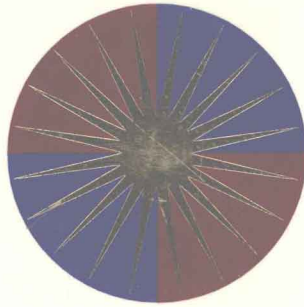


*Excellence in*  
**PUBLIC SPEAKING**

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# EXCELLENCE IN PUBLIC SPEAKING

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# EXCELLENCE IN PUBLIC SPEAKING

# Preface

One voice can make a difference—and so can one book. Our goal in developing *Excellence in Public Speaking* has been to help students gain the skills and the confidence to prepare and deliver speeches that will make a difference in their communities, their careers, and their personal lives. To become more effective communicators (and more effective listeners), students need classroom instruction, independent study of chapter concepts, and practice (in planning, delivering, and analyzing speeches). Our text is specifically designed to facilitate that learning process.

The number one problem faced by most students taking a public speaking course is speech anxiety. Although no text can substitute for the experience of addressing an audience, *Excellence in Public Speaking* devotes an entire chapter (Chapter 2) to reassuring students that nerves are normal. This text helps students transform anxiety into excitement as they prepare for their first speech. In addition, a series of “Overcoming Speech Anxiety” boxes are strategically placed throughout the text, providing practical ideas that help students at all skill levels develop more confidence in their ability to speak to an audience.

Of course, understanding theory is important, and students need to see concrete examples of how concepts are actually applied. This text helps students learn by example as they study the sample excerpts, outlines, and complete speeches that appear in every chapter. Most of our examples are drawn from actual classroom

speeches. In many chapters, students can study the contrast between poor and improved examples, as well as compare their own work to the models in the text. These concrete examples not only reinforce the underlying principle but make the vital connection between theory and practice.

The ethical and social responsibilities of speakers are no less important today than they were in the days of the great Greek and Roman orators. A full chapter (Chapter 3) guides students through a careful examination of the individual rights, social responsibilities, and the ethical obligations of contemporary public speakers. In addition, “Focusing on Ethics” boxes are positioned throughout the text, highlighting specific ethical dilemmas. Moreover, examples and exercises have been integrated into the text of individual chapters to call students’ attention to important ethical issues.

Sensitivity to cultural diversity is an ongoing theme in *Excellence in Public Speaking*. This text respects students of all backgrounds and promotes respect for diversity in both speakers and audience members. Starting in Chapter 1, students learn strategies for addressing culturally diverse audiences. Coverage of intercultural issues continues throughout the book in examples and illustrations, as well as in “Speaking Across Cultures” boxes placed in carefully selected chapters.

The study of public speaking has been supported through the years by voluminous research. In preparing *Excellence in Public Speaking*, we sought to ensure the book’s scholarly



integrity by consulting thousands of sources, including academic, consumer, trade, and professional journals and publications. This solid foundation of research ensures that the text reflects current thinking, as well as giving students a thorough grounding in classical theories.

Public speaking is as much an art as a science; to be able to inform, persuade, or entertain an audience, students need to do more than simply read a text. That's why we designed this book to work in conjunction with classroom instruction and practice. With *Excellence in Public Speaking* students can learn the underlying principles, understand how and why these principles are applied, and use these principles as they polish their skills. Ultimately, being able to speak and listen more effectively will help students make a difference in the world around them.

## **SOLID CONTENT BRINGS PUBLIC SPEAKING INTO THE TWENTY-FIRST CENTURY**

The dynamic field of public speaking continues to evolve as technological advances, cultural trends, and other factors influence the way people research, draft, and deliver speeches. *Excellence in Public Speaking* includes all the traditional fundamentals as well as the hottest issues in public speaking today. This comprehensive coverage provides students with the tools they need to analyze and apply public speaking principles.

### **Explores Major Public Speaking Themes**

A series of thirty-eight boxed special features offer insights into key themes:

- *Speaking Across Cultures* provides practical ideas about addressing culturally diverse audiences.
- *Developing Your Creativity* shows how to apply creative thinking in public speaking situations.
- *Improving Your Critical Thinking* helps students develop their ability to analyze and evaluate issues.

- *Overcoming Speech Anxiety* reinforces attitudes and practices that reduce nervousness.
- *Focusing on Ethics* discusses the complex ethical dilemmas that challenge public speakers.

Designated with an icon, each of these boxes is strategically placed throughout the book.

### **Emphasizes Ethical Speaking**

This text encourages students to develop high ethical standards by helping them explore the ethical issues and responsibilities that challenge today's speakers. *Excellence in Public Speaking* draws a clear distinction between ethical dilemmas and ethical lapses, helping students understand the difference between unresolved ethical questions and behavior that is simply unethical. The book covers ethics in three ways: in a full chapter (Chapter 3), in numerous theme boxes, and in examples and exercises in selected chapters.

### **Demonstrates Public Speaking Throughout the World**

Because today's student's—tomorrow's communicators—interact with people from many countries at school, at work, and in the community, *Excellence in Public Speaking* demonstrates the use of public speaking throughout the world. So that students can learn from speakers in other countries as well as make themselves better understood in international settings, our text includes advice and outstanding examples from an array of countries, including China, Russia, Mexico, Japan, South Africa, Nigeria, Israel, India, The Netherlands, Sweden, and the United Kingdom.

### **Offers Expert Advice on Common Challenges**

Many students have difficulty using humor in speeches, understanding diverse audiences, applying critical and creative thinking, reducing speech anxiety, tackling ethical issues, and handling conflicts in group meetings. Unique to this book are seven "Ask an Expert" features in which acknowledged academic specialists answer common student questions. Each feature closes with a discussion question and an application

question to help students think about and apply what they've learned.

### **Integrates Technological Applications**

To help students understand, apply, and adapt to the technological tools of communication, we have integrated public speaking technology throughout the text. This book introduces students to the specific technological developments that have an impact on all aspects of public speaking—from using the Internet and computer databases during research, to using computer software for outlines and drafts, to using computerized graphics during delivery.

### **Motivates Student with Accessible Content**

The readability level of this text makes learning easy. The conversational style and careful attention to clarity make the text highly readable, lively, and interesting. This approachable style and reading level encourages students to move through the text painlessly, helping them gain the skills they need to become proficient public speakers.

### **Features Real-World Public Speaking**

In textual examples and throughout the photo program, this text provides insights and advice on the art of public speaking from a wide range of individuals. Students learn not only from prominent speakers such as Colin Powell and Sandra Day O'Connor but also from their peers—other public speaking students whose speeches and ideas are quoted in the text.

### **Promotes Learning with a Unique Design and Exhibit Program**

Because of the pervasive influence of television and film, students are conditioned to being visually stimulated while they learn. The design and illustrations in *Excellence in Public Speaking* have been developed for more than just artistic reasons. Based on extensive research, the state-of-the-art design and the extensive photo and

illustration program invite students to delve into content. Also, the design eases reading, reinforces learning, and increases comprehension.

### **EFFECTIVE PEDAGOGY ENHANCES STUDENT LEARNING**

To complement the comprehensive content, *Excellence in Public Speaking* includes reliable learning tools that encourage skill building and enhance student understanding. Many of these pedagogical elements are unique to this text and were specially designed to support an integrated learning program for public speaking.

### **Instructs Students Using a Step-by-Step Presentation**

Because students are guided through the public speaking process one step at a time, they can more easily understand and master the principles and skills necessary to achieve excellent results. Starting with an overview of the foundations of public speaking and proceeding through preparing, organizing, and presenting the speech, this text offers practical treatment of every topic. Tips and techniques, checklists, annotated speeches, individual and group end-of-chapter exercises, and informative photos and illustrations all contribute to the practicality of the text.

### **Includes Helpful Checklists**

Numerous checklists throughout the book assist students in organizing their thinking, making decisions, expressing their thoughts logically, and checking their work. These checklists are located as close as possible to the related discussions. They provide useful guidelines without limiting student creativity, and they are handy for stimulating recall of effective speaking techniques.

### **Presents Sample Speeches and Outlines for Analysis**

A variety of full-length speeches, excerpts, and outlines invite students to analyze principles in action. By reading the commentary and comparing the examples with the concepts covered in each chapter, students become more knowledge-

able about the practical aspects of developing an effective speech.

### **Suggests Both Individual and Group Exercises**

To give instructors maximum flexibility in making assignments to students, each chapter includes a variety “Sharpen Your skills” exercises. Some are geared to individual work; others are intended for group work.

### **Stimulates Critical Thinking with Thoughtful Questions**

Students are challenged to improve their critical thinking skills as they answer the seven “Apply Critical Thinking” questions at the end of each chapter. In addition, “Improving Your Critical Thinking” boxes positioned throughout the text develop evaluation and analysis skills.

### **Offers Practical Tips for Success**

Every chapter includes three or more brief “Success Tips” that highlight and reinforce important techniques for public speaking excellence.

### **Begins Each Chapter with Learning Objectives**

At the beginning of each chapter, a concise list of goals tells students what they will be able to achieve by reading the chapter and completing the exercises. These objectives provide structure for the learning process, encourage students to expand their knowledge of the material, and serve as a measure of learning progress.

### **Ends Each Chapter with a Summary**

End-of-chapter summaries complement the learning objectives by presenting a succinct wrap-up of each chapter’s material. After reading the summaries, students are better able to comprehend the chapter concepts and applications.

### **Defines Key Terms**

The first time an important term is introduced in the text, it is shown in boldface type, followed by its definition. At the end of that chapter, students will see every key term listed, followed by the page

number where it is defined. This handy reference allows students to quickly check any definition.

## **EXEMPLARY SPEECHES PERMEATE THE TEXT**

Because students learn by example, we have chosen only top-quality, exceptional speeches that demonstrate creativity in public speaking. Every speech and excerpt has been carefully selected to augment chapter content and show how key concepts are applied. Some of these speeches are taken from professional speakers; others are taken from students speaking on a wide variety of topics. By showcasing creative, thought-provoking examples of key concepts, we aim to encourage students to stretch their imaginations as they develop their speaking and listening abilities.

A number of chapters include annotated speeches that identify the elements of effective speeches. Full-length examples of informative, persuasive, and special occasion speeches include insightful analyses, helping students learn how to apply the same principles to their own speeches. In addition, commentaries linked to extended examples (such as a sample introduction, sample conclusion, sample planning outline, and sample speaking outline) highlight specific elements for special attention.

## **SOUND ORGANIZATION SUPPORTS LEARNING**

Instructors and students alike will appreciate the logical yet adaptable organization of topics in this text. Beginning with an overview of the fundamentals of public speaking, the book progresses through parts that guide students through the steps in preparing, organizing, and presenting a speech. The final part includes advanced topics that are generally covered later in the course, after students have gained some experience with the basics.

Although many instructors are quite comfortable with this sequence, those who favor another approach can easily change the order of chapters to suit their needs, because each chapter’s topic



coverage is carefully designed to stand on its own.

Part I, “The Foundations of Public Speaking,” introduces the basic elements of public speaking. In Chapter 1, students learn about the value and evolution of public speaking, the communication process, the effect of cultural diversity, and the elements that contribute to public speaking excellence. Chapter 2 helps students understand and cope with speech anxiety so that they can gain confidence in their public speaking abilities. The chapter leads students through the preparation and delivery of their first speech, and includes a sample speech of self-introduction. Chapter 3 discusses the social and ethical responsibilities of speakers, analyzes the effects and limits of free speech, and presents guidelines for ethical speaking. Chapter 4 examines the listening process and offers strategies for effective listening and speech evaluation.

Part II, “Preparing the Speech,” shows how to begin the process of planning a speech. In Chapter 5, students learn how to identify a topic, define the purpose, and refine the central idea. Chapter 6 covers audience analysis, including the internal, social, and situational factors that influence audience reaction and suggestions for adapting to an audience. Chapter 7 shows how speakers can use a variety of materials to support their ideas. Chapter 8 shows how to gather support materials by drawing on personal experience, using libraries and other resources (including the Internet), and conducting interviews.

Part III, “Organizing the Speech,” helps students put ideas into a logical structure. Chapter 9 demonstrates how to develop, organize, and connect the ideas in a speech. Chapter 10 explains how to plan an effective introduction and conclusion, and it includes a sample introduction and conclusion. Chapter 11 shows how to develop and use a planning outline and a speaking outline, and it includes a sample planning outline and a sample speaking outline.

Part IV, “Presenting the Speech,” covers wording, visual aids, rehearsal, and delivery. In Chapter 12, students learn how to choose words that are effective, vivid, and appropriate. Chapter 13

examines the selection, preparation, and use of visual aids. Chapter 14 offers a practical guide to using voice and body language when rehearsing and then delivering speeches.

Part V, “Varieties of Public Speaking,” focuses on various public speaking situations. Chapter 15 examines the development of informative speeches and includes a sample informative speech. In Chapter 16, students learn about persuasive messages and goals, motivating audiences, and managing listener response. In Chapter 17, students learn how to organize points and how to choose the appeal during the development of a persuasive argument. Chapter 18 is devoted to speaking on the job, speaking at special events, and making impromptu speeches. Chapter 19 explores the dynamics and challenges of speaking in small groups.

Appendix A suggests a number of lively, creative topics that students may want to consider for classroom speeches. Appendix B includes a variety of highly effective speeches for study, analysis, and inspiration.

## UNSURPASSED RESOURCE MATERIALS SUPPORT THE TEXT

The resource materials for this textbook are specially designed to simplify the task of teaching and learning. The instructor may choose the following supplements:

- A comprehensive instructor’s manual written by Kimberly Batty-Herbert at Clovis Community College includes course syllabi, speech evaluation forms, and more than 900 test questions.
- A video features student speeches of varying quality.
- A CD-ROM computer program helps students learn the techniques of public speaking in an entertaining way.
- Classroom-ready overhead transparencies help instructors with lectures. The overhead transparencies are also available in Powerpoint templates for PC and Macintosh computers.
- Three videotapes are available without charge to adopters of this book. *Public Speeches for Analysis I* includes student, business, and professional

public speeches. Each speech illustrates a particular concept or technique, with several of the speeches showing two versions as a way to demonstrate changes made for audience or improvement. *Public Speeches for Analysis II* contains primarily student speeches with a few professional speeches. These videotaped speeches are given, for the most part, by the original speakers and appear on the video in their entirety. These performances are based on a wide assortment of types and qualities; although no professor will have time to show them all in class, every professor will find both positive and negative examples of every important trait. *Public Speeches for Analysis III* is entirely composed of student speeches. These speeches can be shown in class or can be used to train part-time and new instructors. Information about using these three videos is included in the instructor's manual.

- Exammaster, a computerized test-generating program, makes the task of constructing and printing examinations quicker and easier than ever before. The program contains all exam questions printed in the *Instructor's Manual/ Test Bank* and allows instructors to customize tests by adding their own questions. Available in DOS, Windows, and Macintosh formats.
- Speech Grader Software for Macintosh is designed to enhance the instructor's grading of student speeches. Instructors simply check off descriptions of a student's speech and a personalized printout is created that refers the student to the textbook for work on problem areas. This enables professors to provide comprehensive feedback to students quickly and easily.
- Adopters of *Excellence in Public Speaking* will receive a complimentary subscription to *Spectra* newsletter, published by the National Communication Association. This periodical provides a wealth of classroom-tested activities developed by communication professionals.

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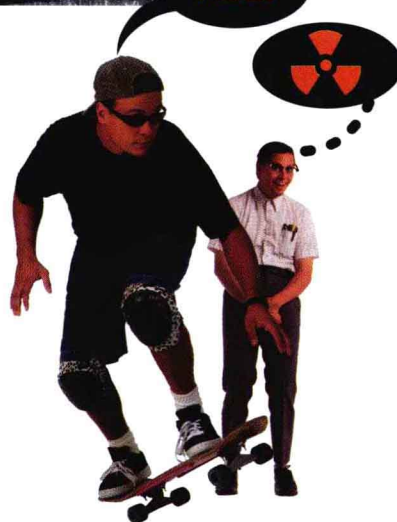
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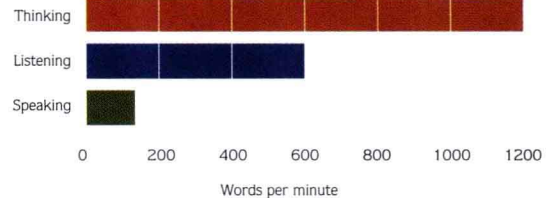
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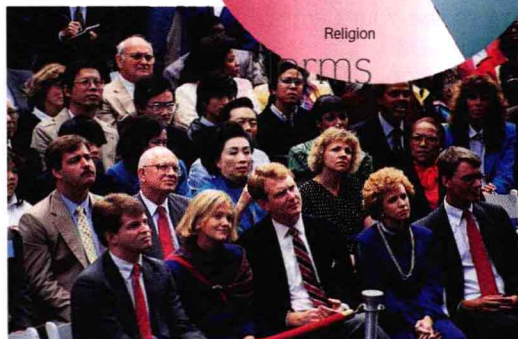
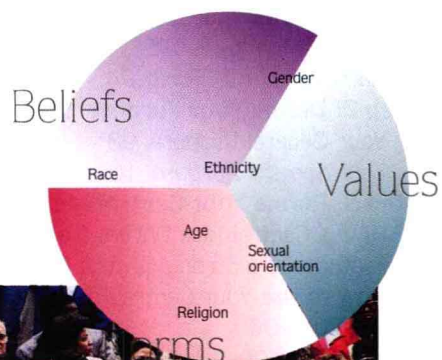
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