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SPC1017: Notes for Exam 2

Exam 2:

- Verbal Communication, Chapter 3
- Non-Verbal Communication, Chapter 4
- The Process of Persuasion, Persuasive Speaking, Chapter 16
- Interpersonal Relationships and Communication, Chapter 6
- Listening, Chapter 5
- Professional Communication, Cover letters, Resumes, References, and Interviews, Chapter 10

- Oxford dictionary
 - began by a group taking books and defining each word individually, met 1-2 times a year and voted on words
 - People determine meanings of words
- Persuasive speech
 - Two words:
 - *Influence*: power or person or thing
 - *Motivation*: stimulation intuition to act
- Ethical considerations
 - Treat audience with respect
 - don't talk them down, be equal with your audience, Ex: use "we" not "you"
 - Take care not to distort or exaggerate your facts
 - Ex: George O'Leary, coach of UCF football lost job after 5 years because he distorted facts on his resume
 - Avoid lying or name calling
 - watch the way you say a name
 - Avoid suppressing key information
 - If you have something to gain personally tell the audience
 - credibility is lost when you are not ethical, Ex: relay for life queen
- Difficulty in Persuasive Speaking
 - Dealing with values, beliefs, and attitudes that are usually firmly held
 - Ex: rooting for the gators
 - You receive so many persuasive interactions every day
 - Ex: Facebook ads want you to "buy this", dog "walk me", text "lets go workout"
 - Occurs slowly over time
 - Ex: online is persistent
 - People are lazy
 - need to challenge them, get them to act, ex: thank you note speech (email me!)
 - Threat to our freedom

- don't like to be told what to do, make it easy, not a threat, make it something you just do
- Strategies for Persuasive Speaking
 - *What am I trying to get them to do?*
 - *Try to get them to act*
 - *Try and get them to continue doing what they're doing*
 - *Get them to avoid what they're doing*

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- 4 things for language environment
 - *people – who's there? Who's involved?*
 - *Their purpose for being there*
 - *Rules for which people achieve grammatical rules*
 - *Actual talk that takes place – what is said*
- *So much of communication is ritual: Hi. How are you? Nice to me you.*
- Appropriate vs. Inappropriate
 - *Profanity*
 - *Euphemism*
 - Ex: "I'd like a hamburger", not "I'd like a juicy cow", "passed away" not "died", "IRS" not "government taking your money"
 - Kids will take it seriously, be honest with them, address the situation, "Johnny died", not hide/avoid it/or use euphemism
 - *Double speak: when institution engages in euphemism*

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- you might not mean to offend but it depends how the person takes it
 - sexism, gender and language
- Gender and Language
 - **Rappor Talk** – speak for intimacy, women
 - **Report Talk** – speak to maintain status, men
 - Men are more likely to intrupt or give directives, ex: "write this down"
 - Women use more personal pronouns
- Powerful vs. Less Powerful
 - Men: "damn good movie" women: waiting to ask if she liked it
 - Women: "I liked the movie. Did you like it?" (tag)
 - Hesitations: "um" "ya know" "like"
 - Tag question: comes across as less powerful, ask question but separately not with the declarative
 - Dialect... British = #1 status of dialect, Southern is last
 - Virginia vs NC vs SC, vs TN, vs Tally, vs Miami
- - What do I want to say?
 - How do I want to say it?

- CLARITY, to be clear use words that people understand. If you use a big one give the definition or explain
 - Be vivid
 - Paint a picture, adults grow away from being vivid
 - To whom are you talking to?
 - Work vs. friends
 - What metamessages are you sending?
 - Metamessage: submessage
 - Ethics
 - Ex: swearing on social media
- Nonverbal vs. Verbal Communication
 - Verbal Communication = linear
 - Characteristics of Nonverbal Communication
 - (Holistically)
 - 1. Cultural Determination
 - taught, ex: eye contact, hand shake, the apple doesn't fall far from the tree, parents → kids
 - 2. May be in conflict with verbal communication
 - sending a mixed message, ex: tone of voice, body language, can destroy relationships
 - 3. Unconscious
 - not even aware you're doing it, a good way to learn about yourself is to watch yourself on camera
 - 4. Shows you're true feelings and attitudes
 - 5. Varies by gender
 - 6. Displays power
 - ex: office size, salary, etc.)
 - **internal power:** personal (idc about my office size)
 - **extrinsic power:** I need office/salary/etc.
- Spoke about free vs. hate speech
- Types of Nonverbal Communication:
 - 1. **Paralanguage:** everything but what we say (way we say things)
 - 1. **Rate** – faster = intelligent, competent, credible, but also seen as less honest and trustworthy, vary the pace when you speak
 - 2. **Pitch** – High vs. Low, higher = not pleasant. Not varying the pitch = monotone
 - 3. **Volume** – need to be heard! People become quiet because they are devoiced as children, pay attention to the audience, use your entire body (chest, abs, posture), don't speak from just your nose or throat, when you're feeling vulnerable your body tries to protect itself by closing up (psychological effect)
 - 4. **Quality of your voice** – tempo, energy of voice, the **residence** of your voice = fullness, **articulation** – pronounce words correctly, people tend to start strong and fall off ex: "ya know"