


chapter **1**
Speaking in Public

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Power of Public Speaking



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Public Speaking & Conversation

Similarities:

- Organizing thoughts logically
- Tailoring message to audience
- Telling story for maximum impact
- Adapting to feedback

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Public Speaking & Conversation

Differences:

- Public speaking more highly structured
- Public speaking requires more formal language
- Public speaking requires different method of delivery

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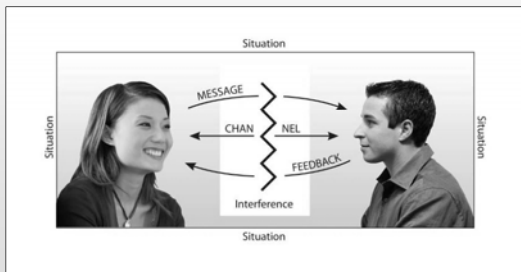
Speech Communication Process

- Speaker
- Message
- Channel
- Listener
- Feedback
- Interference
- Situation



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Speech Communication Process



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Frame of Reference

Sum of person's knowledge, experience, goals, values, attitudes



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Frame of Reference

- Everything said is filtered through listener's frame of reference
- No two people have same frame of reference

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Stage Fright

Anxiety over prospect of speaking in front of audience

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Reducing Speech Anxiety

- Acquire experience
- Prepare, prepare, prepare
- Think positively



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Reducing Speech Anxiety

- Use power of visualization
- Know that most nervousness is not visible
- Don't expect perfection

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Positive Nervousness

Controlled nervousness that helps energize speaker for presentation



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Visualization

Picture yourself giving successful speech

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Critical Thinking

- Focused, organized thinking
- Relationships among ideas
- Soundness of evidence
- Differences between fact, opinion

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Ethnocentrism

Believing one's group or culture is superior to all other groups or cultures

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Avoiding Ethnocentrism

- Respect listeners' cultural values
- Adapt messages to audience expectations
- Imagine yourself in place of listeners



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Avoiding Ethnocentrism

- Be alert to feedback
- Listeners also have to avoid ethnocentrism

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