

Know the average rate of speech for Americans.

Between 120-160 words per minute

In the persuasive speaking chapter, know the difference between logos, pathos, and ethos.

Logos-Power of Logical Appeals and Arguments (reasoning or logic)

Pathos- Power of Emotion

Ethos-Power of the Speaker's Credibility

Know the difference between Richard Johannesen's distinction between dialogue and monologue.

"A dialogue considers the welfare of the audience; a monologue focuses only on the speaker's self-interest"

Know and be able to define the various levels of Maslow's Hierarchy of Human Needs.

****Self-actualization**

(highest & final level- need for fulfilling highest potential through personal growth, creativity, self-awareness, and knowledge)

****Esteem Needs**

(need to be seen as worthy, competent, & respected)

****Belongingness and Love**

(needs for affiliation, friendship, and love)

****Safety Needs**

(needs for security & means of earning a living)

****Physiological Needs**

(most basic biological needs- food, shelter, water, etc)