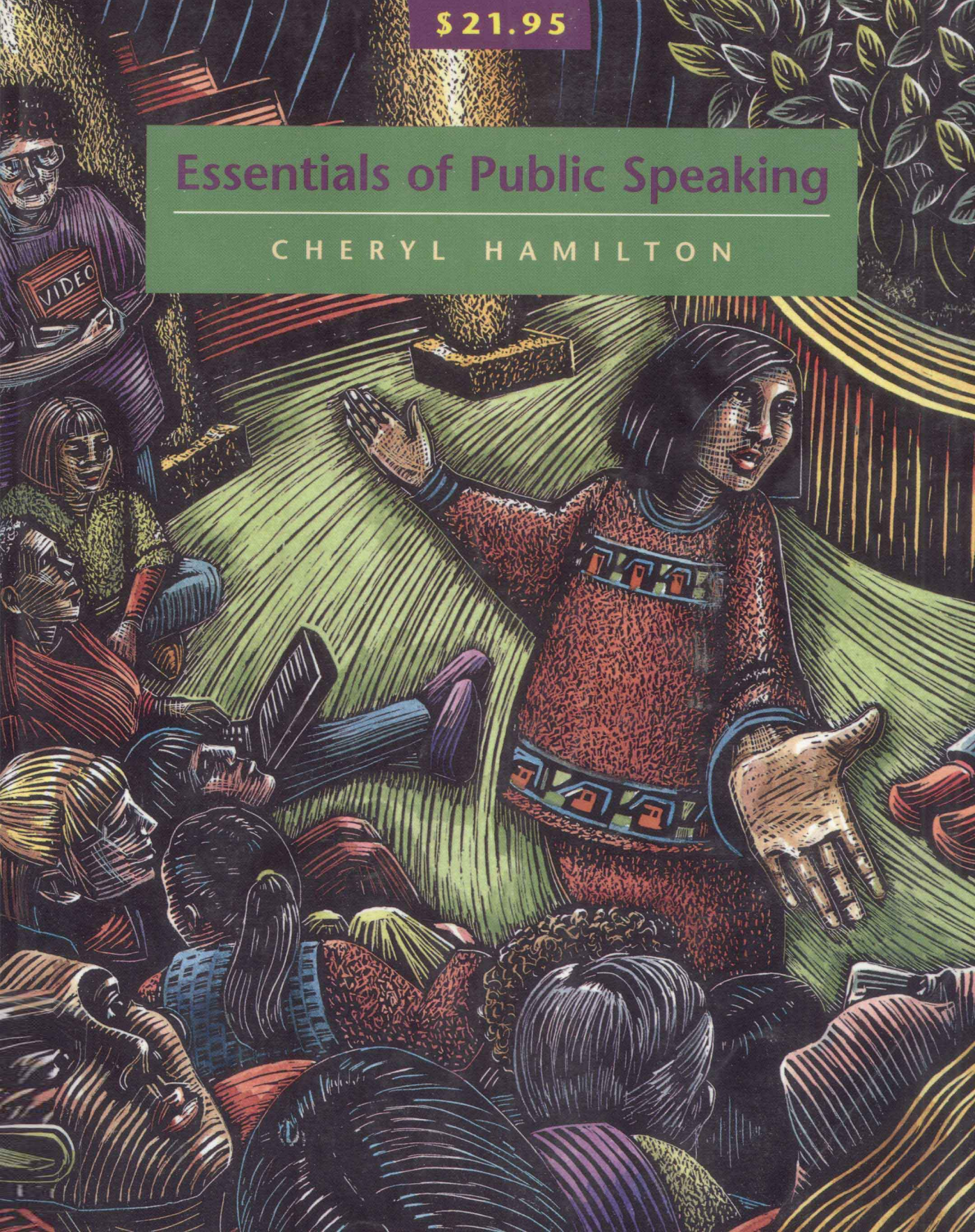


\$21.95

Essentials of Public Speaking

C H E R Y L H A M I L T O N



Essentials of Public Speaking



Cheryl Hamilton



Wadsworth Publishing Company
I®P® An International Thomson Publishing Company

Belmont • Albany • Bonn • Boston • Cincinnati • Detroit • London • Madrid • Melbourne
Mexico City • New York • Paris • San Francisco • Singapore • Tokyo • Toronto • Washington

Executive Editor: Deirdre Cavanaugh
Development Editor: Sherry Symington
Assistant Editor: Megan Gilbert
Editorial Assistant: Matthew Lamm
Marketing Manager: Mike Dew
Project Editor: Cathy Linberg
Print Buyer: Barbara Britton
Permissions Editor: Robert M. Kauser
Production: Elaine Brett, Fritz/Brett Associates
Designer: Ann Butler, Pat Rogondino
Photo Editor: Roberta Broyer
Copy Editor: Robert Fiske
Illustrator: Precision Graphics, Pat Rogondino
Cover Design: Carolyn Deacy Design
Cover Image: Mary Rich Illustration
Compositor: Pat Rogondino, Rogondino Associates
Printer: Malloy Lithographing

COPYRIGHT © 1999 by Wadsworth Publishing Company
A Division of International Thomson Publishing Inc.
ITP® The ITP logo is a registered trademark under license.

Printed in the United States of America
4 5 6 7 8 9 10

For more information, contact Wadsworth Publishing Company, 10 Davis Drive, Belmont, CA 94002,
or electronically at <http://www.wadsworth.com>

International Thomson Publishing Europe

Berkshire House
168-173 High Holborn
London, WC1V 7AA, England

Nelson ITP, Australia
102 Dodds Street
South Melbourne
Victoria 3205, Australia

Nelson Canada
1120 Birchmount Road
Scarborough, Ontario
Canada M1K 5G4

International Thomson Publishing South Africa
Building 18, Constantia Square
138 Sixteenth Road, P.O. Box 2459
Halfway House, 1685 South Africa

International Thomson Editores
Seneca, 53
Colonia Polanco
11560 México D.F. México

International Thomson Publishing Asia
60 Albert Street
#15-01 Albert Complex
Singapore 189969

International Thomson Publishing Japan
Hirakawa-cho Kyowa Building, 3F
2-2-1 Hirakawa-cho Chiyoda-ku,
Tokyo 102, Japan

All rights reserved. No part of this work covered by the copyright hereon may be reproduced or used in any form or
by any means—graphic, electronic, or mechanical, including photocopying, recording, taping, or information storage
and retrieval systems—without the written permission of the publisher.

Library of Congress Cataloging-in-Publication Data

Hamilton, Cheryl.

Essentials of public speaking / Cheryl Hamilton.

p. cm.

Includes bibliographical references and index.

ISBN 0-534-56772-X

1. Public speaking. I. Title.

PN4121 .H18 1999

808.5'1--dc21

98-31498

Complete Speeches Provided in This Book

Speeches by Professionals

Colbert, Virgis, “Successful Strategies for Achieving Your Career Goals,”
A11-A14

Kennedy, John F., “Inaugural Address,” A19-A21

King, Martin Luther, Jr., “I Have a Dream,” A16-A19

Saunders, Martha, “Learn to Listen with Your Heart: Farewell to Graduates,”
372-374

Schwarzkopf, H. Norman, “Address to Departing Troops at Dhahran,”
A15-A16

Speeches by Students

Artifact Speech

Wolfe, Monica E., “Closet Artifacts,” 27-28

Informative Speeches

Brown, Tammy, “The Titanic,” A5-A6

Gemmer, Karen, “Canine Heartworm Disease,” 291-294

McDermott, Robert, “The Electoral College,” 209-211

Setliff, Lucy Tisdale, “Our State of Health,” 99-103

Persuasive Speeches

Clanton, Jenny, “Plutonium 238: NASA’s Fuel of Choice,” A6-A9

Lewis, Tricia Seeley, “Drug Legalization,” 282-284

McElaney, Lorna, “Drinking and Driving,” 313-316

Udelhoven, Hajnalka, “Hospice Is the Way To Go,” A9-A11

Speeches of Introduction

Osburn, Eddie, “The Ishii Stick,” A4

Ross, Lynda, “I Can,” 36-37

Preface



Webster's New World Dictionary defines “essential” as something necessary or fundamental; indispensable, inherent, or basic feature or principle.

Essentials of Public Speaking was created with this definition in mind—it deals with the essentials for making successful speeches of all kinds while getting to the heart of the matter without unnecessary filler. At the same time, *Essentials of Public Speaking* includes state-of-the-art information on such topics as building speaker confidence, researching the Internet and computer databases, ethics and the importance of avoiding plagiarism, and preparing professional-looking visual aids.

Although the text is based on classical rhetorical theory and contemporary research, it takes a very practical, reader-friendly approach—one student reviewer said she found the text so interesting and enjoyable that she read far more than requested. Concepts and skills aren't just explained, they are illustrated with examples and real student speeches.

Public Speaking Essentials

Active learning essentials. The reader is invited to take an active role in the learning process by evaluating various items, taking quizzes (each unit begins with a quiz called Test Your Knowledge), and making decisions about his or her own speeches. Formats for preparing informative and persuasive speeches as well as evaluation forms are included for student use. A mind-map is suggested as a visual, easy-to-remember approach to speaker's notes. Scattered through the text are Tips designed to present special tidbits to assist the speaker in preparing and delivering quality speeches. To encourage students to reflect on and expand on what they have read, practice suggestions have been placed at the end of each chapter.

Essentials of confidence building. Speaker anxiety often keeps students from achieving success. Unfortunately, no amount of lecture, encouragement, or practice will make a person into a confident, professional speaker as long as deep down inside, the person believes himself or herself to be a “poor” speaker. For this reason *Essentials of Public Speaking* approaches anxiety head on in Chapter 3 so students can have improvements well under way by the time the first major speech is due. Although a variety of confidence-building techniques are discussed, Chapter 3 concentrates on positive imagery—a technique fairly new to communication journals, but used for years in athletics. Positive imagery requires only minor instructor guidance and does not need special out-of-class sessions to be successful. In fact, interested students can use positive imagery successfully on their own simply by following the text. Color transparencies are available to aid in teaching this chapter.

Essentials of a fast start. Instructors want students to begin speaking early in the semester, but know that to do well they need information not available until later chapters. *Essentials of Public Speaking* is organized so students can begin giving quality speeches immediately without having to jump ahead for needed information. Chapter 2 discusses the essential characteristics that make a successful public speaker and gives an overview of the basic speaking process. Beginning speeches (such as the speech of introduction, the humorous incident speech, the artifact speech, the pet peeve speech, or the one-point speech) can be given with success the first or second week of class.

Technology essentials. *Essentials of Public Speaking* includes an up-to-date coverage of the use of technology in the speechmaking process. Chapter 6 includes a detailed section on using the Internet and computer databases (such as *InfoTrac College Edition*) to research speech topics. Also included are hints on selecting search engines, valuable suggestions on what to do if a search produces too many hits or too few hits, how to use Boolean operators, evaluating Internet sources, how to find quality Web sites, and correctly citing electronic sources in a bibliography.

Chapter 10 includes complete information on designing and using visual aids of all types and includes such topics as selecting proper fonts, point sizes, and color choices for a variety of media and audience sizes. A unique full-color insert on professional-looking visual aids created through PowerPoint presentation software is located in Appendix D.

Chapter organization essentials. Following a traditional pattern of organization, *Essentials of Public Speaking* divides the chapters into four units: Foundations, Preparing Your Speech, Presenting Your Speech, and Types of Speeches. Chapters 1 through 4 comprise the foundations of the course—the importance of public speaking and ethics, preparing the first speech, building speaker confidence, and listening from the speaker's perspective.

Chapters 5 through 9 are devoted to speech preparation for all types of speeches and include audience analysis, topic selection and research, supporting materials, speech organization (introduction, body, and conclusion), outlines (or storyboards), and speaking notes.

Chapters 10 through 12 give guidelines for presenting speeches—preparing visual aids, delivering the message, and perfecting language style. These chapters are designed so they can be used at any point during the semester. Color transparencies are available for presenting current information on visual aids.

Chapters 13 through 16 present specific information for various types of public speeches—informative, persuasive (including persuasive theory), and special occasion speaking. Team speaking is located in Appendix C.

Essential sample speeches. Each chapter is illustrated with one or more student speeches and excerpts from many professional speeches. The text includes seven complete student speeches (transcribed from classroom videotapes) along with their visual aids, outlines or storyboards, and speaking notes. Additional student speeches (and professional speeches as well) are located in Appendix B.

Essential Instructional Resources

InfoTrac College Edition. With the option of *InfoTrac College Edition's* massive online library, both students and instructors can access full-text articles from more than 600 popular and scholarly publications. InfoTrac exercises throughout the book encourage students to expand their knowledge by quality online research. The InfoTrac database is updated daily with new articles.

Text-specific multimedia presentation and lecture tool. Software designed to work with the *PowerPoint* presentation program includes professionally created text and images to illustrate important concepts in the book. For example, instructors can display the title for a visual aid such as “Stages of Listening” and then with a click of the mouse add each stage as the lecture or discussion requires it. Both instructors and students soon find this classroom aid indispensable. This software is available on a CD-ROM that can be used on Macintosh and IBM platforms.

Videotape library. A wealth of videos are available with this text, including a 60-minute video produced by CNN, the world's leading news organization. This video offers segments or recent news stories that relate to topics covered in the public speaking course—and is updated yearly. Another videotape illustrates effective and ineffective speaking by reviewing excerpts from several ineffective speeches and by watching and discussing two effective speeches from the text—one informative and one persuasive. Pointers for compelling visual aids, speech organization, speaking delivery, and confidence-building are also illustrated and discussed.

Transparency acetates. Fifty full-color transparencies that model the design features presented in Chapter 10 are available for instructor use. These visuals add excitement and interest to lectures and classroom discussions and model correct visual aids for students.

Instructor's Resource Manual. This guide is designed for beginning as well as for seasoned instructors. It includes suggested course syllabi and schedules, teaching ideas, lecture outlines, audiovisual materials, ready-to-use evaluation forms, classroom exercises, ideas for using the practice suggestions in each chapter of the text, and test questions for each chapter.

Thomson World Class testing tools. Available on a computer disk for Windows or Macintosh is a fully integrated collection of test creation and classroom management tools that features all the test items found in the Instructor's Resource Manual. (For more information, see <http://www.worldclasslearning.com>.)

Web tools. The full-service Web site (<http://www.wadsworth.com/communications>) connects you and your students to new teaching information and hot topics. It features a wealth of online material linked directly to this text. You can also create your own Web site for your course and immediately post it on an existing server without the investment of time or resources through “World Class Course”—a service provided to adopters of this book. (For more information, see <http://www.worldclasslearning.com>.)

Acknowledgments

There are many people who took an active role in creating *Essentials of Public Speaking*. First, of course, is the editor, Deirdre Cavanaugh—a creative person who really knows how to communicate. Along with Deirdre, there are others at Wadsworth who played an important role in developing this text: Cathy Linberg, project editor; Sherry Symington, senior developmental editor and dear friend; Bob Kauser, permissions editor; Megan Gilbert, assistant editor; Carolyn Smith, developmental editor; Elaine Brett of Fritz/Brett Associates, project manager; Pat Rogondino of Rogondino and Associates, typesetter; and Robert Hartwell Fiske of Vocabula Communications, copy editor. It was a joy to work with each of these people.

Second are the educators who shared their pedagogical and academic expertise. Special thanks goes to Bonnie Creel, Tarrant County Junior College; Kathy German, Miami University of Ohio; Mark Hickson III, University of Alabama–Birmingham; Ralph Hillman, Middle Tennessee State University; Larry Hugenberg, Youngstown State University; Susan Huxman, Wichita State University; JoAnn Lawlor, West Valley College; Lois Leubitz, Cedar Valley College; Neil Patten, Ferris State University; Jane Patton, Mission College; Roy Schwartzman, University of South Carolina; Deborah Stollery, Xavier University; Mark Stoner, California State University at Sacramento; and Loretta Walker, Salt Lake Community College.

Third are the students who not only tried out the materials in class, but allowed their speeches and visual aids to be used as samples. Thanks go to Tammy Brown, Karen Gemmer, Tricia Lewis, Robert McDermott, Lorna McElaney, Eddie Osburn, Lynda Ross, Lucy Setliff, Christina Stanton, Hajnalka Udelhoven, and Monica Wolfe.

I would also like to thank Patrice Wheeler for producing many of the visuals used in the text and for providing the first draft of the multimedia presentation that accompanies the text; Bonnie Creel for designing many of the test questions; Roy Schwartzman for completing the first draft of Chapter 16; and Anne Drake for her knowledge and guidance in using the Internet.

And finally, I wish to express my heartfelt gratitude to my husband, Howard, my daughter, Erin, and my mother, Doris, for their clever ideas and loving support.

Cheryl Hamilton
Fort Worth, Texas

Brief Contents



One ■ Foundations 1

- 1 Public Speaking, Ethics, and You 2
- 2 Getting Started: Your First Speech 22
- 3 Building Speaker Confidence 39
- 4 Listening: What Speakers Should Know 59

Two ■ Preparing Your Speech 81

- 5 Analyzing Your Audience 82
- 6 Selecting and Researching Your Topic 113
- 7 Supporting Your Ideas 137
- 8 Organizing Your Speech: Introduction, Body, and Conclusion 160
- 9 Outlines, Storyboards, and Speaking Notes 191

Three ■ Presenting Your Speech 213

- 10 Preparing Effective Visual Aids 214
- 11 Delivering Your Message 243
- 12 Perfecting Language Style 268

Four ■ Types of Speeches 287

- 13 Informative Speaking 288
- 14 Persuasive Speaking 308
- 15 Methods of Persuasion 338
- 16 Special Occasion Speaking 360

Appendixes

- A Personal Report of Communication Apprehension (PCRA-24) A1
- B Sample Speeches to Critique A3
- C Team Presentations A23
- D Color Wheel and Color Visuals A37

Notes A45

Index A60

Contents



One ■ Foundations

Chapter 1

Public Speaking, Ethics, and You 2

Public Speaking: What Roles Can It Play in Your Life? 3

Enhancing Your Personal Development 3

Influencing Your World 4

Advancing Your Career 5

The Right Speech for the Occasion 6

Informative Versus Persuasive Speeches 7

Special Occasion Speeches 7

The Communication Process and the Public Speaker 8

Speakers/Listeners 8

Stimulus and Motivation 9

Message Encoding and Decoding 9

Verbal, Visual, and Vocal Codes 11

Feedback 11

Environment 11

Noise 12

Ethics: The Public Speaker's Obligation 13

Examples of Unethical Behavior 13

The Costs of Unethical Behavior 17

Exaggeration, Distortion, and Plagiarism 17

Classroom Ethics 18

Summary 18

Practice Suggestions 19

Chapter 2

Getting Started: Your First Speech 22

Becoming a Good Public Speaker 23

Respect the Diversity of Audience Members 23

Know as Much as Possible About Listening 24

Organize Carefully to Improve Understanding and Recall 25

Use Language Effectively 25

Sound Natural and Enthusiastic 26

Use High-Quality Visual Aids 26

Give Only Ethical Speeches 26

Sample Student Speech 1: "Closet Artifacts" by Monica E. Wolfe 27

Steps to Success: Planning and Preparing a Speech 29

Step 1: Analyze Your Potential Listeners 29

Step 2: Determine Your Topic, Exact Purpose, and Main Points 29

Step 3: Organize and Outline Your Speech 31

Step 4: Rehearse Your Speech Using Your Visual Aids 35

Sample Student Speech 2: "I Can" by Lynda Ross 36

Summary 37

Practice Suggestions 38

Chapter 3

Building Speaker Confidence 39

Understanding Anxiety 40

Situational Anxiety 41

Trait Anxiety 41

Managing Situational Anxiety 43

Prepare and Practice 43

Warm Up First 43

Use Deep Breathing 43

Plan an Introduction That Will Relax You and Your Listeners 44

Concentrate on Meaning 44

Use Visual Aids 45

Managing Trait Anxiety: Positive Imagery 45

What Positive Imagery Is 45

Why Positive Imagery Works 46

Why Forcing Yourself Doesn't Work 47

Mastering Positive Imagery 48

Exercises in Positive Imagery 52

Other Methods for Managing Trait Anxiety 55

Systematic Desensitization 55

Cognitive Restructuring 56

Rhetorithery 56

Summary 57

Practice Suggestions 57

Chapter 4

Listening: What Speakers Should Know 59

Stages of Listening 60

The Sensing Stage 60

The Interpreting Stage 61

The Evaluating Stage 63

The Responding Stage 63

The Memory Stage 64

Attention-Grabbers: Stimulation and Motivation 65

External Versus Internal Stimulation 65

Motivation 66

100 Percent Communication: A Listening Myth 67

Variations in Frames of Reference 67

What They See Versus What They Hear 68

How Listeners Avoid Being Persuaded 69

Criticizing the Speaker's Credibility 70

Doubting the Credibility of the Speaker's Sources 70

Misinterpreting the Speaker's Ideas 71

Thinking of Something Other Than the Speech 71

Reading Listeners' Nonverbal Cues 72

Nonverbal Cues and Context 72

Misinterpretation of Single Nonverbal Behaviors 73

Telltale Signs of Nonlistening 73

Making Listening Easier 74

Personalize Your Speeches 75

Increase Your Speaking Rate 76

Don't State Key Ideas in the First or Second Sentence 76

Use Visuals to Enhance Listening 76

Summary 77

Practice Suggestions 79

Two ■ Preparing Your Speech

Chapter 5

Analyzing Your Audience 82

Analyzing Your Audience: Situational Information 84

Analyzing Your Audience: Demographic Information 86

Identifying Specific Demographic Characteristics 87

Determining Which Demographic Characteristics to Use 90

Analyzing Your Audience: Psychological Information 91

Attitudes 91

Beliefs 92

Values 92

Needs 93

Hazards of Incomplete Psychological Analysis 96

Analyzing for Audience Type 96

The Friendly Audience 98

The Neutral Audience 98

The Uninterested Audience 98

The Hostile Audience 99

Sample Student Speech 3: “Our State of Health” by Lucy Tisdale Setliff 99

Using Audience Analysis 104

Collecting Audience Information 105

Before the Speech 105

After the Speech 107

Summary 108

Practice Suggestions 109

Chapter 6

Selecting and Researching Your Topic 113

Selecting Your Topic 114

Determine Your Topic, Exact Purpose, and Main Points 114

Prepare a Rough-Draft Outline 120

Researching Your Topic 122

Avoid Research Mistakes 122

Begin with Printed Materials 122

Use Commercial/Computer Databases When Possible 125

Use the Internet with Care 125

Conduct Personal Interviews 131

How to Record Your Research Information 132

Avoid Unintentional Plagiarism 133

Include Electronic Sources 134

Supporting Materials to Look for as You Research 134

Summary 135

Practice Suggestions 136

Chapter 7

Supporting Your Ideas 137

Supports That Are Overused—Use Them with Care! 138

Explanations 138

Statistics 140

Supports That Are Underused—Use Them More Often 143

Instances 144

Comparisons: Literal and Figurative 151

Expert Opinions 153

Fables, Sayings, Poems, and Rhymes 154

Demonstrations 156

Supporting Materials: Clarification or Proof 157

Summary 158

Practice Suggestions 158

Chapter 8

Organizing Your Speech: Introduction, Body, and Conclusion 160

Organizing the Body of Your Speech 161

Select a Pattern of Organization 161

Using More Than One Pattern 168

Highlight Your Main Points 169

Make Your Main Points Memorable 170

▼ *Quiz: Memorable Main Points* 171

Organizing the Introduction of Your Speech 172

Step 1: Begin with an Attention-Getter 173

Step 2: Motivate Your Audience to Listen 178

Step 3: Establish Credibility and Rapport 179

Step 4: Clarify Purpose and Main Points 180

Introduction: Optional Steps 181
Organizing the Conclusion of Your Speech 183
Step 1: Summarize Main Ideas 184
Step 2: Refocus Audience Attention 184
Conclusion: Using Q & A 187
Summary 189
Practice Suggestions 190

Chapter 9 **Outlines, Storyboards, and Speaking Notes 191**

Outlining 192
What's the Real Value of Outlining? 193
Tips for Creating Outlines 194
Rough-Draft Outlines 196
Preparation Outlines 197
Storyboarding 201
Advantages of Storyboards 202
Guidelines for Storyboards 203
Speaking Notes 206
Sample Student Speech 4: "The Electoral College" by Robert McDermott 209
Summary 212
Practice Suggestions 212

Three ■ Presenting Your Speech

Chapter 10
Preparing Effective Visual Aids 214
Benefits of Using Visual Aids 215
Visual Aids Improve Audience Memory 215
Visual Aids Save Time and Add Interest 217
Visual Aids Decrease Presentation Time 218
Visual Aids Add to Speaker Credibility 218

Visual Aids Decrease Speaker Nervousness 220
Types of Visual Aids 220
Overhead Transparencies 221
35-Millimeter Slides 221
Flipcharts and Posters 222
Objects, Models, and Handouts 223
Markerboards and Chalkboards 223
Computer-Generated Visuals and Audiovisual Aids 224
Selecting Your Visual Aids 224
Using Text or Graphic Visuals 224
Deciding How Many Visuals to Use 225
Using the Correct Type Size and Typeface 225
Designing Your Visual Aids 227
General Design Principles 228
Specific Rules for Text Visuals 231
Specific Rules for Graphic Visuals 234
Using Color Effectively 237
Summary 239
Practice Suggestions 239

Chapter 11
Delivering Your Message 243
Visual Delivery 245
Appearance 246
Facial Expressions and Eye Contact 246
Posture, Movement, and Gestures 247
Visual Aids 248
Vocal Delivery 255
Volume and Pitch 255
Emphasis, Rate, and Pauses 256
Articulation and Pronunciation 257
Verbal Delivery 258
Immediacy Behaviors 259
Methods of Delivery 261
Speaking from a Manuscript 261
Speaking from Memory 261

Impromptu Speaking 262
Speaking Extemporaneously 263
Rehearsing Your Speech 264
Summary 265
Practice Suggestions 266

Chapter 12

Perfecting Language Style 268

Why Language Choices Are So Important 269

Effective Language Style 271

Simple Language 271

Specific Language 272

Vivid Language 273

Forceful Language 274

Stylistic Devices 274

Alliteration and Assonance 275

Antithesis 276

Simile and Metaphor 276

Onomatopoeia 277

Repetition and Parallelism 278

Hyperbole 279

Personification 279

Language and Bias 279

Gender Bias 280

▼ *Quiz: Testing Your Knowledge of Stylistic Devices 281*

Culture Bias 282

Sample Student Speech 5: “Drug Legalization” by Tricia Seeley Lewis 282

Summary 284

Practice Suggestions 285

Four ■ Types of Speeches

Chapter 13
Informative Speaking 288

Types of Informative Speeches 289

Demonstration Speeches 289

Informational Speeches 290

Listener Retention: Tips from Previous Chapters 291

Sample Student Speech 6: “Canine Heartworm Disease” by Karen Gemmer 291

Steps in Preparing an Informative Speech 294

Step 1: Analyze Your Potential Audience 294

Step 2: Determine Your Topic, Exact Purpose, and Main Points 295

Step 3: Prepare a Rough-Draft Outline of Main Points and Desired Information 296

Step 4: Research Topic for Material to Support Main Points 298

Step 5: Select Best Supporting Materials 298

Step 6: Determine How Best to Organize Main Points 298

Step 7: Plan Introduction and Conclusion 298

▼ *Quiz: Testing Your Knowledge of Informative Organizational Patterns 299*

Step 8: Make Preparation Outline (or Storyboards) and Speaking Notes 300

Step 9: Prepare Visual Aids 303

Step 10: Rehearse Your Speech 304

Summary 304

Practice Suggestions 304

Chapter 14
Persuasive Speaking 308

Persuasion Defined 309

Persuasive Versus Informative Speeches 310

Need for Supporting Materials 310

Language and Style 311

Delivery 311

Organizational Patterns 311

Types of Persuasive Speeches 311

The Speech to Convince 311

The Speech to Actuate 312

Sample Student Speech 7: “Drinking and Driving” by Lorna McElaney 313

Steps in Preparing a Persuasive Speech 313

Step 1: Determine Your Topic, Position Statement, and Type of Speech 316

Step 2: Analyze Audience Attitudes Toward Your Position 321

Step 3: Prepare a Rough-Draft Outline of Main Points and Needed Information 324

Step 4: Research Your Topic 325

Step 5: Select the Best Supporting Materials 326

Step 6: Determine How Best to Organize Your Main Points 327

▼ *Quiz: Testing Your Knowledge of Persuasive Patterns* 328

Step 7: Plan the Introduction and Conclusion 329

Step 8: Make Preparation Outline (or Storyboards) and Speaking Notes 330

Step 9: Prepare Visual Aids 333

Step 10: Rehearse Speech 333

Using the Motivated Sequence 333

Summary 335

Practice Suggestions 335

Chapter 15

Methods of Persuasion 338

Using Evidence and Logic Skillfully 339

Evidence and Logic Defined 339

Evidence and Logic as Persuasive Tools 340

Four Methods of Presenting Evidence 341

Whether to Present Only One Side of Your Position or Both 343

Logical Reasoning 345

Fallacious Reasoning 346

Final Thought: Use Novel Evidence 348

Establishing Credibility 349

Credibility as a Persuasive Tool 349

Basic Elements of Credibility 350

Suggestions for Improving Your Credibility 352

Unethical Use of Credibility 353

Appealing to Listeners’ Psychological Needs 354

Personalizing Your Persuasive Argument 354

Maslow’s Hierarchy of Needs 355

Fear Appeals 356

Unethical Use of Emotional Appeals 358

Summary 358

Practice Suggestions 359

Chapter 16

Special Occasion Speaking 360

Special Occasion Speaking: An Overview 361

Organization of Special Occasion Speeches 361

Purposes of Special Occasion Speaking 363

Speeches of Introduction 363

Presentations of Awards 366

Acceptance Speeches 367

Commemorative Speeches 368

Tributes 368

Toasts 369

Eulogies 370

After-Dinner Speeches 371

Sample Speech 8: “Learn to Listen with Your Heart: Farewell to Graduates” by Martha Saunders 372

Summary 375

Practice Suggestions 375

Appendixes

- A ■ Personal Report of
Communication Apprehension
(PRCA-24) A1**
- B ■ Sample Speeches to
Critique A3**
- C ■ Team Presentations A23**
- D ■ Color Wheel and Color Visuals
A37**

Notes A45

Index A60

Foundations



Test Your Knowledge

Are the following statements true or are they common misconceptions?

The following questionnaire is designed to call attention to common misconceptions about public speaking. Some of the following statements are sound public-speaking principles based on research discussed throughout this book; other statements are misconceptions often thought to be true by beginning speakers.

Directions: If you think a statement is generally accurate, mark it T; if you think the statement is a myth, mark it F. Then compare your answers with the explanations at the end of Chapter 1.

- ___ 1. In persuasive speeches, your most important persuasive tools are logic and evidence.
- ___ 2. Good speakers rarely get nervous.
- ___ 3. Visual aids are nice but are not essential to a speech.
- ___ 4. Speakers should be experts in the field on which they are speaking.
- ___ 5. Red is an excellent color for highlighting graphs and transparencies and for emphasizing key data.
- ___ 6. Audiences consider male speakers to be more credible than female speakers.
- ___ 7. Handouts passed out during the speech help keep the audience's attention.
- ___ 8. In a small conference room where the audience is seated around a table, the speaker should stand.
- ___ 9. Wearing bright, colorful clothing and accessories adds to your power and credibility as a speaker.
- ___ 10. Only accomplished public speakers can deliver effective presentations.