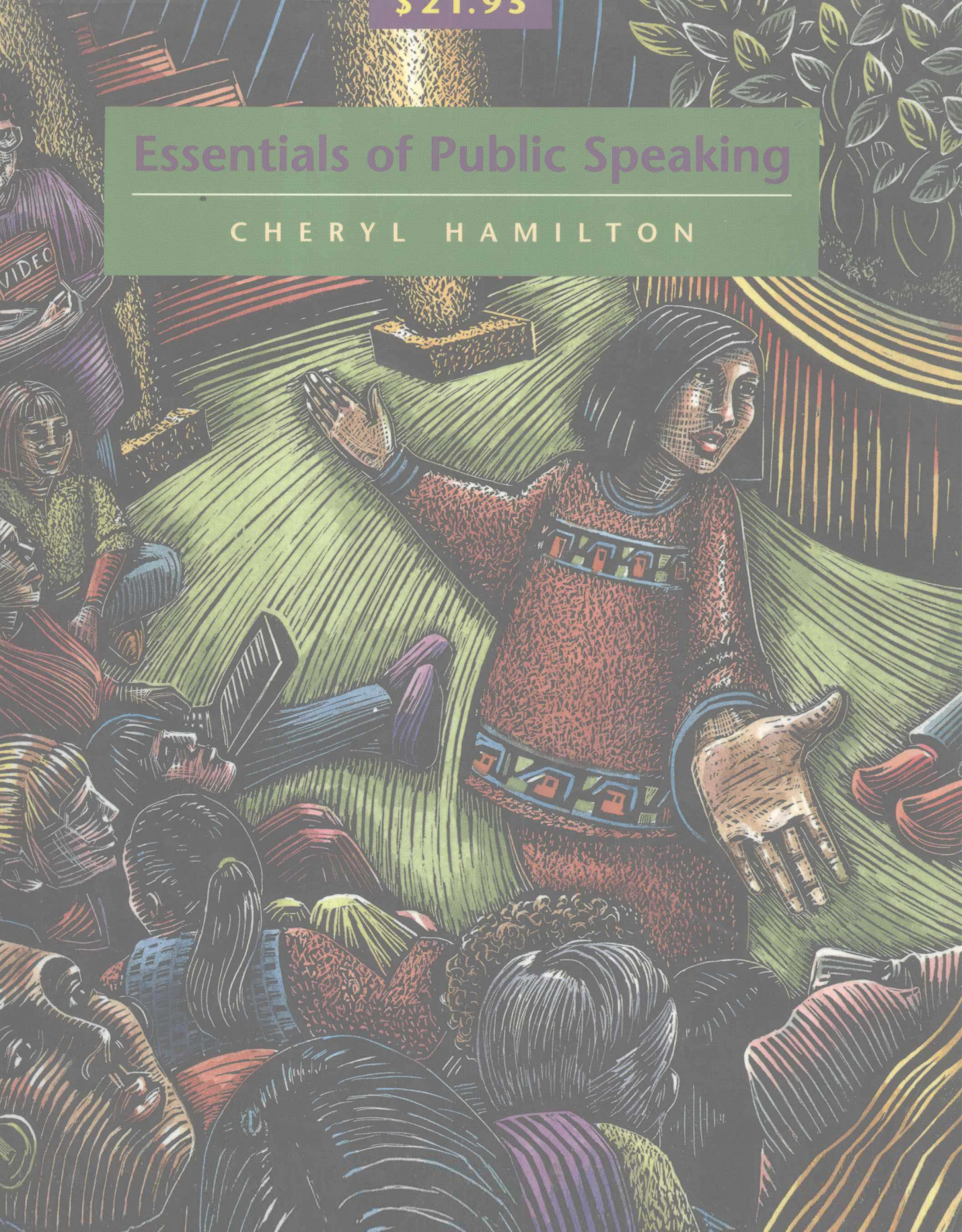


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Essentials of Public Speaking

CHERYL HAMILTON



Essentials of Public Speaking



Cheryl Hamilton



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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>.)

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Cheryl Hamilton

Fort Worth, Texas

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