

## COMS 101 FINAL ALBAN

Know the different methods of delivery and the one that is the most appropriate for students of public speaking.

1. Memorization
2. Using a manuscript
3. Extemporaneous speaking **most appropriate**
4. Impromptu speaking

Know the various aspects of vocal delivery (articulation, etc) and of physical delivery (gestures, etc) as the chapter defines these.

Vocal:

articulation, pronunciation, volume, rate, pitch, pauses, and emphasis.

Physical:

gestures, using note cards or a legal pad, physical movement, eye contact, appearance.

Know the actions that inhibit gesturing.

- Clasping your hands together
- Hugging your body
- Clasping your hands in the "fig-leaf" stance
- Locking your hands behind your back
- Putting your hands in your pocket
- Grasping and leaning into your lectern

Know the considerations for using note cards.

- View your notecards as an extension of your arm
- Cards should fit into your hand comfortably
- 4"x6" are easier to read than 3"x5"
- Number notecards in order
- Check to see that they are in sequence before speaking
- Never staple your notecards

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)

Know the five steps of Monroe's Motivated Sequence, in order.

- I. Attention (In the introduction)
- II. Need (In the body)
- III. Satisfaction (In the body)
- IV. Visualization (In the conclusion)
- V. Action (In the conclusion)

Know the difference between inductive and deductive reasoning.

Inductive- Moves from the specific to the general in an orderly, logical fashion

Deductive- Conclusions drawn from connections between statements that serve as a premise.

Know the four aims of persuasion.

- Adoption  
getting audience to start doing something
- Continuance  
getting audience to continue doing something
- Discontinuance  
getting audience to stop doing something
- Deterrence  
convincing audience NOT to start doing something

Know how many members a group must have to be considered a small group.