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The EVOLVING ART of PUBLIC SPEAKING



Public Speaking

- A situation in which an individual speaks to a group of people, assuming responsibility for speaking for a defined length of time

Transferable Skills

- Being more confident and managing speech anxiety
- Being a better listener
- Adapting to different audiences & building credibility
- Finding and using reliable information
- Organizing ideas and information effectively
- Presenting ideas and information effectively

Speaking Effectively & Contexts

- In classes
- In the workplace
- In communities
- At social events



Foundations of Public Speaking

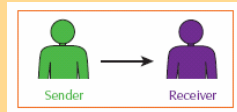
- Aristotle's *Rhetoric*
 - Audience-centered communication
 - Proofs – logos, pathos, and ethos
- Cicero and the Five Arts
 - Invention
 - Arrangement
 - Style
 - Memory
 - Delivery
- Storytelling

Contexts for Human Communication

- Interpersonal communication
- Small group communication
- Organizational communication
- Mass communication
- Public communication

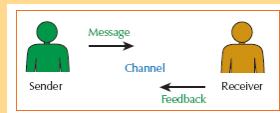
Models of Communication

- Transmission Model
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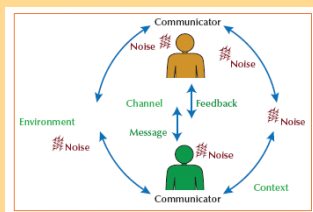
Models of Communication

- Transmission Model
- Interactional Model
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Models of Communication

- Transmission Model
- Interactional Model
- Transactional Model
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Models of Communication

- Transmission Model
- Interactional Model
- Transactional Model
- The New Model

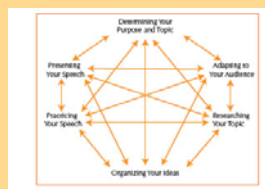


Key Issues for Today's Public Speaker

- Ethics
- Critical thinking
- Cultural awareness
- Using presentation software

A Brief Guide to Successful Speaking

- Determining your purpose and topic
- Adapting to your audience
- Researching your topic
- Organizing your ideas
- Practicing your speech
- Presenting your speech



Chapter Video



Websites

- Becoming a professional speaker
<http://www.speakermatch.com/showcase/resources/speakerorgs.htm>
