The Challenge of Effective Speaking

Rudolph F. Verderber

Eleventh Edition

Effective Speaking

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Rudolph F. Verderber

University of Cincinnati

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preface

Students of the 21st century are challenged by the diversity of media available to them in preparing for and giving speeches and the diversity of audience needs and interests. With this edition, I have not only updated examples, theory, and references but also offer the students a variety of new materials that will help them more quickly become competent communicators in today's world.

This new edition offers more guidance in technology and also shows the students how to work systematically through the necessary steps of speech preparation. Overall, this 11th edition is designed to capitalize on the teaching methodology that has made *The Challenge of Effective Speaking* a leader in its field. I firmly believe that students who apply themselves to learning the material in this book will be able to give the very best speeches possible. Highlights of the new edition include:

- **Expanded Coverage of Technology.** Greatly expanded and updated coverage of technology throughout the text helps meet the needs of the students of the 21st century. Students are given practical information on utilizing electronic resources, as well as evaluating on-line material. In addition, the text provides specific guidelines for creating computer-generated visual aids.
- **Speeches for Today's Students.** The text is replete with new sample speeches as well as topic suggestions that reflect contemporary issues and concerns.
- **Enhanced Skill Development.** The new edition further extends the strong coverage of skills of earlier editions with even more chapter-by-chapter practical advice on gaining speech skills. For example, in many chapters key steps in the speech preparation process are illustrated with specific examples that help walk the student through the process. Also, exercises and activities throughout give students practical experience in honing skills.
- **More on Outlining.** Because beginning students find outlines to be key learning tools, there are now two chapters on the organizing and outlining process, and more outline samples in the text.
- **Complete Update.** In addition to including contemporary examples throughout that students can relate to, as well as the latest in technology, the book's scholarship has been updated throughout.

New and Enhanced Features

Building on features that received high praise in previous editions, I have developed the following features to further enhance the learning experience.

- **On-line Exercises.** Exercises throughout the text enhance students' mastery of the Internet and help illustrate key points in the chapters. These exercises are facilitated by InfoTrac College Edition, an on-line database that students can access via passwords provided with the text.
- **Technology Tips.** This marginal feature provides useful tips for making the most of on-line resources, as well as practical information and insights into technologies ranging from computer software to cellular phones. Topics include using search engines to fine-tune a speech topic (Chapter 4) and analyzing persuasive messages on television (Chapter 13).
- **Focus on Skills.** These exercises are designed to help students hone their skills in each phase of the speech-preparation process. Through various activities that range from self-recording, observing, reflecting, editing sample material, and writing responses to specific questions, students gain increased mastery of public speaking skills. Activities include brainstorming (Chapter 4), preparing notecards (Chapter 5), writing thesis statements (Chapter 6), and using specific, concrete, and precise language (Chapter 10).
- **Speech Evaluation and Audience Analysis Checklists.** Over nine detailed feedback checklists provide a framework for students to evaluate their own and others' speech skills as well as their speech setting and their audience. The speech evaluation checklists are customized for the various types of speeches covered in the text, including expository, process or demonstration, motivation, and refutation.
- **Reflect on Ethics.** These features outline ethical challenges and require students to think critically in sorting through a variety of ethical dilemmas faced by speakers. Topics include using controversial visual aids (Chapter 9), plagiarism and outlining (Chapter 6), and appropriate citation of sources (Chapter 12).
- **Glossary.** Key terms in the margins provide students with a quick reference to important terms of each chapter. There is also a complete glossary at the end of the book.
- **Sample Speeches and Outlines for Analysis.** Eleven sample speeches (nine student and two professional) are included in the text itself, and numerous additional professional speeches are referred to and accessible via InfoTrac College Edition. Each of the student speeches is preceded by a full sentence outline, accompanied by annotations from the author and in select cases, followed by questions for speech analysis.

Highlights of Changes in Sections and Chapters

The text has retained the basic organization of previous editions. However, some material has been streamlined, and other material completely revised. To sum up the changes by section:

Part One, Orientation: This three-chapter introduction, giving students a solid base for making a first speech and listening to the speeches of their classmates, has been revised throughout.

Part Two, Principles: The primary changes in Part Two provide a more complete and cohesive approach to preparing speeches that are adapted to specific audiences. These eight chapters develop the seven steps of an effective speech plan, and, by the end of Part Two, students are well prepared to give their first major speech. However, since growing class size may demand that graded speeches be delivered prior to a class completing all chapters in Part

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Two, we offer Chapter 2, Preparing Your First Speech and Coping with Nervousness, which offers an overview of the speechmaking process. The Annotated Instructor's Edition provides guidance for faculty on where and how to integrate earlier speech assignments. Chapter Two in the Student Workbook supports this coverage by including activities that assist students in early speech preparation and delivery.

Part Three, Informative and Persuasive Speaking: This section has been streamlined to three chapters to help students focus on the most critical elements and tools for developing effective informative speeches, develop reasoning skills, and apply reasoning skills to prepare effective persuasive speeches.

Part Four, Adapting to Other Occasions and Formats: These two chapters have been revised to incorporate the text's new pedagogical features.

Although the entire book has been updated and revised throughout, the following chapters have been revised most extensively:

- **Chapter 1, Introduction to Public Speaking,** gives greater emphasis to the empowerment of effective speaking skills and also includes coverage of the challenges of speaking to diverse audiences, an expanded section on ethical responsibilities, and a new section on critical thinking.
- **Chapter 2, Preparing Your First Speech and Coping with Nervousness,** has a totally revised section on preparing the first speech, culminating in an outline of the seven action steps of speech preparation. It contains more specific guidelines for students on how to reduce their speech apprehension.
- **Chapter 3, Listening Critically,** now focuses more sharply on listening to and analyzing speeches. Moreover, there is a new section on how students can offer motivational feedback on speeches to their peers.
- **Chapter 4, Selecting a Topic, Analyzing the Audience and Setting, and Determining Your Speech Goal,** takes students through topic selection, analysis of audience and setting, and writing a speech goal with a more detailed, step-by-step procedure including a checklist on analyzing speech setting and audience.
- **Chapter 5, Researching Your Speech in the Information Age,** has been totally revised. The chapter now features the use of on-line resources as well as traditional ones in helping students find sources for their speeches. The reader sees how three of the author's students find material by using different sources, with special emphasis on a hands-on approach to accessing information electronically through the school library's database and on the Internet.
- **Chapter 6, Organizing and Outlining the Speech Body,** is the first of two completely revised and expanded chapters on organization and outlining. This chapter has a revised section on *Outlining Main Points* that leads the student through the process step by step, and the section on *Selecting and Outlining Supporting Material* has also been revised.
- **Chapter 7, Organizing and Outlining Introductions and Conclusions,** features revised and expanded sections on the *Introduction* and the *Conclusion*, and it has a new section on *Readying Notes for the Practice Speech.*
- **Chapter 8, Adapting to Audiences,** is a unique chapter in the field and uniformly praised by reviewers of this edition. This chapter illustrates the adaptation process by giving an example of how a student goes about preparing his own speech.

- **Chapter 9, Visual Aids,** has been totally revised. In addition to new material on types of visual aids—including software graphics—the chapter now has sections on *Making Visual Aid Choices* and *Designing Visual Aids*, with summary do's and don't's for students.
- **Chapter 12, Principles and Practices of Informative Speaking,** has been rewritten to focus on several essential principles and now features three types of informative speeches that are most widely used in basic courses: expository, process or demonstration, and speech of extended definition.
- **Chapter 14, Practicing Persuasive Speaking Skills,** has been revised so that the material on reasoning is now easier to understand.

New Resources for Students

With this edition, I feel we have achieved the most outstanding array of supplements ever to assist in making this course as meaningful and effective as possible. All of these student resources are new to this edition. Please contact your local Wadsworth representative for an examination copy, contact our Academic Resource Center at 1-800-423-0563, or visit us at http://communication.wadsworth.com/

- **InfoTrac College Edition.** A fully searchable, on-line database provides students access to complete articles from over 600 scholarly and popular periodicals, updated daily, and dating back four years. This database allows students to expand their knowledge of media issues with contemporary articles from all the major media. A four-month subscription to InfoTrac College Edition is included in the purchase price of this new text, and exercises for using InfoTrac are integrated into each chapter of the new edition. Look for the InfoTrac College Edition logo to signal the InfoTrac College Edition feature.
- **InfoTrac College Edition Student Workbook for Communication,** written by Nancy Rost Goulden of Kansas State University, can be bundled with the text and features extensive individual and group activities that utilize InfoTrac College Edition. The workbook also includes guidelines for students on maximizing this resource.
- **Verderber Web Tutor from Wadsworth/Thomson Learning.** Harnessing the power of the Internet to deliver public speaking aids that support various learning styles, Web Tutor is a web-based learning companion to this text. Features include presentation of chapter objectives and lessons; flashcards with audio, still images, and video; exercises that can be downloaded, completed, and returned to the instructor; discussion topics integrated within the chapter; on-line review questions and tutorials; links to real-world locations for timely information; real-time chat; calendar of syllabus information; e-mail connections (using existing e-mail accounts); and an announcement board. For a demonstration of this product featuring one of Wadsworth's psychology texts, please visit the web site www.itped.com, or go directly to the Web Tutor demonstration at www.ilearntoday.com. This state-of-the-art class management and study tool is available bundled with the text, as a stand-alone, or via on-line subscription.

• **Student Workbook.** New for this edition, this print study guide complements and expands students' understanding of the book. It includes a summary of each chapter, multiple copies of speech evaluation forms included in the text, a research journal, outlining activities and worksheets, and Internet activities. This resource can be bundled with the text or sold separately.

• **A Guide to the Basic Course for ESL Students.** This saleable item can be bundled with the text and is designed to assist the non-native speaker. It features Frequently Asked Questions (FAQs), helpful URLs, and strategies for accent management and overcoming speech apprehension.

New and Proven Resources for Teachers

• **Annotated Instructor's Edition,** written by Judy Santacaterina of Northern Illinois University—with assistance from Christopher J. Miller on technology—couples the student text with extensive marginal annotations for the instructor to create an invaluable resource. Significantly enhanced for this new edition, this is a key resource for the first time teacher, the adjunct, and the experienced. Marginal annotations include additional teaching strategies; class activities including short public speaking assignments; discussion topics; cross references; helpful URLs; and suggestions for strategic integration of our leading supplements program.

• **Instructor's Resource Manual** includes instructional strategies, sample syllabi, suggested grading criteria, chapter summaries, answers to the text's Focus on Skills activities, chapter-specific activities, possible answers to the InfoTrac College Edition activities included in the text, multiple speech evaluation checklists, and a testbank.

• **Multimedia Presentation and Lecture Tool** is text-specific software designed to work with the PowerPoint presentation program and is available on cross-platform CD-ROM.

• **Thomson Learning Testing Tools™** contains test creation and grading for essay, multiple-choice, true/false, fill-in, and matching questions, available in cross-platform (Win/Mac), with flexible delivery via print, diskette, LAN, WAN, or Internet. Instructors have the ability to scramble questions, test and grade on-line, and create multiple versions of a test. The program also features rejoinders to incorrect answers. If a student clicks on an incorrect answer, a tutor box appears to guide the student to the text page references for the correct answer and additional study.

• **The Teaching Assistant's Guide to the Basic Course.** This guidebook is designed for the new Communication teacher or for those who want to refresh their approach. Based on leading communication-teacher training programs, the guide covers general teaching and course-management topics, as well as specific strategies for communication instruction, such as providing effective feedback on performance, managing sensitive class discussions, and conducting mock interviews. This guide is available free to adopters of the text and as a saleable item to other interested parties.

• **Transparency Acetates** for customers who prefer acetates to electronic transparencies. This packet of 35 two-color acetate transparencies is available from the previous edition.

- **CNN Videos** help stimulate class discussions. The series of CNN videos, with video segments keyed to material in the text, is available to qualifying adopters. Ask your Wadsworth/Thomson Learning representative for more information. *CNN Today: Public Speaking Volume I* includes Clinton's "apology" speech, a speech from the Dali Lama, and Queen Elizabeth II's address on the death of Princess Diana.
- **Wadsworth Video Library** is a resource of over 30 videos, including "Oral Critiques of Student Speeches," "Public Speaking: Knowing Your Audience," and "Effective Speeches."

How to Use InfoTrac College Edition

InfoTrac College Edition is a fully searchable on-line university library containing full-length articles from more than 600 well-known magazines, scholarly publications, professional association pamphlets, and encyclopedias.

To access IntoTrac College Edition, simply log on to www.infotrac-college.com/wadsworth. Enter your account ID number, which came with a copy of your text, and begin your search. If you did not receive a password, please contact your local Wadsworth representative or call our Academic Resource Center at 1-800-423-0563. You can use InfoTrac College Edition to search in three ways:

- **Subject Guide.** Subject Guide pages display every indexed topic in which the word you typed in the search box appears, as well as the number of references indexed under each topic. This lets you see exactly what matches your search before you view the citations and enables you to choose a single aspect or topic.
- **Keywords.** Entering one or more keywords will give you the broadest range of citations. Literally any citation that includes your word or words in the title and/or abstract will appear. This is helpful if you have a very specific search word, but less helpful than the Subject Guide if your topic word is broad.
- **PowerTrac.** PowerTrac lets you create complex search expressions that combine different search methods, such as author and topic, or find articles from a particular publication and issue date.

Search Tips

1. Be as specific as possible with search words, so you get citations that are useful to you.
2. If you don't get a lot of matches, try different words. For instance, many articles use "public speaking" as the Subject Guide, but many other articles using "communication" as the subject might also be useful in speech preparation.
3. After you open up an article, use the Link feature to get a list of related articles and topics.
4. When your search results are too broad, use the Limit Search button. This button will allow you to limit the search, for instance, to within a specified range of dates, making your material more timely.
5. Please don't wait until the last minute to do your research with InfoTrac! As with any other library system, it takes time to get to know InfoTrac and the many ways it can help you do research.

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