

SPEECH FINAL STUDY GUIDE

Chapters 3, 4, 5, 6, 16 (the persuasive speech section), Professional Communication (and anything else covered in lecture)

Persuasive Speaking, Verbal Communication, Non-verbal Communication, Listening, Interpersonal Relationships, Professional Communication, Special Occasion Speeches

Special Occasion Speeches

1. Public prayer: should give a spiritual centeredness for the room. Don't use it to convert
2. Eulogies: acknowledged shared sadness but do your best to be optimistic
3. Toast
4. Presenting an Award: tell what the person did to get the award, introduce the award, and then the person and how they met the requirements to get it
5. Accepting an Award
6. Introducing a Speaker: don't oversell by saying everything they ever did, never introduce while people are eating

Persuasive Speaking

- Why persuasion is so difficult
 - The sheer amount of persuasion that occurs everyday
 - We are lazy
 - Values, beliefs and attitudes are firmly entrenched
 - It works slowly over time
 - A threat to freedom
- What is my purpose
 - Get audience members to believe a certain way, get them to act, change beliefs, etc
- Who is my audience
 - What are their beliefs, attitudes, etc
- Writing the Speech
 - Aristotle gave us our def of rhetoric: it's all means of persuasion
 - Ethos - Authority, credibility
 - Credibility: 4 things
 - Trustworthy
 - Become an Expertise (how?)
 1. Do research
 2. Make a commitment
 3. Have experience
 - Ethical framework/ integrity
 - Dynamism: energy, enthusiasm
 - Pathos - emotional appeal, Maslow's hierarchy of needs
 - Logos (more important, like to start w it) - causation, logical proof
 - Inductive/deductive reasoning
 - Correlational
 - Causal reasoning
 - Reasoning by analogy
 - How to organize points
 - Problem → solution
 - Cause → effect
 - Motivational sequence
 - 5 steps (ANSVA)
 1. Attention: Grab attention of the audience
 2. Need: Create a need in the audience
 3. Satisfaction: Satisfy the need
 4. Visualization: Visualize engaging in the behavior
 5. Action: take action

Verbal Communication

- Concrete symbols and Abstract symbols
 - Go to a lower level abstraction to maintain clarity (be more concrete)
 - Words operate in concrete levels and abstract levels
- Language environment
 - Helps us define context
 1. People
 2. Purpose
 3. Rules that govern the exchange
 4. The actual talk - the transcript
- Differences between men and women
 - Women use **rapport talk**: match experiences, establish intimacy, create a social network
 - Men use **report talk**: main center stage, achieve status, exchange information in a way that person stays number 1
- What we use to give our words more power
 - No "likes" "basically" "uh"; vocal fillers
 - Get rid of tag questions

Non-Verbal Communication

- Nonverbal vs. verbal communication
 - Differences
 - Brain processing:
 - Verbal is linear
 - NV is holistic
 - Verbal is conscious, NV is not
 - Can stop verbal, cannot stop NV
 - Verbal is conscious
 - We will believe nonverbal before we believe verbal
 - Varies by gender
 - Both cultural
- Functions of Nonverbal Communication
 1. Complement
 2. Regulate
 3. Substitute
 4. Accent
- Types
 - Paralanguage (rate, pitch, volume, quality, vocal fillers)
 - Body Movement (kinesthetics)
 - Facial Expressions
 - Eye Messages
 - Attractiveness
 - Elective: physical characteristics you can control (clothings, makeup, etc)
 - Non-elective: things you can't change (height, bone structure)
 - Clothing
 - Body Adornment
 - Space and Distance (proxemics)

Listening

- Listening process
 - 5 steps
 1. Listening preparation
 2. Receiving the message
 3. Constructing the meaning
 4. Responding
 5. Remembering

- Difficult because - information overload, cognitive dissonance, anxiety, controlling listeners, passiveness
- What a good listener does and what a bad listener does
 - Good: eye contact, attentive to V and NV, patient, responsive, paraphrase, constructive feedback, empathic, shows interest, caring, non-judgemental, open-minded
 - Bad: interrupt, eyes wander, distracted, not interested, no feedback, changes subject, judgemental, close-minded, talks too much
- SOLER
 - Square off
 - Open up
 - Lean in
 - Eye contact
 - Relax

Interpersonal Relationships

- 5 different things about managing emotions
 1. Being self-aware
 2. Managing emotions
 3. Motivating yourself
 4. Recognizing emotions in others
 5. Handling relationships
- Why we're attracted to people
 - Similarities
 - Differences
 - Proximity (people we see more often)
 - Perceived Gain
 - Attractiveness
- Motives for interpersonal communication
 - Pleasure, relaxation, affection, control, inclusion, health, escape
- How we do it:
 - Small talk
 - Bids, bidding process
 - Focus on people around you
 - Set a positive tone in conversations
 - Avoid harmful criticism
 - Avoid becoming physically or emotionally overwhelmed
 - Create a climate of praise and gratitude
 - Self-disclose and connect (Johari window)

Professional Communication

Principles: Integrity, Respect, Openness, Responsibility, Teamwork, Self-Improvement, Ethics

Communication with Professional Setting

1. Give more attention to face to face
2. The key is effective listening
3. Speak clearly, with good diction
4. Maintain positive attitude
5. Give and receive feedback
6. If you are angry, calm down before responding
7. Build your credibility

The Resume, The Cover Letter, The Interview, Follow-up Communication, Reference Letters