**Lecture 2 Speech communication process**

**Task 1** Could you draw a mind map to show the factors involved in the public speech communication process?

**Task2** Read the following example identify the various components of the speech communication process.

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| \_\_\_\_\_\_\_\_\_\_\_ | It was 5:15 pm and the international sales conference of computer giant Lexstar had been going in Shenzhen all day. A series of new produce presentations to buyers from the company’s largest customers had taken much longer than expected |
| Speaker | Cindy Chen was worried. As a marketing manager for the T-series of laptops, she was the last speaker of the day. When she rose to address the audience, she knew she faced a difficult situation. she had been given 45 minutes for her presentation, and the meeting was scheduled to end in 15 minutes. What’s more, sales of her product line depend in large part on this presentation. |
| \_\_\_\_\_\_\_\_\_\_ | Cindy stepped to the microphone and began to speak. She could see her audience looking at their watches; she knew they were eager to get to dinner after a long day of speeches |
| Adaptation to \_\_\_\_\_\_\_\_ | “Good afternoon”, Cindy said, “and thanks for your attention. I know everyone is ready for dinner---I certainly am. I was given 45 minutes for my pre, but with your kind cooperation, I will do my best to finish in half an hour. I think you’ll find the time worthwhile, because the computers I’m going to tell you about are priced right to increase your customer base.” Cindy was relieved to see several people smiling as they settled back in their seats. |
| \_\_\_\_\_\_\_\_\_ | Now that she had the audience’s attention, Cindy presented each new computer as briefly as possible. She reduced her planned presentation to emphasize the features that would be most attractive to buyers from different countries. She ended by promising to contact anyone who needed more information. She quickly added her email address to her PPT slides and was encouraged to see some audience write it down. |
| \_\_\_\_\_\_\_\_ | As promised, Cindy finished her presentation under half an hour. “And that’s it!” she concluded. “Let’s eat!”. Later, the marketing director complimented her on dealing so well with a tough situation. ”You did a great job”, the director said, “Next year, we will try to make all the presentations as efficient as yours.” |

Speaker/Context/Interference/Message/Feedback