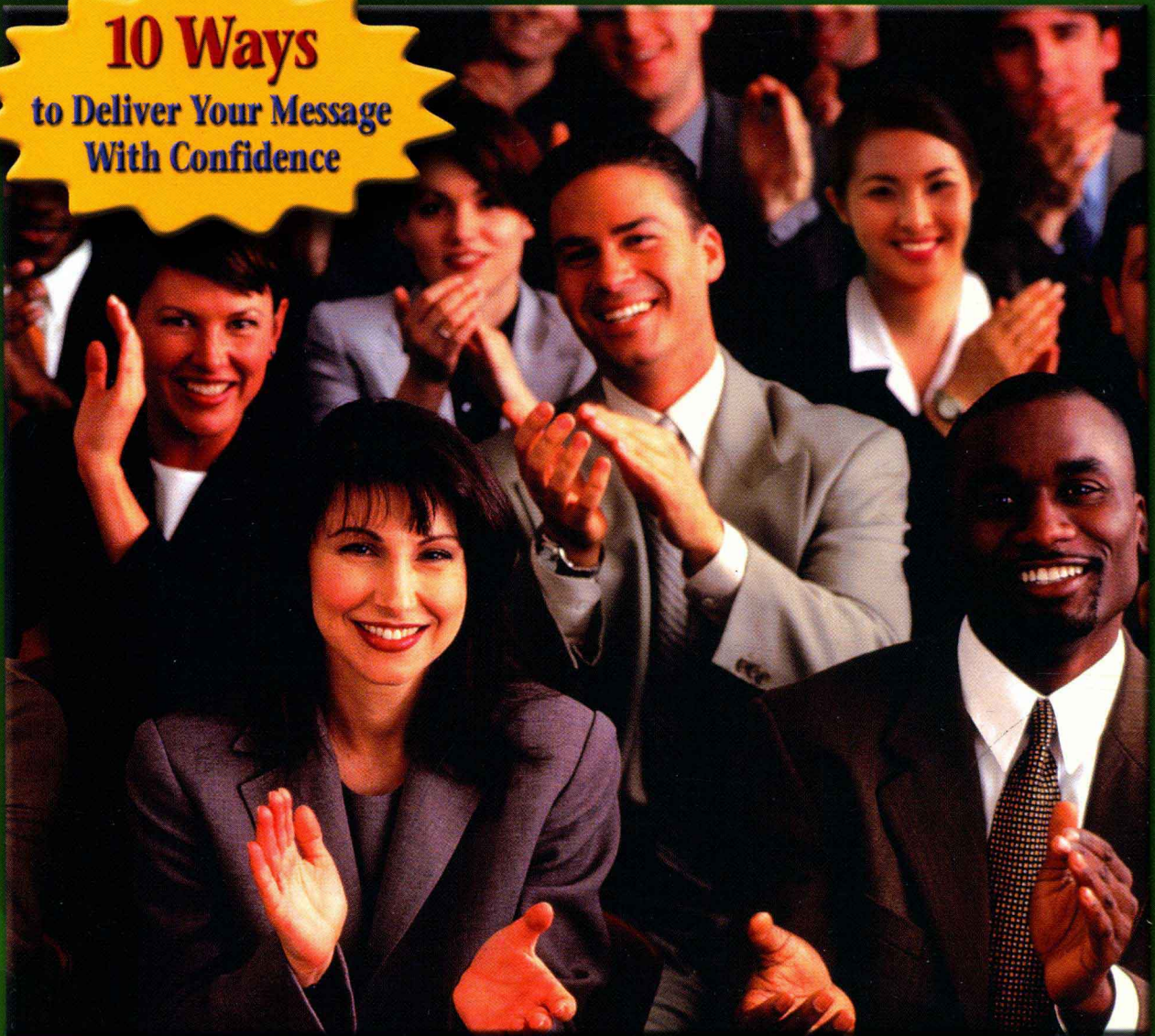


Glencoe Professional
Communication Series

PUBLIC SPEAKING

10 Ways
to Deliver Your Message
With Confidence



Glencoe

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Professional Communication Series

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This book was specifically designed with you in mind. It uses educational principles proven to help you learn faster and with greater retention.

Beginning the Chapter

Key Points draw to your attention important concepts that you should be aware of while reading the chapter.

Communication@Work features illustrate how beneficial effective communication is in the real world.

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.

COMMUNICATION@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

Visit the Public Speaking link on the Professional Communication Series Web site at profcomm.glencoe.com. Here you will find a summary of Chapter 1, as well as additional activities and games to help you remember the concepts in this chapter.

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CHAPTER ONE • YOUR ROLE AS A PUBLIC SPEAKER • 3

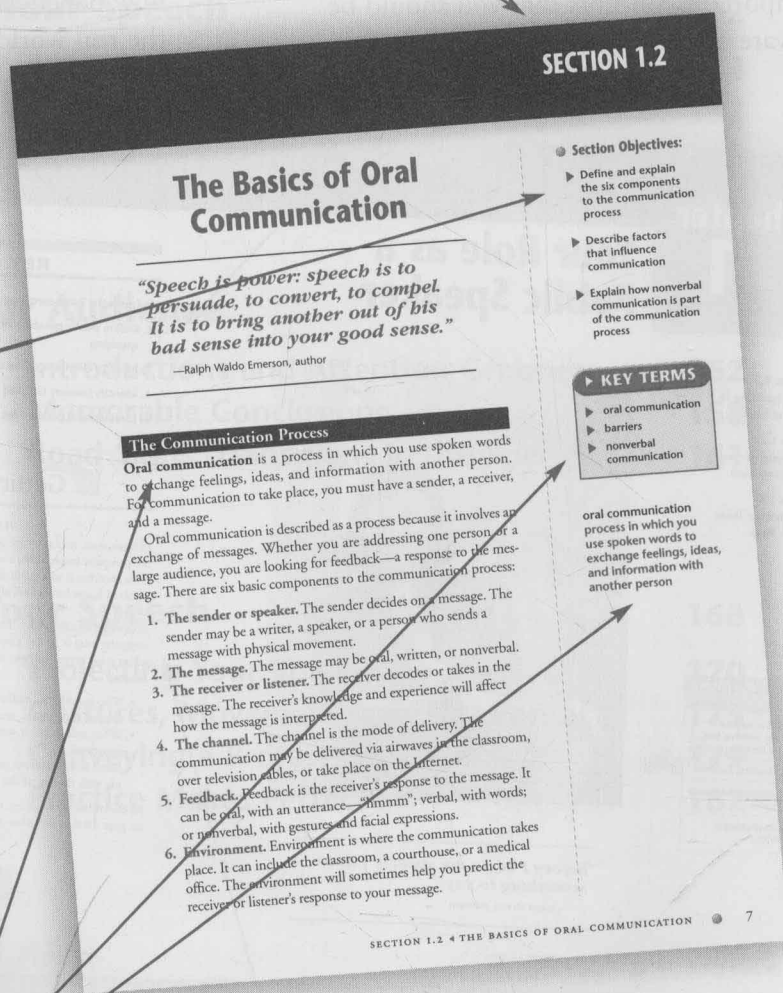
The **Getting Started** activities begin each chapter with a group activity to set the stage for what you will learn as you progress through the instruction.

Communicating on the Net features provide activities and links on the Internet that reinforce the concepts you learned about in each chapter.

Previewing Chapter Concepts

Chapter sections group the material into brief, related concepts. Each chapter includes three or four sections.

Each section contains **Section Objectives** that alert you to the major concepts in each section. Turn the objectives into questions. Then as you read the section, look for the answers to the questions.



Key Terms are in boldface and explained when introduced. They are also defined in the margin.

Special Tips

Special tips in the margin reinforce chapter concepts and provide useful real-world insights.

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.

Going Global features provide an introduction to multicultural aspects of communication.



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.

Tech On The Job features provide information about various types of technology used in the workplace.



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.

Internet Connection features provide links to Web sites with resources valuable to good communicators.

Looking

BACK

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

Looking Back features link concepts currently being studied to content that you have studied earlier in the text.

Looking

AHEAD

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

Looking Ahead features indicate that you will study related concepts in future chapters of the text.

Reviewing Section Material

Thinking Critically questions found with exhibits require you to apply your real-world knowledge to what you are studying in the text.

Check-Ups provide questions to aid you with the retention of concepts presented in each section of the text.

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?

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.

✓ CHECK-UP 1.3
The Communication Process

1. Using the elements of the communication process indicated on page 7, describe a recent communication occurrence:

- Sender or speaker
- Message
- Receiver or listener
- Channel
- Feedback
- Environment

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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? |
|--------------------------|-----------------|
| | |
| | |
| | |
| | |

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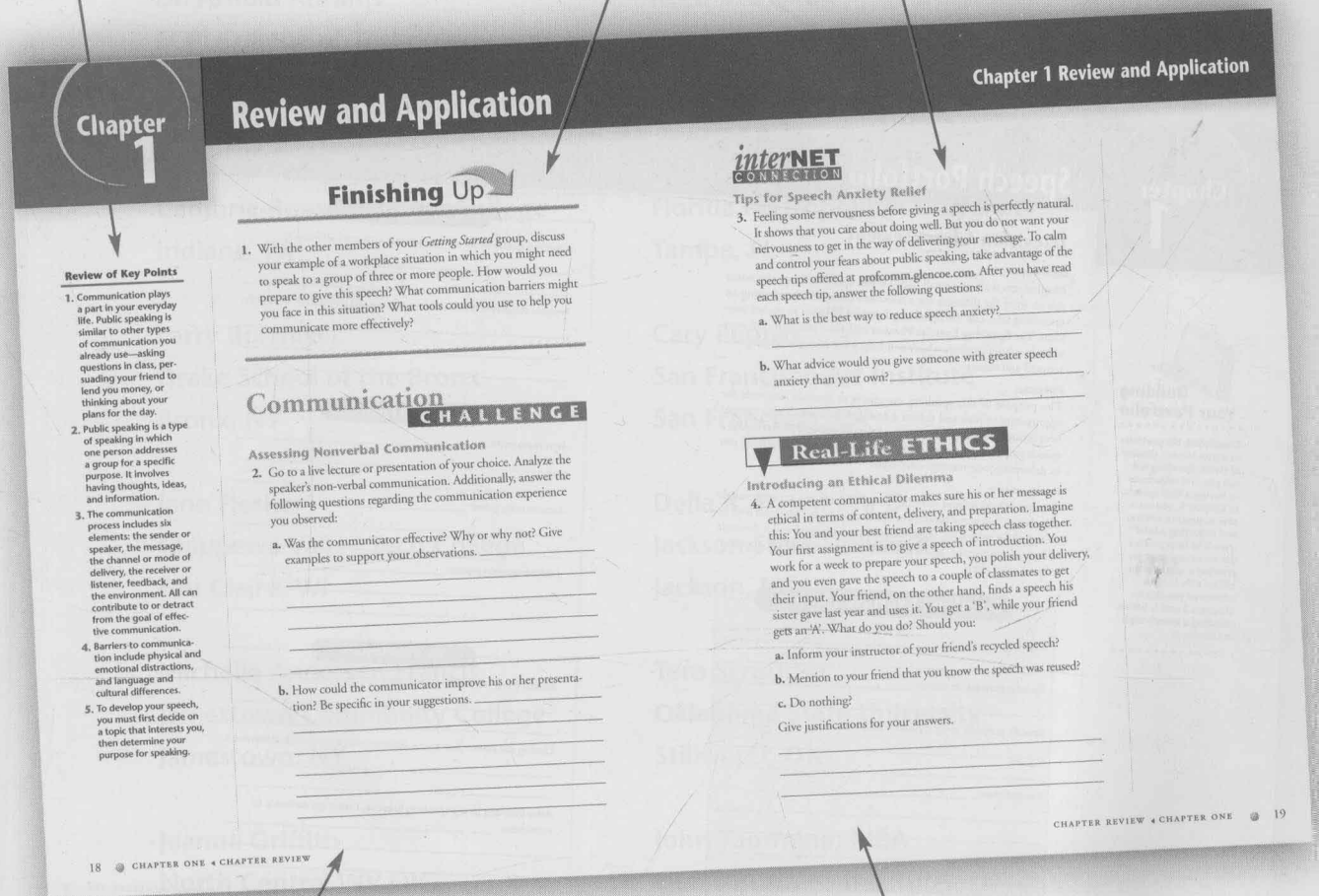
Section Assessments check your comprehension of instruction covered in the chapter before you proceed to the next section.

Reviewing and Applying Chapter Concepts

Review of Key Points sums up the major points of the chapter.

Finishing Up activities check your progress on the Getting Started activities at the beginning of the chapter.

Internet Connection activities allow you to expand upon the concepts you have learned in a chapter using the information on the Internet.

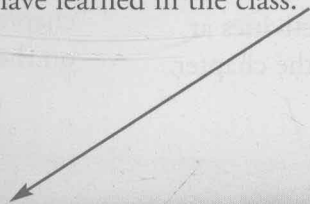


Communication Challenge exercises challenges your critical-thinking skills based on what you have learned in the chapter.

Real-Life Ethics are scenarios that tie the content of each chapter to real-world ethical concepts.

Working With the Portfolio Exercises

Unique to this program is the **Portfolio Exercise** consisting of ten real-world activities in which you will master elements of a speech in a step-by-step guided approach. At the end of the book all activities will become a portfolio of everything that you have learned in the class.



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.

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: _____

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Chapter 1

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EXPLORE

Visit the *Public Speaking* link on the *Professional Communication Series* Web site at profcomm.glencoe.com. Here you will find a summary of Chapter 1, as well as additional activities and games to help you remember the concepts in this chapter.

● 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

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

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

 - What their public speaking experiences include. _____

 - Why they are taking this course. _____

- 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.



TECH ON THE JOB

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 |