Public Speaking

Concepts and Skills for a Diverse Society

JAFFE 3

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Public Speaking

Concepts and Skills for a Diverse Society

THIRD EDITION

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Australia • Canada • Mexico
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Preface

The civilization of the dialogue is the only civilization worth having and the only civilization in which the whole world can unite. It is, therefore, the only civilization we can hope for, because the world must unite or be blown to bits.

Robert Hutchins, 1967

It is a pleasure to write a preface to the third edition to this text. I am grateful to all who used the first two editions and contributed helpful suggestions to improve the book. You'll find substantial revisions in this edition—changes that improve the text's overall readability and usefulness in a digital age. This edition continues to be a culturally informed book that never loses sight of its fundamental purpose: to train students to be effective public speakers and listeners. It applies 2,500-year-old principles of public speaking in a way that is sensitive to our rapidly changing pluralistic society. The recognition of diversity doesn't detract from building basic public speaking skills; rather, it broadens the repertoire of concepts, skills, theories, applications, and critical thinking proficiencies essential for listening and speaking in today's world.

Public Speaking and Diversity

I wrote this text because I believe that public speaking and diversity are intertwined. Through public speaking, we express, reinforce, transmit, influence, and blend diverse cultures. In fact, the very human characteristics speakers aim to influence—beliefs, values, attitudes, and actions — are precisely the basic elements of diversity. In the classroom, cultural backgrounds influence students' perceptions of the role of public speaking, their perceptions of themselves as speakers, their perceptions of their audiences, and their perceptions of other speakers. Culture also influences topic selection, research methods and resources, and reasoning styles.

More than ever before, students need to understand diversity, because the world now features unprecedented interaction between individuals of widely varying backgrounds and experiences. Also, people from one cultural background increasingly find themselves speaking to audiences from other cultural backgrounds. As media and transportation technologies become ever more sophisticated, the pace of cross-cultural interaction will only quicken. All of us need to tune in to the different ways in which people from diverse backgrounds speak and listen.

Technology has not only quickened the pace of cross-cultural interaction but also transformed the way teachers teach and students learn; thus, it is critical that the text support today's dynamic and interactive course experience.

In short, I believe that a book that teaches public speaking without strongly emphasizing diversity and fully integrating technology gives today's students an incomplete education. Consequently, this book continues to emphasize diversity while expanding

coverage of basic public speaking skills and harnessing the power of technology resources. Throughout, I present public speaking and listening as a form of dialogue or public conversation in which speakers and listeners co-create mutual meanings.

Features of the New Edition

Three new chapters and the Jaffe Connection CD-ROM are at the core of this text's approach.

- **Chapter 1,** *Introduction to Public Speaking and Diversity,* now integrates a discussion of diversity (previously Chapter 3), reflecting an evolving definition of communication and culture that includes technology.
- **Chapter 3,** *Ethics and Diversity,* helps students explore their responsibilities as ethical speakers and listeners in a diverse society.
- **Chapter 15,** *Telling Narratives,* emphasizes the importance of narrative (storytelling) to all cultures, describing the function of and specific guidelines for creating narrative speeches.
- JAFFE CONNECTION This new edition of Jaffe, *Public Speaking: Concepts and Skills for a Diverse Society,* expands student learning into a multimedia environment. Accompanying each student text is the Jaffe Connection CD-ROM. This CD-ROM consists of five integrated components; access to chapter-by-chapter resources at the Public Speaking Resource Center at Wadsworth's Communication Café, access to InfoTrac College Edition, hyperlinked Internet Exercises, Jaffe Speech Interactive, and a preview of WebTutor. Each component of the CD-ROM is represented in the text with an icon. Integrated throughout the chapter and expanded upon at the end of the chapter, these integrated icons direct students to numerous activities and reinforce and enrich concepts presented.

Wadsworth Public Speaking Resource Center, hyperlinked from Jaffe Connection, provides students with dynamic chapter-by-chapter resources as well as the opportunity to participate in an expert monitored threaded discussion on a variety of contemporary public speaking topics. For each chapter in this edition, students can access hotlinks, quizzes, glossary terms, speech preparation and evaluation checklists, InfoTrac College Edition questions, and interactive activities. The interactive activities, including several that focus on speech organization and outlining, are based on the *Stop and Check* feature included in the text and described below
http://communication.wadsworth.com/publicspeaking/index.html.

InfoTrac College Edition

Students who purchase Jaffe Connection receive a free four-month subscription to this fully searchable, online library with extensive holdings in communication. **InfoTrac College Edition** exercises are included in the text and at the end of each chapter. These exercises expand chapter content and guarantee currency of presentation. InfoTrac provides access to complete articles from over 900 scholarly and popular periodicals, is updated daily, and dates back four years, including the journal *Vital Speeches,* a key resource of contemporary model speeches. Look for the InfoTrac College Edition logo in the text and in the Jaffe Connection section at the end of each chapter. See below for more about how to use InfoTrac College Edition in your course.

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Internet Activities are located throughout the text and at the end of each chapter. These activities, marked by a web icon, introduce students to Public Speaking on the World Wide Web with practical and engaging activities that mirror the chapter content and include suggestions for small-group work. Hyperlinked from the text to Wadsworth's Public Speaking Resource Center via the Jaffe Connection CD-ROM, currency and functioning of Internet links is assured.

Jaffe Speech Interactive

Jaffe Speech Interactive is the primary resident program on the Jaffe Connection CD-ROM. Speech Interactive helps students prepare for their own speech performance and effectively provide feedback to their peers by critiquing sample impromptu, introductory, informative, and persuasive speeches. Equipped with general guidelines for critiquing speeches, students have the opportunity to watch and listen to four different types of speeches from six different speakers. Students are then prompted to complete a Speech Evaluation Checklist and Speech Improvement Plan for each speech. Finally, students are presented with the opportunity to compare their critique and suggestions for improvement with that of an expert. Four of the speeches—an introduction, two informative, and a narrative speech—are included in the text.

Highlighted by icons throughout the text, students are encouraged to take their learning online! Web Tutor is a web-based learning companion to the third edition and is previewed in Jaffe Connection. Professors who require Web Tutor provide students with a great tool for studying and course management. Features include presentation of chapter objectives and lessons; flashcards with audio; exercises that can be downloaded, completed, and returned to the instructor; discussion topics integrated within the chapter; online 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 please visit the website www.itped.com. This state-of-the-art class management and study tool is available bundled with the text.

In addition to three new chapters and Jaffe Connection, the following content enhancements and text features are included in the third edition:

- **New Research.** This new edition integrates the most current research on areas such as critical thinking, public speaking anxiety, culture, learning styles, technology, listening, and narrative speaking. References are now provided in APA Style, for ease of use. You will also find a complete Bibliography at the end of the text, complete with online source references.
- **Expanded Technology Coverage.** This new edition provides updated and expanded coverage of the impact of technology and the Internet on the speechmaking process.
  - Coverage includes using the Internet and electronically stored sources to research speech topics, critically evaluating Internet materials, and using technology to enhance visual aids.
  - In the text of each chapter, URLs have been added to help students further investigate chapter topics online. Consult the Jaffe Connection section at the end of each chapter and look for the accompanying icons in text.
- **Communication Apprehension.** Chapter 2 now provides increased coverage of communication apprehension, including a new student self-assessment.

- **Quick Start Chapter.** Chapter 2, *Giving Your First Speech: Developing Confidence*, gets students off to a fast start with an overview of the speechmaking process and decreases their speech anxiety with a series of helpful tips and exercises.
- **Awareness of diverse learning styles and languages.** Where appropriate, I specifically address students whose first language is not English. Further, students will find specific guidelines for speaking through an interpreter, and Appendix C features a classroom speech given in Spanish and interpreted into English. In addition, the Student Resource Workbook contains an assignment for a speech using an interpreter. I've continued my focus on a variety of learning styles featuring both linear and nonlinear ways of learning.

Chapter-by-Chapter Features

- **Chapter Objectives.** Each chapter begins with a preview of the chapter's goals, then pauses every few pages to provide an opportunity to probe these key concepts through *Stop and Check* activities and *Diversity in Practice* boxes.
- **Margin Definitions.** Key terms are highlighted in bold throughout each chapter (when the term is first mentioned) and definitions are provided in the margins. These glossary terms are also provided on the Public Speaking Resource Center and in an audio and text format on Web Tutor.
- ***Stop and Check.*** These critical thinking and skill-building exercises help students check their progress throughout the chapter. Several of these activities are available in the Student Workbook and in an interactive format at the Public Speaking Resource Center and on Web Tutor.
- ***Diversity in Practice.*** These boxes enhance the book's emphasis on diversity by presenting brief summaries of public speaking traditions from a range of perspectives.
- ***Key Terms.*** The perfect complement to the in-chapter Margin Definitions, a list of key terms at the end of each chapter helps students check their acquisition of important vocabulary. Using the page number provided, students can easily reference the term with its definition in context.
- **Application and Critical Thinking Questions.** Due to their success with students, we've retained this popular feature. These end-of-chapter questions help students understand and critically evaluate the chapter content and skills they've learned. Instructors may use them in a variety of ways: as individual assignments, as group assignments, or as topics for in-class discussion.
- **Chapter Summary.** Each chapter concludes with a brief summary, highlighting the key topics covered in the chapter
- **Sample Speeches**. To provide you with exemplary models of the speech techniques taught in this text, this new edition has almost three times as many sample speeches and five times as many sample outlines as the previous edition. You will find 14 annotated sample student speeches or outlines and three speeches by professionals. Many of these are available on the Jaffe Connection CD-ROM, and additional student speeches will be made available online (http://communication.wadsworth.com). The five sample content outlines with commentary, plus expanded speaking outlines and outlines for alternative patterns, enhance the usefulness of this edition. You will find additional outlines and speeches in the Student Resource Workbook. (See below for more information about the Student Resource Workbook and Speech Interactive, a video and CD-ROM that has more sample speeches for critique and analysis.)

Resources for Students and Instructors

This edition has the most comprehensive array of supplements ever to assist in making this course as meaningful and effective as possible. The anchor of this program is the Jaffe Connection CD-ROM described earlier. This CD-ROM and many of the resources listed below are new to this edition. Please contact your local Wadsworth/Thomson Learning representative for an examination copy and demonstration, or call our Academic Resource Center at 1-800-423-0563. You may also visit us online at http://communication.wadsworth.com/.

Student Resources

- **Wadsworth Communication Café** http://communication.wadsworth.com. Pull up a chair, grab an espresso (or tea!), and log on to the Communication Café, *the* online resource for communication students and faculty. Our newly redesigned website features everything from online testing to tutorials to discussion forums. It's the ideal way to make teaching and learning an interactive and enlivening experience.
- ***InfoTrac College Edition Student Workbook for Communication 1.0*** (0-534-52464-8). Written by Nancy Rost Goulden of Kansas State University, this saleable workbook can also be bundled with the text. It focuses on public speaking and features extensive individual and group activities that utilize InfoTrac College Edition. The workbook also includes guidelines for students and faculty on maximizing this resource.
- ***InfoTrac College Edition Student Workbook for Communication 2.0*** (0-534-52993-3). This saleable workbook can also be bundled with the text. It focuses on human communication topics (small group, interpersonal, public speaking) and includes guidelines for faculty and students on maximizing this resource.
- *Student Workbook* by Clella Jaffe (0-534-52998-4). This workbook compliments and expands students' understanding and use of the book. Part I features a welcome letter to the student and an introductory overview about the benefits of taking a public speaking course. Part II features chapter-by-chapter activities, many of which are based on the text's *Stop and Check* activities and include scenario-based learning that facilitates both individual and group work. Chapter review self-tests with answer keys are also included. Part III features speech assignment options, examples, and checklists. Speech preparation forms and checklists are formatted so they can be pulled out of the workbook and submitted.

Instructor Resources

- **Instructor's Edition** (0-534-52994-1). This edition—produced for especially for the instructor—includes a visual preface that explains the book's key features and the ancillary package.
- **Instructor's Resource Manual** (0-534-52995-X). Written by Clella Jaffe, this manual features course guidelines and sample syllabi. For each chapter there is a chapter-at-a-glance grid that correlates supplements and online resources, transition notes to the new edition, chapter goals and outline, suggested discussion questions and specific suggestions for integrating student workbook activities, and videos including the exclusive CNN Today video series. The comprehensive Test Bank features questions built on the concepts inherent to Bloom's Taxonomy of Thinking. Question areas are labeled according to the taxonomy and include rejoinders with page references.

- **ExamView for Windows and Macintosh** (0-534-52997-6). This cross-platform CD-ROM provides a fully integrated collection of test creation, delivery, and classroom management tools that feature all the test items found in the Instructor's Resource Manual.

- **Web Tutor on WebCT** (0-534-53000-1). 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; online 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, please visit the website www.itped.com. This state-of-the-art class management and study tool is available bundled with the text, as a stand-alone, or via online subscription.

- **SpeakLink: Lecture Presentation Tool for Public Speaking** (0-534-52996-8). This cross-platform CD-ROM—developed by Linda Loomis Steck, Indiana University, South Bend—is a dynamic presentation tool. It contains a searchable database of PowerPoint slides that feature text art, CNN video clips, plus the ability to import information from previously created lectures.

- **Videos.** Also available to instructors adopting this book is a wealth of video resources. Video policy is based on adoption size; contact your Wadsworth/Thomson Learning representative for more information.

  - **Student Speeches for Critique and Analysis Video** (Vol. I: 0-534-56258-2; Vol II: 0-534-56262-0). Featuring a speech of introduction, two impromptu speeches, four informational, and two persuasive speeches, Volume I is a great tool for helping students analyze and provide effective feedback on imperfect speeches. Select speeches feature non-native English speakers and include the use of visual aids. Volume II offers additional opportunities for critique and analysis.

  - **CNN Today Public Speaking Videos.** Updated yearly, these high-interest, 45-minute videos can help you launch a lecture, spark a discussion, or demonstrate an application. The following series of public speaking videos are available to qualifying adopters. Ask your Wadsworth/Thomson Learning representative for more information. (CNN Today videos are also available for Human Communication, Interpersonal Communication, and Mass Communication.)

    - Volume 1 (0-534-52212-2)
    - Volume 2 (0-534-52213-0)
    - Volume 3 (0-534-52214-9)

  - **Wadsworth Communication Video Library.** This library has over 30 videos covering key communication topics, including "Oral Critiques of Student Speeches," "Public Speaking: Knowing Your Audience," "Effective Speeches," and "Great Speeches: The Video Series."

- **Service Learning in Communication Studies: A Handbook** (0-534-56631-6). Prepared by Rick Isaacson, Bruce Dorries, and Kevin Brown, this handbook describes ways to integrate service learning into the basic communication course and prepares students to work effectively with agencies and organizations.

- **The Teaching Assistant's Guide to the Basic Course** (0-534-56778-9). Katherine G. Hendrix, who is on the faculty at the University of Memphis, prepared this resource specifically for new instructors. Available to instructors who adopt this new edition,

this useful guide is based on leading communication teacher training programs. It discusses some of the general issues that accompany a teaching role and offers specific strategies for managing the first week of classes, leading productive discussions, managing sensitive topics in the classroom, and grading students' written and oral work.

- **A Guide to the Basic Course for ESL Students** (0-534-56779-7). 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.

How to Use InfoTrac College Edition

We have mentioned access to InfoTrac College Edition quite a bit. For the latest news and research articles online—updated daily and spanning four years—we strongly encourage you to make *InfoTrac College Edition (ICE)* a vital part of your public speaking course.

Once you request and receive your new edition bundled with InfoTrac College Edition, you will be able to access this valuable resource. Simply log on to www.infotraccollege.com/wadsworth and enter your account ID number, which came with 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.

Ways to Search

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.
- **Key Words.** Entering one or more key words 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. You will find suggestions for PowerTrac searches in this new edition.

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 example, many articles use "public speaking" as a Subject Guide, but many other articles using "communication" as the subject might also be useful in speech preparation.
3. After you open 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 example, 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 on InfoTrac! As with any other library system, it takes time to get to know how the system works and the many ways it can help you do research.

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Brief Contents

LIST OF SPEECHES		vi
PREFACE		xvii
CHAPTER 1:	Introduction to Public Speaking and Culture	3
CHAPTER 2:	Giving Your First Speech: Developing Confidence	21
CHAPTER 3:	Ethics and Diversity	41
CHAPTER 4:	Effective Listening	59
CHAPTER 5:	Audience Analysis	79
CHAPTER 6:	Selecting Your Topic and Purpose	97
CHAPTER 7:	Researching Your Speech in an Electronic Culture	113
CHAPTER 8:	Choosing Supporting Materials	141
CHAPTER 9:	Organizing Your Speech	165
CHAPTER 10:	Beginning and Ending Your Speech	185
CHAPTER 11:	Putting It All Together: Outlining Your Speech	205
CHAPTER 12:	Visual Aids: From Chalkboard to Computer	223
CHAPTER 13:	Choosing Effective Language	251
CHAPTER 14:	Delivering Your Speech	275
CHAPTER 15:	Telling Narratives	293
CHAPTER 16:	Informative Speaking	311
CHAPTER 17:	Persuasive Speaking	335
CHAPTER 18:	Persuasive Reasoning Methods	359
APPENDIX A:	Speaking in Small Groups	386
APPENDIX B:	Speaking on Special Occasions	394
APPENDIX C:	Sample Speeches	401
BIBLIOGRAPHY		409
INDEX		415

List of Speeches

Self-Introduction *by Jason Kelleghan 37*

Medical Misinformation on the Internet *by Quianna Clay 137*

What Is Real? Professional Wrestling and Children *by Terry Fredrickson 161*

Terrestrial Pulmonate Gastropods *by Shaura Neil 247*

Who/What Would You Want in Your Band? Or Why Did I Spend 25 Years Playing Drums? *by Bob Pettit 271*

Spanking? There's Gotta Be a Better Way *by Gail Grobey 308*

Japanese Writing *by Ariko Iso 332*

Sleep Deprivation *by Sonja Ralston 355*

The Benefits of Hunting *Anonymous 383*

The Solitude of Self *by Elizabeth Cady Stanton 401*

El Equipo Perfecto (The Perfect Team) *by Uriel Plascencia 402*

The Twenty-Fifth Amendment *by Loren Rozokas 403*

An Indian's View of Indian Affairs *by Chief Joseph 404*

Memorial Day Address, 1993 *by William J. Clinton 407*

Contents

LIST OF SPEECHES vi
PREFACE xvii

CHAPTER 1: Introduction To Public Speaking and Culture 3

Why Should You Study Public Speaking? 4

Our Culture Values Public Speaking Skills 4

Training in Public Speaking Builds Confidence 5

STOP AND CHECK: Assess Your Current Competence 7

Public Speaking Important to a Liberal Arts Education 7

Why Take a Cultural Perspective? 7

DIVERSITY IN PRACTICE: Public Speaking in Ancient Cultures 8

Culture Affects Public Speaking 9

Cultures Provide Core Resources 9

Cultures Provide Technological Aids 10

Cultures Provide Expectations About Speaking and Listening 11

STOP AND CHECK: Recognize Your Cultural Speaking Traditions 15

Public Speaking Influences Culture 15

Visualizing the Communication Process: The Transactional Model of Communication 16

Summary 17

JAFFE CONNECTION 18

Key Terms 18

Application and Critical Thinking Questions 18

Internet Activities 19

Hot Links at the Public Speaking Resource Center 19

Speech Interactive 19

CHAPTER 2: Giving Your First Speech: Developing Confidence 21

Develop Speechmaking Skills: Overcome Public Speaking Anxiety (PSA) 22

Use Principles from the Five Canons of Rhetoric 22

Consider Your Audience (Invention) 23

Choose Your Topic and Purpose (Invention) 23

DIVERSITY IN PRACTICE: Your Classroom Culture 24

Gather Speech Materials (Invention) 25

Organize Your Materials (Disposition or Arrangement) 26

Choose Suitable Language (Style) 28

Learn Your Speech (Memory) 28

STOP AND CHECK: Use the Canons to Assess Your Public Speaking Skills 29

Develop Strategies to Deal with Nervousness 29

Understand Physiological Responses to Anxiety 29

Plan to Deal with Your Psychological Anxiety 30

Finish Up: Deliver Your Speech 32

STOP AND CHECK: Assess Your Public Speaking Anxiety 33

Summary 34

JAFFE CONNECTION 34

Key Terms 34

Application and Critical Thinking Questions 35

Internet Activities 36

Hot Links at the Public Speaking Resource Center 37

Speech Interactive 37

Student Speech with Commentary: Self-Introduction *by Jason Kelleghan* 37

CHAPTER 3: Ethics And Diversity 41

Diversity 42

Encountering Diversity 43

Speaking Ethically 44

Use Dialogical Principles 45

DIVERSITY IN PRACTICE: The Homosexuals and the Baptists 46

STOP AND CHECK: Ethical Topic Selection in Diverse Settings 48

Practice Democratic Principles 48

DIVERSITY IN PRACTICE: NCA Credo for Ethical Communication 49

STOP AND CHECK: Would You Use Questionable Statistics? 51

Listening Ethically 51

STOP AND CHECK: Heckling (Transcript, 1992) 52

Researching Ethically 53

Avoid Plagiarism 54

Avoid Fabrication 54

Summary 55

JAFFE CONNECTION 55

Key Terms 55

Application and Critical Thinking Questions 56

Internet Activities 56

Hot Links at the Public Speaking Resource Center 57

Web Tutor 57

CHAPTER 4: Effective Listening 59

Listening Skills Are Valuable 60

Barriers to Listening 61

Linguistic Barriers 61

Cultural Barriers 62

Personal Barriers 63

Strategies to Improve Listening 64

STOP AND CHECK: Listening Skills Self-Assessment 66

Use Cultural Schemas 66

Know Your Listening Purpose 67

DIVERSITY IN PRACTICE: Cultural Listening Styles 68

STOP AND CHECK: Develop Strategies to Listen More Effectively 71

Practice Dialogical Listening 71

Give Appropriate Nonverbal Feedback 71

Give Appropriate Verbal Feedback 72

DIVERSITY IN PRACTICE: Saving Face 74

Summary 74

JAFFE CONNECTION 75

Key Terms 75

Application and Critical Thinking Questions 75
Internet Activities 76
Hot Links at the Public Speaking Resource Center 76
Jaffe Speech Interactive 77

CHAPTER 5: Audience Analysis 79

Analyze Who Is Listening 80
Consider Audience Motivations 80
Analyze Audience Demographics 81
Assess the Situation 86

STOP AND CHECK: Begin to Evaluate Your Classroom Audience 87
Analyze the Audience's Psychological Profile 88

STOP AND CHECK: Continue Your Audience Analysis 89

STOP AND CHECK: Construct a Questionnaire 91

Consider Your Audience's Perception of You 91
Be Aware of Prior Credibility 91
Demonstrate Credibility in Your Speech 91
Take Terminal Credibility into Account 93

DIVERSITY IN PRACTICE: Prior Credibility in Other Cultures 93

Summary 93

JAFFE CONNECTION 94

Key Terms 94
Application and Critical Thinking Questions 94
Internet Activities 95
Hot Links at the Public Speaking Resource Center 95

CHAPTER 6: Selecting Your Topic and Purpose 97

Choose Your Topic 98
Assess Your Audience's Need to Know 98
Consider Your Personal Interests 99
Look for Topics from Other Courses 100
Investigate Current Events 100
Consider International and Cultural Topics 101

DIVERSITY IN PRACTICE: Does Requiring One Speech on "Communication and Culture" Increase Students' Empathy? 102

Narrow Your Topic 102

STOP AND CHECK: Identify Several Usable Topics 104

Choose Your Purpose and Focus 104
Identify Your General Purpose 104

STOP AND CHECK: Narrow Your Purpose 105
Identify Your Specific Purpose 106
Write Your Central Idea 107

STOP AND CHECK: Putting It All Together 109

Summary 109

JAFFE CONNECTION 110

Key Terms 110
Application and Critical Thinking Questions 110
Internet Activities 110
Hot Links at the Public Speaking Resource Center 111
Jaffe Speech Interactive 111

CHAPTER 7: Researching Your Speech In An Electronic Culture 113

Gather Materials for Your Speech 114
Plan Your Research 114

STOP AND CHECK: Begin Your Research Plan 116

Distinguish Between Primary and Secondary Sources 116
Draw from Your Personal Experiences 116
Consider Oral Sources 118

STOP AND CHECK: Revisit Your Research Plan 119

Use the Library 120
Use Mass Media Resources 124

DIVERSITY IN PRACTICE: International and Ethnic Presses 125

How to Use the Internet for Research 125

What Is the Internet? 126
How to Evaluate Internet Resources 128

STOP AND CHECK: Critical Thinking and the Internet 130

Record Your Information 130

Photocopy or Print Your Materials 131
Create a Mind Map 132
Write Note Cards 133
Use a Standard Format to Cite Your Sources 135

STOP AND CHECK: Complete Your Research Plan 135

Summary 135

JAFFE CONNECTION 136

Key Terms 136
Application and Critical Thinking Questions 136
Internet Activities 136
Hot Links at the Public Speaking Resource Center 137

Student Speech with Commentary: Medical Misinformation on the Internet *by Quianna Clay* 137

CHAPTER 8: Choosing Supporting Materials 141

Provide Facts 142

Use Definitions 142
Provide Vivid Descriptions 143

STOP AND CHECK: Think Critically About Facts 143

Use Examples 144

Use Real Examples 145
Consider Hypothetical Examples for Sensitive Topics 145
Combine Brief Examples 146
Create Emotional Connections with Extended Examples 146

STOP AND CHECK: Think Critically About Examples 147

Quote Culturally Acceptable Authorities 147

Quote Culturally Accepted Experts 148
Quote Credible Peers or Laypeople 148
Quote Sayings, Proverbs, and Words of Wisdom 149

DIVERSITY IN PRACTICE: Proverbs in a West African Culture 150

STOP AND CHECK: Think Critically About Quoting Authorities 151

Employ Statistics Carefully 151

Provide a Count 151
Choose Statistics with a Critical Eye 152
Use Visual Aids to Clarify Numerical Data 155

STOP AND CHECK: Critically Analyze Numerical Data 156

Find Compelling Comparisons 156

Use Literal Analogies 156
Create Vivid Figurative Analogies 157

STOP AND CHECK: Think Critically About Analogies 158

Summary 158

JAFFE CONNECTION 159

Key Terms 159
Application and Critical Thinking Questions 159

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