Communication Apprehension

“fear or anxiety associated with either real or anticipated communication with another person or persons.”

Physiological Symptoms of Communication Apprehension

- Heart pounding
- Clammy hands
- Sweat
- Stomach Butterflies
- Nervous Pacing
- Voice quiver
- Dry Mouth
- Shakes- hands and legs
- Rapid Breathing
- Dizzy and/or light headed
Myths about Communication Apprehension

1. People who suffer from speaking anxiety are neurotic.

2. Telling a joke or two is always a good way to begin a speech.

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4. Any mistake means that you have “blown it.”

5. Avoid speaking anxiety by writing your speech out word for word and memorizing it.

6. Audiences are out to get you.

7. You will look to the audience as nervous as you feel.

8. A little nervousness helps you give a better speech. This is TRUE.
## Sources of Communication Apprehension

<table>
<thead>
<tr>
<th>Source</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>Trait Anxiety</td>
<td>some people feel more uncomfortable than the average person regardless of the context, audience, or situation.</td>
</tr>
<tr>
<td>Context Anxiety</td>
<td>anxiety prompted by specific communication contexts</td>
</tr>
<tr>
<td>Formality</td>
<td>As the formality of the communication context increases, the stakes are raised, sometimes prompting more apprehension.</td>
</tr>
<tr>
<td>Uncertainty</td>
<td>you don’t know what to expect, so you are more nervous</td>
</tr>
<tr>
<td>Novelty</td>
<td>Anxiety becomes more of an issue in communication environments that are new to us</td>
</tr>
<tr>
<td>Audience Anxiety</td>
<td>Audience anxiety describes communication apprehension prompted by specific audience characteristics</td>
</tr>
<tr>
<td>Situational Anxiety</td>
<td>the unique combination of influences generated by audience, time and context.</td>
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</tbody>
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Reducing Communication Apprehension

- Speech-Related Considerations
- Think Positively
- Reducing Anxiety through Preparation
- Analyze Your Audience
- Adapt Your Language to the Oral Mode
- Practice in Conditions Similar to Those You Will Face When Speaking
- Watch What You Eat
- Reducing Nervousness during Delivery
- Maintain Your Sense of Humor
- Stress Management Techniques
General Purposes of speaking refers to the broad goal in creating and delivering a speech.

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Description</th>
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<tbody>
<tr>
<td>Inform</td>
<td>this is about helping audience members acquire information that they do not already possess</td>
</tr>
<tr>
<td>Persuade</td>
<td>we attempt to get listeners to embrace a point of view or to adopt a behavior that they would not have done otherwise</td>
</tr>
<tr>
<td>Entertain</td>
<td>focused on the theme and occasion of the speech</td>
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</table>
Selecting a Topic

- Common Constraints of Public Speaking
  - Purpose
  - Audience
  - Context
  - Time Frame

- Selecting a Broad Subject Area
  - Narrowing Your Topic
Specific Purposes

A specific purpose starts with one of the three general purposes and then specifies the actual topic you have chosen and the basic objective you hope to accomplish with your speech. Basically, the specific purpose answers the who, what, when, where, and why questions for your speech.
Finding Resources

- Nonacademic Information Sources
  - Books
  - General-Interest Periodicals
  - Special-Interest Periodicals
  - Newspapers and Blogs
  - Encyclopedias
  - Websites

- Academic Information Sources
  - Scholarly Books and/or Articles and/or Web Information
  - Computerized Databases
Evaluating Resources

✓ Date of Publication
✓ Author
✓ Publisher
✓ Academic or Nonacademic
✓ Quality of the Bibliography/Reference Page
✓ Do People Cite the Work?
Avoid Plagiarism

✓ Do your own work, and use your own words
✓ Allow yourself enough time to research the assignment
✓ Keep careful track of your sources and take careful notes
✓ Assemble your thoughts, and make it clear who is speaking
✓ If you use an idea, quotation, paraphrase, or summary, then credit the source
✓ Cite sources correctly in the body and in the Works Cited (Reference Page)
✓ Quote accurately and sparingly.
✓ Paraphrase carefully.
✓ Do not patchwrite (patchspeak)
✓ Summarize, don’t auto-summarize
✓ Do not rework another student’s speech or buy one
Avoid Academic Fraud

✓ Don’t Mislead Your Audience
✓ Give Author Credentials
✓ Use Primary Research Ethically
The Importance of an Introduction

- Gain Audience Attention and Interest
- State the Purpose of Your Speech
- Establish Credibility
- Provide Reasons to Listen
- Preview Main Ideas
- Reference to Subject, Audience, Events, Occasion
- Quotation, Historical Reference, Anecdote, Startling Statement
- Question (Rhetorical is the preferred type)
- Humor
- Personal Reference
- Express Your Specific Purpose
Conclusions Matter

- Signals the End
- Aids Audience’s Memory of Your Speech
- Restatement of the Thesis
- Review of Main Points
- Review of Main Points
- Conclude with a Quotation, Summary, Visualize Future, Inspiration
- Conclude with a Challenge, Advice, Appeal for Action (persuasion only)
- Conclude by Proposing a Solution (persuasion only)
- Conclude with a Question (usually Rhetorical)
- Conclude with a Reference to Audience
# Four Methods of Delivery

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<tr>
<td>Impromptu</td>
<td>Presentation of a short message without advance preparation</td>
</tr>
<tr>
<td>Extemporaneous</td>
<td>Carefully planned and rehearsed speech, spoken in a conversational manner using brief notes</td>
</tr>
<tr>
<td>Manuscript</td>
<td>The word-for-word iteration of a written message. In a manuscript speech, the speaker maintains his or her attention on the printed page except when using visual aids</td>
</tr>
<tr>
<td>Memory</td>
<td>Recitation of a written message that the speaker has committed to memory</td>
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</table>
Using Notes Effectively

✓ Understand the Purpose of Speaker Notes
✓ Include Only Key Words (no paragraphs)
✓ Hold Your Notes Naturally
✓ Prepare Notecards to Trigger Recall
✓ Write in Large Letters
✓ Using Notecards Effectively
Good Delivery

✓ Posture, Body Movement, Facial Expressions
✓ Dress, Self-Presentation, Variety
✓ Practice Effectively, Seek Input from Others
✓ Conversational Style
✓ Eye Contact
✓ Effective Use of Vocalics
  ✓ Volume, Rate, Pitch, Pauses,
  ✓ Vocal Variety, Pronunciation

Good Delivery Is a Habit
Informative Speaking

✓ Conveys knowledge
✓ Does not attempt to convince the audience that one thing is better than another
✓ Does not advocate a course of action
✓ Conveys accurate information
✓ Three goals—accuracy, clarity, and interest
✓ Avoid expressing opinion
Informative Speaking Goals

- Making Information Clear and Interesting for the Audience
- Adjust Complexity to the Audience
- Avoid Unnecessary Jargon
- Create Concrete Images
- Keep Information Limited
- Link Current Knowledge to New Knowledge
- Make It Memorable
- Make It Relevant and Useful
- Personalize Your Content
## Types of Informative Speeches

<table>
<thead>
<tr>
<th>Object</th>
<th>People</th>
<th>Event</th>
<th>Concept</th>
<th>Process</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stink Bug</td>
<td>Aristotle</td>
<td>Super Bowl</td>
<td>Karma</td>
<td>Cell Division</td>
</tr>
<tr>
<td>Skyline Drive</td>
<td>Neymar</td>
<td>World Cup</td>
<td>Freedom</td>
<td>FAFSA Application</td>
</tr>
<tr>
<td>Washington Monument</td>
<td>RGIII</td>
<td>Battle of Gettysburg</td>
<td>The American Dream</td>
<td>Plastic Recycling</td>
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Key Terms

Communication Apprehension
Trait Anxiety
Context Anxiety
Formality
Uncertainty
Novelty
Audience Anxiety
Situational Anxiety
General Purposes of Speaking
Common Types of Informative Topics
Behavior
Attitude
Value
Belief
Specific Purposes
Plagiarism
Ethos
Thesis Statement
Impromptu Speaking
Extemporaneous Speaking
Speaking from a Manuscript
Speaking from Memory

Vocalics
Pitch
Vocal Variety
Pronunciation
Physical Manipulation
Jargon
Abstract
Concrete