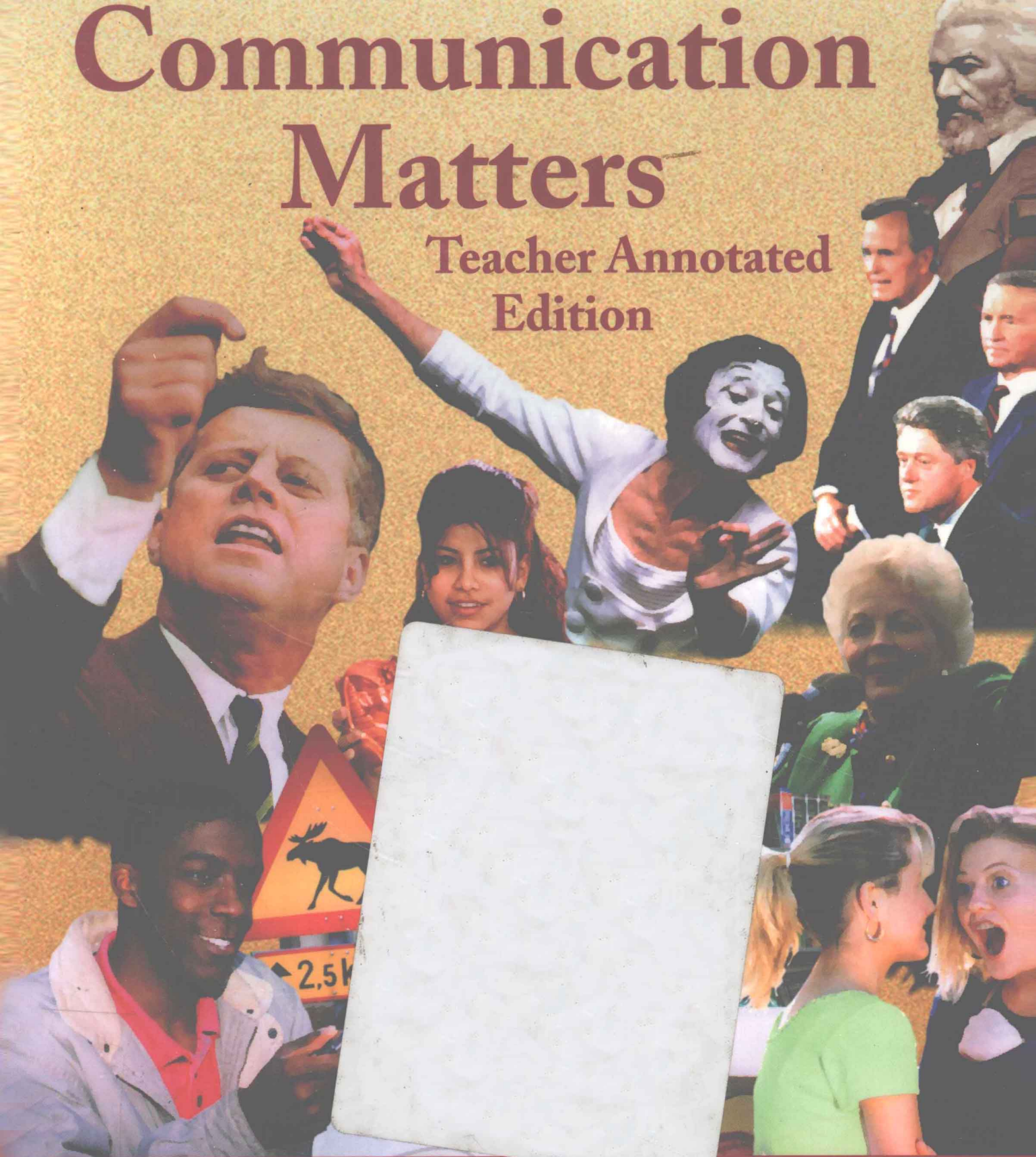


# Communication Matters

Teacher Annotated  
Edition



McCutcheon ♦ Schaner ♦ Wycoff

# Communication Matters



Teacher Annotated Edition

**Randall McCutcheon**

Albuquerque Academy  
Albuquerque, New Mexico

**James Schaffer**

Nebraska Wesleyan University  
Lincoln, Nebraska

**Joseph R. Wycoff**

Apple Valley High School  
Apple Valley, Minnesota



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# Communication Matters



Teacher Annotated Edition

## About the Authors

**Randall McCutcheon**, Director of Forensics, Albuquerque Academy, Albuquerque, New Mexico, has over twenty years of experience teaching speech. He has authored two other books: *Can You Find It?*, a guide to teaching research skills to high school students (It received the Ben Franklin Award for best self-help book of the year in 1990.), and *Get Off My Brain*, a survival guide for students who hate to study. Nationally recognized by the U.S. Dept. of Education for innovation in curriculum, he was selected Nebraska Teacher of the Year in 1985. Other awards include Nebraska's Outstanding Young Speech Teacher of the Year, 1979, and the National Forensic League's Coach of the Year, 1987. He holds membership in the Speech Communication Association, the National Forensic League, and the Catholic Forensic League. He completed his undergraduate work at the University of Nebraska with emphasis in speech and theater. His graduate level work was in the study of rhetoric, persuasion, and interpersonal communication. After nearly a decade of working in radio and television, he has taught in public and private schools in Nebraska, Iowa, Massachusetts, and New Mexico and coached his speech teams to fifteen state and five national championships (NFL and CFL).

**James Schaffer**, an assistant professor and publications advisor at Nebraska Wesleyan University, earned a Ph.D. in English from the University of Virginia in 1990. He is also a part-time teacher at Lincoln (NE) East High School where he advises the *Muse*, a monthly humor magazine.

His journalism students have won numerous awards including state and national championships in writing, design, and photography. A strong interest in the space program led Schaffer to apply for the Teacher in Space contest. He became a national semi-finalist and was named state aerospace educator of the year. In 1987 he won a Christa McAuliffe Fellowship from the U.S. Department of Education that enabled him to give over 400 programs on space travel to school and community groups.

He and his wife Mary Lynn, also an educator, have three children—Suzanne, Sarah, and Stephen—who all love to speak.

**Joseph R. Wycoff** has taught English (American literature) and Speech at Chesterton High School in Chesterton, Indiana, for the past twenty-seven years. For twenty years, he was the coach/director of the Chesterton Speech and Debate Program, which won fifteen Indiana state championships and three consecutive national titles ('89, '90, '91). Mr. Wycoff was named National Speech and Debate Coach of the Year three times. He is a member of the Indiana Coaching Hall of Fame, and in June of 1992, he was inducted into the National Forensic League National Hall of Fame. As an educator and as a coach, he has won numerous awards. Over the past few years, he has traveled to nearly thirty states, giving over one hundred instructional/motivational seminars to both students and adults on "burnout," leadership, ethics in competition, and effective communication and has taught summer speech sessions at Bradley University (Illinois), Longwood College (Virginia), and the University of Iowa. He received his Masters of Arts from Valparaiso University (Indiana).



# PREFACE

- ◆ As many as nine out of ten students have plagiarized a paper sometime during their college careers, according to a survey conducted by Miami University of Ohio Professor Jerold Hale and two colleagues.
- ◆ According to Professor Barbara J. Adler of Concordia College, only 28% of speech teachers surveyed actually devoted a class unit to the study of ethics, despite the fact that 90% felt a course should include such a unit.
- ◆ The Roman teacher Quintilian argued, “The perfect orator is a good man speaking well.”

Although Quintilian would have said a “good person” today, the truth in his observation is inescapable. A speaker, a communicator, should be ethical. The authors of *Communication Matters* recognize that it is not enough to bemoan the fact that we are failing to sufficiently discuss ethics and social responsibility in our teaching of communication skills. Therefore, this textbook focuses on developing in each student what Aristotle described as good character, intelligence, and goodwill.

Special features of *Communication Matters* include:

- ◆ **Communication Works**—These career features spotlight real people who use communication in their occupations.
- ◆ **Communication Breakthroughs and Communication Breakdowns**—These stories provide meaningful examples for the students to analyze. Discussion questions are asked at the end of each feature.
- ◆ **Instant Impacts**—These smaller, boxed features contain quotes, anecdotes, and other bits of information that students will find entertaining and informative.
- ◆ **Taking Charge**—These activities are interspersed throughout the chapters to challenge the students.
- ◆ **Student Speech**—These examples of student work provide both inspiration and models for discussion.

Each chapter begins with objectives, terms, and a brief preview. The end-of-chapter material includes the following:

1. A Chapter Summary
2. Two Vocabulary Building Exercises

- 3. Things to Remember
- 4. Things to Do
- 5. Things to Talk About
- 6. Things to Write About
- 7. Critical Thinking
- 8. Related Speech Topics

Clearly, students require a textbook that addresses the need for social responsibility today. John F. Kennedy once wrote, “A child miseducated is a child lost.” The authors believe that we have already lost far too many children.

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Joseph Wycoff would like to thank the following individuals for their assistance: Pamela C. Cady, Robert Kelly, Barbara Funke, Robert Funke, Carol Biel, James Cavallo, Jane Anne Wycoff, students from Apple Valley High School (Minnesota) for their class/survey contributions, student speakers from Chesterton High School for their example speeches (or excerpts), the Chesterton High School library staff, and the National Forensic League (Ripon, Wisconsin).

*Reviewers*

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## *Dedications*

to my grandmother

—*Randall McCutcheon*

To Mary Lynn for her unwavering love and support and to Suzanne, Sarah, and Stephen who make it all worthwhile.

—*James Schaffer*

I would like to dedicate this book to Bob, Barb, Carol, and Pam for constantly telling me that I was doing something worthwhile and that blue skies were in the future; to my wife, Janie, for working as hard as I did, and for making me learn how to use a computer; and to all teachers, who—even though they are often overworked and underappreciated—still believe that teaching kids is the greatest gift.

—*Joseph R. Wycoff*

# CHAPTER 1

## Building Responsibility

“Never before has it been so essential to learn to separate the true from the false. We have come to put great emphasis upon education in science and engineering. But speech, rather than science or engineering, may actually hold the key to the future of the world. Science makes George Orwell’s 1984 a possibility. Effective speaking may prevent its becoming a reality.”

— Francis Horn, past president of the  
University of Rhode Island

