

THE ART OF **PUBLIC SPEAKING**

2023 RELEASE



STEPHEN E. LUCAS
PAUL STOB

**Mc
Graw
Hill**



The Art of Public Speaking

2023 RELEASE

Stephen E. Lucas

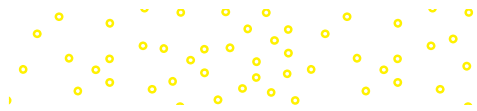
University of Wisconsin—Madison

Paul Stob

Vanderbilt University

**Mc
Graw
Hill**





THE ART OF PUBLIC SPEAKING

Published by McGraw Hill LLC, 1325 Avenue of the Americas, New York, NY 10019. Copyright ©2024 by McGraw Hill LLC. All rights reserved. Printed in the United States of America. No part of this publication may be reproduced or distributed in any form or by any means, or stored in a database or retrieval system, without the prior written consent of McGraw Hill LLC, including, but not limited to, in any network or other electronic storage or transmission, or broadcast for distance learning.

Some ancillaries, including electronic and print components, may not be available to customers outside the United States.

This book is printed on acid-free paper.

1 2 3 4 5 6 7 8 9 LWI 28 27 26 25 24 23

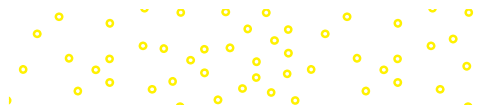
ISBN 978-1-266-75523-1

MHID 1-266-75523-3

Cover Image: ©*skyboysv/Shutterstock*

All credits appearing on page or at the end of the book are considered to be an extension of the copyright page.

The Internet addresses listed in the text were accurate at the time of publication. The inclusion of a website does not indicate an endorsement by the authors or McGraw Hill LLC, and McGraw Hill LLC does not guarantee the accuracy of the information presented at these sites.



About the Authors

Stephen E. Lucas is Professor Emeritus in the Department of Communication Arts at the University of Wisconsin. His major books include *Portents of Rebellion: Rhetoric and Revolution in Philadelphia, 1765-1776*; *Words of a Century: The Top 100 American Speeches, 1900-1999*; and *Rhetoric, Independence, and Nationhood, 1760-1800*. A Distinguished Scholar of the National Communication Association, he has received the association's Golden Anniversary Book Award and Golden Anniversary Monograph Award.

He has also received a number of teaching awards, including the Chancellor's Award for Excellence in Teaching at the University of Wisconsin and the National Communication Association's Donald H. Ecroyd Award for Outstanding Teaching in Higher Education. His many pedagogical innovations have had a profound influence in the United States and beyond, and *The Art of Public Speaking* has been translated into multiple languages, including Chinese, Portuguese, Korean, Romanian, and Japanese.

Professor Lucas and his wife, Patty, split their time between Madison, Wisconsin, and Naples, Florida. They have two sons and four granddaughters.



Stephen E. Lucas

Paul Stob is Professor of Communication Studies at Vanderbilt University. A scholar of rhetorical criticism and American public address, his books include *William James and the Art of Popular Statement* and *Intellectual Populism: Democracy, Inquiry, and the People*, which received the James A. Winans-Herbert A. Wichelns Memorial Award for Distinguished Scholarship in Rhetoric and Public Address from the National Communication Association.

An accomplished teacher, Professor Stob teaches courses on public speaking, social movements, and American public address. He has received Vanderbilt's Jeffrey Nordhaus Award for Excellence in Undergraduate Teaching and the Faculty Advisor Award in the Humanities. This is his first edition as co-author of *The Art of Public Speaking*.

Paul Stob lives in Nashville, Tennessee, with his wife, Sarah. They have one son, Elliott, and two dogs, Missy and Reggie.



Vanderbilt University

Brief Contents

SPEAKING AND LISTENING

1	Speaking in Public	2
2	Ethics and Public Speaking	26
3	Listening	44
4	Giving Your First Speech	60

SPEECH PREPARATION: GETTING STARTED

5	Selecting a Topic and a Purpose	74
6	Analyzing the Audience	94
7	Gathering Materials	112
8	Supporting Your Ideas	132

SPEECH PREPARATION: ORGANIZING AND OUTLINING

9	Organizing the Body of the Speech	154
10	Beginning and Ending the Speech	172
11	Outlining the Speech	192

PRESENTING THE SPEECH

12	Using Language	208
13	Delivery	226
14	Using Visual Aids	246

VARIETIES OF PUBLIC SPEAKING

15	Speaking to Inform	264
16	Speaking to Persuade	286
17	Methods of Persuasion	312
18	Speaking on Special Occasions	340
19	Presenting Your Speech Online	352
20	Speaking in Small Groups	370
	APPENDIX Speeches for Analysis and Discussion	A-1

Contents

A Note from the Authors	xvi
Highlights of the 2023 Release of <i>The Art of Public Speaking</i>	xvii
Resources for Instructors	xviii
Acknowledgments	xx
Reviewers; Contributors; Symposium, Focus Group, and Survey Participants	xxi

PART ONE **SPEAKING AND LISTENING**

Chapter 1 **Speaking in Public** **2**

The Power of Public Speaking	4
The Tradition of Public Speaking	5
Public Speaking and Conversation	6
Similarities Between Public Speaking and Conversation	6
Differences Between Public Speaking and Conversation	7
Developing Confidence: Your Speech Class	8
Nervousness Is Normal	8
Dealing with Nervousness	9
Public Speaking and Critical Thinking	15
The Speech Communication Process	16
Speaker	17
Message	17
Channel	17
Listener	17
Feedback	18
Interference	19
Situation	19
The Speech Communication Process: Example with Commentary	20
Public Speaking in a Culturally Diverse World	20
Cultural Diversity and Public Speaking	21
Avoiding Ethnocentrism	22



Mannic Media

Chapter 2 **Ethics and Public Speaking** **26**

The Importance of Ethics	28
Guidelines for Ethical Speaking	29
Make Sure Your Goals Are Ethically Sound	29
Be Fully Prepared for Each Speech	29
Be Honest in What You Say	30

Avoid Name-Calling and Other Forms of Abusive Language 31
Put Ethical Principles into Practice 33

Plagiarism 34

Global Plagiarism 34
Patchwork Plagiarism 35
Incremental Plagiarism 35
Plagiarism and the Internet 37

Guidelines for Ethical Listening 38

Be Courteous and Attentive 38
Avoid Prejudging the Speaker 39
Maintain the Free and Open Expression of Ideas 39

Chapter 3 Listening 44

Listening Is Important 46
Listening and Critical Thinking 46
Four Causes of Poor Listening 47
 Not Concentrating 47
 Listening Too Hard 48
 Jumping to Conclusions 49
 Focusing on Delivery and Personal Appearance 50
How to Become a Better Listener 50
 Take Listening Seriously 50
 Be an Active Listener 50
 Resist Distractions 52
 Don't Be Diverted by Appearance or Delivery 53
 Suspend Judgment 53
 Focus Your Listening 54
 Develop Note-Taking Skills 55



Rawpixel/Shutterstock

Chapter 4 Giving Your First Speech 60

Preparing Your Speech 60
 Developing the Speech 60
 Organizing the Speech 63
Delivering Your Speech 65
 Speaking Extemporaneously 66
 Rehearsing the Speech 66
 Presenting the Speech 67
Sample Speeches with Commentary 68

PART TWO **SPEECH PREPARATION: GETTING STARTED**

Chapter 5 **Selecting a Topic and a Purpose** 74

Choosing a Topic 76

- Topics You Know a Lot About 76
- Topics You Want to Know More About 77
- Brainstorming for Topics 78

Determining the General Purpose 79

Determining the Specific Purpose 80

- Tips for Formulating the Specific Purpose Statement 82
- Questions to Ask About Your Specific Purpose 84

Phrasing the Central Idea 86

- What Is the Central Idea? 86
- Guidelines for the Central Idea 88

Chapter 6 **Analyzing the Audience** 94

Audience-Centeredness 96

Your Classmates as an Audience 96

The Psychology of Audiences 97

Demographic Audience Analysis 98

- Age 99
- Religion 100
- Racial, Ethnic, and Cultural Background 100
- Gender Identity and Sexual Orientation 101
- Group Membership 102

Situational Audience Analysis 102

- Size 102
- Physical Setting 102
- Disposition Toward the Topic 103
- Disposition Toward the Speaker 104
- Disposition Toward the Occasion 105

Getting Information About the Audience 105

Adapting to the Audience 107

- Audience Adaptation Before the Speech 107
- Audience Adaptation During the Speech 108



Tom Cooper/Getty Images

Chapter 7 Gathering Materials 112

Using Your Own Knowledge and Experience 112

Doing Library Research 114

Librarians 114

The Catalogue 114

Reference Works 115

Newspaper and Periodical Databases 116

Academic Databases 117

Searching the Internet 118

Search Engines 118

Specialized Research Resources 118

Evaluating Internet Documents 120

Interviewing 123

Before the Interview 123

During the Interview 124

After the Interview 126

Tips for Doing Research 126

Start Early 126

Make a Preliminary Bibliography 126

Take Notes Efficiently 127

Think About Your Materials as You Research 129

Chapter 8 Supporting Your Ideas 132

Examples 134

Brief Examples 134

Extended Examples 134

Hypothetical Examples 135

Tips for Using Examples 135

Statistics 137

Understanding Statistics 138

Tips for Using Statistics 141

Testimony 144

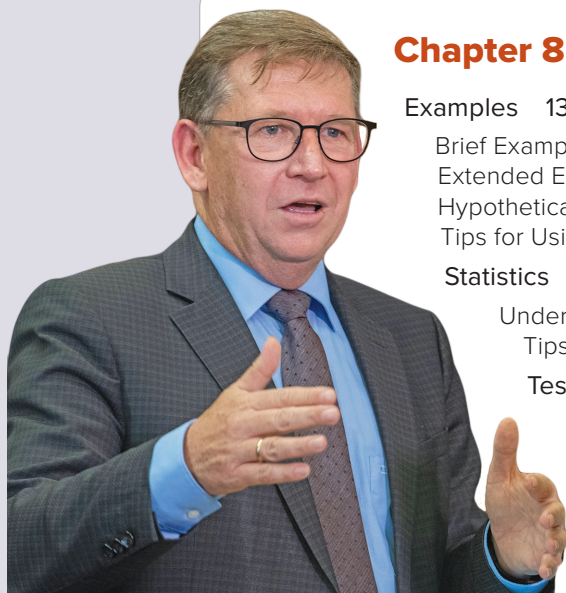
Expert Testimony 144

Peer Testimony 145

Quoting Versus Paraphrasing 145

Tips for Using Testimony 146

Citing Sources Orally 148



Stefan Puchner/picture alliance/Getty Images



PART THREE **SPEECH PREPARATION: ORGANIZING
AND OUTLINING**

Chapter 9 **Organizing the Body of the Speech** 154

Organization Is Important 154

Main Points 156

 Number of Main Points 158

 Strategic Order of Main Points 158

 Tips for Preparing Main Points 163

Supporting Materials 164

Connectives 166

 Transitions 167

 Internal Previews 167

 Internal Summaries 168

 Signposts 168

Chapter 10 **Beginning and Ending the Speech** 172

The Introduction 174

 Get Attention and Interest 174

 Reveal the Topic 179

 Establish Credibility and Goodwill 180

 Preview the Body of the Speech 181

 Sample Introduction with Commentary 182

 Tips for the Introduction 183

The Conclusion 184

 Signal the End of the Speech 184

 Reinforce the Central Idea 185

 Sample Conclusion with Commentary 188

 Tips for the Conclusion 189

Chapter 11 **Outlining the Speech** 192

The Preparation Outline 192

 Guidelines for the Preparation Outline 194

 Sample Preparation Outline with Commentary 198

The Speaking Outline 201

 Guidelines for the Speaking Outline 202

 Sample Speaking Outline with Commentary 204



PART FOUR PRESENTING THE SPEECH

Chapter 12 Using Language 208

- Meanings of Words 210
- Using Language Accurately 211
- Using Language Clearly 212
 - Use Familiar Words 212
 - Choose Concrete Words 213
 - Eliminate Clutter 214
- Using Language Vividly 215
 - Imagery 216
 - Rhythm 218
- Using Language Appropriately 220
 - Appropriateness to the Occasion 221
 - Appropriateness to the Audience 221
 - Appropriateness to the Topic 222
 - Appropriateness to the Speaker 222

Chapter 13 Delivery 226

- What Is Good Delivery? 228
- Methods of Delivery 228
 - Reading from a Manuscript 228
 - Reciting from Memory 229
 - Speaking Impromptu 229
 - Speaking Extemporaneously 230
- The Speaker's Voice 231
 - Volume 231
 - Pitch 232
 - Rate 232
 - Pauses 232
 - Vocal Variety 233
 - Pronunciation 233
 - Articulation 234
 - Dialect 235

- The Speaker's Body 235
 - Personal Appearance 236
 - Movement 236
 - Gestures 237
 - Eye Contact 238

Practicing Delivery 238

Answering Audience Questions 240

- Preparing for the Question-and-Answer Session 240
- Managing the Question-and-Answer Session 241



Randy Shropshire/Getty Images

Chapter 14 Using Visual Aids 246

Kinds of Visual Aids 248

- Objects and Models 248
- Photographs and Drawings 248
- Graphs 249
- Charts 251
- Video 251
- The Speaker 252

Presentation Technology 252

- Pluses and Minuses of Presentation Technology 253
- Planning to Use Presentation Technology 253

Guidelines for Preparing Visual Aids 254

- Prepare Visual Aids Well in Advance 255
- Keep Visual Aids Simple 255
- Make Sure Visual Aids Are Large Enough 255
- Use a Limited Amount of Text 255
- Use Fonts Effectively 256
- Use Color Effectively 256
- Use Images Strategically 257

Guidelines for Presenting Visual Aids 257

- Display Visual Aids Where Listeners Can See Them 257
- Avoid Passing Visual Aids Among the Audience 258
- Display Visual Aids Only While Discussing Them 259
- Explain Visual Aids Clearly and Concisely 259
- Talk to Your Audience, Not to Your Visual Aid 260
- Practice with Your Visual Aids 260
- Check the Room and Equipment 261



PART FIVE VARIETIES OF PUBLIC SPEAKING

Chapter 15 Speaking to Inform 264

Types of Informative Speeches: Analysis and Organization 266

- Speeches About Objects 266
- Speeches About Processes 268
- Speeches About Events 270
- Speeches About Concepts 271

Guidelines for Informative Speaking 273

- Don't Overestimate What the Audience Knows 273
- Relate the Subject Directly to the Audience 274
- Don't Be Too Technical 276
- Avoid Abstractions 277
- Personalize Your Ideas 279
- Be Creative 280

Sample Speech with Commentary 281



Andrea Domeniconi/Alamy Stock Photo

Chapter 16 Speaking to Persuade 286

The Importance of Persuasion 288

Ethics and Persuasion 288

The Psychology of Persuasion 289

The Challenge of Persuasive Speaking 289

How Listeners Process Persuasive Messages 290

The Target Audience 291

Persuasive Speeches on Questions of Fact 292

What Are Questions of Fact? 292

Analyzing Questions of Fact 293

Organizing Speeches on Questions of Fact 294

Persuasive Speeches on Questions of Value 294

What Are Questions of Value? 294

Analyzing Questions of Value 295

Organizing Speeches on Questions of Value 295

Persuasive Speeches on Questions of Policy 296

What Are Questions of Policy? 296

Types of Speeches on Questions of Policy 297

Analyzing Questions of Policy 298

Organizing Speeches on Questions of Policy 300

Sample Speech with Commentary 306

Chapter 17 Methods of Persuasion 312

Building Credibility 314

Factors of Credibility 314

Types of Credibility 315

Enhancing Your Credibility 315

Using Evidence 318

How Evidence Works: A Case Study 318

Tips for Using Evidence 319

Reasoning 321

Reasoning from Specific Instances 322

Reasoning from Principle 323

Causal Reasoning 324

Analogical Reasoning 324

Fallacies 325

Appealing to Emotions 329

What Are Emotional Appeals? 329

Generating Emotional Appeal 330

Ethics and Emotional Appeal 332

Sample Speech with Commentary 333

Chapter 18 Speaking on Special Occasions 340

- Speeches of Introduction 340
- Speeches of Presentation 344
- Speeches of Acceptance 345
- Commemorative Speeches 346

Chapter 19 Presenting Your Speech Online 352

- The Special Nature of the Online Environment 354
- Kinds of Online Speeches 354
- Guidelines for Online Speaking 355
 - Control the Visual Environment 355
 - Adapt Your Nonverbal Communication 359
 - Know Your Technology 359
 - Don't Forget Your Audience 360
 - Practice, Practice, Practice 361
- Optimizing Visual Aids in Online Speeches 362
 - Visual Aids in Real-Time Online Speeches 362
 - Visual Aids in Recorded Online Speeches 363
- Have a Backup Plan 364
- Sample Speech with Commentary 365



SDI Productions/Getty Images

Chapter 20 Speaking in Small Groups 370

- What Is a Small Group? 372
- Leadership in Small Groups 372
 - Kinds of Leadership 372
 - Functions of Leadership 373
- Responsibilities in a Small Group 375
 - Commit Yourself to the Goals of Your Group 375
 - Fulfill Individual Assignments 376
 - Avoid Interpersonal Conflicts 376
 - Encourage Full Participation 377
 - Keep the Discussion on Track 378
- The Reflective-Thinking Method 378
 - Define the Problem 378
 - Analyze the Problem 380
 - Establish Criteria for Solutions 381
 - Generate Potential Solutions 382
 - Select the Best Solution 382
- Presenting the Recommendations of the Group 384
 - Oral Report 384
 - Symposium 385
 - Panel Discussion 385



Appendix Speeches for Analysis and Discussion A-1

Supervolcanoes: The Sleeping Giants A-2
Using a Tourniquet to Save a Life A-3
Lady Liberty A-5
Getting the Lead Out A-7
The Living-Wage Solution A-9
Changing Lives Through the Literacy Network A-11
Make a Wish A-13

SPEECHES

The Inevitability of Evette (Sample Speech with Commentary) 69
The Color Purple (Sample Speech with Commentary) 70
Twists and Turns (Sample Speech with Commentary) 71
The Great Mesoamerican Ballgame (Sample Speech with Commentary) 281
Mindfulness Meditation (Sample Speech with Commentary) 306
Eyewitness Misidentification (Sample Speech with Commentary) 333
Presenting the National Teacher of the Year Award *Miguel Cardona* 344
Accepting the National Teacher of the Year Award *Juliana Urtubey* 346
Ida B. Wells 349
charity: water (Sample Speech with Commentary) 365
Supervolcanoes: The Sleeping Giants A-2
Using a Tourniquet to Save a Life A-3
Lady Liberty A-5
Getting the Lead Out A-7
The Living-Wage Solution A-9
Changing Lives Through the Literacy Network A-11
Make a Wish A-13



SPEECHES BY GENRE

INTRODUCTORY SPEECHES

The Inevitability of Evette 69

The Color Purple 70

Twists and Turns 71

INFORMATIVE SPEECHES

Space Junk (Sample Introduction with Commentary) 183

Space Junk (Sample Conclusion with Commentary) 189

Meadows of the Sea (Sample Preparation Outline with Commentary) 199

Meadows of the Sea (Sample Speaking Outline with Commentary) 205

The Great Mesoamerican Ballgame 281

Supervolcanoes: The Sleeping Giants A-2

Using a Tourniquet to Save a Life A-3

Lady Liberty A-5

PERSUASIVE SPEECHES

Mindfulness Meditation 306

Eyewitness Misidentification 333

Getting the Lead Out A-7

The Living-Wage Solution A-9

Changing Lives Through the Literacy Network A-11

SPEECHES OF PRESENTATION

Presenting the National Teacher of the Year Award *Miguel Cardona* 344

SPEECHES OF ACCEPTANCE

Accepting the National Teacher of the Year Award *Juliana Urtubey* 346

COMMEMORATIVE SPEECHES

Ida B. Wells 349

Make a Wish A-13

ONLINE SPEECHES

Twists and Turns 71

The Great Mesoamerican Ballgame 281

charity: water 365

A Note from the Authors

When the first edition of *The Art of Public Speaking* was published in 1983, no one could have anticipated the extraordinary response it would receive. We are deeply appreciative of the students and teachers who have made it the leading work on its subject at colleges and universities across the United States and around the world.

In preparing this update, we have retained what readers have identified as the main strengths of the book. It is informed by classical and contemporary theories of rhetoric, but it does not present theory for its own sake. Keeping a steady eye on the practical skills of public speaking, it offers full coverage of all major aspects of speech preparation and presentation.

It also follows David Hume's advice that one "who would teach eloquence must do it chiefly by examples." Whenever possible, we have tried to show the principles of public speaking in action in addition to describing them. Thus you will find in the book a large number of narratives, speech excerpts, and full sample speeches that illustrate the principles of effective public speaking.

Because the immediate task facing students is to present speeches in the classroom, we rely heavily on examples that relate directly to students' classroom needs and experiences. The speech classroom, however, is a training ground where students develop skills that will serve them throughout life. Therefore, we also include a large number of illustrations drawn from the kinds of speaking experiences students will face after they graduate from college.

Because speeches are performative acts, students need to be able to view speakers in action as well as to read their words on the printed page. *The Art of Public Speaking* has an extensive video program that is available on Connect, McGraw Hill's online learning platform. The video program includes 53 full student speeches, plus more than 80 speech excerpts. Nine of the full speeches and 19 of the excerpts are new to this update.

Connect also provides a wide range of teaching and learning resources in addition to the speech videos. These resources include SmartBook, Video Capture powered by GoReact, hands-on study tools, critical-thinking exercises, speech-analysis questions, worksheets, assessment forms, and more. Taken together, *The Art of Public Speaking* and the digital resources available on Connect provide a time-tested interactive public speaking program that meets the needs of students and teachers alike.

The Art of Public Speaking has changed over the years in response to changes in technology, student demographics, and instructional needs. But it has never lost sight of the fact that the most important part of speaking is thinking. The ability to think critically is vital to a world in which personality and image too often substitute for thought and substance. While helping students become capable, responsible speakers, *The Art of Public Speaking* also aims to help them become capable, responsible thinkers who value the role of civil discourse in a democratic society.

Highlights of the 2023 Release of *The Art of Public Speaking*

The award-winning *Art of Public Speaking* offers a time-tested approach that has made it the most widely used college textbook on its subject in the world. Seamlessly coordinated with Connect, McGraw Hill's pathbreaking online program, it supplies a proven set of teaching and learning tools that is without parallel among public speaking books.

For experienced instructors, *The Art of Public Speaking* presents a solid, fully customizable foundation and an abundance of teaching aids from which to choose, allowing for complete flexibility in the course. For novice instructors, its wisdom, steady hand, and unmatched ancillary package instill confidence and build success in the classroom from day one.

- **Expanded chapter on presenting online speeches.** Building on the innovative coverage of online speaking in the previous edition, this fully updated chapter gives students the guidance they need to make effective online presentations. Distinguishing between recorded and real-time online speeches, it explains the unique features of each and how students can adapt to those features when preparing, rehearsing, and delivering their speeches. Practical guidelines help students control the visual environment, create a suitable relationship with the online audience, and use online presentation software skillfully and professionally. The chapter also contains a new section devoted to optimizing visual aids in online speeches. Three full sample speeches with commentary—one in this chapter, one in Chapter 4, and one in Chapter 15—illustrate the principles of effective online speaking in action. Videos of the speeches are available on Connect in both final and needs improvement versions.
- **New full student speeches.** *The Art of Public Speaking* video program is designed to bridge the gap between the written page and the spoken word. Toward this end, the 2023 Release has nine new full speeches for analysis and discussion, all of which are available in both print and digital formats. They include three new introductory speeches, a new informative speech, and two new persuasive speeches—plus three new needs improvement speeches. Two of the new speeches also provide models of online public speaking.
- **Other video resources.** *The Art of Public Speaking*'s video program also includes more than 80 speech excerpts that are fully integrated into the eBook. Students can access these excerpts—along with full speeches—as they read the book to see the principles of public speaking in action. Whether a full speech or an excerpt, each video illustrates specific skills and concepts from the text.
- **Fresh real-world examples.** Every chapter of *The Art of Public Speaking* opens with an engaging and relevant example, and dozens of additional examples appear throughout the chapters, each demonstrating the importance—and art—of public speaking in school, business, and social settings. As in every edition, examples have been updated for currency, relevance, and interest.

- **Updated MLA and APA citation models.** Chapter 7, on gathering materials, presents all-new sample bibliography entries, reflecting the latest MLA and APA citation formats to help students correctly cite academic, digital, and other sources. As in each edition, the chapter as a whole has been revised to reflect technological changes.
- **Enhanced discussion of presentation technology.** Guidance on the use of visual aids and presentation technology has been updated in accord with current developments. This guidance can be found both in the chapter on visual aids and in the chapter on presenting speeches online. Best practices are illustrated by abundant examples in the book and in speech videos.

Resources for Instructors

- **Annotated Instructor's Edition.** The Annotated Instructor's Edition provides a wealth of teaching aids for each chapter in the book. It is also cross-referenced with Connect, the *Instructor's Manual*, and other supplements that accompany *The Art of Public Speaking*.
- **Instructor's Manual.** This comprehensive guide to teaching from *The Art of Public Speaking* contains suggested course outlines and speaking assignments; chapter outlines; supplementary exercises and classroom activities; and teaching tips for all exercises and activities.
- **Test Bank.** The Test Bank furnishes close to 3,000 exam questions based on *The Art of Public Speaking*.
- **PowerPoint Slides with Video Clips.** The PowerPoint presentations for *The Art of Public Speaking* provide chapter highlights that help instructors create focused, individualized lesson plans utilizing high-quality slides developed specifically for this update.
- **Digital Instructional Materials.** McGraw Hill's Connect provides access to a host of digital resources, including the *Instructor's Manual*, Test Bank, PowerPoint Slides, *Teaching Public Speaking Online*, *Selections from the Communication Teacher*, and the *Handbook for Teachers of Non-Native Speakers of English*.
- **Speeches for Analysis and Discussion.** Available through Connect, this invaluable resource presents 53 full-length student speeches, 9 of which are new to this updated edition. Included are 12 sets of paired needs improvement and final version presentations. In each set, the needs improvement version illustrates a work-in-progress that can be compared with the final version to help students understand the differences between an ordinary speech and a superior one.

- **Video Capture Powered by GoReact.** Designed for use in face-to-face, real-time classrooms, as well as in online courses, Video Capture allows instructors to evaluate their students' speeches using fully customizable rubrics. Instructors can also create and manage peer review assignments and upload videos on behalf of students for optimal flexibility.

The screenshot displays the GoReact interface for a video capture session. At the top, it shows the course information: "Comm 100 - Spring 2019 MWF 9:00-9:50". Below this, the video title is "Informative Speech" with "INSTRUCTIONS" and the student's name "Ballad, Alicia" and the recording date "Tue 16 Jul 2019 7:12 PM". A "BACK" button is in the top right corner.

The main area is split into two panels. The left panel shows a video of a woman with dark hair, wearing a dark purple top, standing at a podium and speaking. The right panel is titled "COMMENTS (12) RUBRICS" and lists several comments from "Charlie Donahue" with corresponding rubric categories:

- 01:08: Charlie Donahue: **Vo** Volume - speak louder/softer
- 01:09: Charlie Donahue: **Bi** Body movement
- 01:13: Charlie Donahue: **Or** Oral citation
- 01:53: Charlie Donahue: Sometimes it looks like you're reading directly from the notecards. (Jul 16, 2019 7:29 PM)
- 02:22: Charlie Donahue: **Ey** Eye contact
- 03:41: Charlie Donahue: Visual aids could be more interesting.
- 03:47: Charlie Donahue: **Ge** Gestures
- 05:40: Charlie Donahue: Good speech overall! Watch the time and remember the summary, but besides that there was really great information. The speech was really well structured. Also, very nice inviting stage presence.

At the bottom of the right panel, there is a toolbar with icons for "Text", "Video", "Audio", "Upload", "YouTube", and "End Note". Below the toolbar is a text input field with the placeholder "Add a text comment...". At the very bottom, it shows "Characters: 0/500", "Timeline: Start Typing...", and a prompt "Hit 'Enter' to save your comment".

At the bottom left of the interface, it says "POWERED BY goReact".

lucadp/Shutterstock

Acknowledgments

“’Tis the good reader,” said Ralph Waldo Emerson, “that makes the good book.” We have been fortunate to have very good readers indeed, and we would like to thank the reviewers and other contributors for their expertise and recommendations.

In addition, we would like to express our gratitude to Ananda Deacon, Casey Kaplan, Terrie Sanchez, and other students at the University of Wisconsin whose speeches provided the material for many of the examples in the book. We are grateful as well to the teaching staff of Communication Arts 100 and to Sarah Jedd, assistant course director, for her splendid work in that capacity and for her insights about the book and its pedagogy.

Thanks go to Ann Weaver for her work on the *Instructor’s Manual* and the Test Bank; to Jennifer Cochrane for her generous advice about the online speaking chapter; to Jeffrey Fox for his insights about online public speaking and visual aids in the online environment; and to Juliana Urtubey for permission to print her speech accepting the National Teacher of the Year Award, which appears in Chapter 18.

We have been fortunate to work with many talented people at McGraw Hill, including Katie Stevens, Sarah Remington, Betty Chen, Dawn Groundwater, Natalie Graner, Danielle Clement, Vanessa McClune, Sarah Flynn, Susan Gall, and Ira Chawala.

Our biggest debt goes to Patty Lucas and Sarah Stob, whose love and support have sustained us and made this update possible. There might be an *Art of Public Speaking* without them, but it would be poorer indeed.

*Stephen E. Lucas
Madison, Wisconsin*

*Paul Stob
Nashville, Tennessee*

Reviewers; Contributors; Symposium, Focus Group, and Survey Participants

Raymond Bell, *Calhoun Community College*
Mardia Bishop, *University of Illinois Urbana-Champaign*
Ferald Bryan, *Northern Illinois University*
Leah Bryant, *DePaul University*
Shaunté Caraballo, *California State University—Dominguez Hills*
Keri Carroll, *Crowder College*
Lisa Coleman, *Southwest Tennessee Community College—Macon Campus*
Jean DeHart, *Appalachian State University*
Jennifer Foster, *University of Central Oklahoma*
Jeffrey Fox, *Northern Kentucky University*
Mark Frederick, *Tidewater Community College—Norfolk Campus*
Tammy French, *University of Wisconsin—Whitewater*
David Gaer, *Lone Star College—University Park*
Jessica Graves-Rack, *University of Cincinnati*
Carla Harrell, *Old Dominion University*
Kate Hooper, *University of Mississippi*
Zachary Jackson, *Guilford Technical Community College*
Lakesha Jefferson, *South Suburban College*
Susan Kilgard, *Anne Arundel Community College*
David Lee, *NY City College of Technology*
William Maze, *Northwest Mississippi Community College*
Anne Mcintosh, *Central Piedmont Community College*
David McKinney, *Jefferson State Community College*
Laurie Metcalf, *Blinn College—Bryan*
Jason Moldoff, *Durham Tech Community College*
Yolanda Monroe-Robinson, *Gadsden State Community College*
Stevie Munz, *Utah Valley University*
John Nash, *Moraine Valley Community College*
Amanda Pettigrew, *Moraine Valley Community College*
Kristen Ruppert-Leach, *Southwestern Illinois College*
Julie Snyder-Yuly, *Marshall University*
Sherry Todd, *Moberly Area Community College*
Dana Trunnell, *Prairie State College*
Stephen Underhill, *Marshall University*
Jeff Van Overbeke, *Southeast Tech Center*
Karin Wilking, *Northwest Vista College*
Josie Wood, *Chemeketa Community College*

Instructors Student Success Starts with You

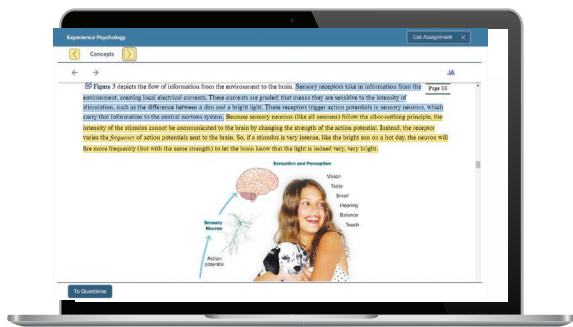
Tools to enhance your unique voice

Want to build your own course? No problem. Prefer to use an OLC-aligned, prebuilt course? Easy. Want to make changes throughout the semester? Sure. And you'll save time with Connect's auto-grading, too.

65%
Less Time
Grading

A unique path for each student

In Connect, instructors can assign an adaptive reading experience with SmartBook[®] 2.0. Rooted in advanced learning science principles, SmartBook 2.0 delivers each student a personalized experience, focusing students on their learning gaps, ensuring that the time they spend studying is time well-spent. mheducation.com/highered/connect/smartbook



Laptop: Getty Images; Woman/dog: George Doyle/Getty Images

Affordable solutions, added value

Make technology work for you with LMS integration for single sign-on access, mobile access to the digital textbook, and reports to quickly show you how each of your students is doing. And with our Inclusive Access program, you can provide all these tools at the lowest available market price to your students. Ask your McGraw Hill representative for more information.

Solutions for your challenges

A product isn't a solution. Real solutions are affordable, reliable, and come with training and ongoing support when you need it and how you want it. Visit supportateverystep.com for videos and resources both you and your students can use throughout the term.

Students

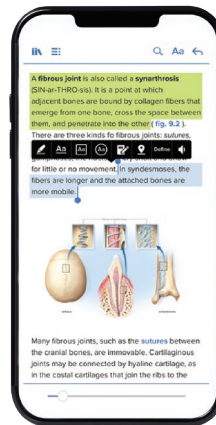
Get Learning that Fits You

Effective tools for efficient studying

Connect is designed to help you be more productive with simple, flexible, intuitive tools that maximize your study time and meet your individual learning needs. Get learning that works for you with Connect.

Study anytime, anywhere

Download the free ReadAnywhere® app and access your online eBook, SmartBook® 2.0, or Adaptive Learning Assignments when it's convenient, even if you're offline. And since the app automatically syncs with your Connect account, all of your work is available every time you open it. Find out more at mheducation.com/readanywhere



“I really liked this app—it made it easy to study when you don't have your text-book in front of you.”

- Jordan Cunningham,
Eastern Washington University

iPhone: Getty Images

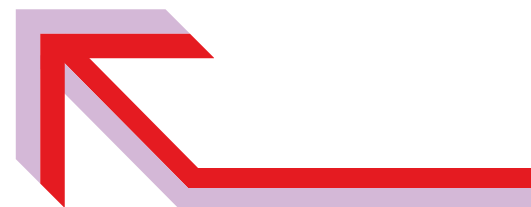


Everything you need in one place

Your Connect course has everything you need—whether reading your digital eBook or completing assignments for class, Connect makes it easy to get your work done.

Learning for everyone

McGraw Hill works directly with Accessibility Services Departments and faculty to meet the learning needs of all students. Please contact your Accessibility Services Office and ask them to email accessibility@mheducation.com, or visit mheducation.com/about/accessibility for more information.



The Art of Public Speaking

1

Speaking in Public

The Power of Public Speaking

The Tradition of Public Speaking

Public Speaking and Conversation

Developing Confidence: Your Speech Class

Public Speaking and Critical Thinking

The Speech Communication Process

Public Speaking in a Culturally Diverse World

A pathbreaking medical doctor, Nadine Burke Harris is also a world-class public speaker—an unusual combination, but one that has changed her life and improved medical care for millions of children.

Growing up in the San Francisco Bay area, Nadine dreamed of becoming a doctor, a dream she realized when she finished her studies and joined the California Pacific Medical Center in 2005. Specializing in pediatrics, she devoted herself to helping children in disadvantaged communities. In 2012 she founded the Center for Youth Wellness to provide an innovative approach to pediatric care. Today the center and Dr. Burke Harris are recognized around the world for their pioneering work on how childhood trauma and chronic stress can affect lifelong health conditions.

To accomplish all of this, Dr. Burke Harris needed more than medical expertise. She needed to be a public speaker who could advocate for her cause. She needed to persuade community partners and the city of San Francisco to back the Center for Youth Wellness. She needed to convince her colleagues in public health that her approach to treating childhood trauma would work. And she needed to raise money to keep the center productive once it was up and running.

All of this required her to communicate with people through public speaking—and communicate she did. She's been called a "brilliant speaker and advocate" who can engage "a room of a thousand people in a way that makes you feel like you're having a one-on-one conversation with her." As Dr. Burke Harris herself explains, "I see myself as a professional athlete, but my sport is public speaking."



If you had asked Dr. Burke Harris when she was in medical school, “Do you see yourself becoming an important public speaker?” she would have laughed at the idea. Yet today, she has spoken at the White House, testified before Congress, presented at public health conferences in the United States and abroad, and lectured at Harvard, Columbia, Stanford, and many other universities. Her TED Talk, titled “How Childhood Trauma Affects Health Across a Lifetime,” has been viewed more than nine million times.

The Power of Public Speaking

Throughout history people have used public speaking as a vital means of communication. What the Greek leader Pericles said more than 2,500 years ago is still true today: “One who forms a judgment on any point but cannot explain” it clearly “might as well never have thought at all on the subject.”¹ Public speaking, as its name implies, is a way of making your ideas public—of sharing them with other people and of influencing other people.

During modern times, many women and men around the globe have spread their ideas and influence through public speaking. In the United States, the list includes Franklin Roosevelt, Billy Graham, Cesar Chavez, Barbara Jordan, Martin Luther King, Ronald Reagan, Hillary Clinton, and Barack Obama. In other countries, we have seen the power of public speaking employed by people such as Margaret Thatcher, Nelson Mandela, and Malala Yousafzai.

As you read these names, you may think to yourself, “That’s fine. Good for them. But what does that have to do with me? I don’t plan to be a president or a preacher or a crusader for any cause.” Nevertheless, the need for public speaking will almost certainly touch you sometime in your life—maybe tomorrow, maybe not for five years. Can you imagine yourself in any of these situations?

You are one of seven management trainees in a large corporation with offices across the globe. One of you will get the lower-management job that has just opened. At a large staff meeting held on Zoom, you and the other trainees will each discuss the project you have been developing. One by one your colleagues make their presentations. They lack experience with public speaking and are intimidated by the higher-ranking managers present. Their speeches are stumbling and awkward. You, however, call upon the skills you learned in your public speaking course. You deliver an informative talk that is clear, well reasoned, and articulate. You get the job.

One of your children has a learning disability. You hear that your local school board has decided, for budget reasons, to eliminate the special teacher who has been helping your child. At an open meeting of the school board, you stand up and deliver a thoughtful, compelling speech on the necessity for keeping the special teacher. The school board changes its mind.

You are the assistant regional director of a major nonprofit organization. Your immediate superior is about to retire, and there will be a retirement dinner. Everyone on the board of directors will attend, and you are asked to give a farewell toast. You prepare and deliver a speech that is both witty and moving—a perfect tribute to your boss. After the speech, everyone

applauds enthusiastically. The following week you are named the new regional director.

Fantasies? Not really. Any of these situations could occur. In a recent survey of more than 550 corporate recruiters, 80 percent cited skills such as public speaking as the most important factor for success after graduation. In another survey, 1,200 job recruiters reported that one skill was more important and harder to find than any other. That skill? Effective communication.²

The importance of such skills is true across the board—for accountants and architects, teachers and technicians, scientists and stockbrokers. Even in highly specialized fields such as civil and mechanical engineering, employers consistently rank the ability to communicate above technical knowledge when deciding whom to hire and whom to promote.

Businesses are also asking people to give more speeches in the early stages of their careers, and many young professionals are using public speaking as a way to stand out in today's highly competitive job market.³ In fact, the ability to speak effectively is so prized that college graduates are increasingly being asked to give a presentation as part of their job interview.

Nor has the growth of the internet and other new technologies reduced the need for public speaking. In this age of TikTok and Twitter, businesses are concerned that college graduates are losing the ability to talk in a professional way. As career expert Lindsey Pollak states, "It's so rare to find somebody who has that combination of really good technical skills and really good verbal communication skills. You will be head and shoulders above your colleagues if you can combine those two."⁴

The same is true in community life. Public speaking is a vital means of civic engagement. It is a way to express your ideas and to have an impact on issues that matter in society. As a form of empowerment, it can—and often does—make a difference in things people care about very much. The key phrase here is "make a difference." This is what most of us want to do in life—to make a difference, to change the world in some small way. Public speaking offers you an opportunity to make a difference in something you care about very much.

The Tradition of Public Speaking

Given the importance of public speaking, it's not surprising that it has been taught and studied around the globe for thousands of years. Almost all cultures have an equivalent of the English word "orator" to designate someone with special skills in public speaking. The oldest known handbook on effective speech was written on papyrus in Egypt some 4,500 years ago. Eloquence was highly prized in ancient India, Africa, and China, as well as among the Aztecs and other pre-European cultures of North and South America.⁵

In classical Greece and Rome, public speaking played a central role in education and civic life. It was also studied extensively. Aristotle's *Rhetoric*, composed during the third century B.C., is still considered the most important work on its subject, and many of its principles are followed by speakers (and writers) today. The great Roman leader Cicero used his speeches to defend liberty and wrote several works about oratory in general.

Over the centuries, many other notable thinkers have dealt with issues of rhetoric, speech, and language—including the Roman educator Quintilian, the

Christian preacher St. Augustine, the medieval writer Christine de Pizan, the British philosopher Francis Bacon, and the poet activist Audre Lorde. In recent years, communication researchers have provided an increasingly scientific basis for understanding the methods and strategies of effective speech.

Your immediate objective is to apply those methods and strategies in your classroom speeches. What you learn, however, will be applicable long after you leave college. The principles of public speaking are derived from a long tradition and have been confirmed by a substantial body of research. The more you know about those principles, the more effective you will be in your own speeches—and the more effective you will be in listening to the speeches of other people.

Public Speaking and Conversation

The average adult spends about 30 percent of his or her waking hours in conversation. By the time you read this book, you will have spent many hours perfecting the art of conversation. If you communicate well in daily talk, you can learn to communicate well in public speaking.

SIMILARITIES BETWEEN PUBLIC SPEAKING AND CONVERSATION

You may not realize it, but public speaking requires many of the same skills used in ordinary conversation. These skills include:

1. *Organizing your thoughts logically.* Suppose you are giving someone directions to your apartment. You don't convey the directions in random order. Instead, you take your listener systematically, step by step, from his or her apartment to your apartment. You organize your message.
2. *Tailoring your message to the audience.* Imagine that you are a biology major. Two people ask you how pearls are formed. One is your uncle, who majored in science as a college student. The other is your nine-year-old niece. You answer as follows:

To your uncle: "When any irritant, say a grain of sand, gets inside the oyster's shell, the oyster automatically secretes a substance called nacre, which is mostly calcium carbonate. The nacre accumulates around the irritant core to form the pearl."

To your niece: "Imagine you're an oyster on the ocean floor. A grain of sand gets inside your shell and makes you uncomfortable. So you decide to cover it up. The covering builds up around the grain of sand to make a pearl."

3. *Telling a story for maximum impact.* Suppose you are telling a friend about a funny incident at last week's track meet. You don't begin with the punch line ("Dani fell out of the stands right onto the track. Here's how it started. . ."). Instead, you carefully build up your story, adjusting your words and tone of voice to get the best effect.
4. *Adapting to listener feedback.* Whenever you talk with someone, you are aware of that person's verbal, facial, and physical reactions. For example, when you tell your boyfriend or girlfriend that you need to study instead of going to a movie



Many skills used in conversation also apply in public speaking. As you learn to speak more effectively, you may also learn to communicate more effectively in other situations.

Tyler Olson/Shutterstock

on Saturday night, you notice an unmistakable look of unhappiness on their face. So you say, “Okay, let’s go to the early show; then I can study later.”

Each day, in casual conversation, you do all these things many times without thinking about them. You already possess these communication skills, all of which are among the most important skills you will need for public speaking.

DIFFERENCES BETWEEN PUBLIC SPEAKING AND CONVERSATION

Despite their similarities, public speaking and everyday conversation are not identical. Imagine you are telling a story to a friend. Then imagine yourself telling the story to a group of seven or eight friends. Now imagine telling the same story to 20 or 30 people. As the size of your audience grows, you will find yourself adapting to three major differences between conversation and public speaking:

1. *Public speaking is more highly structured.* It usually imposes strict time limitations on the speaker. In most cases, the situation does not allow listeners to interrupt with questions or commentary. The speaker must accomplish her or his purpose in the speech itself. When preparing the speech, the speaker must anticipate questions that might arise in the minds of listeners and answer them. Consequently, public speaking demands much more detailed planning and preparation than ordinary conversation.
2. *Public speaking requires more formal language.* Slang, jargon, and bad grammar have little place in public speeches. Even as dress codes and social mores have become more informal, listeners usually react negatively to speakers who do not elevate and polish their language when addressing an audience. A speech should be “special.”
3. *Public speaking requires a different method of delivery.* When conversing informally, most people talk quietly, interject stock phrases such as “well” and “you

know,” adopt a casual posture, and use what are called vocalized pauses (“uh,” “er,” “um”). Effective public speakers, however, adjust their voices to be heard clearly throughout the audience. They assume a more erect posture. They avoid distracting mannerisms and verbal habits.

With study and practice, you will master these differences and expand your conversational skills into speechmaking. Your speech class will provide the opportunity for this study and practice.

Developing Confidence: Your Speech Class

stage fright

Anxiety over the prospect of giving a speech in front of an audience.

One of the major concerns of students in any speech class is stage fright. We may as well face the issue squarely. Stage fright is a universal phenomenon that cuts across language, culture, and national borders. Comedian Jerry Seinfeld once famously said, “Given a choice at a funeral, most of us would rather be the one in the coffin than the one giving the eulogy.”

Seinfeld was speaking in jest. Yet many people who converse easily in all kinds of everyday situations become terrified at the prospect of standing in front of an audience to give a speech. In one survey of more than 1,000 undergraduate students, 64 percent reported being fearful of public speaking, while 89 percent believed their school should provide public speaking instruction.⁶

In a different study, researchers concentrated on social situations and asked respondents to list their greatest fears. Here is the ranking of their answers:⁷

Greatest Fear

Public speaking

Speaking up in a meeting or class

Meeting new people

Talking to people in authority

Important examination or interview

Going to parties

Talking with strangers

Not only did public speaking top the list, but it was joined by other forms of communication anxiety.

NERVOUSNESS IS NORMAL

If you feel nervous about giving a speech, you are in very good company. Some of the greatest public speakers in history have suffered from stage fright, including Abraham Lincoln, Margaret Sanger, and Winston Churchill. The famous Roman orator Cicero said, “I turn pale at the outset of a speech and quake in every limb and in my soul.”⁸

Jennifer Lawrence, Harrison Ford, and Naomi Osaka all report being anxious about speaking in public. Early in his career, Leonardo DiCaprio was so nervous about giving an acceptance speech that he hoped he would not win the Academy Award for which he had been nominated. Eighty-one percent of business executives say public speaking is the most nerve-racking experience they face.⁹

Actually, most people tend to be anxious before doing something important in public. Actors are nervous before a play, politicians are nervous before a campaign speech, athletes are nervous before a big game. The ones who succeed have learned to use their nervousness to their advantage.

Listen to U.S. gymnastics star Suni Lee at the 2021 Summer Olympics, held in Tokyo, Japan. “I’m really nervous,” she said before the competition, which she described as “very hard and stressful. . . . But I just had to go out there and have the best competition of my life.” Putting her butterflies to good use, Lee did exactly that, winning the women’s all-around gold medal at the biggest sporting event in the world.

Much the same thing happens in speechmaking. Most experienced speakers have stage fright before taking the floor, but their nervousness is a healthy sign that they are getting “psyched up” for a good effort. Novelist and lecturer I. A. R. Wylie once said: “I rarely rise to my feet without a throat constricted with terror and a furiously thumping heart. When, for some reason, I *am* cool and self-assured, the speech is always a failure.”

In other words, it is perfectly normal—even desirable—to be nervous at the start of a speech. Your body is responding as it would to any stressful situation—by producing extra adrenaline.

This sudden shot of adrenaline is what makes your heart race, your hands shake, your knees knock, and your skin perspire. Every public speaker experiences all these reactions to some extent. The question is: How can you control your nervousness and make it work for you rather than against you?

adrenaline

A hormone released into the bloodstream in response to physical or mental stress.

DEALING WITH NERVOUSNESS

Rather than trying to eliminate every trace of stage fright, you should aim at transforming it from a negative force into what one expert calls positive nervousness—“a zesty, enthusiastic, lively feeling with a slight edge to it. . . . It’s still nervousness, but it feels different. You’re no longer victimized by it; instead, you’re vitalized by it. You’re in control of it.”¹⁰

positive nervousness

Controlled nervousness that helps energize a speaker for her or his presentation.

Don’t think of yourself as having stage fright. Instead, think of it as “stage excitement” or “stage enthusiasm.”¹¹ It can help you get focused and energized in the same way as it helps athletes, musicians, and others get primed for a game or a concert. Jane Lynch, talking about her gig hosting *Saturday Night Live*, said that she got through it with “that perfect cocktail of nervousness and excitement.” Think of that cocktail as a normal part of giving a successful speech.

Here are six time-tested ways you can turn your nervousness from a negative force into a positive one.

Acquire Speaking Experience

You have already taken the first step. You are enrolled in a public speaking course, where you will learn about speechmaking and gain speaking experience. Think back to your first day in kindergarten, your first date, your first day at a new job. You were probably nervous in each situation because you were facing something new and unknown. Once you became accustomed to the situation, it was no longer threatening. So it is with public speaking. For most students, the biggest part of stage fright is fear of the unknown. The more you learn about public speaking and the more speeches you give, the less threatening speechmaking will become.

Of course, the road to confidence will sometimes be bumpy. Learning to give a speech is not much different from learning any other skill—it proceeds by trial and error.