MASTERING PUBLIC SPEAKING

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MASTERING PUBLIC SPEAKING

TENTH EDITION

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To Wrenn, Evelyn, Carol, and Leanne

To Ulla, Henric, and Vivian;
and the memory of
my father and role model, Hans-Uno Månsson;
my grandfather, Åke Svensson; and
my host-father, Ernest Domoney

and

To the memory of John F. Skinner,
author, teacher, colleague, and friend

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Preface

In 1993, George Grice and John Skinner authored the first edition of *Mastering Public Speaking* to show students both the *hows* and the *whys* of public speaking. This was the first major public speaking textbook to devote an entire chapter to speaker and listener ethics and another chapter to managing speaker nervousness. It also introduced students to the 4 S's, a practical mnemonic device for organizing each major idea in a speech.

The text's instructional approach mirrored a view of the public speaking instructor as a "guide on the side" rather than a "sage on the stage." A primary goal was to empower students to take responsibility for their own learning by challenging them to make the decisions required of public speakers.

In 2013, Daniel Mansson joined the revision of the ninth edition of *Mastering Public Speaking* and he remains an author for the tenth edition. Although Daniel has added new research and new speaking strategies to the text, we adhere to our original goals by incorporating into our text many credible examples, both actual and hypothetical, which help inspire and encourage students to achieve the full potential of public speech.

To support our goals, we also wanted to help instructors shape the public speaking classroom into a community of caring, careful thinkers. We sought to improve the quality of feedback in the classroom by analyzing the elements of sound critiques and providing a helpful model for discussing speeches.

We live in a changed world in the early 21st century. Technology has altered our expectations of what a public speech can accomplish and how it can be delivered; new research tools have sent us scrambling to ensure that we know as much about these emerging technologies as do most of our students. However, in our view, the fundamentals of public speaking remain the same, regardless of the changes that surround us. Sensitive audience analysis, adequate research, clear organization, and dynamic delivery remain the key ingredients for effective speeches. Therefore, our basic instructional approach in this text remains constant: We seek to engage students in the principles, practice, and ethics of public speaking—both as speakers and as listeners.

What's New in the Tenth Edition

Revel ™

Revel is an interactive learning environment that deeply engages students and prepares them for class. Media and assessment integrated directly within the authors' narrative lets students read, explore interactive content, and practice in one continuous learning path. Thanks to the dynamic reading experience in Revel, students come to class prepared to discuss, apply, and learn from instructors and from each other.

Learn more about Revel

www.pearson.com/revel

Rather than simply offering opportunities to read about and study public speaking, Revel facilitates deep, engaging interactions with the concepts that matter most. For example, when learning about public speaking anxiety, students are prompted to complete the PRPSA to assess their current level of anxiety. (They may take the assessment at a later point to see if their level of anxiety has changed.) By providing opportunities

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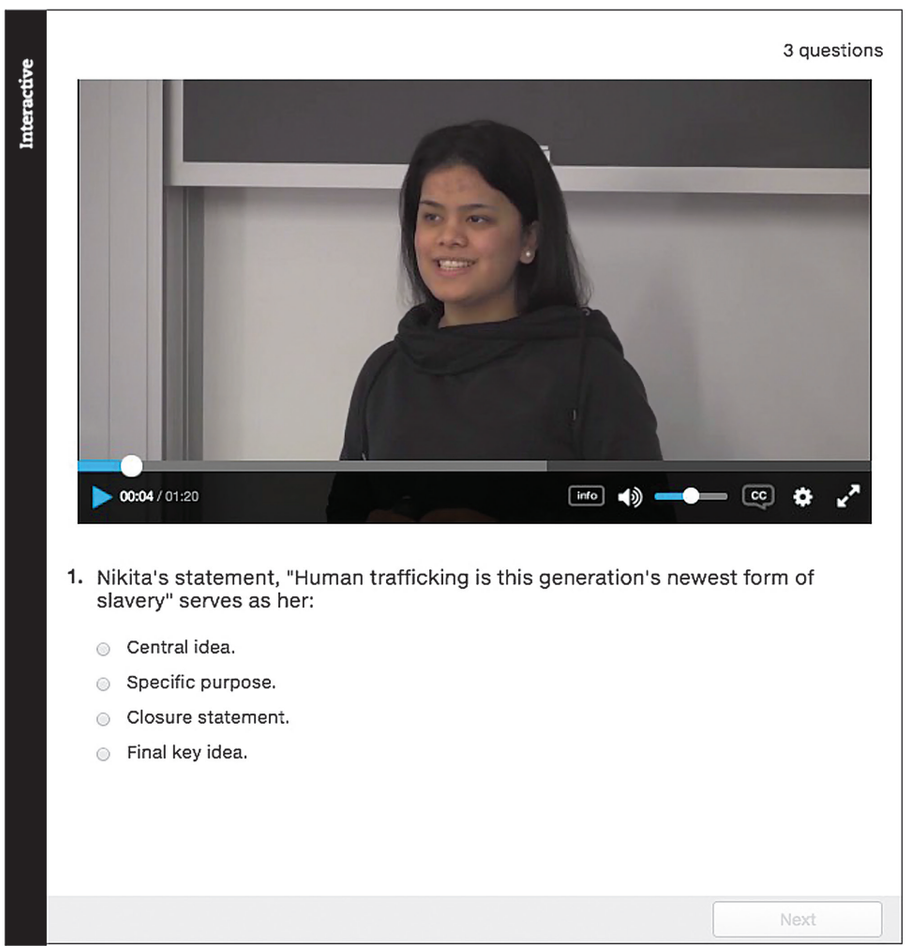
to read about and practice communication in tandem, Revel engages students directly and immediately, which leads to a better understanding of course material. A wealth of student and instructor resources and interactive materials can be found within Revel; we are excited to have retained the interactivity our users have come to rely on and to offer many new opportunities for engagement. Highlights include:

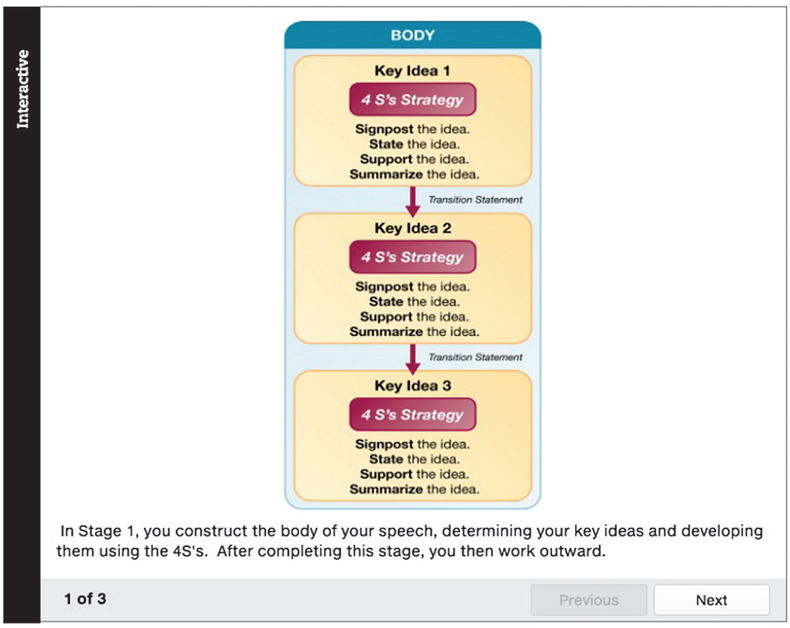
- **Short Speech Excerpts**
  Abundant in-text speech excerpts, many new to this edition, let students listen to audio clips while they read, bringing examples to life in a way that a printed text cannot. Many of these excerpts are from student speeches, while other new samples are from famous speeches, like FDR's fireside chats.
- **Videos and Video Quizzes**
  Video examples of sample speeches and expert advice throughout the narrative boost mastery, and many videos are bundled with correlating self-checks, enabling students to test their knowledge. Students will also benefit from new video galleries which are collections of video clips that illuminate aspects or samples of a topic, such as "successful central ideas" or "effective inclusive language." In addition, we provide video clips of influential speeches (like Barack Obama's Tucson memorial speech) and video content on real world speaking situations (like the ethical questions surrounding Melania Trump's 2016 RNC speech).

Video Self-Check: Human Trafficking



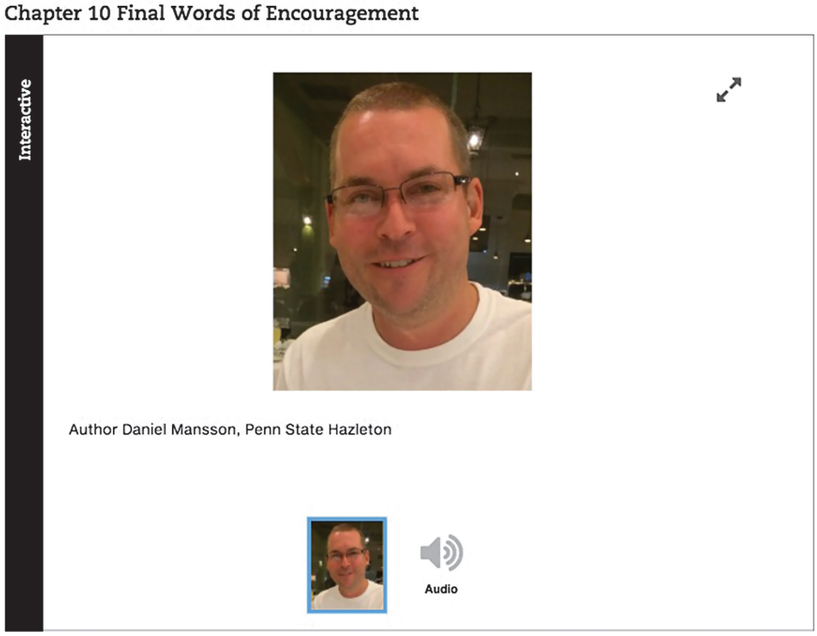
- **Interactive Figures**
  Interactive figures help students understand hard-to-grasp concepts through interactive visualizations. Examples in the tenth edition include Figure 4.1: The Process of Listening, Figure 5.2: Maslow's Hierarchy of Needs, Figure 10.1: The Outward Method of Speech Development, and Figure 16.1: The Continuum of Persuasion.

Figure 10.1 The Outward Method of Speech Development

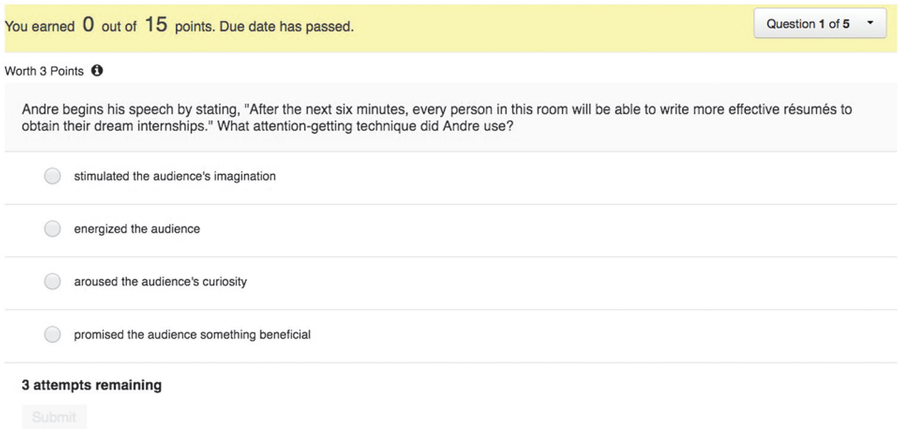


- **Author Audio: Final Words of Encouragement**
  Each chapter now ends with an audio feature starring author Daniel Mansson, who shares personal and professional anecdotes—including his experiences of taking the introductory speech course as an ESL student—to help students learn and grow on their journey to improve their speaking skills.

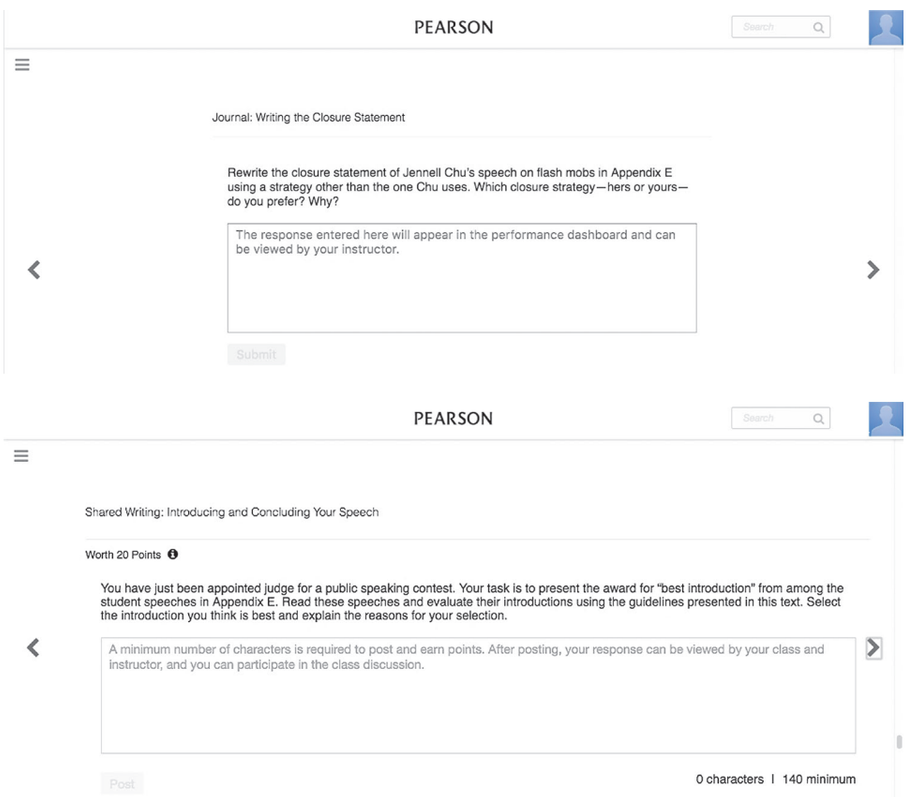
Chapter 10 Final Words of Encouragement



- **Assessment Opportunities**
  Revel offers students many unique opportunities to assess their content knowledge and understanding. In addition to the aforementioned video quizzes, students can complete no-stakes assessment in the form of "Key Points" quizzes, in which they drag and drop a term or concept to the correct definition or example in an interactive table. Finally, instructors and students alike benefit from formal end-of-module and end-of-chapter assessments (revised to match the content of our new edition) to ensure that students comprehend the chapter's learning objectives.



- **Integrated Writing Opportunities**
  To help students connect chapter content with personal meaning, each chapter offers two varieties of writing prompts: the Journal prompt, which elicits free-form topic-specific responses addressing topics at the module level, and the Shared Writing prompt, which encourages students to share and respond to each other's brief responses to high-interest topics in the chapter.



For more information about all the tools and resources in Revel and access to your own Revel account for *Mastering Public Speaking*, Tenth Edition, go to www.pearson.com/revel.

As you read this new edition of *Mastering Public Speaking*, you will notice several structural changes. Drawing from suggestions of talented reviewers, colleagues, and students, as well as our own experience, we have retitled two chapters (Chapters 16 and 17), shifting some of the content between the two. We added a new appendix on question-answer periods, modified the internal structure of several chapters, and replaced three of our six full speech samples in Appendix E (Sample Speeches). We also revised and updated many of our features, including Ethical Decisions, Theory into Practice, and Speaking with Confidence. In addition, we have replaced and updated many student and professional examples, using actual classroom and contest speakers for many of these.

Specific changes to each chapter include:

- Chapter 1, "An Introduction to Public Speaking," builds on a solid overview of public speaking to help students understand—and embrace—the reasons *why* they should value the skills they will gain from this course. In particular, we offer an updated overview of the academic, personal/social, professional, and public benefits of public speaking. In Revel, we support this goal with a photo gallery highlighting the work of some of our nation's most influential speakers.
- Chapter 2, "The Ethics of Public Speaking," highlights ethical speech dilemmas from recent events and considers the quandary of ethical "grey zones." The chapter also offers an expanded discussion of the types of plagiarism so students can recognize and prevent this ethical failure. In Revel, students will consider the ethical dilemma of Melania Trump's 2016 RNC speech.
- Chapter 3, "Speaking with Confidence," continues to focus on how to *manage*, rather than *control*, speaker nervousness. We offer a streamlined set of public speaking skills as well as physical and psychological strategies to address anxiety, including new content on burning off energy and taking care of the body before a speech. In Revel, students take the Personal Report of Public Speaking Anxiety (PRPSA) to assess their current level of anxiety.
- Chapter 4, "Listening," offers a stronger focus on the benefits of good listening skills (including a new Table 4.1 that overviews the academic, personal/relational, professional, and social/legal benefits of listening). It also offers new content on the dangers of ethnocentric listening in a multicultural world. Students will also benefit from hearing from human communication expert Melissa Beall in Revel.
- Chapter 5, "Analyzing Your Audience," offers a streamlined organization that allows students to learn better from shorter, more focused modules on audience demographics (now including sexual orientation), psychographics, and needs. In addition, the chapter offers a new section to help students obtain relevant information about their audience. Revel also offers significant support for students learning about Maslow's hierarchy of needs, including an interactive figure and table, as well as a new video.
- Chapter 6, "Selecting Your Speech Topic," is reorganized to help students walk through this important process in the most natural and logical way possible, beginning with generating ideas and ending with the creation of the central idea of the speech. Students may also interact with a mind map in Revel.
- Chapter 7, "Researching Your Speech Topic," contains reorganized and specific modules on primary and secondary research, including Internet research, library research, and qualitative and quantitative research via interviews, questionnaires, and focus groups. Throughout this chapter and other parts of the book, we emphasize the importance of critically evaluating the material students come across. New annotated sample notes and references in Revel provide students with a helpful example to get started with their own research journey.

- Chapter 8, "Organizing Your Speech," is full of new examples and samples (many from our own teaching experience) to help students walk through the process of organizing their ideas in an appropriate and coherent fashion. We also now highlight moving from specific purpose, to central idea, to key ideas in our examples. An interactive visual of this process offers additional support in Revel.
- Chapter 9, "Supporting Your Speech," continues to provide students with a comprehensive overview of the many types of supporting material, now clarified by a new video gallery in Revel. Updated examples support student learning throughout.
- Chapter 10, "Introducing and Concluding Your Speech," now highlights eight (instead of seven) attention getting strategies and four (instead of three) essential functions of a conclusion, in addition to the five functions of the introduction of a speech. Students will see new video samples of effective introductions and conclusions throughout Revel. Additionally, we've divided our content on the Outward Method of Speech Development into a separate module, allowing students to better focus on this process that will support the creation of their speeches.
- Chapter 11, "Outlining Your Speech," now offers a speech sample that is consistent across the working, formal, and speaking outlines so that students can observe the evolution of a single speech through the outlining process. In Revel, audio annotations assist students' analysis of the outlines they read. A new student interview in "Speaking with Confidence" underscores the value of the outlining process.
- Chapter 12, "Wording Your Speech," provides a refocused module on wording the speech carefully to share intended meaning, complete with contemporary examples and images of incorrect word choice. The new "Speaking with Confidence" feature highlights one student's experience with word choice when speaking on a particularly controversial topic. In Revel, students practice their word choice by viewing a powerful photograph and journaling with vivid language.
- Chapter 13, "Delivering Your Speech," has a new module on "Delivering Speeches Online," helping students address specific delivery challenges in a mediated context, such as using technology, engaging an audience virtually, and dealing with limited feedback and a lack of personalization. Revel offers additional support with a new, instructive video on mediated presentations.
- Chapter 14, "Using Presentational Aids," now considers speaker credibility in relation to presentational aids in addition to covering Prezi presentations. We also provide tips for using presentational aids (like pictures and handouts) in online speaking situations. Students will find this chapter's Revel video gallery on aid types particularly useful.
- Chapter 15, "Speaking to Inform," continues to place an emphasis on guidelines that are more focused and specific to informative speaking, supported by a new "Speaking with Confidence" feature that highlights a student who struggles to inform rather than persuade. In Revel, this chapter kicks off with a segment of a cooking demonstration with celebrity chef Cat Cora, reminding students that informative presentations are all around us.
- Chapter 16, "Speaking to Persuade," has a new title and a new organization that offers students a more readable and focused overview of persuasive speaking. Separate and heavily revised modules on Aristotle's modes of persuasion and establishing common ground help students better reach their audience. The final module on organizing the persuasive speech now offers content on Monroe's Motivated Sequence (previously in Chapter 17) as well as the comparative advantage and refutation patterns. Student speech videos and instructive video overviews support this heavily revised content in Revel.
- Chapter 17, "Developing Persuasive Arguments," has been renamed to better represent the content of the chapter. It continues to offer a solid overview of logic and argument to help students incorporate these essentials into their persuasive speeches. (They may test their knowledge of argument types with a video self-check

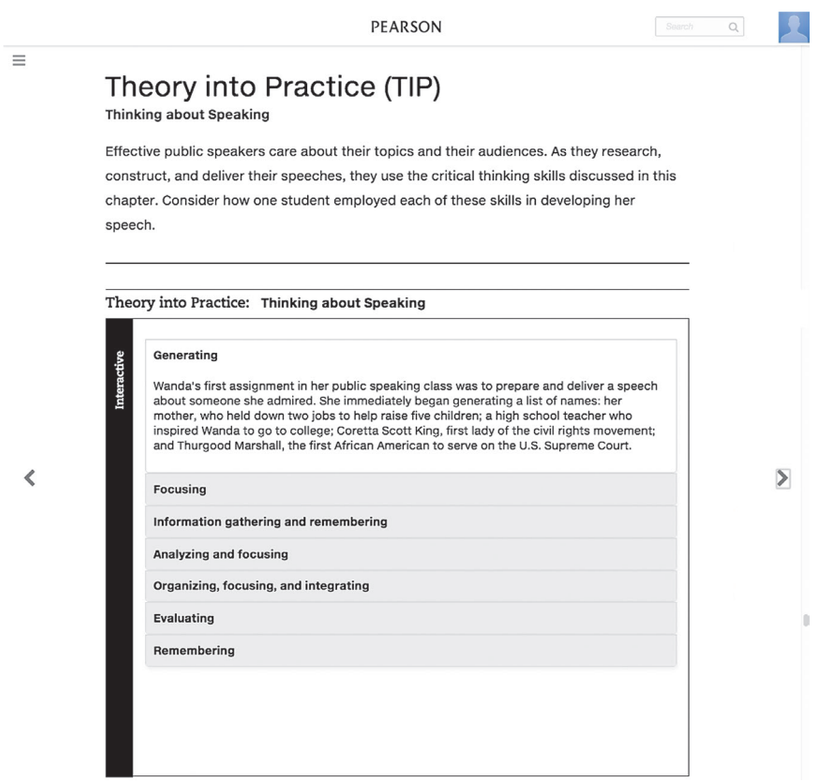
in Revel.) The chapter also offers a new "Ethical Decisions" box on contradictory evidence as well as a look at a current student's experience with argument and evidence in the new "Speaking with Confidence" interview.

- Chapter 18, "Speaking on Special Occasions," now features a section on commencement speeches as well as new annotated sample speeches for the Speech of Presentation and the Acceptance Speech. Additionally, we added a "Speaking with Confidence" box to highlight one student's experience with these speech types. Revel provides substantial video support, with special occasion speeches by familiar faces including Catherine Middleton, John Elway, and Matthew McConaughey.
- New Appendix D on "Question–Answer Periods" helps students prepare for these unique audience interactions.
- Appendix E, "Sample Speeches," offers three new student speeches, including a eulogy sample. Several of the speeches in the appendix contain full video in Revel, further enhancing student learning.

Special Features

There are many special features that are an integral part of the learning materials in this book. We've included these to help students understand and learn public speaking concepts. We have retained the following popular instructional features:

- **Learning Objectives** appear at the beginning of each chapter and are additionally highlighted in their related sections and the chapter summary to help reinforce students' reading and learning.
- **Theory into Practice** boxes, several of which have been newly revised and edited, reinforce the text's instructional approach and help students understand and apply communication concepts and strategies to enhance their public speaking competence. In Revel, many include interactive opportunities that allow students to focus on one aspect at a time, listen to audio excerpts, or walk through an example that illustrates the concept.



- **Key Points** boxes appear throughout the book to reinforce instruction and aid student review. They summarize important material and offer helpful guidelines throughout the public speaking process. As noted, Revel takes them one step further as no-stakes interactive quizzes that students can use to review and interpret concepts.

Key Points: Functions of a Speech Conclusion

Interactive

Review the following functions of a speech conclusion. When you're ready, click "Check Your Understanding" below.

Function	Example
Restate the topic or purpose.	Today, I've shared with you a few of the many benefits of making your own household cleaners.
Restate the key ideas.	We've discussed the money that you can save by making your own cleaners, in addition to the health and environmental benefits that come when you use natural products—like vinegar—over chemical cleaners.
Activate audience response.	With all of these benefits in mind, take a small step into the world of natural cleaners. Try replacing just one of your products—say, your all purpose cleaner—with a homemade recipe using ingredients you can pronunce!
Provide closure.	As the great naturalist John Muir once said about time in nature, "Wash your spirit clean." Now you can do the same for your home, using inexpensive products safe for your wallet, your body, and the Earth.

Check Your Understanding

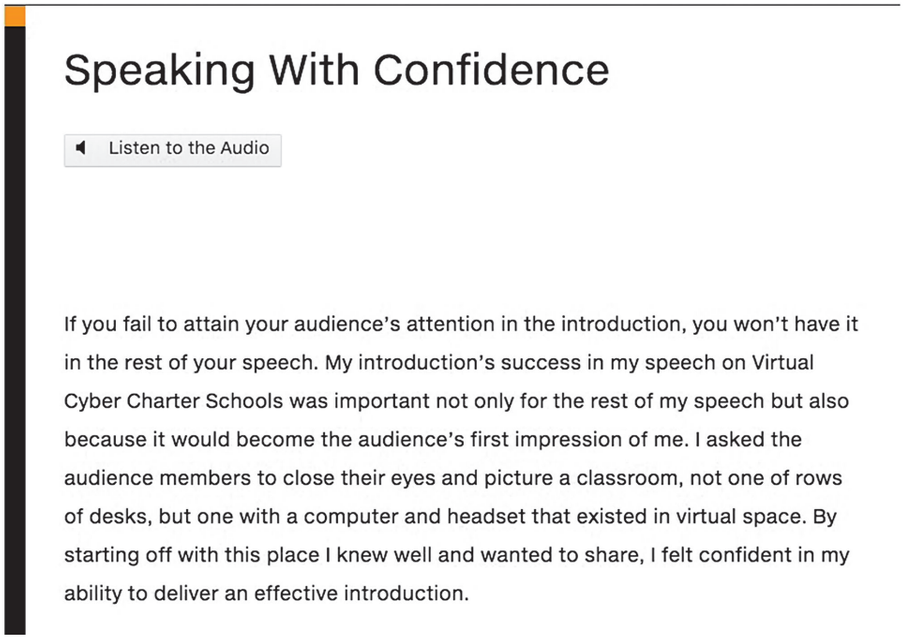
- **Ethical Decisions** boxes deepen students' understanding of the difficult choices speakers and listeners can face. These boxes (several new to this edition) present mini cases and ask students to choose between controversial courses of

ETHICAL DECISIONS: Revealing Versus Concealing Your Purpose

Yvonne has decided on a specific purpose for her persuasive speech: to convince her classmates that same-sex couples should have equal access to adopt children. As she analyzes her audience's attitudes, she concludes that some of her classmates disagree with her position, a few quite strongly. She is fearful that if she reveals her specific purpose in the introduction, some audience members will stop listening to her speech objectively and will either begin formulating counterarguments or simply tune her out. She decides that, instead, she will delay the announcement of her purpose and present some basic criteria for a good family. After securing agreement on these criteria, she will then reveal her purpose for speaking—to an audience that is primed to listen.

action. Thought-provoking questions follow each scenario, providing springboards for engaging in classroom debates and, in Revel, writing online Journal entries.

- **Speaking with Confidence** boxes (several new to this edition) feature the stories of real students from public speaking classes throughout the country who explain how this text helped them build their confidence in public speaking. Additionally, Revel offers audio versions of this feature.



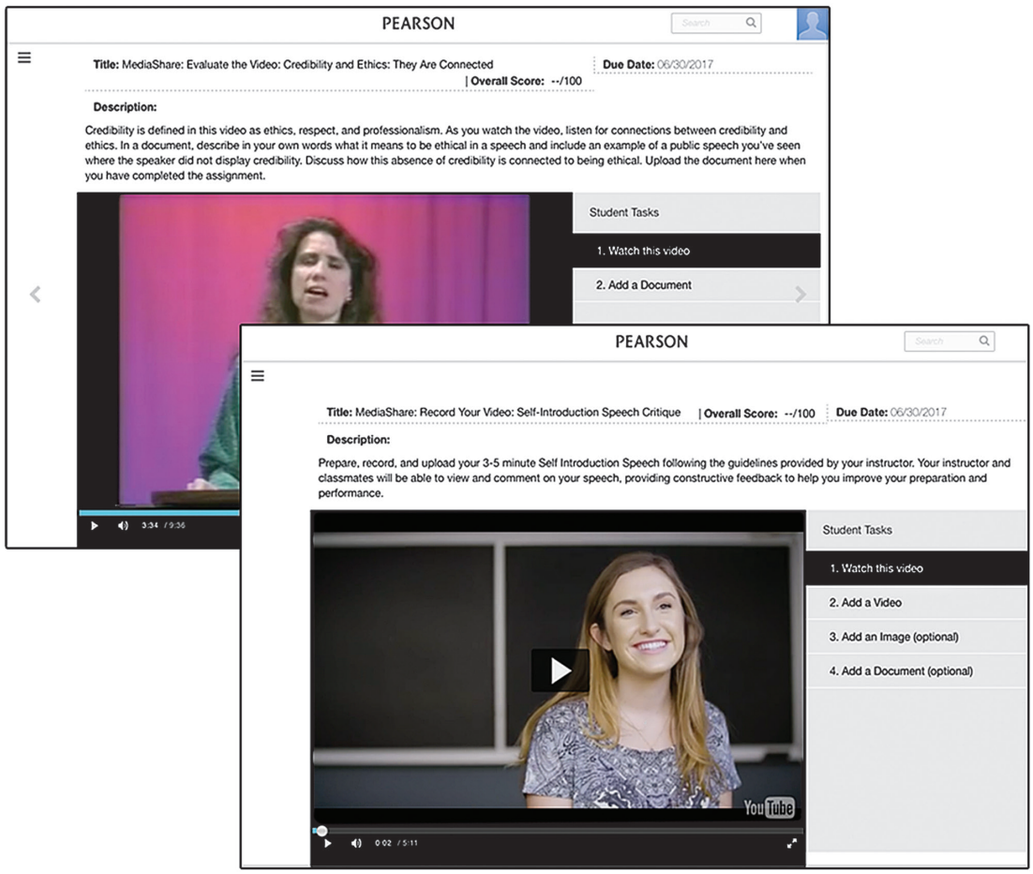
- **Sample Speeches** appear in selected chapters and in Appendix E as models for students to learn from or critique. In Revel, some of the speeches include audio and/or video components.

Instructor and Student Resources

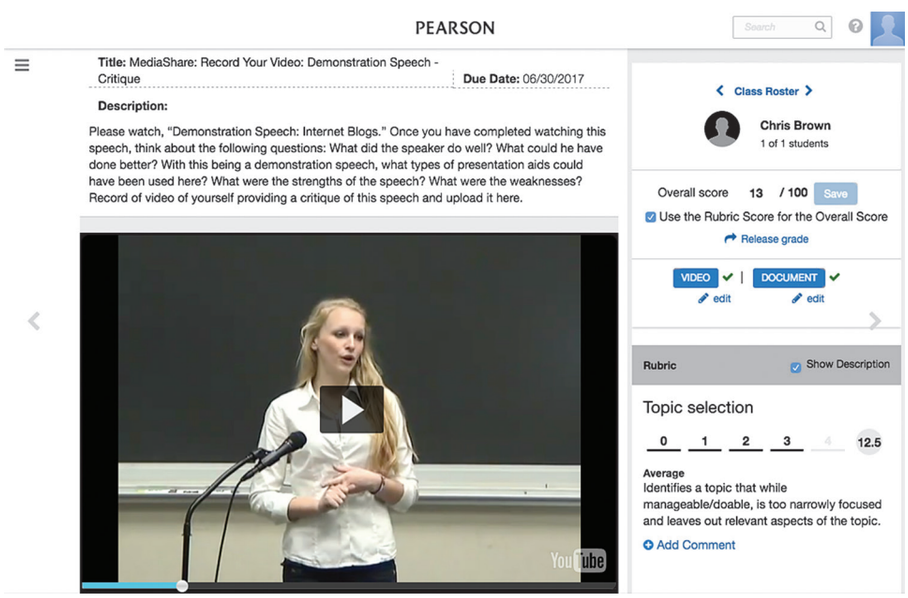
Key instructor resources include an Instructor's Manual (ISBN 0-13-462377-0), TestBank (ISBN 0-13-462346-0), and PowerPoint Presentation Package (ISBN 0-13-462373-8). These supplements are available on the catalog page for this text on Pearson.com/us (instructor login required). MyTest online test-generating software (ISBN: 0-13-462345-2) is available at www.pearsonmytest.com (instructor login required). For a complete list of the instructor and student resources available with the text, please visit the Pearson Communication catalog, at www.pearson.com/communication.

Pearson MediaShare

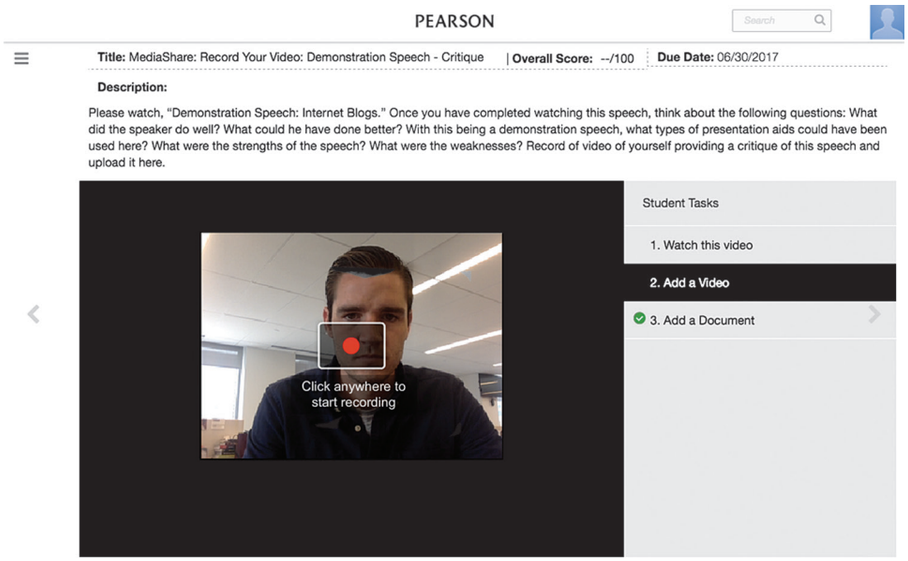
Pearson's comprehensive media upload tool allows students to post videos, images, audio, or documents for instructor and peer viewing, time-stamped commenting, and assessment. MediaShare is an easy, mobile way for students and professors to interact and engage with speeches, presentation aids, and other files. MediaShare gives professors the tools to provide contextual feedback to demonstrate how students can improve their skills.



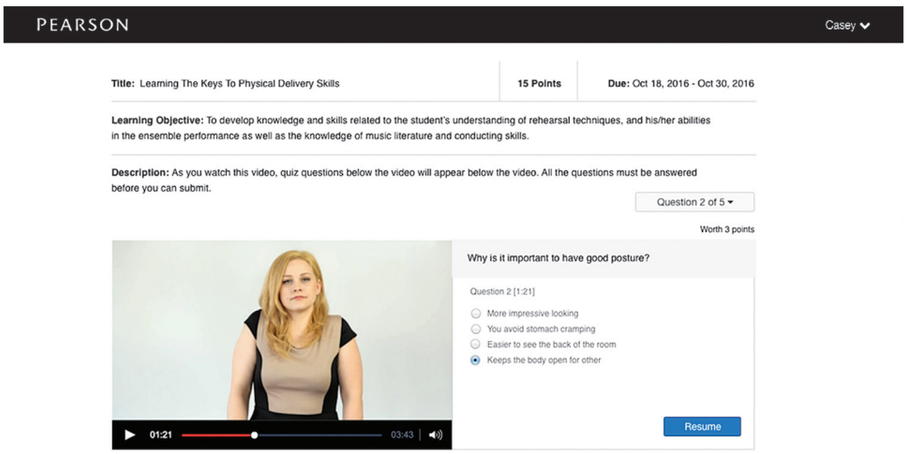
The best of MediaShare functionality, including student video submissions with grading and video quizzes, is now available to use and assign ***within Revel***, making Revel an even more complete solution for Communication courses. By placing these key components of MediaShare within Revel, students have one all-inclusive space to practice and have their performance assessed while actively learning through interactive course content. Revel with MediaShare is an unparalleled immersive learning experience for the Communication curriculum.



- Use MediaShare to assign or view speeches, video-based assignments, role plays, and more in a variety of formats including video, Word, PowerPoint, and Excel.
- Assess students using customizable, Pearson-provided rubrics or create your own around classroom goals, learning outcomes, or department initiatives.



- Set up assignments for students with options for full-class viewing and commenting or private comments between you and the student.
- Record video directly from a tablet, phone, or other webcam.
- Embed video from YouTube via assignments to incorporate current events into the classroom experience.



- Set up quiz questions on video assignments to ensure students master concepts and interact and engage with the media.
- Import grades into most learning management systems.
- Ensure a secure learning environment for instructors and students through robust privacy settings.

Acknowledgments

We are, first and foremost, grateful to the many university, college, and community college educators whose encouragement and support contributed to the success of previous editions of this textbook. The tenth edition of *Mastering Public Speaking* is the product of more than just the authors. Although we have tried to speak with one voice for the sake of our readers, the truth is that many voices resonate throughout this text: the voices of our teachers, our colleagues, our editors, and our students. Wherever possible, we have tried to acknowledge their contributions. For all their influence on this text, we are thankful.

On the copyright page of this textbook is a list of Pearson professionals who have done the heavy lifting and guided this edition to completion. We thank the entire editorial, production, and marketing staffs for their time, talent, and contributions to this tenth edition.

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This is the second edition written or revised without our friend and co-author John F. Skinner. Yet, as we reviewed previous editions, we experienced, once again, his insights, scholarship, wit, respect for language, and the conversational tone he established with readers. John, you will forever be a part of *Mastering Public Speaking* and a part of our lives.

Mastering Public Speaking has been shaped and refined by the close readings and thoughtful suggestions of a number of reviewers. We would like to thank the following reviewers for their comments on this edition:

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Finally, we are indebted to all our public speaking students who have crafted their messages, walked to the front of their classrooms, and informed, persuaded, entertained, and challenged us. Without their ideas and experiences, writing and revising this book would have been impossible, just as without tomorrow's students it would be unnecessary.

An Invitation

I welcome your feedback about the tenth edition of *Mastering Public Speaking.* Please contact me by email at the following address:
dhm14@psu.edu

I look forward to hearing from you.

Daniel H. Mansson Ph.D.