

COMM 415

Dr. Hest

Topic: Public Speaking Unit Overview

*Get a good public speaking textbook to use as your guide.

Suggested Topics for a Public Speaking Unit

1. The Process of Public Speaking: The Communication Model
2. The Importance of Effective Public Speaking
3. Communication Apprehension
4. Ethics and Public Speaking: Language, Research, Respect
5. Listening
 - a. Process: Telephone Game
 - b. Importance of Listening: Academically, Professionally, Interpersonally
 - c. Suggestions to Improve Listening
6. Audience Analysis: Demographic, Psychographic, Situational
7. Selecting Topics: Brainstorming and Focusing Topics
8. Gathering Materials: Library and Online Research
 - a. Evaluating Data
 - b. Citing Sources
9. Types of Supporting Materials: Examples, Images, Testimony, Statistics
10. Organizing the Speech
 - a. Outlines: Scrambled Outline Activity
 - b. Introduction/Body/Conclusion
 - c. Formats: Topical, Spatial, Chronological, Problem-Solution
11. Language Use in Public Speaking
 - a. Inclusivity
 - b. Appropriateness
 - c. Vividness
12. Delivery Concerns: Watch and Evaluate Videos
13. Speaking in a Mediated Venue - Zoom
14. Using Visual Aids: Evaluate Samples
15. Considerations for Speaking to Inform
 - a. Objects, Processes, Concepts, Events
 - b. Guidelines
16. Considerations for Speaking to Persuade
 - a. Questions of Fact, Policy, Value
 - b. Arguments and Refutation
 - c. Persuasive Formats: Problem-Solution, Problem-Cause-Solution, Comparative Advantage, Monroe's Motivated Sequence
17. Speaking on Special Occasions
Toasts, Eulogies, Awards