

Table of Contents

Chapter 01: Introduction to Public Speaking

- 1.01 What is Public Speaking?
- 1.02 What is the history of public speaking?
- 1.03 What is the history of public speaking? (Continued)
- 1.04 Why do people speak publicly?
- 1.05 Why do people speak publicly? (Continued)
- 1.06 What are the basic elements of the speech process?
- 1.07 What are the basic elements of the speech process? (Continued)
- 1.08 Chapter Summary

Chapter 02: Topic Selection and Audience Analysis

- 2.01 What are the various types of audiences?
- 2.02 Why is audience analysis important?
- 2.03 What are the reasons for selecting topics based on audience needs?
- 2.04 How do speakers choose a topic for a speech?
- 2.05 How do I plan an informative speech topic, purpose, and central idea?
- 2.06 How do I plan a persuasive speech topic, purpose, and central idea?
- 2.07 How do I plan an entertaining speech topic, purpose, and central idea?
- 2.08 How can you develop a plan to improve your public speaking skills?
- 2.09 Chapter Summary

Chapter 03: Controlling Nervousness

- 3.01 How is nervousness a barrier to effective communication in public speaking?
- 3.02 What is Communication Apprehension?
- 3.03 What is Communication Apprehension? (Continued)
- 3.04 At what stages of the speech process do we typically experience public speaking anxiety?
- 3.05 What are the ways of treating nervousness and public speaking anxiety?
- 3.06 What are the ways of treating nervousness and public speaking anxiety? (Continued)
- 3.07 Adequate Preparation, Chapter Summary

Chapter 04: Organizing Speeches and Creating Outlines

- 4.01 Why do outlines help organize speeches?
- 4.02 What are the steps for preparing a full-sentence outline for the body of a speech?
- 4.03 How do I organize the main points and sub-points of the speech?
- 4.04 What are the various organizational patterns and methods for organizing speeches? (Chronological or Time-Sequence Pattern)
- 4.05 What are the various organizational patterns and methods for organizing speeches? (Sequential Pattern)
- 4.06 What are the various organizational patterns and methods for organizing speeches? (Cause/Effect Pattern)

- 4.07 What are the various organizational patterns and methods for organizing speeches? (Topical Sequence Pattern, Spatial Pattern)
- 4.08 What are the various organizational patterns and methods for organizing speeches? (Problem-Solution Pattern)
- 4.09 What are the various organizational patterns and methods for organizing speeches? (Monroe's Motivated Sequence Pattern)
- 4.10 What are the various organizational patterns and methods for organizing speeches? (Compare and Contrast Pattern)
- 4.11 Comparative Advantage Pattern, Why are Signposts, Transitions, Internal Previews, and Internal Summaries Important?
- 4.12 What are the steps to preparing the introduction and conclusion of a full-sentence speech outline?
- 4.13 Full Sentence Outline
- 4.14 Key Word Outline
- 4.15 Chapter Summary

Chapter 05: Content and Visual Presentation Aids

- 5.01 Content and Visual Presentation Aids, Why is language use studied in public speaking?
- 5.02 Why is language use studied in public speaking? (Continued)
- 5.03 What is support material?
- 5.04 Examples or Illustrations as Support Material
- 5.05 Testimony as Support Material, What are the appropriate methods of using support material in speeches?
- 5.06 What are the appropriate methods of using support materials in speeches? (Continued)
- 5.07 What content is appropriate in the introduction of a speech?
- 5.08 What content is appropriate in the introduction of a speech? (Continued)
- 5.09 Why use visual aids? What are the types of visual presentation aids? What are some behaviors to avoid when using visual presentation aids?
- 5.10 How do we create an effective PowerPoint speech presentation? 1
- 5.11 How do we create an effective PowerPoint speech presentation? 2
- 5.12 How do we create an effective PowerPoint speech presentation? 3
- 5.13 How do we create an effective PowerPoint speech presentation? 4
- 5.14 How do we create an effective PowerPoint speech presentation? 5
- 5.15 Chapter Summary

Chapter 06: Delivery and Nonverbal Communication

- 6.01 How does nonverbal communication affect speech delivery? What are nonverbal codes and paralinguistic features?
- 6.02 How does nonverbal communication affect speech delivery? (Continued)
- 6.03 What are the four basic speech delivery types?
- 6.04 What does good speech delivery look and sound like?
- 6.05 What message(s) do nonverbal codes and paralinguistic features communicate?
- 6.06 What roles do vocal variety, pauses, and complementation play in effective speech delivery?

6.07 Chapter Summary

Chapter 07: Storytelling and Narrative Speeches

- 7.01 How do we define narration and storytelling?
 - 7.02 What are a few of the typical narrative choices a speaker can use in speech?
 - 7.03 What are a few of the typical narrative choices a speaker can use in speech? (Continued)
 - 7.04 What role do speaking positions play in storytelling?
 - 7.05 What role do speaking positions play in storytelling? (Continued)
 - 7.06 How do we organize a narrative speech effectively?
 - 7.07 How do we evaluate narrative skill in public speaking?
 - 7.08 What are some common themes in narrative speeches? Chapter Summary
- Middle of Course Message

Midterm Exam

Chapter 08: Informative Speeches

- 8.01 What is the difference between informatory public speaking and explanatory public speaking?
- 8.02 What are the goals of common types of informative speeches?
- 8.03 What are the goals of common types of informative speeches? (Continued)
- 8.04 What skills are needed for an informative speech?
- 8.05 What skills are needed for an informative speech? (Continued)
- 8.06 Informative Speech Examples, Chapter Summary

Chapter 09: Ethical Practices in Communication

- 9.01 What are ethics, and what role do ethics play in public speaking?
- 9.02 What are the Principles of Veracity?
- 9.03 What are the Principles of Veracity? (Continued)
- 9.04 What is Freedom of Speech?
- 9.05 What is Freedom of Speech? (Continued)
- 9.06 How does the First Amendment relate to profanity? How can one become an ethical communication practitioner?
- 9.07 How can one become an ethical communication practitioner? (Continued)
- 9.08 How can public speakers avoid plagiarism?
- 9.09 Chapter Summary

Chapter 10: Persuasive Speeches

- 10.01 What is persuasion? How does persuasion relate to rhetoric?
- 10.02 How did Plato conceive of rhetoric? Plato's Gorgias "Cookery Speech"
- 10.03 Plato: Phaedrus Dialogue
- 10.04 How did Aristotle conceive of rhetoric?
- 10.05 How should persuasive speeches be structured using Aristotle's three appeals?

10.06 How should persuasive speeches be structured using Aristotle's three appeals?

(Continued)

10.07 What are fallacies, and how do we repair them in our speech?

10.08 What are fallacies, and how do we repair them in our speech? (Continued)

10.09 How do we differentiate speaker, message, or audience attributes in the Canons of Rhetoric principles?

10.10 Persuasive Speech Examples

10.11 Chapter Summary

Chapter 11: The Use of Humor in Public Speaking

11.01 Why is humor valuable in public speaking?

11.02 Why is humor valuable in public speaking? (Continued)

11.03 How do we define humor?

11.04 What are some of the techniques and types of humor?

11.05 What are some of the techniques and types of humor? (Continued)

11.06 What role do audience demographics play in humor?

11.07 Where can speakers place humor in speeches? Chapter Summary

Chapter 12: Public Speaking in Workplace Organizations

12.01 Why should we study public speaking in the workplace?

12.02 Why should we study public speaking in the workplace? (Continued)

12.03 Where do we engage in public speaking in the workplace?

12.04 Where do we engage in public speaking in the workplace? (Continued)

12.05 Where do we engage in public speaking in the workplace? (Continued) How does a public speaker organize a presentation within a particular industry?

12.06 Preparing Research Presentations for the Science and Mathematics Industries

12.07 Preparing Research Presentations for the Engineering and Research Industries

12.08 Preparing Successful Presentations for the Medical and Mental Health Industries

12.09 Chapter Summary

Chapter 13: Public Speaking Scenarios in Crisis Management

13.01 What is crisis management?

13.02 What is crisis management? (Continued)

13.03 Why is public speaking important in managing a crisis for an organization?

13.04 How do organizations prepare for potential crises? How does an organization respond during a crisis?

13.05 How is a crisis response presentation organized?

13.06 How is a crisis response presentation organized? (Continued)

13.07 Chapter Summary

Chapter 14: Public Speaking for Politics and Community Engagement

14.01 What is political communication?

14.02 What is political communication? (Continued)

14.03 How does public speaking contribute to social change?

14.04 What is a social movement?

14.05 Social Movement Speeches

14.06 How do we know whether a speech given at a protest or in a social movement was effective?

14.07 What are some types of political campaign speeches? 1 (Stump, Issue)

14.08 What are some types of political campaign speeches? 2 (Event, Playing Defense)

14.09 What are some types of political campaign speeches? 3 (Apology/Mea Culpa, Nonspeech), Chapter Summary

Chapter 15: Special Types of Speeches

15.01 What is an epideictic speech?

15.02 What are special types of speeches? 1 (Speech of Introduction)

15.03 What are special types of speeches? 2 (Speech of Presentation, Speech of Acceptance)

15.04 What are special types of speeches? 3 (Speech of Eulogy)

15.05 What are special types of speeches? 4 (Academic Conferences)

15.06 What are special types of speeches? 5 (Speech of Commemoration)

15.07 How do speakers make language memorable?

15.08 How do speakers make language memorable? (Continued)

15.09 How can a speaker strengthen oral style in order to sound better to an audience?

15.10 Special Occasion Speech Examples

15.11 Chapter Summary

End of Course Message

Conclusion

Final Exam