

Continue



This book isn't in the library right now, search for anotherThis book isn't in the library right now, search for anotherAvailable on iOS & AndroidSpeak Up! is a lively but thorough approach to public speaking aimed to support student confidence and successful speeches.How do I cancel my subscription?Simply head over to the account section in settings and click on "Cancel Subscription" - it's as simple as that. After you cancel, your membership will stay active for the remainder of the time you've paid for. Learn more here.Can/how do I download books?At the moment all of our mobile-responsive ePub books are available to download via the app. Most of our PDFs are also available to download and we're working on making the final remaining ones downloadable now. Learn more here.What is the difference between the pricing plans?Both plans give you full access to the library and all of Perlego's features. The only differences are the price and subscription period: With the annual plan you'll save around 30% compared to 12 months on the monthly plan.We are an online textbook subscription service, where you can get access to an entire online library for less than the price of a single book per month. With over 1 million books across 1000+ topics, we've got you covered! Learn more here.Do you support text-to-speech?Look out for the read-aloud symbol on your next book to see if you can listen to it. The read-aloud tool reads text aloud for you, highlighting the text as it is being read. You can pause it, speed it up and slow it down. Learn more here.Is EPUB3 SPEAK UP 6E an online PDF/ePUB?Yes, you can access EPUB3 SPEAK UP 6E by Douglas M. Fraleigh,Joseph S. Tuman in PDF and/or ePUB format, as well as other popular books in Personal Development & Writing & Presentation Skills. We have over one million books available in our catalogue for you to explore.About this BookChapter 1 Introducing Public SpeakingChapter 2 Developing Your First SpeechChapter 3 Speech EthicsChapter 4 Listening SkillsChapter 5 Audience AnalysisChapter 6 Selecting Your TopicChapter 7 Researching Your SpeechChapter 8 Using Supporting Materials For Your SpeechChapter 9 Organizing Your SpeechChapter 10 Introductions and ConclusionsChapter 11 Outlining Your SpeechChapter 12 Language and StyleChapter 13 Delivering Your SpeechChapter 14 Using Presentation AidsChapter 15 Mediated Public SpeakingChapter 16 Informative SpeakingChapter 17 Persuasive SpeakingChapter 18 Methods Of PersuasionChapter 19 Special-Occasion SpeakingChapter 20 Group CommunicationChapter 21 Civic EngagementAppendix A Speech Choices Outline and Full-Length SpeechAppendix B Additional Sample SpeechesNotesGlossaryIndexExtended DescriptionsInside Back CoverBack Cover This text discusses the significance of "Social Work with Groups: A Comprehensive Workbook" as an essential resource for readers seeking in-depth knowledge and critical analysis in the field of social work. It emphasizes the book's ability to engage readers through its content and layout, making it a valuable addition to both physical and digital libraries. Ask the publishers to restore access to 500,000+ books. It looks like you're offline. An edition of Speak Up!: An Illustrated Guide to Public Speaking (2014) 3 Want to read 1 Currently reading xxxiv, 635, A-29, N-22, G-22, I-20 pages : 21 cm Previews available in: English Identifier: 9,781,319,030,650 Org File Size: 98,761,441 Tags: Public Speaking Toc: Cover.....Page 2Inside Front Cover.....Page 3What Students Are Saying about Speak Up.....Page 4Title Page.....Page 5Copyright.....Page 6Dedication.....Page 7Brief Contents.....Page 8About the Authors.....Page 10Preface.....Page 11Contents.....Page 21Half Title.....Page 431 INTRODUCING PUBLIC SPEAKING.....Page 44What Is Public Speaking?.....Page 48Why Study Public Speaking?.....Page 50Using Public Speaking as a Student.....Page 51Video 1.1: "Gender-Based Responses in Sports Chatrooms".....Page 52Using Public Speaking in Your Career.....Page 53Using Public Speaking in Your Community.....Page 54Public Speaking: A Great Tradition.....Page 56Public Speaking: A Dynamic Discipline.....Page 61From Linear to Transactional: Evolving Views of the Public Speaking Process.....Page 62New Technologies, New Channels.....Page 66Awareness of Audiences' Cultural Diversity.....Page 67Video 1.2: "Humanity 4 Haitian Development".....Page 68Emphasis on Critical Thinking.....Page 70A Focus on Free and Ethical Communication.....Page 71Chapter Review.....Page 742 DEVELOPING YOUR FIRST SPEECH.....Page 79Why Prepare?.....Page 83The Classical Approach to Speech Preparation.....Page 85Preparing and Delivering Your First Speech.....Page 86Analyze Your Audience.....Page 88Select Your Topic.....Page 89Determine Your Speech's Rhetorical Purpose.....Page 91Create a Thesis Statement.....Page 92Determine Your Main Points.....Page 93Develop Supporting Materials.....Page 94Organize and Outline the Body of Your Speech.....Page 95Key Term: Conclusion.....Page 97Key Term: Transition.....Page 98Consider Presentation Aids.....Page 99Key Term: Extemporaneous Delivery.....Page 100Video 2.3: "Gentz, My Hero, Marilyn Hamilton".....Page 102Overcoming Speech Anxiety.....Page 103Prepare Early and Follow a Plan.....Page 104Take Care of Yourself.....Page 105Use Relaxation Techniques.....Page 106Volunteer to Speak First.....Page 107Never Defeat Yourself.....Page 109Chapter Review.....Page 110Video 2.4: "Garza, How to Buy a Guitar".....Page 1143 SPEECH ETHICS.....Page 116Codes of Ethics: Absolute, Situational, and Culturally Relative.....Page 119Legal Speech vs. Ethical Speech.....Page 122Lying.....Page 124Half-Truths.....Page 125False Inference.....Page 126Acknowledging the Work of Others.....Page 129Video 3.1: "Citing Sources (Statistics and Testimony)".....Page 130Quoting from a Source.....Page 131Video 3.2: "Citing Someone Else's Idea".....Page 132Key Term: Paraphrasing.....Page 133Common Knowledge.....Page 134Using Sound Reasoning.....Page 136Demonstrate an Open Mind.....Page 138Hold the Speaker Accountable.....Page 139Chapter Review.....Page 1404 LISTENING SKILLS.....Page 143The Listening Process.....Page 147Listening vs. Hearing.....Page 148Processing What You've Heard.....Page 149Retaining What You've Processed.....Page 150Listening Styles.....Page 152The Culprits behind Poor Listening.....Page 154Unprocessed Note Taking.....Page 155Interruptive Listening.....Page 157Agenda-Driven Listening.....Page 158Argumentative Listening.....Page 159Nervous Listening.....Page 160Filter Out Distractions.....Page 161Show That You Are Listening.....Page 162Anticipate Ineffective Listening before Your Speech.....Page 164Encourage Active Listening during Your Speech.....Page 165Listening When You Are in the Audience.....Page 167Chapter Review.....Page 1685 AUDIENCE ANALYSIS.....Page 173Size.....Page 179Time.....Page 182Location.....Page 184Mobility.....Page 185Key Term Video: Demographics.....Page 187Age.....Page 188Gender Composition.....Page 189Sexual Orientation.....Page 190Race and Ethnicity.....Page 192Religious Orientation.....Page 193Socioeconomic Background.....Page 194Political Affiliation.....Page 197Putting the Demographic Pieces Together.....Page 198Seeking Common Ground.....Page 200Identifying Prior Exposure.....Page 201Identifying Audience Disposition.....Page 203Surveying Your Audience.....Page 206Interviewing Your Audience.....Page 207Considering and Observing Your Audience.....Page 210Situational Audience Analysis.....Page 212Chapter Review.....Page 2156 SELECTING YOUR TOPIC.....Page 220Developing a Set of Potential Topics.....Page 223Research.....Page 224Word Association.....Page 226Mind Mapping.....Page 227Selecting the Best Topic.....Page 229Consider the Assignment.....Page 230Consider Your Audience.....Page 231Consider Your Knowledge and Interests.....Page 232Consider the Speech Context.....Page 233Refining Your Topic.....Page 234Decide Your Rhetorical Purpose.....Page 235Narrow Your Topic.....Page 236Video 6.2: "Overused Topic (Needs Improvement)".....Page 241Drafting Your Specific Purpose.....Page 242Key Term: Thesis Statement.....Page 243Chapter Review.....Page 247Video 6.4: "Gentz, My Hero, Marilyn Hamilton".....Page 2507 RESEARCHING YOUR SPEECH.....Page 251Research Is Essential.....Page 254Video 7.1: "Roth, Emergency in the Emergency Room".....Page 255Research Works Best When You Have a Plan.....Page 256Find the Sources You Need.....Page 257Key Term Video: Citation.....Page 259Evaluating a Source's Credibility.....Page 261Objectivity.....Page 262Observational Capacity.....Page 263Video 7.2: "Citing Sources (Statistics and Testimony)".....Page 264Books.....Page 265Periodicals.....Page 266Newspapers.....Page 268Government Documents.....Page 270Using the Internet.....Page 272Disadvantages of Internet Research.....Page 273Evaluating the Credibility of Online Sources.....Page 275Credibility of Social Media.....Page 277Searching the World Wide Web.....Page 279Prepare for Your Interview.....Page 281Plan Your Interview Questions.....Page 282Conduct the Interview.....Page 283Presenting Evidence in Your Speeches.....Page 284Present the Information Accurately.....Page 285Video 7.3: "Citing Sources (Statistics)".....Page 289Chapter Review.....Page 2908 USING SUPPORTING MATERIALS FOR YOUR SPEECH.....Page 296Why Use Supporting Materials?.....Page 299Enhancing Audience Understanding.....Page 300Strengthening Audience Memory.....Page 301Winning Audience Agreement.....Page 302Evoking Audience Emotion.....Page 303Key Term: Example.....Page 304Definitions.....Page 305Key Term: Testimony.....Page 307Key Term: Statistic.....Page 308Key Term: Narrative.....Page 310Key Term: Analogy.....Page 311Choose the Most Credible Proof.....Page 313Appeal to Different Learning Styles.....Page 314Avoid Long Lists.....Page 319Video 8.3: "Examples (Humorous)".....Page 320Chapter Review.....Page 3219 ORGANIZING YOUR SPEECH.....Page 326Selecting Your Main Points.....Page 329Consider Your Purpose.....Page 330Take Your Audience into Account.....Page 331Select an Appropriate Number of Main Points.....Page 332Subordination and Coordination.....Page 334Video 9.1: "Without Liberty and Justice for All".....Page 336When a Subpoint Doesn't Fit.....Page 338Key Term: Spatial Pattern.....Page 339Key Term: Chronological (Temporal) Pattern.....Page 340Key Term: Causal Pattern.....Page 341Comparison Pattern.....Page 342Key Term: Categorical (Topical) Pattern.....Page 343Persuasive Speech Patterns.....Page 345Transitions.....Page 346Key Term: Transition.....Page 347Signposts.....Page 348Internal Previews and Internal Summaries.....Page 352Chapter Review.....Page 35310 INTRODUCTIONS AND CONCLUSIONS.....Page 357Introducing Your Speech.....Page 360Key Term: Attention-Getter.....Page 361Key Term: Rhetorical Question.....Page 366Signal Your Thesis.....Page 368Show Your Audience What's in It for Them.....Page 369Establish Your Credibility.....Page 371Key Term: Preview.....Page 372Concluding Your Speech.....Page 374Transition to Your Conclusion.....Page 375Summarize Your Main Points.....Page 376Key Term: Clincher.....Page 377Chapter Review.....Page 38311 OUTLINING YOUR SPEECH.....Page 387Two Stages of Outlining.....Page 389The Speaking Outline.....Page 391Key Term: Extemporaneous Delivery.....Page 392Outlining the Body of Your Speech.....Page 393Key Term: Transition.....Page 396Key Term: Introduction.....Page 397Creating a List of Works Cited.....Page 398A Sample Working Outline.....Page 399Creating Your Speaking Outline.....Page 406Formatting Your Speaking Outline.....Page 407Elements of Your Speaking Outline.....Page 408Video 11.3: "Rate, Too Fast (Needs Improvement)".....Page 410A Sample Speaking Outline.....Page 411Chapter Review.....Page 416Video 11.4 "DuBoise, Central Texas Coalition against Human Trafficking".....Page 41912 LANGUAGE AND STYLE.....Page 420The Importance of Language and Word Choice.....Page 425Differences between Oral and Written Language.....Page 426Denotative and Connotative Meaning.....Page 428Connotative Meaning.....Page 429Understandable Language.....Page 431Concrete Words.....Page 436Concise Language.....Page 437Repetition.....Page 438Hypothetical Examples.....Page 439Personal Anecdotes.....Page 440Vivid Language.....Page 449A Note on Appropriate Language and Political Correctness.....Page 450Chapter Review.....Page 45213 DELIVERING YOUR SPEECH.....Page 457Key Term: Delivery.....Page 458Selecting the Right Mode of Delivery.....Page 459Reading from a Manuscript.....Page 460Memorizing from a Manuscript.....Page 463Speaking from an Outline.....Page 465Key Term: Impromptu Delivery.....Page 466Using Verbal Delivery Skills.....Page 468Key Term: Volume.....Page 469Tone.....Page 470Key Term: Rate of Delivery.....Page 471Projection.....Page 473Articulation.....Page 474Key Term: Pronunciation.....Page 475Pausing.....Page 476Key Term: Verbal Filler.....Page 477Key Term: Eye Contact.....Page 479Key Term: Gesture.....Page 482Video 13.2: "Gestures: Overtly Scripted (Needs Improvement)".....Page 484Key Term: Physical Movement.....Page 485Proxemics.....Page 49114 USING PRESENTATION AIDS.....Page 496Presentation Aids Can Make Your Speech More Interesting.....Page 499Presentation Aids Can Help Your Audience Remember Your Speech.....Page 500The Speaker.....Page 501Assistants.....Page 503Objects.....Page 504Visual Images.....Page 506Graphs.....Page 508Text-Based Visuals.....Page 511Key Term: Presentation Software.....Page 513Using Other Technology.....Page 515Guidelines for Developing Presentation Aids.....Page 516Consider Your Audience.....Page 517Keep Your Aids Simple and Clear.....Page 520Rehearse with Your Presentation Aids.....Page 522Using Presentation Aids during Your Speech.....Page 524Make Sure Everyone Can See and Hear Your Aids.....Page 526Control Audience Interaction with Your Aids.....Page 527Maintain Eye Contact.....Page 529Video 14.2: "Presentation Software (Needs Improvement)".....Page 53115 MEDIATED PUBLIC SPEAKING.....Page 535The Expansion of Mediated Public Speaking.....Page 540Prerecorded and Real-Time Presentations.....Page 541Advantages of Mediated Presentations.....Page 542General Advantages.....Page 543Advantages of Prerecorded Speeches.....Page 544Advantages of Real-Time Technologies.....Page 545Challenges of Mediated Presentations.....Page 546Loss of Naturalness.....Page 547Decreased Nonverbal Communication.....Page 548Diminished Feedback.....Page 549Difficulty Managing Distractions.....Page 550Delivery Considerations.....Page 551Message Adaptations.....Page 553Practicing Delivery and Recording.....Page 556Camera.....Page 558Setting and Background.....Page 559Attire.....Page 560Camera Positioning.....Page 561Video 15.3: "Fallacy: Red Herring (Needs Improvement)".....Page 562Practicing with Your Equipment to Make Sure It Works.....Page 563Using Group Chat/Video and Screen Sharing.....Page 564Creating Opportunities for Audience Interaction.....Page 566Soliciting Feedback through an Alternative Medium.....Page 567Chapter Review.....Page 56816 INFORMATIVE SPEAKING.....Page 572Key Term: Definition.....Page 575Key Term: Explanation.....Page 577Key Term: Description.....Page 578Key Term: Demonstration.....Page 579Video 16.1: "Garza, How to Buy a Guitar".....Page 581Key Term: Narrative.....Page 582Video 16.2: "Conveying Information: Narrative (Needs Improvement)".....Page 583Objects.....Page 584Individuals or Groups.....Page 586Events.....Page 589Processes.....Page 591Video 16.3: "Conveying Information: Description".....Page 592Ideas.....Page 594Analyzing Your Audience.....Page 596Selecting a Technique.....Page 597Focusing on Your Goal to Inform.....Page 598Clarifying and Simplifying Your Messages.....Page 600Rachel Parish, Spider Silk: A Miracle Derived from . . . Goats?.....Page 605Chapter Review.....Page 61217 PERSUASIVE SPEAKING.....Page 616Persuasive Speeches Attempt to Influence Audience Members.....Page 619Key Term: Fact Claim.....Page 621Key Term: Policy Claim.....Page 622Two Paths to Persuasion.....Page 623Which Route Will Audience Members Follow?.....Page 624Adapting to Audience Disposition.....Page 625Appealing to Your Audience's Needs.....Page 628Connecting to Your Listeners' Values.....Page 629Accounting for Audience Beliefs.....Page 631Focusing on Peripheral Beliefs.....Page 632Demonstrating How Your Audience Benefits.....Page 634Acknowledging Listeners' Reservations.....Page 635Ethical Persuasion.....Page 636Research Your Facts.....Page 637Attribute Your Research Properly.....Page 639Organizing Fact Claims.....Page 640Organizing Value Claims.....Page 642Key Term: Motivated Sequence.....Page 645Key Term: Problem-Cause-Solution Pattern.....Page 646Chapter Review.....Page 64918 METHODS OF PERSUASION.....Page 653Understanding the Elements of Credibility.....Page 656Building Your Credibility.....Page 657Avoiding Loss of Your Credibility.....Page 658Key Term: Logos.....Page 661Using Evidence.....Page 662Key Term: Inductive Reasoning.....Page 665Video 18.1: "Reasoning: Inductive".....Page 672Key Term: Hasty Generalization.....Page 673Key Term: Ad Populum (Bandwagon) Fallacy.....Page 674Key Term: Ad Hominem (Personal Attack) Fallacy.....Page 675Key Term: Slippery Slope Fallacy.....Page 676Key Term: False Dilemma Fallacy.....Page 677Video 18.2: "Fallacy: Either-Or (False Dilemma): Diplomacy vs. WWII".....Page 678Key Term: Pathos.....Page 679Using Emotional Appeals.....Page 680Video 18.3: "Claims: Fact (Appeals to Emotion and Credibility)".....Page 681Ensuring Ethical Use of Pathos.....Page 684Anna Martinez, Extra Credit: You Can Live Without.....Page 686Chapter Review.....Page 692Video 18.4: "Morales, Without Liberty and Justice for All".....Page 69519 SPECIAL-OCCASION SPEAKING.....Page 698Types of Special-Occasion Speeches.....Page 701General Guidelines for Special-Occasion Speeches.....Page 704Matching Your Delivery to the Mood of the Occasion.....Page 705Adapting to Your Audience's Expectations.....Page 707Video 19.2: "Language, Delivery, and Special Occasion Speeches".....Page 708Respecting Time Constraints.....Page 709Strategies for Speeches of Introduction.....Page 710Strategies for Speeches of Presentation.....Page 713Strategies for Speeches of Acceptance.....Page 715Strategies for Speeches to Memorialize or Eulogize.....Page 718Strategies for Speeches to Celebrate.....Page 7205Strategies for After-Dinner Speeches.....Page 721Joseph Tuman, Swearing-in Ceremony for New U.S. Citizens.....Page 724Chapter Review.....Page 73020 GROUP COMMUNICATION.....Page 734Effective Group Leadership.....Page 738Selecting a Leader.....Page 739Leading Meetings.....Page 742Managing Conflict.....Page 746Three Types of Member Roles.....Page 749Tips for Participating in a Small Group.....Page 753Analyze the Problem.....Page 757Generate Possible Solutions.....Page 758Symposium.....Page 759Panel Discussion.....Page 760Single Group Representative.....Page 761Chapter Review.....Page 763How Emigrants Use Smartphones: Speech Outline.....Page 766How Emigrants Use Smartphones: Full-Length Speech.....Page 775Why Student Athletes Should Be Paid: Speech Outline.....Page 781Student Athletes Should Be Paid: Full-Length Speech.....Page 786David Kruckenberg, Child Slavery and the Production of Chocolate.....Page 791Michelle Bachelet, Reclaiming Public Spaces for the Empowerment of Women and Girls.....Page 796Notes.....Page 800Glossary.....Page 827Index.....Page 849Speech Choices.....Page 901Inside Back Cover.....Page 902Back Cover.....Page 903 Written by professors with 40+ combined years' experience teaching the course, Speak Up! connects with students through lively writing, compelling real-life examples, practical guidance, and hundreds of custom-drawn illustrations that bring public speaking concepts to life. Instructors appreciate the book's serious coverage of concepts and theories, fascinating examples, and unique and often humorous illustrations that help students understand and retain concepts from the text. The new edition features a brand new case study feature that guides students through all steps of the public speaking process. The Speech Choices boxes follow Mia and Jacob as they make choices that affect the final outcome of their speech—and show students what to do, and what not to do, they culminate in two brand-new, full-length speech videos on cutting edge topics. The feature expands further online in LaunchPad with video clips from the speeches, case study questions, and case study activities that instructors can use in the classroom or assign as homework.Speak Up contains other powerful digital tools accessible through LaunchPad, a learning platform that that contains hundreds of videos, LearningCurve (our adaptive quizzing program), various assessment options, video assignment tools, instructor supplements, and a full e-book. Reddit and its partners use cookies and similar technologies to provide you with a better experience. By accepting all cookies, you agree to our use of cookies to deliver and maintain our services and site, improve the quality of Reddit, personalize Reddit content and advertising, and measure the effectiveness of advertising. By rejecting non-essential cookies, Reddit may still use certain cookies to ensure the proper functionality of our platform. For more information, please see our Cookie Notice and our Privacy Policy. Reddit and its partners use cookies and similar technologies to provide you with a better experience. By accepting all cookies, you agree to our use of cookies to deliver and maintain our services and site, improve the quality of Reddit, personalize Reddit content and advertising, and measure the effectiveness of advertising. By rejecting non-essential cookies, Reddit may still use certain cookies to ensure the proper functionality of our platform. For more information, please see our Cookie Notice and our Privacy Policy. Ask the publishers to restore access to 500,000+ books.