Public Speaking Handbook

Sixth Edition

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Dedicated to our parents,
Russell and Muriel Beebe
and Herb and Jane Dye
and to our children,
Mark, Amanda, and Matthew Beebe

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Preface

The *Public Speaking Handbook*, Sixth Edition, is an adaptation of the successful tenth edition of *Public Speaking: An Audience-Centered Approach*. The distinguishing focus of the book remains our audience-centered approach. As in the development of the previous editions, we have listened to students and instructors to make the sixth edition an even more useful tool to help students improve their public speaking abilities. The goal of this edition of the *Public Speaking Handbook* is to be a practical and friendly resource to help students of public speaking connect their hearts and minds with those of listeners. Available both in Revel as well as in its traditional spiral-bound format, this new edition of the *Public Speaking Handbook* is audience-centered in its own right: it encourages students to become more involved in their own learning process.

Revel™

Revel is an interactive learning environment that deeply engages students and prepares them for class. Media and assessment integrated directly within the authors' narrative lets students read, explore interactive content, and practice in one continuous learning path. Thanks to the dynamic reading experience in Revel, students come to class prepared to discuss, apply, and learn from instructors and from each other.

Learn more about Revel
www.pearson.com/revel

Special Features for Public Speaking Students

Revel is a dynamic learning experience that offers students a way to study the content and topics relevant to communication in a whole new way. Rather than simply offering opportunities to read about and study public speaking, Revel facilitates deep, engaging interactions with the concepts that matter most. For example, in Chapter 3, students are presented with the authors' hallmark audience-centered model as an interactive figure diagramming the various tasks involved in the speechmaking process. This figure is used throughout the text to emphasize the importance

Figure 5.2 Audience-Centered Speaking Evaluation Questions

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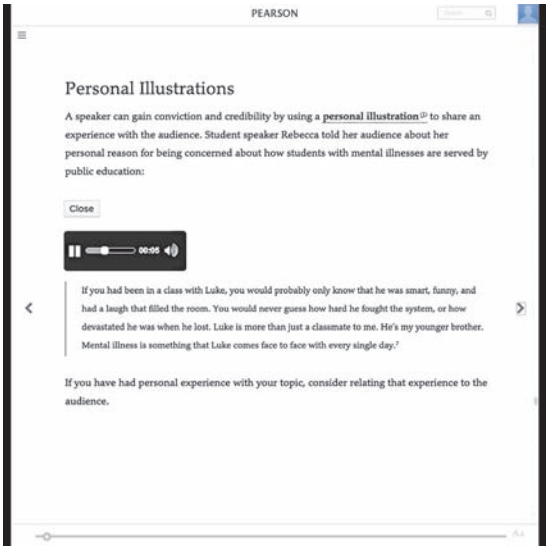
of being audience-centered. Throughout chapters in Revel students can interact with this figure to learn more about each stage of the process. In the Chapter 15 Study Guide they can take a self-checking, drag-and-drop assessment to put the stages of the model in order. In addition, students are presented with video examples throughout the book on topics such as improving listening skills, audience analysis, primary sources, speech delivery, using presentation aids, informative speeches, outlines, intercultural listening, and the fear of public speaking. As part of our commitment to boosting students' communication confidence, our first discussion of improving your confidence in Chapter 2 features the Personal Report of Public Speaking Anxiety in Revel. Students can take this assessment right there in the context of our chapter, get their score, and continue reading about how to improve their own level of confidence. By providing opportunities to read about and practice public speaking in tandem, Revel engages students directly and immediately, which leads to a better understanding of course material. A wealth of student and instructor resources and interactive materials can be found within Revel. Some of our favorites include the following:

- **Audio Speech Excerpts and Annotations**

  Throughout the text, audio excerpts highlight effective speech examples. Students can listen to audio clips while they read, adding dimension and reinforcing learning in a way that a printed text cannot. Complete outlines and speeches in Chapters 3, 9, 15, and 17 feature print and audio annotations that highlight correct outline formatting or explain decisions made by a speaker.

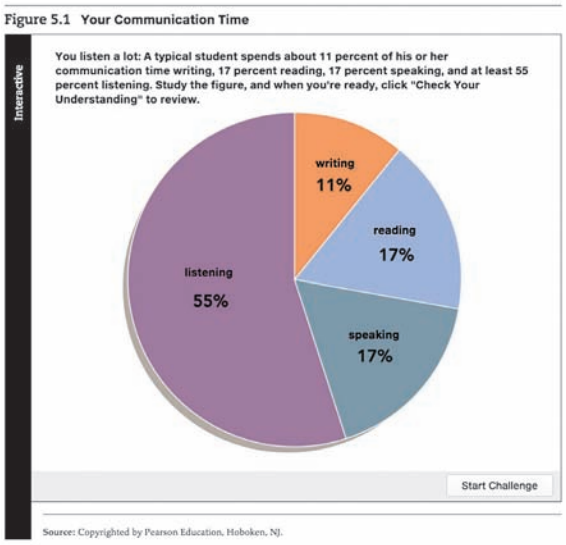
- **Videos and Video Self-Checks**

  More than ninety video clips appear throughout this edition to boost mastery, and approximately half of the videos are bundled with correlating self-checks, enabling students to test their knowledge.



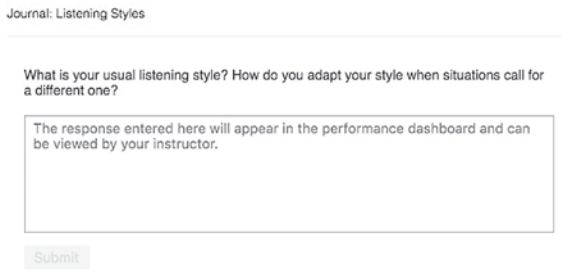
- **Interactive Figures**

  More than thirty interactive figures help students understand hard-to-grasp concepts through interactive visualizations. In addition to the authors' audience-centered model mentioned above, students can interact with graphics of communication models, presentation aids, Maslow's hierarchy of needs, and more.



- **Integrated Writing Opportunities**

  To help students connect chapter content with personal meaning, each chapter offers two varieties of writing prompts: Journal prompts elicit free-form, topic-specific responses (one per module) and an end-of-chapter Shared Writing prompt encourages students to share and reply to each other's brief responses to high-interest topics.



For more information about all the tools and resources in Revel and access to your own Revel account for *Public Speaking Handbook*, Sixth Edition, go to www.pearson.com/revel.

New to the Sixth Edition

In addition to the abundance of in-chapter interactive and media materials you'll find in Revel, we've refined and updated the text to create a powerful and contemporary resource for helping speakers connect to their audience.

New Speeches

We've added new speech examples throughout the text. In addition, three speeches in our revised Appendix B are new—John F. Kennedy's Inaugural Address, Pope Francis's Remarks to the U.S. Congress, and a student speech on the need for minority bone marrow donors—selected to provide readers with a variety of positive models of effective speeches. In Revel, many of these items are accompanied by audio or video.

New Examples and Illustrations

New examples and illustrations provide both classic and contemporary models to help students master the art of public speaking. As in previous editions, we draw on both student speeches and speeches delivered by well-known people. Revel incorporates numerous audio and video examples and allows for interactivity with many illustrations.

New Material in Every Chapter

In addition to these new and expanded features, each chapter has been revised with new examples, illustrations, and references to the latest research conclusions. Here's a summary of the changes and revisions we've made:

Chapter 1: Introduction to Public Speaking

- To capture student interest, the chapter now begins with a new example about the annual Technology, Education, and Design (TED) Conference.
- Discussion on the technological age of public speaking has been revised, and updated research reinforces advice on the importance of developing public speaking skills.
- Revel includes revised interactive figures for the models of communication as action, interaction, and transaction.

Chapter 2: Speaking with Confidence

- New research and examples help students understand the sources and nature of public-speaking anxiety. In Revel, a new video on dealing with speaking anxiety offers additional tips for students.
- Discussion on the pattern of feeling apprehension has been revised, and updated research reinforces advice for overcoming speaking anxiety and building confidence.

Chapter 3: Presenting Your First Speech

- To better streamline the chapter and reduce repetitive topics, the authors have reduced the number of sections from nine to two.
- The chapter includes revised and updated discussions on gathering supporting material and organizing a speech, plus a new example for developing a central idea.

Chapter 4: Speaking Freely and Ethically

- The chapter begins with a new, real-world example on racial tension at the University of Missouri–Columbia in order to highlight the balance between the right to speak freely and the responsibility to speak ethically.
- Coverage of free speech in the twenty-first century has been updated to include the Arab Spring and the terrorist attacks at the French humor magazine, *Charlie Hebdo.*
- The authors have also included new research on the consequences of plagiarism.
- Two new videos in Revel look at the ethics of deception and compare political convention speeches by Melania Trump and Michelle Obama.

Chapter 5: Listening to Speeches

- The discussion on prejudice has been revised.
- Research has been added on listening skills, including the influence of technology.
- In Revel, figures and tables have been made interactive, and new videos include Barack Obama's Second Inaugural Address and a critique of an after-dinner speech.

Chapter 6: Analyzing Your Audience

- A revised discussion of sex, gender, and sexual orientation has been updated with new research and examples.
- The definitions of ethnicity and race have been revised.
- Table 6.2 on generational characteristics has been updated to include generation Z, and Table 6.3 on cultural values has been expanded to include high-indulgence and low-indulgence cultures.

Chapter 7: Developing Your Speech

- A new figure is included to illustrate brainstorming. In Revel, students can interact with the graphic.
- New examples are featured in discussions on speaking to persuade and on guidelines for selecting a topic.
- Discussions on using web directories and writing a specific purpose have been updated.

Chapter 8: Gathering and Using Supporting Material

- Revised coverage of the Internet provides more updated information on locating resources online.
- New examples are provided for brief illustration, extended illustration, personal illustration,

explaining why, and using figurative analogies. They are accompanied by audio excerpts in Revel.

- The sections on interviewing and statistics have been streamlined and revised. New figures illustrate strategies for interviewing and guidelines for using statistics. The Revel edition features interactive versions of the figures.

Chapter 9: Organizing and Outlining Your Speech

- New examples of purpose statements, central ideas, and main ideas are included.
- New figures illustrate how to organize supporting material (interactive in Revel) and how to develop your speaking notes.
- A new Sample Preparation Outline gives students a complete model of the best practices in organization and outlining. Revel includes annotation audio and a video of the speech.

Chapter 10: Introducing Your Speech

- New examples are provided for humor, references to the occasion, and illustrations, which are accompanied by audio excerpts in Revel.
- A video on effective introductions has been added to the Revel version.

Chapter 11: Concluding Your Speech

- New examples are included for motivating an audience to respond, referencing the introduction, and using an inspirational appeal.
- Revel includes a new video of Barack Obama's 2008 victory speech.

Chapter 12: Using Words Well: Speaker Language and Style

- New Table 12.1 provides explanations and examples of different types of figurative language.
- New Table 12.2 offers four strategies for creating drama in speeches.
- New Table 12.3 summarizes ways to create cadence by using stylistic devices.
- In Revel, the ladder of abstraction figure is now interactive.

Chapter 13: Delivering Your Speech

- This chapter has been streamlined from seven sections to six. Selected content from the former section "Audience Diversity and Delivery" has been distributed throughout the chapter where appropriate.
- Discussions on how to use gestures, movement, and facial expressions effectively have been updated, and research relating to personal appearance has been added.
- Revel includes several new videos, giving an overview of delivery and covering topics such as eye contact, modes of delivery, and gestures.

Chapter 14: Using Presentation Aids

- This reorganized chapter now has a greater focus on computer-generated presentation aids.
- Content on visual rhetoric has been added.
- The chapter also features updated figures, including examples of bar, pie, line, and picture graphs.
- Revel includes a new student speech video.

Chapter 15: Speaking to Inform

- This chapter offers streamlined discussion on informative speech topics.
- "Developing an Audience-Centered Informative Speech," the final section in the chapter, has been revised to reduce repetitive topics.
- Revel includes a new student speech video, paired with a video self-check.

Chapter 16: Understanding Principles of Persuasive Speaking

- Material on changing or reinforcing audience values has been revised.
- The discussion of fear appeal has been updated.
- In Revel, the figure showing audience attitudes, beliefs, and values is now interactive.

Chapter 17: Using Persuasive Strategies

- Discussions on how credibility evolves over time and improving your credibility have been revised.
- The authors have added suggestions for telling stories with an emotional message.
- Revel includes a new clip from a student speech video.

Chapter 18: Speaking for Special Occasions and Purposes

- A new discussion on mediated workplace presentations is featured.
- A new figure illustrating suggestions for enhancing teamwork has been added and is interactive in Revel.
- New examples from commencement addresses are included. Revel offers a new video of a commencement speech by cartoonist Garry Trudeau.
- Video of a student's speech of tribute has also been added in Revel.

Successful Features Retained in This Edition

While adding powerful new features and content to help students become skilled public speakers, we have also endeavored to keep what students and instructors liked best. Specifically, we retained five areas of focus that have proven successful in previous editions: our audience-centered approach; our focus on overcoming communication apprehension; our focus on ethics; our focus on diversity; and our focus on skill development. We also continue our partnership with instructors and students by offering a wide array of supplements to support teaching and learning.

Our Audience-Centered Approach

Over 2,300 years ago, Aristotle said, "For of the three elements in speechmaking—speaker, subject, and person addressed—it is the last one, the hearer, that determines the speaker's end and object." We think Aristotle was right. A good speech centers on the needs, values, and hopes of the audience, who should be foremost in the speaker's mind during every step of the speech development and delivery process.

Our audience-centered model integrates the step-by-step process of speech preparation and delivery with the ongoing process of considering the audience. After introducing the model, as we discuss presenting your first speech, in Chapter 3, we continue to emphasize the centrality of considering the audience by revisiting it at appropriate points throughout the book.

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Here's how to use the model:

- **Start at the top.** Viewing the model as a clock, the speaker begins the process at the 12 o'clock position with "Select and Narrow Topic" and moves around the model clockwise to "Deliver Speech."

- **Consider the audience.** Each step of the speech construction process touches the center portion of the model, labeled "Consider the Audience." Arrows connect the center with each step of the process to emphasize that the audience influences each of the steps involved in designing and presenting a speech.
- **Revise to improve your speech.** Arrows point in both directions around the central process of "Consider the Audience" to remind you that a speaker may sometimes revise a previous step to incorporate further information or additional thoughts about the audience.

Our Focus on Reducing Communication Apprehension

To help students to overcome their apprehension of speaking to others, we have devoted an entire chapter (Chapter 2) to a discussion of how to manage communication apprehension. We've updated our discussion in this edition, adding the most contemporary research conclusions we can find to help students overcome the anxiety that many people experience when speaking publicly.

Our Focus on Ethics

Being audience-centered does not mean that a speaker tells an audience only what they want to hear. Audience-centered speakers articulate truthful messages that give audience members free choice in responding to a message, while they also use effective means of ensuring message clarity and credibility. From the first chapter onward, we link being an audience-centered speaker with being an ethical speaker. We not only devote an entire chapter (Chapter 4) to being an ethical speaker, but we also offer reminders, tips, and strategies for making ethical speaking and listening an integral part of human communication. As part of the Study Guide at the end of each chapter, students and instructors will find questions to spark discussion about and raise awareness of ethical issues in effective speechmaking.

Our Focus on Diversity

To be audience-centered is to acknowledge the various ethnic and cultural backgrounds, attitudes, beliefs, values, and other differences present when people assemble to hear a speech. The topic of adapting to diverse audiences is integrated into every step of our audience-centered approach.

Our Focus on Skill Development

We are grateful for our ongoing collaboration with public-speaking teachers, many of whom have used our audience-centered approach for nearly two decades. We have retained those skill-development features of previous editions that both teachers and students have applauded. What instructors tell us most often is "You write like I teach" or "Your book echoes the same kind of advice and skill development suggestions that I give my students." We are gratified by the continued popularity of the *Public Speaking Handbook*.

- **Clear and Interesting Writing Style** Readers have especially valued our polished prose, concise style, and engaging, lively voice. Students tell us that reading our book is like having a conversation with their instructor.
- **Outstanding Examples** Not only do students need to be told how to speak effectively, they need to be shown how to speak well. Our powerful and interesting examples, both classic and contemporary and drawn from both student speakers and famous orators, continue to resonate with student speakers.
- **Built-in Learning Resources** Chapter outlines on the opening pages of chapters provide immediate previews. Learning objectives help students set goals and gauge their progress.

Other helpful resources include Quick Check boxes after nearly every major section of the text and a consolidated Study Guide at the end of each chapter.

Our Partnership with Instructors and Students

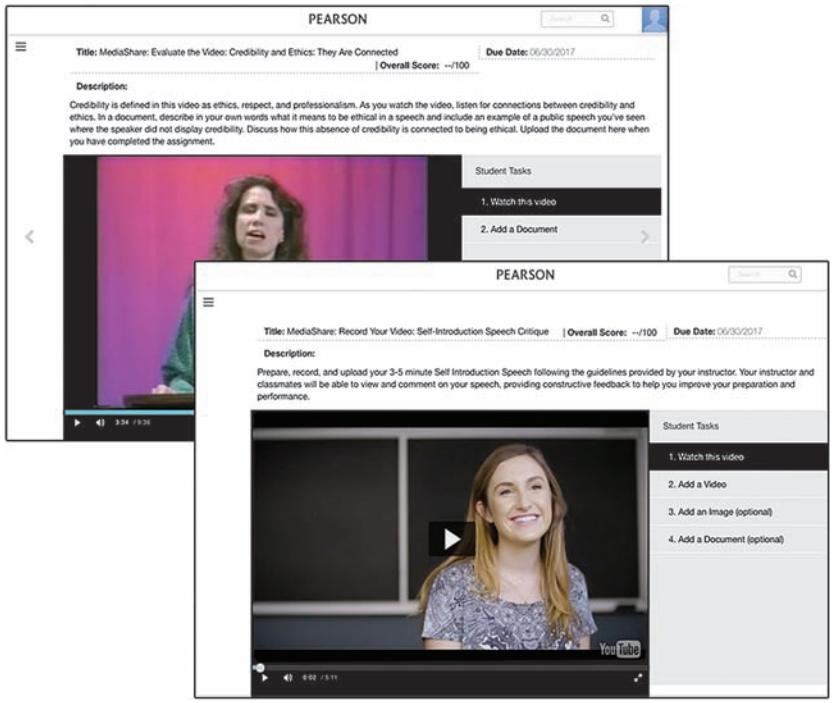
Public speaking students rarely learn how to be articulate speakers only from reading a book. Students learn best in partnership with an experienced instructor who can guide them through the process of being an audience-centered speaker. And experienced instructors rely on some support from textbook publishers. To support instructors and students who use the *Public Speaking Handbook*, Pearson offers various supplements, previewed below with more detailed descriptions available online and from your Pearson representative.

Instructor and Student Resources

Key instructor resources include an Instructor's Manual (ISBN 0-13-462398-3), TestBank, (ISBN 0-13-462397-5), and PowerPoint Presentation Package (ISBN 0-13-462399-1). These supplements are available on the catalog page for this text on Pearson .com/us (instructor login required). MyTest online test-generating software (ISBN 0-13-462395-9) is available at www.pearsonmytest.com (instructor login required). For a complete list of the instructor and student resources available with the text, please visit the Pearson Communication catalog, at www .pearson.com/communication.

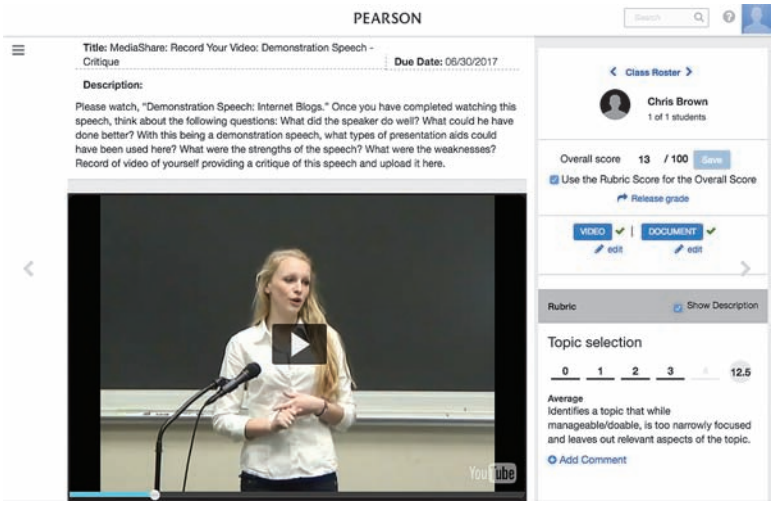
Pearson MediaShare

Pearson's comprehensive media upload tool allows students to post videos, images, audio, or documents for instructor and peer viewing, time-stamped commenting, and assessment. MediaShare is an easy, mobile way for students and

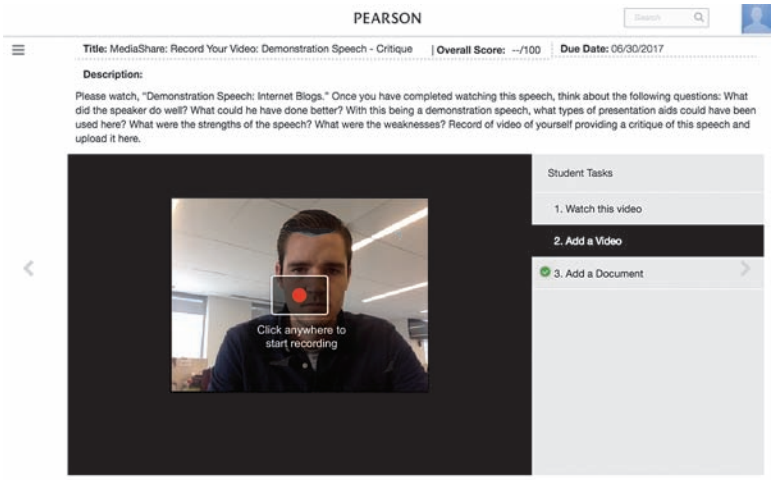


professors to interact and engage with speeches, presentation aids, and other files. MediaShare gives professors the tools to provide contextual feedback to demonstrate how students can improve their skills.

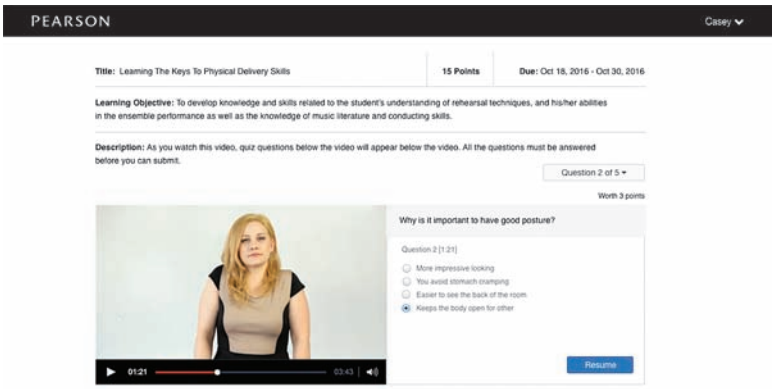
The best of MediaShare functionality, including student video submissions with grading and video quizzes, is now available to use and assign ***within Revel***, making Revel an even more complete solution for Communication courses. By placing these key components of MediaShare within Revel, students have one all-inclusive space to practice and have their performance assessed while actively learning through interactive course content. Revel with MediaShare is an unparalleled immersive learning experience for the Communication curriculum.



- Use MediaShare to assign or view speeches, video-based assignments, role plays, and more in a variety of formats including video, Word, PowerPoint, and Excel.
- Assess students using customizable, Pearson provided rubrics or create your own around classroom goals, learning outcomes, or department initiatives.



- Set up assignments for students with options for full-class viewing and commenting or private comments between you and the student.
- Record video directly from a tablet, phone, or other webcam.
- Embed video from YouTube via assignments to incorporate current events into the classroom experience.
- Set up quiz questions on video assignments to ensure students master concepts and interact and engage with the media.
- Import grades into most learning management systems.
- Ensure a secure learning environment for instructors and students through robust privacy settings.



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