



# Purposeful Speaking

By Koch, Arthur

Pearson, 2007. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Preface 1 Speech Communication The Communicative Act Communication Breakdowns Listening Getting Started Projecting Confidence The Truth about Nervousness How to Develop Self-Confidence Visual Imagery for Confidence in Public Speaking A Script for Using Visual Imagery to Develop Confidence in Speaking Ethics in Communication Chapter Review Key Terms Exercises Speech Assignments 2 Audience Analysis Who Exactly Is My Audience? What Response Can I Reasonably Expect from My Audience? Will My Audience Find This Subject Useful? Will My Audience Find This Subject Interesting? What Is My Audiences Knowledge of My Subject? What Demographic Characteristics Should I Consider About My Audience? Is My Audiences Attitude Favorable, Indifferent, or Opposed? Chapter Review Key Terms Exercises Speech Assignments 3 Determine Your Purpose and Subject Selecting a Subject Specific Purpose The Central Idea Chapter Review Key Terms Exercises Speech Assignments 4 The Introduction and Conclusion Objectives of Introductions Attention Step in Introductions Types of Conclusions Sample Full Sentence Outline for a Speech to Instruct Chapter Review Key Terms Exercises Speech Assignments 5 Gathering Supporting Material Personal Experience and Knowledge Clustering The Library The Librarian Electronic Resources The Internet Ethics in...



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