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