

chapter 1

Speaking in Public



Public Speaking & Conversation

Similarities:

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

Public Speaking & Conversation

Differences:

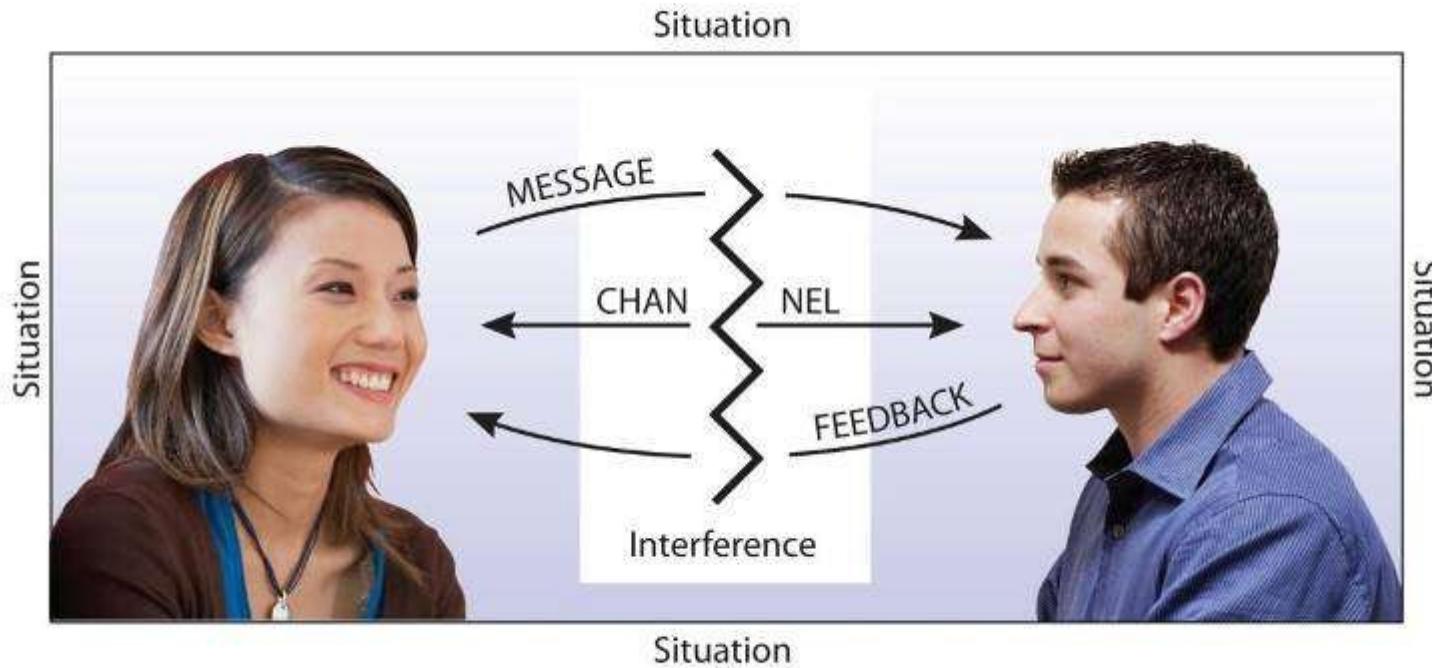
- **Public speaking more highly structured**
- **Public speaking requires more formal language**
- **Public speaking requires different method of delivery**

Speech Communication Process

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

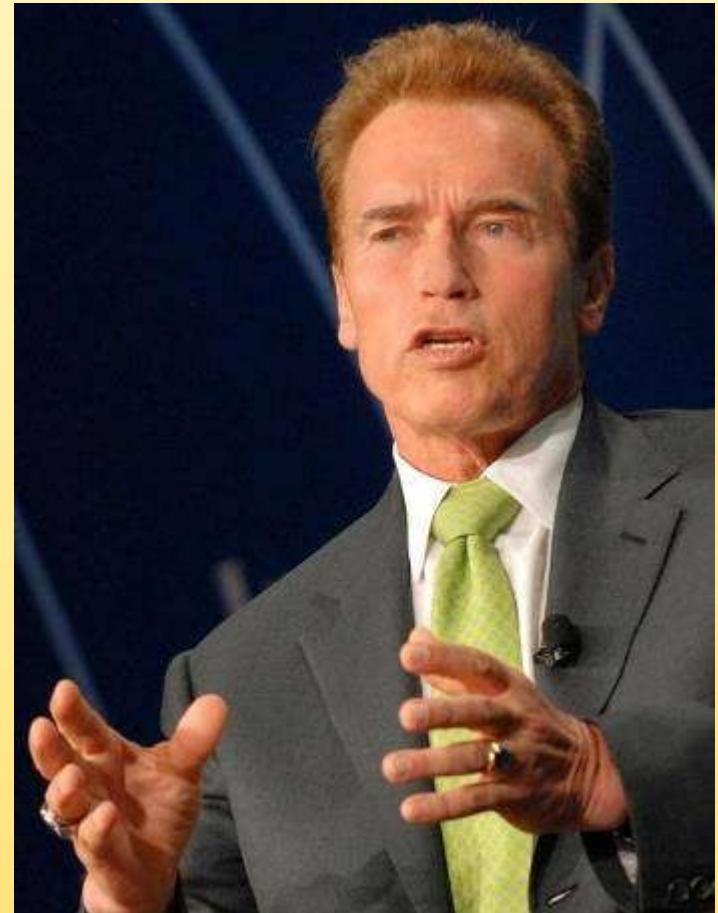


Speech Communication Process



Frame of Reference

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



Frame of Reference

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

Stage Fright

**Anxiety over prospect of
speaking in front of audience**

Reducing Speech Anxiety

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



Reducing Speech Anxiety

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

Positive Nervousness

**Controlled
nervousness that
helps energize
speaker for
presentation**



Visualization

**Picture yourself giving
successful speech**

Critical Thinking

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

Ethnocentrism

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

Avoiding Ethnocentrism

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



Avoiding Ethnocentrism

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