8/24/16

Communication is a process

Communication is symbolic

Communication creates meaning

Myths of public speaking:

* Frame of Reference
* Communication is simple
* More is better

Frame of Reference: The sum of person’s knowledge, experience, goals, values, attitudes

Critical Thinking: Focused, organized thinking

* Involves relationships among ideas, soundness of evidence, differences between fact and opinion

Similarities between conversation and communication

* Organization
* Tailor to who you talk to
* Telling stories

Differences

* More highly structured
* Language is more formal
* More rhetorical

Good speakers adapt to culturally diverse audience

Gaining Attention:

**First Speech Structure**

ATTENTION GETTER

* Relate topic to audience
* State importance of topic
* Startle audience
* Arouse curiosity
* Question audience
  + Rhetorical questions
* Begin with quotation
* Tell a story

INTRODUCTION

* State the thesis (central idea)
  + The overall idea for your entire speech
* Tie to audience
* Credibility statement
* Review the main points

BODY

* Limit to 3 points
* In between 3 main points you need transition statements

CONCLUSION

* Restate central idea
* Review main points

CLOSING

* End with quotation
* Make dramatic statement
* Refer to attention getter
* Dissolve ending (generating emotional appeal by fading to dramatic final statement)
* Crescendo ending (building to zenith of power, intensity)