



# 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:**

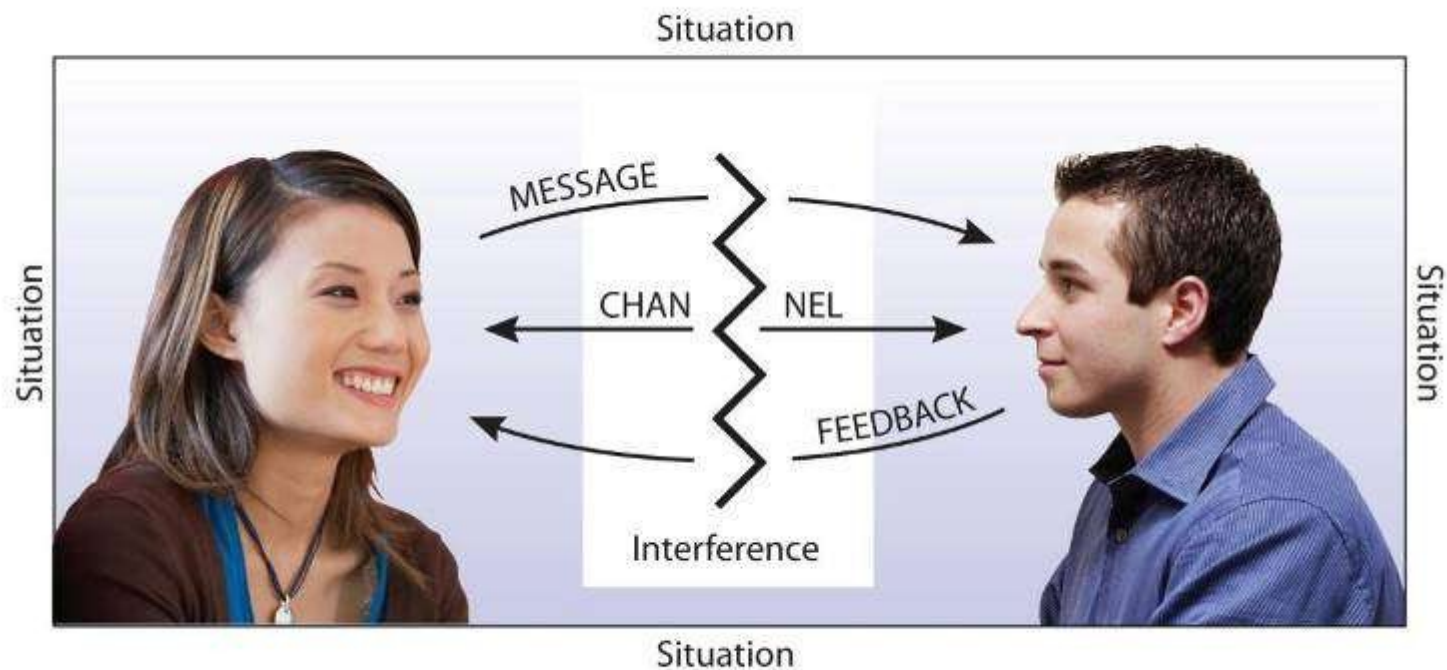
- **Public speaking more highly structured**
- **Public speaking requires more formal language**
- **Public speaking requires different method of delivery**

# Speech Communication Process

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

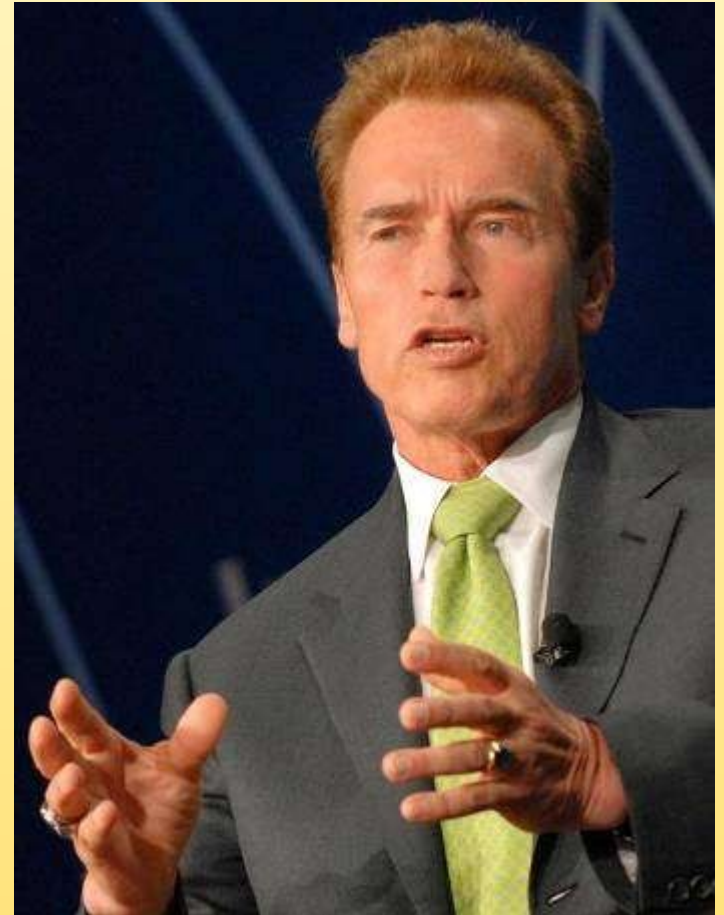


# Speech Communication Process



# 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**