CHAPTER 1 - A CONTEMPORARY APPROACH TO PUBLIC SPEAKING

Learning Objectives

- Recognize multiculturalism when preparing and presenting public speeches.
- Identify the essential components of a communication-based model of public speaking.

Chapter Outline

I. Public Speaking as Extended Conversation (pp.4-5)
   A. What Is Communication?
      Human communication is a process by which sources use verbal and nonverbal symbols to transmit messages to receivers to create shared meaning.
      1. Communication as transaction
      2. Achieving accurate communication
         To achieve the goal of completely accurate communication, all the source’s intended meanings must be decoded by the receiver so that they match. This does not happen because the meanings being communicated are subjective; because people attend to, perceive, and remember things differently; and because individuals encode and decode messages differently. Consequently, words used to symbolize meanings can distort, rather than clarify.
   B. A Communication-Based Model of Public Speaking (pp.6-8)
      1. The source
      2. The message
      3. The channel
      4. The receivers
      5. Feedback
      6. Context
   C. Public Speaking as Planned Conversation (p.8)
      1. Relating one-on-one
         By noticing the audience as one individual and then another, the speaker allows personalized interactions to occur. This enables him or her to appear easy, natural, and spontaneous and allows the audience to form a relationship with the speaker.
      2. Communicating face-to-face
         Face-to-face interactions are common in public speaking events. Effective speakers take advantage of face-to-face communication by adapting to audience reactions.

II. Communicating in a Culturally Diverse Society
   A. What Is Culture? (pp.9-11)
"Culture," as defined by anthropologist Edward B. Tylor in 1871, is a complex whole that includes knowledge, belief, art, law, morals, customs, and any other habits acquired by people in a society. The first key to understanding culture is to emphasize the difference between a society, which is a number of people carrying on a common life, and their culture, which they produce and practice.

1. **Mainstream culture**
   Mainstream culture refers to the ability to coexist within a larger society and communicate in predictable ways. The mainstream culture holds the society together into a functioning system, regardless of any individual's ethnic ancestry, race, or language.

2. **Co-culture**
   Co-culture refers to a unique pattern of cultural features that characterize either a particular racial or ethnic group or any other distinctive social category in a society. Members of each co-culture share at least some similar language, beliefs, attitudes, and norms for communication behavior, setting the group apart from the remainder of the society. Things that are unique to a co-culture may, over time, become part of the mainstream.

B. Recognizing and Managing Our Diversity (p.11)

1. **The melting pot policy**
2. **Cultural pluralism (p.13)**
   Is the nation's policy of tolerating ethnic differences and maintaining diversity while remaining a unified nation.