Preface

"The first purpose of education," the American essayist Norman Cousins once said, "is to enable a person to speak clearly and confidently." [1]

The primary goal of this book is to show students how to achieve clarity and confidence during the speeches they must give in college classes, in career settings, and in their communities.

To reach this goal, I cover the basic principles of speech communication, drawn from contemporary research and from the accumulated wisdom of over 2,000 years of rhetorical theory. At the same time, I try to show students the real-life applicability of those principles by providing many examples and models from both student and professional speeches.

Key Elements

Like previous revisions, this new edition emphasizes the skills that are crucial for success in public speaking.

Focusing on Audience

Audience-centered communication is emphasized throughout the book: how to analyze listeners; how to be sensitive to their needs and interests; and how to talk *to* and *with* them, not *at* them. Students are encouraged to communicate ideas to real people, rather than merely stand up and go through the motions of "giving a speech."

Planning and Organizing

A rule of thumb in American seminaries is that ministers should spend an hour of preparation for each minute of actual delivery. Since this ratio is a good one for any speaker, I devote 11 chapters to showing students how to go through the preliminary stages of speechmaking systematically—analyzing the audience, selecting a topic and specific purpose, devising a central idea, finding verbal and visual support material, organizing the material into a coherent outline, and practicing effectively.

Building Confidence

A major concern for most beginning speakers is how they can develop and project confidence in themselves and in their ideas. Chapter 2 ("Controlling Nervousness") provides a reassuring discussion on nervousness and shows students how to turn their speech anxiety into an asset by using it as constructive energy.

Speaking in Real-World Situations

Examples, stories, and photos throughout the book depict real people in real communication settings. "Tips for Your Career" appear in all chapters to give

students useful advice for their professional development. "Special Techniques" sections provide detailed explanations on such topics as "How to Use Humor."

Public Speaking PowerWeb, a new resource offered on this book's Online Learning Center website, features speeches given in business, professional, and political settings. Videos of three of these speeches can be viewed on the *SpeechMate CD-ROM.* In the text, "Using PowerWeb" exercises at the end of each chapter give students an opportunity to investigate speeches and articles in *PowerWeb.*

Developing Ethical Values

Ethical behavior and personal values are important considerations for all communicators. Rather than restrict the discussion of ethics to an isolated chapter, I discuss ethical issues throughout the book at relevant points. There are 22 "Ethical Issues" sections throughout the seventh edition. Icons in the text margins call attention to this material.

Incorporating Technology

Students receive updated information on using multimedia (for example, how to use visual presenters such as ELMO) and the Internet (for example, how to use search engines effectively). In view of the growing use of PowerPoint by student and professional speakers, a new section, "A Brief Guide to Using PowerPoint," has been added to Chapter 9 ("Visual Aids"), and a revised and expanded PowerPoint tutorial appears on the *SpeechMate* CD. Several speeches in the book and on the CD are accompanied by PowerPoint slides. At the same time, students are warned in Chapter 9 about the pitfalls of using PowerPoint ineffectively.

Conducting and Evaluating Research

Some librarians and instructors report that many students want to use the Internet—and nothing else—for research, but are unaware of how to use the Internet skillfully. To address this issue, "Building Internet Skills" exercises are located at the end of every chapter. Chapter 6 ("Finding Information") shows students how to use the Internet effectively, but also describes the limitations of the Internet and encourages students to call upon traditional library resources, too.

Building Critical-Thinking Skills

In recent surveys, many instructors and employers have lamented that students and employees often fail to apply critical-thinking skills when evaluating information, especially information from the Internet. To help students sharpen these skills, Chapter 7 ("Using Information Wisely and Ethically") provides guidelines on how to separate credible from unreliable information and how to develop a healthy skepticism. In addition, "Building Critical-Thinking Skills" exercises appear at the end of each chapter. Throughout the book, when each stage of preparation and delivery is discussed, students are

encouraged to engage in critical analysis of their topic, audience, and material. Also, speech videos on the *SpeechMate* CD are accompanied by critical-thinking questions.

Exploring Diversity and Teamwork

Some employers are expressing a distinct interest in college graduates who can exhibit skillfulness in two related areas: (1) communicating with people from diverse backgrounds and (2) participating in teams. In response to these emerging opportunities, this book emphasizes understanding and valuing diversity. In addition to examples, tips, and photos throughout the book, there are "Building Teamwork Skills" exercises at the end of each chapter. Chapter 1 confronts the problem of stereotyping and scapegoating. Chapter 4 has a detailed discussion of listeners from other countries and various ethnic groups, as well as tips regarding disabilities, gender, age, educational background, occupations, religious affiliation, and economic and social status. Chapter 19 provides guidelines on how individuals can work effectively in teams.

Using Visual Imagery

Believing that visual imagery can enhance learning, I have provided over 130 graphics, including photos, drawings, tables, and sample presentation aids. Most of these visuals are new to this edition.

Highlights of the Seventh Edition

This edition offers a rich variety of examples, stories, photos, and learning aids, many of which are new or revised. Here are some of the highlights:

Enhanced SpeechMate CD-ROM

An integral part of this text is *SpeechMate 3.0,* a two-disk CD set that is packaged free with every new copy of the book. The enthusiastic reaction of instructors and students who used *SpeechMate* with the previous edition of this text has been gratifying. Thanks to feedback from many of those students and instructors, *SpeechMate* has been revised and improved. Accompanying it is a fully illustrated booklet that provides a guide to using *SpeechMate* and this book's Online Learning Center Website (www.mhhe.com/gregory7). Here are descriptions of the components of *SpeechMate*:

Speech Videos.   Disk One of the *SpeechMate* CD-ROM provides a total of 11 full-length speeches and 18 speech excerpts. Except for one popular speech from the previous CD-ROM ("Indian Weddings"), all of the videos are new. They were filmed by professional videographers to ensure high-quality video, editing, and sound. To show students how a mediocre speech contrasts with a model speech, two speeches that need improvement—one informative, the other persuasive—are shown, along with their improved versions. Most of the speeches on the CD are accompanied by audio introductions, critical-thinking

questions, outlines, and on-screen identification of the various elements of a speech (for example, transitions). In the book itself, icons in the text margin prompt readers to view relevant video clips.

Disk Two of the *SpeechMate* CD-ROM contains videos of three full speeches that show business and professional speakers in career settings. The speakers are Dr. Richard F. Corlin, president of the American Medical Association, who gives a commemorative speech that is a blend of informative, persuasive, and inspirational speaking; Anne M. Mulcahy, chairman and chief executive officer of Xerox Corporation, whose speech is primarily informative, with some elements of persuasive and inspirational speaking; and Robert Ingram, chief operating officer, and president of Pharmaceutical Operations, Glaxco-SmithKline, whose speech is persuasive, aimed at convincing listeners that pharmaceutical price increases are justified because of the need for research and development of life-saving drugs. The Mulcahy speech shows an entire program, inluding a master of ceremonies' welcome, the pledge of allegiance and an invocation, a speech of introduction, and a question-and-answer period. Each speech is divided into segments, with accompanying commentary. The text of these speeches can be accessed through *PowerWeb* (visit www.mhhe.com/gregory7, click on STUDENT EDITION and then POWERWEB: CONTENTS).

Outlining Aids. The CD offers students two options for organizing their material in an outline. *Outline Tutor* is an interactive program that shows the various parts of an outline and makes it easy for users to insert content into the appropriate sections of the outline. Alternatively, an outline template in Microsoft Word format may appeal to students who prefer to do their work in Word.

To improve outlining abilities, *SpeechMate* also includes Outline Exercises, which involve unscrambling the parts of an outline by "dragging and dropping" those elements into the proper sequence with a mouse.

Practice Tests. To prepare for classroom tests, students can take a practice test for each chapter, with 15 multiple-choice and 15 true-false questions. When students choose an incorrect answer, they are given an immediate explanation of their mistake. Then they are invited to try again.

Checklist for Preparing and Delivering a Speech. This practical list of steps not only helps speakers manage the preparation of their classroom speeches but also provides a valuable guide for speeches they may be asked to give in their careers and their communities.

Topic Helper. For students who have trouble coming up with a topic for a speech, *Topic Helper* lists hundreds of sample topics for their consideration.

Speech Critique. *Speech Critique* is a software program that enables both students and instructors to evaluate speeches, either on a computer or on a printed evaluation sheet. One's input is quantitative, but the result is a carefully constructed qualitative report, with full-sentence observations and recommendations. One valuable feature permits evaluators to edit the "comments" templates to suit individual preferences.

PowerPoint Tutor.   Basic steps in creating and displaying a PowerPoint presentation are explained in this tutorial, which has been expanded for this edition.

Bibliography Aids.   A new feature, *BiblioMaker,* is a software program that automatically formats bibliography entries, after students enter key information, according to two of the most popular style guides: Modern Language Association (MLA) and American Psychological Association (APA).

Another aid is *Bibliography Formats,* which gives examples of how to cite a wide variety of types of source material from MLA and APA.

Key Terms.   Two features help students study and prepare for tests vis à vis the key terms in the book: an alphabetical *Glossary* of all terms and their definitions and *Flashcards,* a software application that manages the text glossary by chapter and allows the user to create customizable "decks" of key terms.

Chapter-Opening Features

Every chapter opens with a four-part pedagogical plan. The first thing a reader will see is a photo and explanatory caption that relate directly to the chapter. Opposite the photo is a page that presents an outline and the objectives for the chapter. When the page is turned, the reader will see an introductory vignette, illustrated by a photo or artwork. These features are designed to heighten interest in the chapter's contents, to help the reader map out the chapter's contents, and to dramatize how actual speakers implement key chapter principles in the real world.

Sample Speeches

Sample speeches, most of them new to this edition, provide models of how to effectively choose, organize, and develop materials. Many of these speeches are accompanied by outlines and commentary to help students focus on the most important elements.

Here are the key speeches:

- Chapter 1 ("Introduction to Public Speaking"): At the suggestion of reviewers, two new speeches have been added to the first chapter. They are "Here Comes the Clown," a self-introduction speech, and "Misty Morning," a speech in which a student introduces a classmate.
- Chapter 8 ("Supporting Your Ideas"): "Workplace Bullies" is a persuasive speech (problem–solution pattern) that demonstrates how to use support materials such as examples and statistics. It includes a commentary.
- Chapter 10 ("The Body of the Speech"): A speech entitled "Affinity Fraud" is divided and shown in two separate chapters. In Chapter 10, the body of the speech is given, with a commentary, to show the use of main points and supporting points.
- Chapter 11 ("Introductions and Conclusions"): This chapter includes the remainder of "Affinity Fraud," with a commentary, so that students can see the introduction and conclusion.

- Chapter 12 ("Outlining the Speech"): A new persuasive speech, "The Power of Light," uses the statement-of-reasons pattern. An outline, accompanied by a commentary, precedes a transcript of the speech as it was delivered. Two PowerPoint slides and a sample of the speaker's notes are also shown.
- Chapter 15 ("Speaking to Inform"): "How to Identify Poison Ivy" is a process speech, accompanied by a PowerPoint slide.
- Chapter 15 ("Speaking to Inform"): "Finding Your Dream Job" is a new informative speech with an outline (accompanied by commentary) and transcript. Four PowerPoint slides are shown.
- Chapter 16 ("Speaking to Persuade"): A new persuasive speech—"E-911 Will Save Lives"— uses the motivated sequence. The outline is presented with a commentary, followed by a transcript of the speech as delivered. The student's visual aid, a poster, is shown.
- Chapter 18 ("Special Types of Speeches"): Brief samples illustrate the entertaining speech, the speech of tribute, and other special-occasion speeches.
- The Appendix includes a speech of self-introduction, an informative speech, and a persuasive speech (using the motivated sequence).

Business Templates

In keeping with this book's focus on careers, a new resource offered on the Online Learning Center is a series of business document templates for creating cover letters, résumés, agendas, and memos.

Major Revisions

Innovations and refinements to the *SpeechMate* CD were presented in the preceding section of this preface. A large number of changes were also made in the text itself, with the most significant revisions described below:

- Throughout this seventh edition are many new examples, stories, and photos. The men and women who are spotlighted represent a broad range of speakers, including college students, firefighters, business executives, attorneys, physicians, and professors. Some of the speakers are famous; in Chapter 2, for example, actor Leonardo DiCaprio makes a surprising confession of his problems with extreme fear of public speaking.
- Of the sample speeches discussed above, six are completely new.
- New exercises at the end of each chapter direct students to assignments in the *PowerWeb* component of this book's Online Learning Center.
- Chapter 1 ("Introduction to Public Speaking") has a major change. The section in previous editions entitled "Self-Introduction Speech" has been expanded and given a new heading, "Speech Introducing Yourself or a Classmate." New sample speeches are included in this section –

one is a self-introduction speech, and the other is a speech in which a student introduces a classmate.

- Chapter 6 ("Finding Information") has been revised to update content related to the Internet (such as addresses of leading reference sources) and to reflect recent changes in the MLA style guidelines for bibliography formats. A new Tip for Your Career—"Take Time to Browse"—advises readers who search for information on the Internet to take time to use subject directories, rather than always using search engines, in order to find unexpected and useful material.

- Chapter 7 ("Using Information Wisely and Ethically") includes updates on new domain suffixes on the Internet (such as ".biz") and a new Tip for Your Career—"Avoid Vagueness When Citing Internet Sources."

- Chapter 9 ("Visual Aids") has been updated to include a new section, "A Brief Guide to Using PowerPoint." This complements a feature I have retained from the previous edition, which instructors throughout the United States said they were glad to have—a Tip for Your Career entitled "Beware the Perils of PowerPoint." This chapter also features a new section on how to effectively use visual presenters (such as ELMO).

- Chapter 11 ("Introductions and Conclusions") includes an important new caveat for students: In the introduction of a speech, avoid asking questions that can fizzle. The chapter also features a PowerPoint slide with an intriguing attention-getter that asks, "Who can best predict a breakup?" Is it the couple themselves? Or is it *his* friends? Or *her* friends? (See the caption for Figure 11.1 on page 255 for the answer.)

- Chapter 12 ("Outlining the Speech") includes an important new Tip for Your Career ("Decide How You Will Reveal Your Sources") that describes two options that speakers can use to relay their sources to audience members. The instructor, of course, can recommend one of the options, or a combination.

- Chapter 17 ("Persuasive Strategies") opens with a new mind-teaser designed to show students that a well-reasoned argument, by itself, is often insufficient to persuade a target audience. One must also craft an argument that deals with the listeners' motivations and preconceptions.

Resources for Instructors and Students

An extensive and integrated set of resources is available for extending the concepts and the pedagogical methods of the book.

Digital and Video Resources

SpeechMate.   *SpeechMate* is a two-disk CD-ROM set that is described above.

Online Learning Center.   The website for this book (www.mhhe.com/gregory7) contains an extensive variety of resources for instructors and

students, including chapter quizzes, key terms, chapter overviews, learning objectives, PowerPoint slides, articles on relevant topics, and interactive exercises. In the text, icons directing students to relevant resources on the Online Learning Center appear in the margins at appropriate points.

From the Online Learning Center, students can access *Survey Tutor,* a software program that enables a speaker to prepare questionnaires to assess and analyze an audience before a speech is given. The surveys can be printed and distributed to audience members, or they can be sent via e-mail.

The Online Learning Center provides a gateway to *Public Speaking PowerWeb,* a password-protected website that is offered free with new copies of the text. It provides instructors and students with the following resources: recent speeches from *Vital Speeches of the Day;* news and journal articles on topics that are relevant to public speaking, such as speech anxiety, visual aids, and persuasion; articles on a variety of topics that students may use as source material for their speeches; and a newsworthy, annotated "speech of the week." To access PowerWeb, visit www.mhhe.com/gregory7, click on STUDENT EDITION and then POWERWEB: CONTENTS. A feature called *Weblinks* enables readers to get quick updates for Internet addresses referred to in the text and any other information that has changed since publication of the book. To access this service, visit the site, click on STUDENT EDITION, and then WEBLINKS.

A printed ancillary available in earlier editions, *Supplementary Readings and Worksheets,* is no longer being offered. However, its contents have been retained and expanded on this book's Online Learning Center, with the worksheets located in the Interactive Exercises section and the readings located in the Supplementary Readings section. The Interactive Exercises cover important tasks such as a developing the central idea, creating an outline, and using language effectively. The readings on the website include a transcript of Martin Luther King's famous "I Have a Dream" speech accompanied by a detailed commentary; brief handouts that crystallize what students need to know about job interviews, résumés, and letters of application; an article on speech phobia, which gives tips for self-therapy to those students whose fear goes far beyond the normal range discussed in Chapter 2 of the text; and articles that cover special subjects such as: "How to Prepare a Speech Without Feeling Overwhelmed," "Speaking in Front of a Camera," "Oral Interpretation of Literature," and "Public Speaking Tips for ESL Students."

The instructor's manual—minus the test bank—now appears on the Online Learning Center. A new feature in the manual is a Resource Integrator that describes textbook features, activities, and multimedia materials that are relevant to each chapter. This feature can help instructors to create syllabi and lecture outlines that incorporate the resources found on the *SpeechMate* CD-ROM and Online Learning Center. For a password to access the instructor's materials, instructors should contact their McGraw-Hill representative.

Instructor's Resource CD. The Instructor's Resource CD, or IRCD, includes the Instructor's Manual (described above), the Test Bank, PowerPoint slides comprised of chapter highlights and video clips, and *Building an Outline,* a PowerPoint-based tutorial that shows students how to organize their ideas in an outline. Two sample outlines are constructed step by step so that students can see the process applied to an informative speech and to a persuasive speech.

With this edition, the PowerPoint slides include video clips, as mentioned above, of speech excerpts from the *SpeechMate* CD, so that instructors can refer directly to these speeches during their lectures.

New to the Instructor's Resource CD is "Teaching Public Speaking Online with *Public Speaking for College and Career.*" This guide, written by Sam Zahran of Fayetteville Technical Community College, is designed to help instructors develop and implement online public speaking courses using the pedagogical resources found in the text, *SpeechMate* CD, and Online Learning Center.

The test bank is provided on the IRCD in two formats: as a Word document and as a Computerized Test Bank application with versions for Windows and MacIntosh. In addition, the IRCD contains Word files of four ready-to-reproduce tests for each chapter: Form A has true-false questions; Forms B and C have multiple-choice questions, and Form D contains short-answer questions.

Videotapes.   McGraw-Hill offers a comprehensive Video Library for public speaking. For this specific edition of *Public Speaking for College and Career,* the Student Speeches Video in VHS format includes the same speeches featured on the *SpeechMate* CD-ROM.

PageOut.   *PageOut* is designed for instructors just beginning to explore Web options for their courses. In less than an hour, even the novice computer user can create a unique course Website with a template provided by McGraw-Hill (no programming knowledge required). PageOut lets you offer your students instant access to your syllabus, lecture notes, and original material. And you can pull any of the McGraw-Hill content from the Gregory Online Learning Center into your Website. To find out more about PageOut, ask your McGraw-Hill representative for details, or fill out the form at www.mhhe.com/pageout. All online content for this text is compatible not only with PageOut but with WebCT, eCollege.com, and Blackboard.

Annotated Instructor's Edition

The annotated edition of this book has marginal notes that provide teaching ideas, quotations, examples, and suggestions for group activities and class discussions.

Acknowledgments

More than 140 instructors have reviewed this book in its successive editions. Their advice has not only shown me how to improve the book but also helped me improve my own classroom teaching. I am deeply grateful to the reviewers for their insights, encouragement, and willingness to help a colleague.

Though space does not permit a listing of all reviewers of previous editions, I would like to cite those who gave me helpful feedback for this edition. Their names are listed on page xxvi.

For contributing his excellent speech-evaluation software ("Speech Critique") that is a component of the *SpeechMate* CD-ROM, I am deeply indebted to Dick Stine of Johnson County Community College. Betty Dvorson of City College of San Francisco gave me valuable advice about providing sample

speeches that show speakers citing their sources as they proceed through their presentation. A nationally known trailblazer in creating and teaching online courses, Sam Zahran of Fayetteville Technical Community College made a valuable contribution to this book's Instructor's Resource CD by writing a guide on how to teach public speaking online. For their encouragement and creative ideas, special thanks to Betty Farmer and Jim Manning, both of Western Carolina University; Tom W. Gregory, Trinity College in Washington, DC; Greg Cheek, St. Mary College in Kansas, and Jim McDiarmid, speech instructor on U.S. Navy ships under the PACE (Program of Afloat College Education) program.

For the third straight edition, I was fortunate to work with Rhona Robbin, a wise and perceptive editor, whose flexibility, patience, and light touch made our collaboration enjoyable. She cared about the book as much as I did—an attribute that writers love to find in an editor. Her enthusiastic support for the book was matched by Nanette Kauffman Giles, senior sponsoring editor for communication studies, who is a creative genius in planning pedagogical improvements and ancillaries, and by Jessica Bodie Richards, media producer, who tirelessly coordinated and helped develop the many components of the *SpeechMate* CD-ROM and Online Learning Center, proving that it is humanly possible to juggle 36 balls at the same time. With skill, care, and patience, project manager Diane Folliard guided the book through the daunting production stages. Despite joining the team late in the process, Leslie Oberhuber, senior marketing manager, quickly developed an excellent plan for publicizing the book.

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I am indebted to the hundreds of students in my public speaking classes over the years who have made teaching this course a pleasant and rewarding task. From them I have drawn most of the examples of classroom speeches.

And for their support and patience, special thanks to my wife Merrell and to our children, Jess, Jim, and June.

Hamilton Gregory

> **For updates and additional information, visit the book's Website (www.mhhe.com/gregory7).**

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