Projects in Speech Communication Overview



Unit One	Communication Basics2Chapter1 The Fundamentals of Communication.4Chapter2 Oral Language.24Chapter3 Nonverbal Communication46Chapter4 Listening64Chapter5 Influences on Communication.86
Unit Two	Interpersonal Communication110Chapter6 Effective Interpersonal Communication Strategies112Chapter7 Interpersonal Listening136Chapter8 Solving Problems and Managing Conflict152Chapter9 Interviews172
Unit Three	Group Communication196Chapter 10 The Power of Groups198Chapter 11 Group Dynamics and Roles214Chapter 12 Group Discussions230Chapter 13 Parliamentary Procedure254
Unit Four	Public Speaking274Chapter 14 Preparing to Speak276Chapter 15 Researching Your Subject296Chapter 16 Organizing Your Speech320Chapter 17 Preparing Supporting Materials350Chapter 18 Using Language Effectively372Chapter 19 Presenting Your Speech394
Unit Five	Types of Presentations420Chapter 20 The Speech to Inform422Chapter 21 The Speech to Persuade450Chapter 22 Speeches for Special Occasions478Chapter 23 Competitive Speech Events508
Unit Six	Mass Communications540Chapter 24 Mass Communications in Society542Chapter 25 Technology in Everyday Life562



Communication Basics

CHAPTER 1	The Fundamentals of Communication	4
	ESSENTIAL QUESTION: What is communication? Chapter Project: Instant Replay	
	The Importance of Communication in Daily Life	6
	Feature: Communication in a Diverse World A World Without Language	7
	Standards for Communication Decisions	8
	A Model of the Communication Process	9
	Expanding the Communication Model	13
	Feature: Is This Job for Me?	14
	Refining the Definition of Communication	15
	Feature: Communication Past and Present	20
CHAPTER 2	Oral Language	24
	ESSENTIAL QUESTION: How can people use language to achieve effective oral communication? Chapter Project: "Who's on First?"	
	Identifying Characteristics of Oral Language	26
	Feature: Is This Job for Me?	29
	Analyzing Standards for Using Oral Language	30
Wind of the second	Making Communication Choices	32
	Feature: Communication Past and Present	42



CHAPTER 3	Nonverbal Communication	46
	ESSENTIAL QUESTION: How and what do people communicate without words? Chapter Project: Silence, Please!	
	Types of Nonverbal Communication	48
	The Effects of Nonverbal Communication	55
	Feature: Communication in a Diverse World	56
	Feature: Communication Past and Present	60
CHAPTER 4	Listening	64
	ESSENTIAL QUESTION: How does effective listening help people communicate meaningfully? Chapter Project: Listen Here	
	The Listening Process and Its Components	66
	Overcoming Barriers to Effective Listening	72
	Overcoming Barriers to Effective Listening Feature: Is This Job for Me?	
	Feature: Is This Job for Me?	73

CHAPTER 5	Influences on Communication 86
	ESSENTIAL QUESTION: What influences your ability to communicate effectively? Chapter Project: What Do <i>You</i> See?
	Perception of Self and Others
	Other Influences on Communication
	Social and Ethical Responsibilities of Communicators 100
	Feature: Is This Job for Me?
	Feature: Communication Past and Present



Interpersonal Communication

CHAPTER 6	Effective Interpersonal Communication Strategies
	ESSENTIAL QUESTION: What strategies enhance interpersonal communication? Chapter Project: Different People, Different Talk
	Interpersonal Relationships
	Feature: Communication in a Diverse World
	Applying Decision-Making Strategies in Everyday Communication
	Feature: Communication Past and Present





CHAPTER 7	Interpersonal Listening 13	6
	ESSENTIAL QUESTION: How can skillful listening enhance interpersonal relationships? Chapter Project: Lend Me Your Ear	
	Critical Listening in Interpersonal Relationships 13	8
	Feature: Is This Job for Me?	.1
	Empathic Listening in Interpersonal Relationships 14	.2
	Reflective Listening in Interpersonal Relationships 14	4
	Feature: Communication Past and Present	8
CHAPTER 8	Solving Problems and Managing Conflict	2
	ESSENTIAL QUESTION: What communication strategies are effective for solving problems and managing conflict? Chapter Project: Work It Out	_
	Problem-Solving	4
	Communication Strategies for Problem-Solving	6
	Feature: Is This Job for Me?	31
	Managing Conflict	2
	Evaluating Interpersonal Communication	4
	Feature: Communication Past and Present	8

CHAPTER 9	Interviews	172
	ESSENTIAL QUESTION: How can you make the most of interviews? Chapter Project: "So Tell Me About Yourself"	
	Interview Basics	174
	The Job or School Interview	175
	Feature: Communication in a Diverse World	180
	Conducting an Interview	183
	Feature: Communication Past and Present	190



Group Communication

CHAPTER 10	The Power of Groups	198
	ESSENTIAL QUESTION: What purposes and functions of groups make them so important? Chapter Project: Power to the Group!	
	Groups in a Democratic Society	200
	Types and Functions of Groups	203
	Feature: Communication in a Diverse World Our Town in Compton	206
	Feature: Communication Past and Present Individuals, Groups, and Government–From the Voice of the Monarch to the Voice of the People	210





CHAPTER II	Group Dynamics and Roles
	ESSENTIAL QUESTION: How do the roles of group members influence a group's effectiveness? Chapter Project: The Group Roles On
	Group Dynamics
	Member Roles
	Feature: Communication in a Diverse World
	Evaluating Group Performance
	Feature: Communication Past and Present
CHAPTER 12	
CHAPTER 12	Group Discussions
CHAPTER 12	Group Discussions
CHAPTER 12	ESSENTIAL QUESTION: What are the elements of effective group discussion?
CHAPTER 12	ESSENTIAL QUESTION: What are the elements of effective group discussion? Chapter Project: Got a Problem? Here's the Solution.
CHAPTER 12	essential QUESTION: What are the elements of effective group discussion? Chapter Project: Got a Problem? Here's the Solution. Planning for Group Discussion
CHAPTER 12	essential QUESTION: What are the elements of effective group discussion? Chapter Project: Got a Problem? Here's the Solution. Planning for Group Discussion

. 12	D !! D I	
CHAPTER 13	Parliamentary Procedure	254
	ESSENTIAL QUESTION: How does parliamentary procedure work? Chapter Project: You're Out of Order!	
	Rules of Order and Parliamentary Procedure	256
	Parliamentary Roles	257
	Feature: Communication in a Diverse World The Power of the Talking Stick	260
	A Parliamentary Meeting	261
	Feature: Communication Past and Present	268
	Scribes to Microphones and Computer Chips	



Public Speaking

CHAPTER 14	Preparing to Speak	276
	ESSENTIAL QUESTION: What can you do to prepare for a speech? Chapter Project: Get to the Point!	
	Analyzing Audience, Purpose, and Occasion	278
	Choosing Your Topic	280
	Limiting Your Topic	281
	Limiting Your Purpose	282
	Analyzing a Speech to Understand Purpose	285
	Feature: Is This Job for Me?	289
	Feature: Communication Past and Present	292

	CHAPTER 15	Researching Your Subject 29	96
		ESSENTIAL QUESTION: How can I find and use the information necessary for my speech? Chapter Project: Says Who?	
		The Need for Research	98
		Primary and Secondary Sources	00
		Research Efficiency	01
		Using the Internet	03
		Feature: Is This Job for Me?	07
1		Print Sources	80
	1	Supporting Your Thesis	11
		Feature: Communication Past and Present	16
	CHAPTER 16	Organizing Your Speech 32	20
		ESSENTIAL QUESTION: How should a speech be organized? Chapter Project: Map It!	
		The Importance of Organization	22
		The Introduction of the Speech	22
		Feature: Communication in a Diverse World	28
		The Body of the Speech	29
		The Conclusion of the Speech	38
		Analyzing Speech Form: Organizational Principles 33	39
		Feature: Communication Past and Present	46



CHAPTER 17	Preparing Supporting Materials 350
	ESSENTIAL QUESTION: How are supporting materials used to enhance a speech? Chapter Project: Worth a Thousand Words
	Speech Delivery Formats
	Preparing Notes for Extemporaneous Delivery
	Producing Standard Visual Aids
	Using Presentation Software
	Feature: Is This Job for Me?
	Feature: Communication Past and Present
CHAPTER 18	Using Language Effectively 372
	ESSENTIAL QUESTION: How do speakers use language to enhance a message? Chapter Project: The One That Got Away
	The Right Words at the Right Time
ar.	Expressive Language
	Language Dos and Don'ts
	Pulling It All Together
	Feature: Is This Job for Me?
	Feature: Communication Past and Present

CHAPTER 19 Presenting Your Speech	394
ESSENTIAL QUESTION: What strategies can you use	
to present your speech effectively and powerfully? Chapter Project: Check It Out	
Qualities of Effective Deliveries	396
Voice	397
Using Supporting Tools Appropriately	403
Interacting with Your Audience	404
Building Self-Confidence	406
Feature: Is This Job for Me? Pharmaceutical Sales Representative	408
Evaluating Your Speech	409
Feature: Communication Past and Present	414



Types of Presentations

CHAPTER 20	The Speech to Inform 42	22
	ESSENTIAL QUESTION: How can you make speeches to inform as effective as possible? Chapter Project: Here's How	
	Types of Informative Speeches	24
	Steps for Preparing an Expository Speech 4	25
	Feature: Is This Job for Me?	28
	Steps for Preparing a Process Speech	33
	Presenting Your Informative Speech	36
	Analyzing Speeches to Inform	38
	Evaluating Informative Speeches	41
	Feature: Communication Past and Present	46

CHAPTER 21	The Speech to Persuade	450
	ESSENTIAL QUESTION: How can you make speeches to persuade as effective as possible? Chapter Project: The Triple Play	
	Persuasion	452
	Organizing the Persuasive Speech	463
	Analyzing the Characteristics of Persuasive Speech	464
	Presenting Your Persuasive Speech	467
	Evaluating Persuasive Speeches	468
	Feature: Communication in a Diverse World Global Persuasion	470
	Feature: Communication Past and Present	474
CHAPTER 22	Speeches for Special Occasions	478
	ESSENTIAL QUESTION: How do speeches for special occasions differ in content and organization? Chapter Project: And the Winner Is	
	Understanding Special Occasion Speeches	480
	The Graduation Speech	481
	The Speech of Introduction	484
	The Presentation Speech	486
	The Acceptance Speech	488
1	The Commemorative Speech	492
	The After-Dinner Speech	496
A.I.	Presenting Your Special Occasion Speech	498
N	Feature: Communication in a Diverse World Know Your Audience	500
	Feature: Communication Past and Present	504

Praising the Dead-From Ancient Greece to John Cleese



CHAPTER 23	Competitive Speech Events 5	80
	ESSENTIAL QUESTION: What can you learn from preparing for competitive speech events even if you never compete? Chapter Project: Bring It to Life	
	Competitive Speaking	51C
	Analyzing an Extemporaneous Speech	514
	Feature: Communication in a Diverse World	517
	Competitive Impromptu Speaking	518
	Competitive Dramatic Events	520
	Competitive Debate	526
	Feature: Communication Past and Present 5 The Story of Debate-From Disputation to Debate Camp	34



Mass Communications

CHAPTER 24	Mass Communications in Society	542
	mass communications? Chapter Project: Media Crystal Ball	
	Mass Communications and Mass Media	544
	A Model of the Mass Communications Process	545
	Purposes of Mass Communications	547
	Potential Drawbacks	549
	Feature: Communication in a Diverse World Freedom of the Press	55
	Ethical Issues	552
	Feature: Communication Past and Present Getting the News Out-From Town Criers to Satellite Transmissions	558

CHAPTER 25	Technology in Everyday Life 562
	ESSENTIAL QUESTION: How does technology affect the way people communicate? Chapter Project: Technology Tales
	Technology's Impact on Communication 564
	Technology's Impact on Democracy
	Forms of Mass Technology
	Director's Cut: Creating Video Presentations 576
	Forms of Individual Technology 578
	Feature: Is This Job for Me?
	The Positive and Negative Impact of Technology 580
	Feature: Communication Past and Present 586 Letter Writing-From Pen and Ink to E-mail



Speeches, Commentary, and Humor

1	Abraham Lincoln: The Gettysburg Address 592
2	Mary Louise Gilman: Courtroom Bloopers 593
3	Helen Keller: How to Help the Blind 594
4	Plato: Is a Just Man Useful? 595
5	Winston Churchill: We Shall Fight on the Beaches 597
6	Henrik Ibsen: A Doll's House
7	Deborah Tannen: I Heard What You Didn't Say 599
8	Margaret Chase Smith: In Defense of Dissent 600
9	Rachel N.: My Grandmother, Shizue Kobayashi 601
10	Cesar Chavez: Recognizing the Power of a Group 602
11	English College Students: Organizing a Group 603
12	Daniel Goleman: Humor and Problem-Solving 605
13	Rachel Donadio: Revising Robert's Rules 606

14	Ray Suarez: Writing Speeches for Presidents 607	
15	Nicholas Carr: Is Google Making Us Stupid? 608	
16	Sojourner Truth: Ain't I a Woman?	
17	Michael Hyatt: What To Do When Technology Fails 610	
18	Richard Lederer: Crazy English 611	
19	Taylor Branch: Presenting "I Have a Dream" 612	
20	Ralph Linton: One Hundred Percent American 613	
21	Carmen Hernandez: In Favor of a Skate Park 614	
22	Sara Martinez Tucker: A Commencement Address 615	
23	Lindsey Morgan: Pirate Myths and Realities 616	
24	Condoleezza Rice: My Grandfather and Education 619	
25	Sandra Tsing Loh: Be Plus Like	
Glossary	622	
Acknowledgments 634		
ndex		

