## Contents

## **Part I:** You Can Speak Effectively in a Changing, Multicultural World

Chapter 1: Public Speaking Should Engage Us 3

#### Section One 4

Public Speaking and Discussion Serve Important Roles in Our Society 4

> Public Speaking and Discussion Assist in Our Critical Thinking and Give Shape to Our Experiences 5

Public Speaking and Discussion Help Define Our Communities, Our Societies, and Our World 6

Public Speaking and Discussion Allow Us to Participate and Be Heard 6

Public Speaking and Discussion Allow Us to Share and Debate Differing Points of View 7

Communication Effectiveness Is Related to Oral Tradition 7

The Canons of Rhetoric Greatly Influence Speech Making 8

Ethos, Logos, and Pathos Are Hallmarks of Effective Rhetoric 9

#### Section Two 10

Understanding the Process of Communication Is Important in Public Speaking 10

> Definition of Communication 10

Communication Models and the Communication Process 10

Levels of Communication 16

Traditional and Convergence Media Have Changed the Public Speaking Arenas 17

> Moving Through the Information Age 17

Chapter Summary 18

Print and Web Resources 19

Chapter 2: Embrace Your Ethical Multicultural Approach 21

> Recognize and Embrace Your Public Communication Approach Multiculturally 22

Principles of Multiculturalism 23 Eastern Philosophy Influences **Public Speaking** 25 Western Philosophy Influences Public Speaking 26 Other Cultural Variables Exist 26 Culture, Perception and the Practice of Communicating Bravely in a Multicultural World 28 **Explore Multicultural Points** of View 29 **Chapter Summary** 30 Print and Web Resources 32

Chapter 3: Enhance Your Critical Listening and Group Communication Effectiveness 33 Hearing Is Passive; Listening Is Active 34 Listening and Perception 35 Different Types of Listening Apply to **Different Circumstances** 35 Listening and Group **Communication Dynamics** 36 Types of Presentation Groups 37 Group Formats for Presentations 37 Group Leadership and Roles 37 Problem Solving in **Group Presentations** 39 Avoid Roadblocks to Effective Listening 40 Select Speaker Strategies to Target Your Listeners 41 Apply Effective Strategies as a Message Receiver 43 **Chapter Summary** 45

Print and Web Resources 46

### Part II: Create Your Speech with Commitment and Vision

Chapter 4: Select a Topic and Relevant Material to Engage Your Audience 49

Select Meaningful Topics 51

Meet the Objectives of the Speaking Event 51

Find the Speaker Inside You 51

Generate Topic Ideas from Outside Sources 52

Consider the Audience in Your Topic Choice 52 Collect Relevant Material to Support Your Ideas 54

Consider Various Forms of Support 54

Select Forms of Support That Enhance Your Speech 57

Conduct Research to Determine the Reliability and Effectiveness of Your Support 58

Chapter Summary 59

List of Possible Topics to Generate Ideas 60

Print and Web Resources 61

vi •••

Public Speaking & Responsibility in a Changing World

Table of Contents from Ige-Montalbano's Public Speaking & Responsibility in a Changing World 2nd Edition | 978-1-4652-3143-7 Property of Kendall Hunt Publishing Co.

<b>Chapter 5:</b> Outline Your Speech Purpose and Speech Body with Commitment and Vision 63	
Define Your Purpose for Different Type of Speeches 65	s
Write Your Central Idea Statement	65
Build Your Research Outline in an Organized and Visionary Way 65	
Use an Organizational Pattern to Highlight Your Main Points 66	
Logical or Topical 67	
Chronological or Temporal	67

68 Geographical or Spatial **Problem-Solution** 69

65

Cause/Effect 70

Monroe's Motivated Sequence 71

72 Sample Outline

**Prepare Your Presentation Notes** 74

**Chapter Summary** 76

Print and Web Resources 77

#### Chapter 6: Put Your Audience at the Center 79

Why Put the Audience at the Center? 80

Conduct a Demographic **Audience Analysis** 81

**Conduct a Situational Analysis** 84

Select Speech Making Strategies to Meet Your Audience's Needs and Desires 86

Identify Themes That Touch the Lives of Your Audience 86 Identify the Specific Needs of Your Audience 87 Refer to Your Audience Specifically 87 Chapter Summary 88 Print and Web Resources 89

#### Chapter 7: Develop Your Effective Introduction and Conclusion 91

Gain Attention with a 93 **Powerful Introduction** Select Attention-Getting Strategies 93 96 Relate to Your Audience Identify Your Topic 96 Preview the Body of Your Speech 96 **Create a Memorable Conclusion** 97 Summarize Your Speech Body 98 Select Strategies to Reinforce Your Message 98 Conclude with a Lasting Impression 99 Provide Continuity in Your Presentation 100 Begin and End in an Ethical Manner 101 101 Chapter Summary Print and Web Resources 103

vii

## Part III: Present Your Speech with Passion

Chapter 8: Develop Your Effective Nonverbal Delivery 107
Recognize the Different Types of Delivery 109
Manuscript 109
Memorization 109
Impromptu 110
Extemporaneous 110
Use Communication Anxiety to Your Advantage 111
There Are Many Reasons Why Communication Anxiety Occurs 112
There Are Psychological Ways to Reduce Anxiety 112
There Are Physical Ways to Reduce Anxiety 113
Use Nonverbal Communication Strategically 113
Kinesics 114
Proxemics 115
Haptics 116
Oculesics 116
Objectics/Environmentals 116
Physical Appearance 117
Chronemics 117
Vocalics or Paralinguistics 118
Olfactics 118
Gustatorics 118
Auditory Cues 119
Chapter Summary 119
Print and Web Resources 120

Chapter 9: Use Your Verbal Language Strategically 121
Understand Verbal Language 123
Language Is Symbolic in Oral and Written Form 124
Language Has Multiple Meanings 124
Language Is Abstract 125
Language Has Multiple Styles 126
Oral and Written Styles Differ 126
Your Language Use Should Be Clear and Accurate 126
Have a Clarity of Purpose 127
Make Logical Arguments With Words 127
Increase Your Vocabulary and Structure Sentences Effectively 128
Prepare and Document Effectively 128
Use Concrete Language 128
Your Use of Stylistic Language Should Add Interest 128
Your Language Use Should Be Dynamic 128
Your Language Use Can Be Rhythmic and Poetic 129
Your Language Use Can Compare and Contrast Effectively 129
Your Language Style Can Aid Speech Organization 130

. . . . . . . . . . . . . . . .

Language Is **Continually Changing** 130 Language Is Cultural 131 131 Use Inclusive Language Avoid Stereotypical Language 132 Your Language Can Empower and Help Create New Realities 133 Avoid Problematic Language 134 Watch Out for 134 Trigger Words Use Acronyms, Jargon, and Technical Terms Cautiously 134 Avoid Language That Results in Poor Outcomes 135 Use Language Ethically 136 Chapter Summary 136 Print and Web Resources 138

Chapter 10: Use Quality Audio/ Visual/Technology Aids in Your Presentation 139

#### Section One 141

Traditional Audio/Visual/Technology Aids Serve as a Cornerstone to New Media 143

Embrace New Media Audio/Visual/ Technology Aids and Use Them With Care 144 Consider the Many Types and Uses of Audio/Visual/Technology Aids 147

#### Section Two 148

Select and Use Audio/Visual/Technology Aids That Enhance Your Message 148

> Sources for Finding Audio/Visual/ Technology Aids 148

Preparing for Audio/Visual/ Technology Aid Use 150

Presenting with Audio/Visual/ Technology Aids 152

Ideas for Using Handouts and Objects 154

Avoid Audio/Visual/Technology Aid Use That Can Harm Your Message 155

Chapter Summary 157

Print and Web Resources 158

• • • ix

# **Part IV:** Select Your Specific Speech Type and Strategies to Make a Difference

#### Chapter 11: Public Speaking to Inform 163 **Determine Your Organizing Principles** 164 Select from the Different Types of **Informative Speeches** 165 Speeches About Objects 165 or Places Speeches About People or Events 166 **Speeches About Ideas** and Concepts 167 Speeches That **Demonstrate Skills** 167 **Choose Successful** 168 **Informative Strategies** Select Speaking Strategies to Make Ideas Clear 168 Select Speaking Strategies to Arouse Audience Interest 169 Select Speaking Strategies That Use Language to 169 Your Advantage Select Speaking Strategies to Enhance Visual Imagery 170 Select Speaking Strategies to Arouse Curiosity 170 Chapter Summary 170 171 **Informative Speech Assignments** Sample Informative Speech Outline 173 175 Sample Informative Speech Print and Web Sources 178

#### Chapter 12: Use Effective Public Speaking to Persuade 179

#### Section One 181

Understand Your Role in Ethical Persuasion Through Public Speaking 182

> Persuasion, Culture, and Technology 182

Recognize the Different Types of Persuasive Speeches 183

Speaking to Reinforce 183

Speech Analysis: President Kennedy's Cuban Missile Crisis 183

Speaking to Motivate or Stimulate to Action 188

Know and Respect Your Audience 188

Use Cognitive Dissonance and Rebalancing 189

#### Section Two 190

Apply Effective Reasoning and Persuasive Strategies for Your Public Speaking Success 190

Ethical Appeal 190

Have High Character, Worthy Motives, and a Credible Message 191

Emotional Appeal 191

Balance Overstating Vs. Understating Emotional Appeals 191

Maslow's Hierarchy of Needs 192

Logical Appeal 193

173



Public Speaking & Responsibility in a Changing World

Table of Contents from Ige-Montalbano's Public Speaking & Responsibility in a Changing World 2nd Edition | 978-1-4652-3143-7 Property of Kendall Hunt Publishing Co.

	Message Organization 193
	Monroe's Motivated Sequence as Logical Appeal 194
	Sample Persuasive Speech Outline 195
	Issues of Fact, Policy, and Value 198
	Reasoning: Inductive, Deductive, Inferences, Analogies, Factual and Numerical Data, Cause/Effect 198
	Toulmin's Analysis of an Argument 200
	Burke's Pentad 200
	Specific Persuasive Techniques 201
	Avoid Illogical Reasoning 202
Chapter Su	mmary 204
Persuasive	Speech Assignment 205
Print and W	Veb Resources 206

#### Chapter 13: Public Speaking on Special Occasions 209

Recognize the Different Types and Purposes of Special-Occasion Speeches 210 Awards Presentations— Accepting Awards 211

> Awards Presentations— Giving Awards 211 Commemorative Speeches Events 212

> > Institutions 213

Individuals 213
Speeches That Entertain 214
After-Dinner Speeches 214
Roasts 214
Combination Speeches 215
Use Strategies That Work 215
Use the Grand Style of Language 215
Emphasize Shared Objectives and Values 216
Personalize Your Subject 216
Use Visual Aids or Other Technologies When Appropriate 217
Be Dynamic and Appropriate to the Occasion 217
Chapter Summary 218
Special Occasion or Ceremonial Speech Assignment 219
Entertainment Speech Assignments 221
Entertainment Speech Topics List 223
Sample Special-Occasion Eulogy Speech Outline 224
Sample Special-Occasion Speech 225
Print and Web Resources 227

#### Chapter 14: You Have Rights and Responsibilities as a Speaker 229

Use Speaking as a Rite of Passage 230

Speak with Courage 232

212

• • xi

Take Risks with Responsibilities 232

Embrace Lifelong Learning and Makea Difference234

Chapter Summary 236

Print and Web Resources 237

**Glossary:** 239

Index: 249

#### Appendix A: Sample Speeches for Analysis 259

Bush, George W. (2011, September 11). 9/11 Address to the Nation: "A Great People Has Been Moved to Defend a Great Nation" 259

Clinton, Hillary. (2010, March 12). Address to the United Nations Commission on the Status of Women (Speech). 261 King, Martin Luther, Jr. (1963, August 28). I Have a Dream (Speech). 267

"Obama, Barack. (2013, January 2013). "Second Presidential Inaugural Address (Speech)." 271

Truth, Sojourner. (1851). Ain't I a Woman? (Speech). 275

Appendix B: Sample Speech Critique Forms 277

Appendix C: Application Exercises 285

xii •••