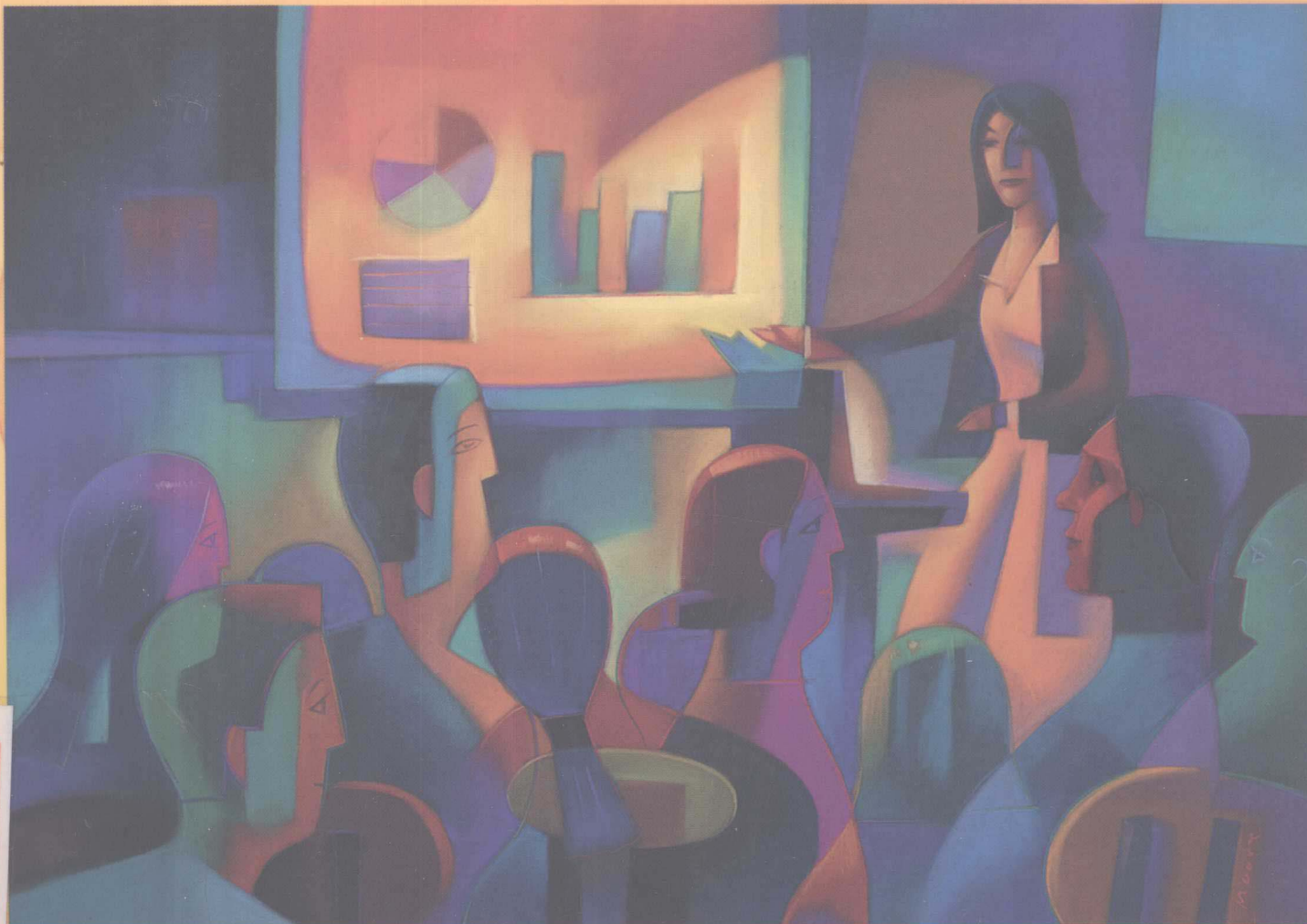# The *Essential* ELEMENTS OF PUBLIC SPEAKING

Joseph A. DeVito

Essential

The Elements of Public Speaking

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Between the time website information is gathered and then published, it is not unusual for some sites to have closed. Also, the transcription of URLs can result in unintended typographical errors. The publisher would appreciate notification where these errors occur so that they may be corrected in subsequent editions.

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Welcome to

The *Essential* Elements of Public Speaking

Public speaking is one of the most important courses you'll take in your entire college career. *The Essential Elements of Public Speaking* will guide you through this exciting and challenging course. It will help you master skills that enable you to give effective informative, persuasive, and special occasion speeches and to listen more critically to the speeches of others. But it also will help you to increase your personal and social communication abilities and enhance a wide variety of academic and professional skills such as organization, research, and language usage.

This text was designed to help you develop effective public speaking skills as efficiently as possible. Despite its relatively brief length, this book is a complete learning package and covers the entire range of topics in public speaking.

MAIN FEATURES OF *THE ESSENTIAL ELEMENTS OF PUBLIC SPEAKING*

Among the main features of this text are

1. an early, brief overview of the steps in public speaking
2. critical listening/thinking links
3. research links
4. ethics cases
5. using technology suggestions
6. strategy discussions
7. self-appraisal tests
8. an emphasis on the cultural dimensions of public speaking.

In addition, in each chapter there are summaries of the contents, vocabulary quizzes, and suggested exercises to help you learn and internalize the material presented throughout this text and your public speaking course.

Brief Overview of the Steps in Public Speaking

In the first chapter, the 10 steps for preparing a public speech are presented so that you can begin delivering speeches almost immediately. Here you'll learn to:

- select your topic and purpose
- analyze your audience
- research your topic
- develop your thesis and major propositions
- support your major propositions
- organize your speech materials
- word your speech
- construct your conclusion, introduction, and transitions
- rehearse your speech
- deliver your speech

The remaining chapters elaborate on these steps and will help you to gradually refine and perfect your public speaking skills.

Critical Listening/Thinking Links

Public speaking is a two-way process; not only is it important to learn to develop and deliver public speeches but it's also important to develop critical listening and critical thinking skills for your role as a receiver of public messages. Because of this, 19 Critical Listening/Thinking Links are presented throughout the text to highlight the skills for critically evaluating what you hear. A complete list of these Critical Listening/Thinking Links is presented in the Specialized Contents.

In addition, a 25-question guide to listening and criticism appears inside the covers. This will provide a ready reference to help you check your own speeches and also to help you formulate and express criticism of the speeches of others.

Research Links

Research is essential to an effective public speech and, of course, to your entire college and professional career. So, knowing how to conduct research

and how to evaluate it are crucial skills that are essential to, but not limited to, public speaking. Rather than appearing in a traditional dense chapter, discussions of research appear throughout the text in 26 Research Link boxes—about 2 per chapter. These Research Links are presented in a progression, from general research principles in early chapters to the more specialized ones in later chapters. In this way, you'll be better able to digest this material and gradually practice the research strategies. By the end of the course, you will have mastered a detailed arsenal of research techniques that will help you throughout your college courses and into your professional life. A complete list of these Research Links is presented in the Specialized Contents.

A Case of Ethics

Because public speaking is such a powerful medium and one that can have enormous consequences, it's essential to consider its moral implications. In this book, each chapter contains A Case of Ethics box that describes a situation that raises an ethical issue and asks how you would respond. By the end of the text, you should have formulated a clear and defensible ethical standard to govern your own public speaking. A list of these ethics boxes appears in the Specialized Contents.

Using Technology

Because we're living in a time when technology dominates just about every aspect of our lives—and public speaking is no exception—technology is discussed throughout the text. In addition, several Using Technology suggestions appear in the margins of each chapter. These items ask you to use the Internet (for the most part) to discover more about the topic or to uncover a variety of specific information. By the end of the course, you should feel comfortable researching just about any topic, using the latest and most efficient research tools.

When using the Internet, keep two cautions in mind. First, the Internet is constantly changing. URLs that are popular today may be shut down when you go to access them. This is simply one of the problems with such a huge and volatile system. Part of the art of Internet research is to work around these problems and to locate the same or similar information on other websites. Second, information on the Internet varies from the most scientifically accurate to the downright wrong and purposely misleading. Throughout this text, we offer suggestions for evaluating Internet information to provide you with the tools necessary to distinguish what is and what is not reliable.

Developing Strategies

Tools for Audience Analysis (www.abacon.com)

Throughout the public speaking process, you'll be confronted with choice points where you have to make decisions as to what to say or how to say it. To help you in this essential process, several Developing Strategies items appear in the margins of each chapter. As you seek to weigh the various options and the evidence and argument bearing on each, you'll fine tune the skills you need for preparing and presenting effective speeches.

Test Yourself

Fifteen self-tests, called Test Yourself, are interspersed throughout the text; these tests will promote active learning and also personalize the material for you. They'll help you assess those qualities that will help you master speaking in public. For example, in these tests you'll be encouraged to explore your own level of communication apprehension (Chapter 1), your openness to intercultural communication (Chapter 5), your research competencies (Chapter 9), and your leadership qualities (Chapter 12).

Culture

The effectiveness of public speaking principles will vary from one culture to another. Not all cultures respond to speakers in the same way. For example, in some cultures, a speaker who is modest and appears unassuming will be responded to very positively; in other cultures this speaker will be seen as weak and lacking in confidence. A direct style will prove clear and persuasive in some cultures but may appear invasive and inappropriate in others. As a result of the tremendous variations from one culture to another in the way in which public speeches and speakers are responded to, cultural insights are integrated in each of the 12 chapters. Among the issues discussed are how members of different cultures give and respond to public criticism (Chapter 2), the cultural factors to consider in analyzing different audiences (Chapter 5), and the cultural differences in emotional and credibility appeals (Chapter 10).

Summary of Concepts and Skills

How did you do? The number of ways of handling each situation is a measure of your flexibility. The more ways you can think of, the more flexible you are.
What will you do? If possible, share your responses with others in small groups or with the class as a whole. You should find that the group is a lot more flexible than any one person; that is, the group as a whole will come up with more possibilities than would any one individual. Can you think of other situations where flexibility would come in handy?

Summary of Concepts and Skills

In this chapter we covered ways to organize the body of the speech: prepare the introduction, conclusion, and transitions; and outline the speech.

In organizing the body of the speech:

◆ Select your propositions.
  • Select propositions that are most important to your thesis.
  • Combine those that have a common focus.
  • Select those that are most relevant to your audience.
  • Use few propositions (two, three, or four work best).
  • Phrase your propositions in parallel style.
  • Separate your propositions, avoiding any overlap.
◆ Organize your propositions.
  • In a **temporal** pattern your main ideas are arranged in a time sequence.
  • In a **spatial** pattern your main ideas are arranged in a space pattern—for example, left to right.

• In a **topical** pattern your main ideas (equal in value and importance) are itemized.
• In a **problem–solution** pattern your main ideas are divided into problems and solutions.
• In a **cause–effect** pattern your main ideas are arranged into causes and effects.
• In a **motivated sequence** pattern your main ideas are arranged into five steps: attention, need, satisfaction, visualization, and action.
• Additional patterns include: structure–function, comparison-and-contrast, pro-and-con (advantages and disadvantages), claim and proof, multiple definition, and Who? What? Why? Where? When?
• In selecting an organizational pattern take into consideration the cultural composition of your audience, especially the extent to which they are from low-context or high-context cultures.

Construct your introduction, conclusion, and transitions.

◆ Construct your introduction so that it

Each chapter ends with a series of summary statements to help you fix in your mind the key concepts of the chapter. You may find it helpful to review these summary statements before reading the chapter to get a fairly detailed overview of what's covered in the chapter, then to read the chapter, and then re-read the summary.

Vocabulary Quiz

Persuasive speeches can be analyzed in terms of fact, value, and policy:
◆ Speeches of fact focus on what is or is not true.
◆ Speeches of value focus on what you consider good or bad, just or unjust.

◆ Be real...
◆ Demonstrate your own willingness to do what you're asking your listeners to do.
◆ Stress the specific (rather than the general) advantages to doing as you say.

Vocabulary Quiz

The Persuasive Speech
Match the terms dealing with the persuasive speech with their definitions. Record the number of the definition next to the appropriate term.

_____ competence
_____ motive
_____ charisma
_____ evidence
_____ identification
_____ character
_____ argument
_____ speaker credibility
_____ hierarchy of needs

1. A persuasive strategy in which the speaker stresses his or her similarity with the audience.
2. Evidence plus a conclusion.
3. Reasons in support of a proposition or conclusion.
4. Needs or desires that lead people to act in ways that enable them to achieve these needs or desires.
5. A view of motives holding that certain motives are more basic than others and that only the most basic unfulfilled needs motivate behavior.
6. The persuasiveness of a person, apart from anything the person says or does.
7. The knowledge and expertise that an audience sees a speaker possessing.
8. The morality and good will that an audience feels a speaker possesses.
9. The speaker's personality or dynamism that an audience perceives.

Because knowing the specialized vocabulary of a discipline will help you think about and talk about the material more effectively, each chapter ends with a 10-item matching column of the chapter's vocabulary.

Public Speaking Exercises

...ught not get adopted if made to wait for someone of the same race—must be considered first. Adoption (regardless of race) is good for the child and therefore is a positive social process. Those opposed to interracial adoption argue that children need to be raised by those of the same race if the child is to develop self-

...the sole criterion for promotion, job at schools, etc. and that affirmative action is just reverse racism; one form of injustice cannot correct another form of injustice.

10.2 Analyzing a Speech

The Perils of Philanthropy
Upendri Gunasekera

"Save the Children has touched the lives of millions of children and their families around the world with the help of caring people like you! You can help stop the suffering and give deserving children in need a better life today and hope for the future." Sponsor a child like this girl, Korotoumou Kone, a nine-year-old Malian, for $20 a month, just 67 cents a day, to provide for some of her basic needs.

But what if I were to tell you that only three months after your sponsorship began, the girl died. In fact, *The Chronicle of Philanthropy*, March 26, 1998, reported that the *Chicago Tribune* journalist who sponsored this child through Save the Children, went to Mali to check up on the girl, and found she had died nearly two years earlier. Save the Children never bothered to inform the reporter that the intended recipient of her generosity was dead. Oops.

The Chronicle of Philanthropy goes on to state that as of January 14, 1999, 400,000 Americans were child supporters, donating $400 million each year through these programs. How much of the money they sent to these charities received by the hunger stricken children we see on TV? All too often, the answer is a resounding NO. The truth is that in the last year alone, the *Chicago Tribune* found 24 other children

What do you think of the opening "attention getter"? Did it gain your attention? Did it make you want to hear or read more?

Each chapter ends with two or more exercises. The last exercise in each chapter is Analyzing a Speech, where a complete speech plus annotations and questions are presented. These speeches are presented as models of effectiveness and will show you what an excellent speech looks like. The annotations will help guide you through the essential elements of public speaking. The other exercises will help you work actively with the material covered in the text.

Emphasis on Technology

Throughout *The Essential Elements of Public Speaking*, you'll find an emphasis on using the latest technology, for example:

◆ Research Links, which cover research strategies and resources, emphasize using the latest technology, especially online sources. Thus, researching with online encyclopedias, almanacs, academic research articles, government publications, and museum collections is considered in detail. Similarly, researching through the World Wide Web, e-mail, listservs, newsgroups, and chat groups is thoroughly explored.

◆ Using Technology marginal notes offer suggestions for online research.

◆ A number of Critical Listening/Thinking Links focus on technological research, offering suggestions for evaluating materials found on the Internet where anyone can publish.

◆ PowerPoint technology is featured in Chapter 4. Here the values of computer assisted presentations in public speaking are discussed along with suggestions for preparing slides and presenting them to an audience. A complete slide show speech (prepared in PowerPoint) is presented as an example. In addition, samples of speaker's notes and handouts, prepared from the PowerPoint presentation, are provided.

◆ Sample web pages are presented throughout the text to visually stress the importance of Internet materials and also to highlight some of the best websites for research.

Technology Integration

One of the major and most interesting development in textbooks is the integration of the textbook with the technology. *The* Essential *Elements of Public Speaking* comes with extensive technology support that complements the material presented in this text and the typical introduction to public speaking course. As you'll see, this text's website and the accompanying CD-ROM provide robust content. It is not intended that every student would read the text, the website, and all of the contents accessed from the CD-ROM. Rather, the accompanying technology-based materials are designed to offer extra avenues for pursuing topics raised in the text. These topics interest a wide variety of students and address many course objectives.

✳ ANCILLARIES/ SUPPLEMENTARY MATERIALS

Instructor Supplements

Print Supplements

◆ **Instructor's Manual/Test Bank** by James Benjamin of the University of Toledo, includes chapter overviews, objectives, a wealth of valuable classroom activities, and suggestions for further reading. The Test Bank contains hundreds of challenging multiple-choice, true-false, short answer, and essay questions along with an answer key. The questions closely follow the text chapters and are cross-referenced with corresponding page numbers.

◆ **Computerized Test Bank** The printed Test Bank is also available electronically through our computerized testing system, TestGen EQ. The fully networkable test generating software is now available on a multi-platform CD-ROM. The user-friendly interface enables instructors to view, edit, and add questions, transfer questions to tests, and print tests in a variety of fonts. Search and sort features allow instructors to locate questions quickly and arrange them in a preferred order.

◆ **The ESL Guide for Public Speaking** by Debra Gonsher Vinik of Bronx Community College of the City University of New York. This guide provides strategies and resources for instructors teaching in a bilingual or multi-lingual classroom. It also includes suggestions for further reading and a list of related websites.

◆ **A Guide for New Public Speaking Teachers: Building Toward Success, Second Edition** by Calvin L. Troup, Duquesne University. This guide helps new instructors learn to effectively manage, organize, and teach the public speaking course.

◆ **Allyn & Bacon Public Speaking Transparency Package** This set, produced using PowerPoint, includes 100 full-color transparencies.

◆ **Great Ideas for Teaching Speech** by Raymond Zeuschner of California Polytechnic State University. This book provides descriptions of and guidelines for assignments successfully used by experienced public speaking instructors in their classrooms.

Electronic Supplements

◆ **Allyn & Bacon Digital Media Archive for Communication, Version 2.0** This CD-ROM offers still images, video excerpts, and assorted lecture resources that can be incorporated into multimedia presentations in the classroom.

◆ **PowerPoint Presentation Package for** *The* Essential *Elements of Public Speaking* (available on the Web: www.ablongman.com/ppt) by Dan Cavanaugh. This text-specific package consists of a collection of lecture outlines and images keyed to every chapter in the text.

◆ **Allyn & Bacon PowerPoint Presentation for Public Speaking** (available on the Web: www.ablongman.com/ppt). This PowerPoint presentation includes 125 slides and a brief User's Guide.

◆ **Allyn & Bacon Student Speeches Video Library** Instructors have their choice of one video from a collection of seven that includes three 2-hour American Forensic Association videos of award-winning student speeches and four videos with a range of student speeches delivered in the classroom. Some restrictions apply.

◆ **Allyn & Bacon Public Speaking Key Topics Video Library** This library contains three videos that address core topics covered in the classroom: Critiquing Student Speeches, Speaker Apprehension, and Addressing Your Audience. Some restrictions apply.

◆ **Allyn & Bacon Public Speaking Video** This video includes excerpts of classic and contemporary public speeches and student speeches to illustrate the public speaking process.

◆ **Allyn & Bacon Communication Video Library** A collection of communication videos produced by Film for the Humanities and Sciences. Contact your local Allyn & Bacon sales representative for ordering information. Some restrictions apply.

◆ *VideoWorkshop for Public Speaking Instructor's Learning Guide,* by Tasha Van Horn, Citrus College and Marilyn Reineck, Concordia University. This guide provides teaching suggestions and answers that will help instructors use the *Video Workshop for Public Speaking CD-ROM* in class. A correlation guide helps you relate the materials to your text, and the complete CD-ROM as well as pages from the Student Learning Guide are included. To learn more about VideoWorkshop, please visit **www.ablongman.com/videoworkshop**.

◆ **ContentSelect** Order access to ContentSelect for your students! This free research database, searchable by keyword, gives you immediate access to hundreds of scholarly journals and other popular publications. Visit **www.ablongman.com/contentselect** for more information.

Student Supplements

Print Supplements

◆ **Preparing Visual Aids for Presentations, Third Edition** by Dan Cavanaugh. This 32-page booklet provides ideas to improve presentations, including suggestions for planning a presentation, guidelines for designing visual aids, storyboarding, and a PowerPoint presentation walk-through.

◆ **Public Speaking in the Multicultural Environment, Second Edition** by Devorah A. Lieberman, Portland State University. This booklet helps students learn to analyze cultural diversity within their audiences and adapt their presentations accordingly.

◆ **Speech Preparation Workbook** by Jennifer Dreyer and Gregory H. Patton, San Diego State University. This workbook takes students through the various stages of speech creation—from audience analysis to writing the speech—and provides supplementary assignments and tear-out forms.

◆ **Outlining Workbook** by Reeze L. Hanson and Sharon Condon, Haskell Indian Nations University. This workbook includes activities, exercises, and answers to help students develop and master the critical skill of outlining.

◆ **Brainstorms Booklet** by Joseph A. DeVito. A guide to thinking more creatively about communication or anything else; a perfect complement to the text's unique emphasis on critical thinking. Students will find nineteen practical, easy-to-use, creative thinking techniques along with insights into the creative thinking process.

◆ **Studying Communication** by Joseph A. DeVito. An introduction to the study of any of the forms of communication. This guide helps students learn how to conduct research and get the most out of the communication classroom—whether attending a lecture, taking notes, reading a textbook, taking a test, or writing the research paper.

◆ **ContentSelect: A Student's Guide for Speech Communication** This guidebook includes information on how to access and use ContentSelect, a research database, as well as tips for conducting searches and citing research materials in a paper.

◆ **iSearch: Speech Communication** This resource guide for the Internet covers the basics of using the Internet, conducting Web searches, and critically evaluating and documenting Internet sources. It also contains Internet activi-

ties and URLs specific to the discipline of speech communication.

◆ *VideoWorkshop for Public Speaking Student Learning Guide*   This combination *Video Workshop Student Learning Guide* and CD-ROM package contains all the materials students need to get started: CD-ROM containing specially selected video clips of student speeches and a tear-out page workbook with Learning Objectives, Web Links, Observation Questions, Next Step Questions, and a multiple choice quiz.

Electronic Supplements

◆ **Interactive Speechwriter Software, Version 1.1 (Windows and Macintosh)** by Martin R. Cox. This interactive software package for student purchase provides supplemental material, writing templates (for the informative, persuasive, and motivated sequence speeches, as well as for outlines), sample student speeches (text only), and more!

◆ **Speech Writer's Workshop CD-ROM 2.0** This interactive software will assist students with speech preparation and will enable them to write better speeches. The software includes four separate features: (1) a speech handbook with tips for researching and preparing speeches plus information about grammar, usage, and syntax, (2) a speech workshop which guides students through the speech-writing process and includes a series of questions at each stage, (3) a topics dictionary containing hundreds of speech ideas—all divided into sub-categories to help students with outlining and organization, and (4) a citation database that formats bibliographic entries in MLA or APA style.

◆ **Companion Website with Online Practice Tests** (http://www.ablongman.com/devito) by Elsa Peterson. The text-specific website includes an online study guide with practice tests and weblinks.

◆ **The Essential Elements of Public Speaking Resource CD-ROM**   This CD-ROM includes self-tests, skill-building exercises, and extensions and elaborations on the text, all written by Joseph DeVito.

◆ *VideoWorkshop for Public Speaking CD-ROM* This CD-ROM, available only in the Student

Learning Guide or the Instructor's Teaching Guide for this VideoWorkshop, contains video clips from student speeches that have been specially chosen to illustrate the various steps in the public speaking process.

❋ ACKNOWLEDGMENTS

❋ PHOTO CREDITS

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