

F I F T H E D I T I O N

SPEAK

CONFIDENCE

BY ALBERT
J. STANLEY

A
**PRACTICAL
GUIDE**

HAROLD
K.
MINTZ

Speak with Confidence

A PRACTICAL GUIDE

Fifth Edition

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To my wife, Evelyn, for her patience and understanding. And our two sons:

To Wally, who is sure to set the world afire, at least while practicing his culinary art in some of the finest kitchens of the world . . . and

To Albie and Barbara, who will soon start writing their first chapter of life—together . . . and

To my Mom and Dad.

AJV

To our children Andrea and Lloyd and to Edith, their late beloved Mom.

HKM

Preface

A MESSAGE TO YOU, THE PROFESSOR AND THE STUDENT

A hearty welcome to the Fifth Edition of *Speak with Confidence*! This text began, more than a decade ago, with a new philosophy for a basic speech guide. It was nurtured and developed, and it blossomed through continuous concern and meticulous attention to that philosophy.

Speak with Confidence is basic in that it is designed for students who are taking a speech course for the first and perhaps the only time. This book includes what we think should be covered in one semester: from a detailed guide for planning and putting together your very first talk to informative, persuasive, and social speechmaking. Our aim has been to incorporate practicality, human interest, currency, easy-to-understand language, and a conversational style. That is why practically all of the footnotes cite newspapers, magazines, and books readily accessible to the public, rather than scholarly journals and abstruse tomes.

We are pleased and proud that so many professors and students have embraced our text as their primary medium for an introductory course in oral communication. *Speak with Confidence* has been adopted by educational institutions in two thirds of all of the states—from community colleges and two-year business and vocational schools to four-year colleges and universities.

So that we might match this Fifth Edition to your needs as closely as possible, detailed questionnaires were sent to ninety-four professors who were using the Fourth Edition of this book. We hold our heads high, because forty-four of those professors responded to the questionnaires. And while dozens of their suggestions are incorporated, we have not only preserved but enhanced the strengths of earlier editions.

A unique feature of *Speak with Confidence* is its method of equal treatment of the sexes. Throughout the book, the pronouns he/his and she/her are used in alternate chapters. In our combined teaching experience of some forty years, we have never seen this feature in any other textbook.

MAJOR IMPROVEMENTS AND ADDITIONS IN THE FIFTH EDITION

In every chapter of this Fifth Edition, both the language and the content have been sharpened in terms of clarity, conciseness, and relevance to student needs. New photographs of great speakers are included, and many cartoons have been updated, replaced, or dropped. Also in every chapter, more student exercises have been added. In addition, there are dozens of new topics for informative, persuasive, and demonstration talks, both in the text itself and in Appendix C. Specifically, the major additions and improvements in this edition are, by chapter number:

| Chapter | Changes and Additions |
|---------|--|
| 1 | A listing of situations in which the ability to <i>Speak with Confidence</i> is more important than ever before. Opinions from students who have taken this course. Expanded treatment of shyness. |
| 2 | Earlier placement of this important material on giving the first talk (formerly Chapter 4). More suggested topics for the first talk. Expanded treatment of nervousness. |

- 3 A new table listing nine attitudes and the ways in which they may be communicated nonverbally, either intentionally or not.
A new table enumerating the various distances (intimate, personal, social, and public) that may separate people in communication situations.
Chapter-end vocabulary section now including antonyms as well as synonyms.
New sequence in text (formerly Chapter 2).
- 4 New sequence in text (formerly Chapter 3).
- 5 Expanded material on articulation problems.
- 6 Revised material on doing research, specifically on summarizing, paraphrasing, and quoting source material.
New coverage of plagiarism.
- 7 Revised section on planning and outlining a talk, with two new sample outlines.
- 8 Greatly expanded section on audience analysis.
New sequence in text (formerly Chapter 9).
- 9 Increased emphasis on speaking with enthusiasm.
Many suggestions on coping with nervousness before speaking and while speaking.
New sequence in text (formerly Chapter 8).
- 10 Revised and expanded material on using audiovisual aids and equipment.
Many new topics for demonstration talks.
New chapter-end section on mass communications and telecommunications.
- 11 New examples showing the powerful effect of dramatizing statistics.
An award-winning speech by a college student and its outline.
More topics for informative talks.
- 12 Up-to-date example of perceived credibility achieved "overnight" during the Iran-Contra hearings.
Revised material on persuasion.
More topics for persuasive talks.
- 13 New examples of speeches to introduce a speaker and to present an award.

- 14 Revised material on panel discussions.
New chapter-end vocabulary section on computers and data processing.
 - 15 Real-life anecdotes emphasizing the importance of conversational skills, both on the job and in interpersonal situations.
 - 16 Revised and sharpened chapter-opening materials.
-

Like its predecessors, this Fifth Edition is directed to all who want to sharpen their ability to converse, to listen, and to speak before a group—in short, to communicate and to *Speak with Confidence* now.

ACKNOWLEDGMENTS

For the fifth time it's a pleasure to acknowledge the unique talents of Steve Miles, who created all of the cartoons in this Fifth Edition.

Special appreciation and gratitude are extended to four professors who carefully reviewed chapters of the manuscript and offered a multitude of suggestions and recommendations, many of which appear in this edition. They are: Julie McNellis, Saint Xavier College; Bob Sampson, Central Piedmont Community College; Merle H. Smith, Oakland Community College; and D. G. Wilson, Mt. San Antonio College.

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AJV
HKM

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Me Study Speech? You've Got to Be Kidding

Chapter Objectives

After reading and understanding this chapter, you should know:

- The importance of this course in enriching your personal life and your career.
- The benefits you will get from working at this course.
- Ways to conquer your shyness.
- The importance of making business and social contacts.

Chapter Digest

Assuming that you do the assigned work, you will gain substantial benefits from this course: self-confidence; the ability to communicate one to one, within a group, and to a group; conquering shyness; a keen sense of personal accomplishment; and a heightened ability to listen. These benefits can help you attain your full potential in the career and life-style you seek. In other

1. Bruce Barton, best-selling author, advertising pioneer, and lecturer.
