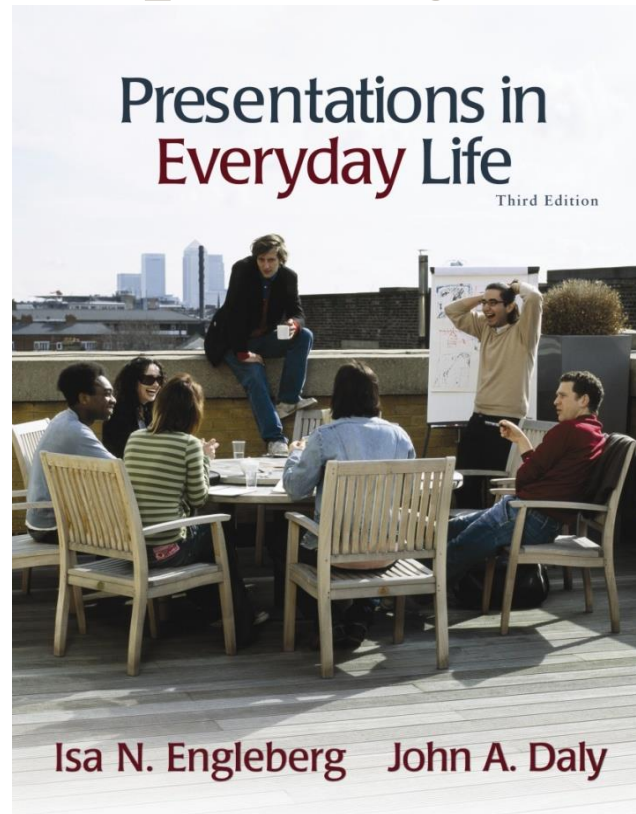


Chapter 1: Presentation Speaking



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CHAPTER 1: PRESENTATION SPEAKING

What Is Presentation Speaking?

Key Elements and Guiding Principles of

Presentation Speaking

How to Become an Effective Speaker

The Dynamic Presentation Model



Top-Rated Speaking Skills

Book Buyers

1. Keep your audience interested.
2. Beginning and ending your presentation.
3. Organize your presentation.
4. Select ideas and information.
5. Choose a topic.

Communication Students

1. Keep your audience interested.
2. Organize your presentation.
3. Choose a topic.
4. Use your voice effectively.
5. Select ideas and information.

Top-Rated Speaking Skills

Book Buyers


6. Adapt to your audience.
7. Determine your purpose.
8. Choose appropriate and effective words.
9. Enhance your credibility.
10. Use your voice effectively.

Communication Students

6. Determine your purpose.
7. Reduce nervousness and stage fright.
8. Adapt to your audience.
9. Beginning and ending your presentation.
10. Choose appropriate and effective words.

Multiple Choice Question

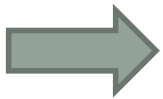
Which of the following speaking skills *only* appeared on the top-ten list selected by book-buyers in the textbook's survey?

- a. Keeping your audience interested
- b. Organizing a presentation
-  c. Enhancing your credibility
- d. Reducing nervousness/stage fright
- e. Using your voice effectively

Multiple Choice Question

Which of the following speaking skills only appeared on the top-ten list selected by college students in the textbook's survey?

- a. Keeping your audience interested
- b. Organizing a presentation
- c. Enhancing your credibility
- d. Reducing nervousness/stage fright
- e. Using your voice effectively



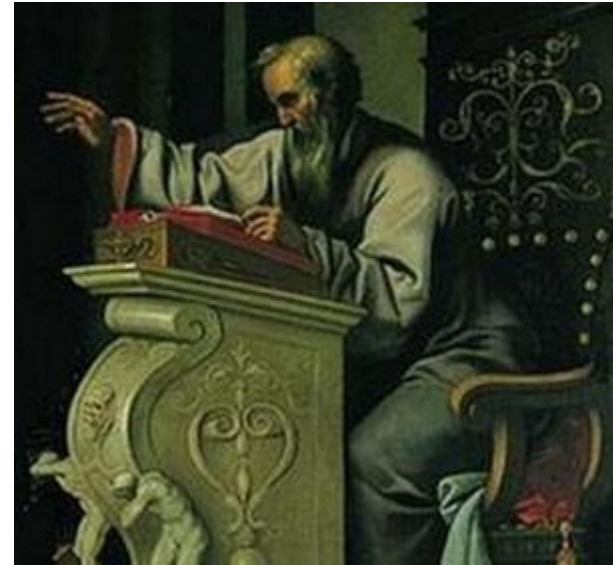
Public and Presentation Speaking

- **Public Speaking:** a special type of presentation speaking that occurs when speakers address *public* audiences in community, government, and/or organizational settings
- **Presentation speaking:** *any* time speakers use verbal and nonverbal messages to generate meanings and establish relationships with audience members, who are usually present at the delivery of a presentation

Aristotle's *Rhetoric*

Rhetoric:

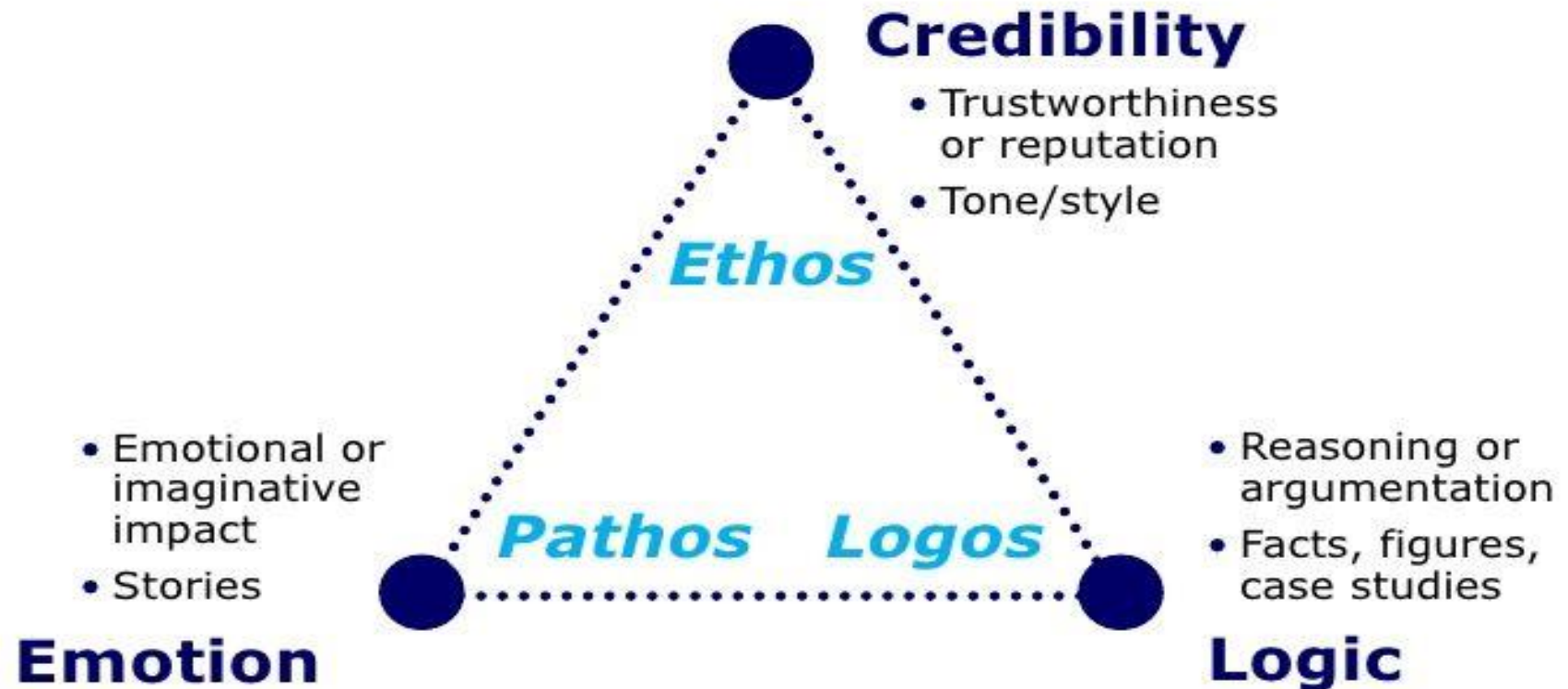
- The ability to discover in a particular case what are the available means of persuasion.
- Types of proof: *logos*, *pathos*, and *ethos*



What is Rhetoric?

- What is said (*message*)
- Who is saying it (*speaker*)
- Who is listening (*audience*)
- Where / when it is being said (*context, appeals*)
- Why it is being said (*purpose*)
- How it is being said (*tone, style*)

Aristotle's rhetorical triangle



<http://sixminutes.dlugan.com/ethos-pathos-logos/>

Five Canons of Classical Roman Rhetoric

- ***Inventio***/ Invention: find the best ideas for a presentation
- ***Dispositio***/Organization: arrange your ideas effectively
- ***Elocutio***/ Style: select effective and eloquent words
- ***Memoria***/ Memory: think critically and recall ideas and words
- ***Pronunciatio***/ Delivery: perform effectively & impressively

True or False

The Roman rhetorician/philosopher Quintilian once wrote:

“[T]he orator must above all things study morality, and must obtain a thorough knowledge of all that is just and honorable, without which no one can either be a good man or an able speaker.”

Do you agree or disagree with Quintilian?

Seven Key Elements and Guiding Principles of Presentation Speaking



Guiding Principles of Presentation Speaking

- **Purpose** – Have I chosen a clear, appropriate, and achievable purpose?
- **Audience** – Have I adapted to audience characteristics, interests, and audiences?
- **Credibility** – Will I seem competent, trustworthy, and believable?
- **Logistics** – Have I adapted to the time, place, and occasion of the presentation

Guiding Principles of Presentation Speaking

- **Content** – Am I using valid, interesting, and relevant ideas and information for the presentation?
- **Organization** – Have I organized the presentation's content clearly and effectively?
- **Performance** – Have I chosen and practiced appropriate and effective delivery skills?

Why Are the Seven Elements Depicted as Gears?



Theory, Strategies, and Skills

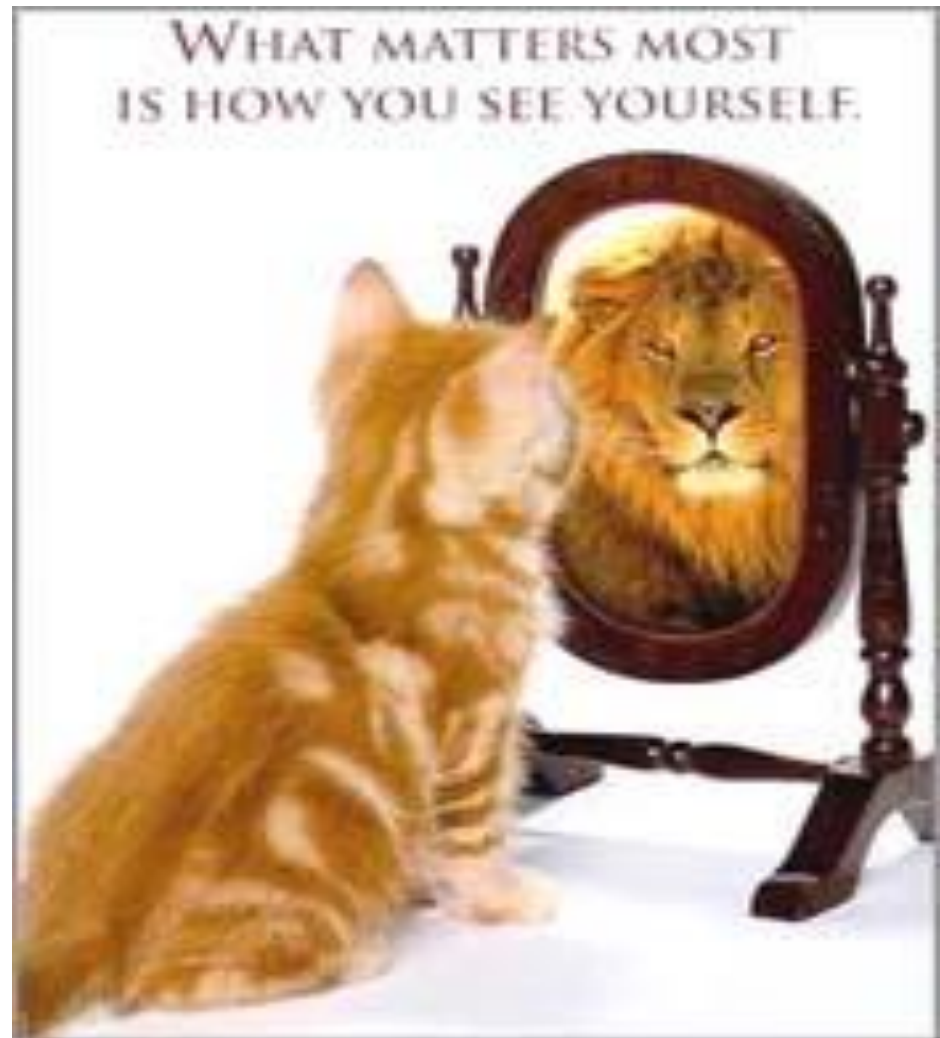
- **Theories** explain how and why communication works
- **Strategies** represent specific plans of action to achieve a presentation's purpose
- **Skills** are the tools you use to prepare and perform a presentation

Preamble to the NCA (National Communication Association) Credo for Ethical Communication

“Questions of right and wrong arise whenever people communicate. Ethical communication is fundamental to responsible thinking, decision making, and the development of relationships and communities within and across contexts, cultures, channels, and media.”

Build Presentation Confidence

- Focus
- Prepare
- Relax
- Adapt



The Audience's Bill of Rights

Describe One Audience *Right*
for Each Key Element

