# Projects in Speech Communication

## Overview

<table>
<thead>
<tr>
<th>Unit One</th>
<th>Communication Basics</th>
<th>2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chapter 1</td>
<td>The Fundamentals of Communication</td>
<td>4</td>
</tr>
<tr>
<td>Chapter 2</td>
<td>Oral Language</td>
<td>24</td>
</tr>
<tr>
<td>Chapter 3</td>
<td>Nonverbal Communication</td>
<td>46</td>
</tr>
<tr>
<td>Chapter 4</td>
<td>Listening</td>
<td>64</td>
</tr>
<tr>
<td>Chapter 5</td>
<td>Influences on Communication</td>
<td>86</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Unit Two</th>
<th>Interpersonal Communication</th>
<th>110</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chapter 6</td>
<td>Effective Interpersonal Communication Strategies</td>
<td>112</td>
</tr>
<tr>
<td>Chapter 7</td>
<td>Interpersonal Listening</td>
<td>136</td>
</tr>
<tr>
<td>Chapter 8</td>
<td>Solving Problems and Managing Conflict</td>
<td>152</td>
</tr>
<tr>
<td>Chapter 9</td>
<td>Interviews</td>
<td>172</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Unit Three</th>
<th>Group Communication</th>
<th>196</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chapter 10</td>
<td>The Power of Groups</td>
<td>198</td>
</tr>
<tr>
<td>Chapter 11</td>
<td>Group Dynamics and Roles</td>
<td>214</td>
</tr>
<tr>
<td>Chapter 12</td>
<td>Group Discussions</td>
<td>230</td>
</tr>
<tr>
<td>Chapter 13</td>
<td>Parliamentary Procedure</td>
<td>254</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Unit Four</th>
<th>Public Speaking</th>
<th>274</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chapter 14</td>
<td>Preparing to Speak</td>
<td>276</td>
</tr>
<tr>
<td>Chapter 15</td>
<td>Researching Your Subject</td>
<td>296</td>
</tr>
<tr>
<td>Chapter 16</td>
<td>Organizing Your Speech</td>
<td>320</td>
</tr>
<tr>
<td>Chapter 17</td>
<td>Preparing Supporting Materials</td>
<td>350</td>
</tr>
<tr>
<td>Chapter 18</td>
<td>Using Language Effectively</td>
<td>372</td>
</tr>
<tr>
<td>Chapter 19</td>
<td>Presenting Your Speech</td>
<td>394</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Unit Five</th>
<th>Types of Presentations</th>
<th>420</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chapter 20</td>
<td>The Speech to Inform</td>
<td>422</td>
</tr>
<tr>
<td>Chapter 21</td>
<td>The Speech to Persuade</td>
<td>450</td>
</tr>
<tr>
<td>Chapter 22</td>
<td>Speeches for Special Occasions</td>
<td>478</td>
</tr>
<tr>
<td>Chapter 23</td>
<td>Competitive Speech Events</td>
<td>508</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Unit Six</th>
<th>Mass Communications</th>
<th>540</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chapter 24</td>
<td>Mass Communications in Society</td>
<td>542</td>
</tr>
<tr>
<td>Chapter 25</td>
<td>Technology in Everyday Life</td>
<td>562</td>
</tr>
</tbody>
</table>
CHAPTER 3 Nonverbal Communication

**ESSENTIAL QUESTION:** How and what do people communicate without words?

**Chapter Project:** Silence, Please!

- Types of Nonverbal Communication
- The Effects of Nonverbal Communication

**Feature:** Communication in a Diverse World

*The Message in the Movement*

**Feature:** Communication Past and Present

*Shake on It—From the “Right Hand of Friendship” to the “High Five”*

CHAPTER 4 Listening

**ESSENTIAL QUESTION:** How does effective listening help people communicate meaningfully?

**Chapter Project:** Listen Here

- The Listening Process and Its Components
- Overcoming Barriers to Effective Listening

**Feature:** Is This Job for Me?

*Sign Language Interpreter*

**Feature:** Communication Past and Present

*The Gift of Listening—From Trumpets to Implants*
CHAPTER 5 Influences on Communication ............... 86

**ESSENTIAL QUESTION:** What influences your ability to communicate effectively?

**Chapter Project:** What Do You See?

Perception of Self and Others .................................. 88
Other Influences on Communication .......................... 98
Social and Ethical Responsibilities of Communicators ..... 100

**Feature:** *Is This Job for Me?* ............................ 101

**Mediator**

**Feature:** *Communication Past and Present.* ............ 104

*Stereotypes Through History—From Historical Times to Today*

---

**Interpersonal Communication**

CHAPTER 6 Effective Interpersonal Communication Strategies ............... 112

**ESSENTIAL QUESTION:** What strategies enhance interpersonal communication?

**Chapter Project:** Different People, Different Talk

Interpersonal Relationships ...................................... 114

**Feature:** *Communication in a Diverse World* ............ 121

*He Says, She Says: Gender and Body Language*

Applying Decision-Making Strategies in Everyday Communication ............................ 122

**Feature:** *Communication Past and Present.* ............ 132

*Say Hey!—From Greetings Past to Greetings Present*
CHAPTER 7 Interpersonal Listening ......................... 136

**ESSENTIAL QUESTION:** How can skillful listening enhance interpersonal relationships?

**Chapter Project:** Lend Me Your Ear

Critical Listening in Interpersonal Relationships ........ 138

**Feature:** *Is This Job for Me?* ............................... 141

Empathic Listening in Interpersonal Relationships ..... 142

Reflective Listening in Interpersonal Relationships .... 144

**Feature:** *Communication Past and Present.* .......... 148

*The Listening Revolution—From Therapy Sessions to Everyday Life*

CHAPTER 8 Solving Problems and Managing Conflict........... 152

**ESSENTIAL QUESTION:** What communication strategies are effective for solving problems and managing conflict?

**Chapter Project:** Work It Out

Problem-Solving ............................................. 154

Communication Strategies for Problem-Solving ........ 156

**Feature:** *Is This Job for Me?* ............................... 161

*Human Resources Manager*

Managing Conflict ........................................... 162

Evaluating Interpersonal Communication ................. 164

**Feature:** *Communication Past and Present.* .......... 168

*Problem-Solving—From Lao-tzu to Toyota*
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

Affirmative Action at the University of Michigan

Conducting an Interview .................................... 183

Feature: Communication Past and Present ............ 190

Equal Opportunity—From Oppression to Inclusion

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 .......... 206

Our Town in Compton

Feature: Communication Past and Present ............ 210

Individuals, Groups, and Government—From the Voice of the Monarch to the Voice of the People
CHAPTER 11 Group Dynamics and Roles ..................... 214

ESSENTIAL QUESTION: How do the roles of group members influence a group’s effectiveness?

Chapter Project: The Group Roles On

Group Dynamics ........................................ 216
Member Roles ........................................... 217

Feature: Communication in a Diverse World .......... 221
   In a Japanese Classroom

Evaluating Group Performance .......................... 222

Feature: Communication Past and Present .......... 226
   Group Dynamics—From the 20th Century to the High-Tech 21st Century

CHAPTER 12 Group Discussions .......................... 230

ESSENTIAL QUESTION: What are the elements of effective group discussion?

Chapter Project: Got a Problem? Here’s the Solution.

Planning for Group Discussion ........................ 232
Leading a Group ....................................... 236

Feature: Is This Job for Me? ......................... 239
   Group Facilitator

Participating in Group Discussions .................... 240

Feature: Communication Past and Present .......... 250
   Leadership Styles—From the Transactional
to the Transformational
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 .................. 260
The Power of the Talking Stick

A Parliamentary Meeting ................................. 261

Feature: Communication Past and Present ..................... 268
Setting the Record Straight—From Ancient Egyptian 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
Speechwriter

Feature: Communication Past and Present .......................... 292
Finding a Public Voice—From “True Womanhood”
at Home to the Public Spotlight
CHAPTER 15 Researching Your Subject .......................... 296

ESSENTIAL QUESTION: How can I find and use the information necessary for my speech?

Chapter Project: Says Who?

The Need for Research ........................................ 298
Primary and Secondary Sources ............................ 300
Research Efficiency ............................................ 301
Using the Internet ............................................. 303

Feature: Is This Job for Me? .................................. 307
Digital Librarian

Print Sources .................................................... 308
Supporting Your Thesis .................................... 311

Feature: Communication Past and Present ............ 316
Public Libraries—From the Library Company of Philadelphia to Your Local Public Library

CHAPTER 16 Organizing Your Speech ......................... 320

ESSENTIAL QUESTION: How should a speech be organized?

Chapter Project: Map It!

The Importance of Organization ......................... 322
The Introduction of the Speech ........................... 322

Feature: Communication in a Diverse World .......... 328
Culture and Public Speaking

The Body of the Speech ..................................... 329
The Conclusion of the Speech ............................. 338
Analyzing Speech Form: Organizational Principles .. 339

Feature: Communication Past and Present ............ 346
Getting Organized—From Cicero to Dave Barry
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 352
Preparing Notes for Extemporaneous Delivery 355
Producing Standard Visual Aids 357
Using Presentation Software 359

Feature: Is This Job for Me? 364
Graphic Designer

Feature: Communication Past and Present 368
A Visual History of Presentation Equipment—From “Back in the Day” to Our Day

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 374
Expressive Language 378
Language Dos and Don’ts 381
Pulling It All Together 382

Feature: Is This Job for Me? 387
News Writer

Feature: Communication Past and Present 390
Memorable Commencement Speeches—From the 1800s to the 20th Century and Beyond
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? .......................... 408

Pharmaceutical Sales Representative

Evaluating Your Speech .................................. 409

Feature: Communication Past and Present ............ 414

Inspiring Deliveries—From Yesteryear to Modern Day

Types of Presentations

CHAPTER 20 The Speech to Inform ......................... 422

ESSENTIAL QUESTION: How can you make speeches to inform as effective as possible?

Chapter Project: Here’s How

Types of Informative Speeches .......................... 424

Steps for Preparing an Expository Speech ............. 425

Feature: Is This Job for Me? .......................... 428

Teacher

Steps for Preparing a Process Speech .................. 433

Presenting Your Informative Speech .................... 436

Analyzing Speeches to Inform ......................... 438

Evaluating Informative Speeches ....................... 441

Feature: Communication Past and Present ............ 446

State of the Union Address—From George Washington to George W. Bush
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 ................... 470
   Global Persuasion

Feature: Communication Past and Present .................... 474
   The Art of Persuasion—from Aristotle to Advertising

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
The Commemorative Speech ...................................... 492
The After-Dinner Speech .......................................... 496
Presenting Your Special Occasion Speech ...................... 498

Feature: Communication in a Diverse World ................. 500
   Know Your Audience

Feature: Communication Past and Present .................. 504
   Praising the Dead—from Ancient Greece to John Cleese
CHAPTER 23 Competitive Speech Events ..................... 508

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 ........................................ 510
Analyzing an Extemporaneous Speech ..................... 514
Feature: Communication in a Diverse World ............... 517
“Chinese Bridge” Speech Competition

Competitive Impromptu Speaking .......................... 518
Competitive Dramatic Events ................................. 520
Competitive Debate ............................................. 526
Feature: Communication Past and Present .................. 534
The Story of Debate—From Disputation to Debate Camp

Mass Communications

CHAPTER 24 Mass Communications in Society .......... 542

ESSENTIAL QUESTION: What are 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 ............... 551
Freedom of the Press

Ethical Issues .................................................... 552
Feature: Communication Past and Present .................. 558
Getting the News Out—From Town Criers
to Satellite Transmissions
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 ......................... 570
Forms of Mass Technology ..................................... 572

Director’s Cut: Creating Video Presentations ............. 576
Forms of Individual Technology .............................. 578

Feature: Is This Job for Me? .................................. 579
   Network Systems Analyst

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 ................................ 598
7. Deborah Tannen: I Heard What You Didn’t Say ......... 599
8. Margaret Chase Smith: In Defense of Dissent .......... 600
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? ......................... 609
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 ......................... 620

Glossary .................................................................... 622
Acknowledgments .................................................... 634
Index ......................................................................... 638