Public Communication

Chapter Thirteen

Focus Questions

- To what extent is public speaking similar to conversation?

- How can speakers enhance their credibility?

- How do speakers construct effective thesis statements?

- How do speakers support their claims?

Focus Questions

- How do speakers organize ideas effectively?

- What are the advantages and disadvantages of different styles of delivery?

- How can speakers manage speaking anxiety?

- How can you be a critical listener to others' public speeches?

Public Speaking as Enlarged Conversation

- Adapt to others' perspectives

- Create a good climate for interaction

- Use effective verbal & nonverbal communication

- Organize our thoughts

- Support our claims

- Present our ideas in an engaging and convincing manner

- Listen & respond to questions

Distinctive Features of Public Communication

- Greater responsibility to plan and prepare

- Less direct interaction

The Purposes of Public Speaking

- Entertain

- Inform

- Persuade

Credibility

- When listeners believe in a speaker and trust what the speaker says

- Initial credibility

- Derived credibility

- Terminal credibility

Planning Public Speeches

- Select a topic

- Define the speaking purpose

- Develop the thesis

Organizing Speeches

Speech Introduction

- Captures listeners' attention

- Motivates audience to listen

- Tells listeners the thesis and key points

- Enhance the speaker's credibility

Organizing Speeches

Speech Body

- Chronologically

- Spatially

- Topically

- Star structure

- Wave patterns

- Comparative

- Problem-solution

- Cause & effect

- Motivated sequence

Organizing Speeches

Speech Conclusion

- Summarizes the main ideas

- Be memorable

- Emphasize ideas

- Increase credibility

- Gain listeners' support or approval

Transitions

- Signal listeners you are ready to move from one idea to the next

  - therefore
  - and so
  - for this reason
  - as the evidence suggests

Researching & Supporting

- Evidence

  - Statistics

  - Examples

  - Comparisons

  - Quotations

Effective Delivery

- Oral style

- Impromptu delivery

- Extemporaneous delivery

- Manuscript delivery

- Memorized delivery

Guidelines for Public Speaking

- Understand & manage speaking anxiety

- Causes

- Reducing anxiety

Guidelines for Public Speaking

- Adapt speeches to audiences

- Listen critically

- Avoid common fallacies

Summary

- Public speaking as enlarged conversation

- Distinctive features

- The purposes of public speaking

- Credibility

Summary

- Planning public speeches

- Speech organization

- Researching & supporting

- Effective delivery

- Guidelines for public speaking