

Communication Apprehension

Communication Apprehension

- “The human brain is a wonderful thing; it works from the moment you are born until the moment you get up to give a speech!”

-anonymous

- Widespread
- Causes
- Consequences
- Management



Communication Apprehension

- Widespread
 - Apprehensive people
 - Apprehensive situations
 - Apprehensive cultural groups
- Causes
 - Judgment/evaluation
 - Unique situation
 - Unprepared
 - Focus on the negative

Communication Apprehension (cont'd)

- Consequences
 - Physical anxiety
 - Emotional anxiety
 - Unfair perceptions in school, social, and work situations
- Management
 - Be selfless – focus on the audience
 - Over prepare
 - Visualize a positive experience

Outlooks

- The speaking situation should not be viewed as competitive; the speaker and the audience should work together.
- Public speaking is a unique situation with inherent rules.
- The audience is not judging you; they are considering what you have to say.

Dealing With Anxiety

- Know Your Comfort Zone
- Set Realistic Goals
- Be Positive
- Accept Anxiety; Turn *Nervousness* into *Ready*
- Practice
- Learn From Experience

What is Audience Analysis?

Demographic information, of course:

- Age
- Sex
- Race
- Ethnicity
- Education
- Marital status
- Occupation
- Income
- Place of Residence
- Etc

SPEAK TO YOUR AUDIENCE

SPEAK ABOUT YOUR TOPIC

What is Audience Analysis (cont'd)

- **But it also involves information about:**
 - The Occasion: Why the audience has come
 - The Physical Situation: size, arrangement, acoustics, furnishing, lighting, equipment.
 - The Intellectual/Emotional Situation:
 - Audience's values and beliefs
 - Audience's attitude towards topic
 - Audience's attitude towards speaker (speaker credibility)

BAV SYSTEMS

- People want to understand the world in which they live. They want to exercise choice. They want control over events. They want a perspective and a routine for living.
- BELIEF
 - a conviction that something is true.
- VALUE
 - a conviction that something is moral or good.

BAV SYSTEMS

(cont'd)

- **ATTITUDE**
 - a predisposition to behave in a certain way based upon beliefs and values.
- **SYSTEM**
 - beliefs, attitudes, and values are arranged in a more or less orderly hierarchical fashion.

Do Organizational Processes
(Such As Outlining) Enhance
or Obscure Creativity??

Outlining

- Allows you to control material, organizing thinking, streamline speech structure, and catch mistakes!
- Appropriate topic choice
- Organizational plan, format
- Developing ideas
- Intro, transition, conclusion

Criteria For A Good Speech Topic

- It should be meaningful and important to your audience.
- It should be important and interesting to you personally.
- It should be tailored to your particular audience so that it is relevant to their interests and concerns.

Criteria For A Good Speech Topic (cont'd)

- It should be something about which you already have some knowledge.
- It should be limited so that you can learn enough about it to make a responsible presentation.
- It should be appropriate for the time, place, and occasion of the speech.

Psychology of Learning

(In everyday language)

- The Primacy Effect
 - We notice and remember the first thing we see or hear in a series.
- The Recency Effect
 - We notice and remember the last thing we see or hear in a series.
- Salience of Contrast
 - We notice and remember what stands out from its background.

Psychology of Learning

(In everyday language) cont'd

- Gestalt/Meaningful Pattern
 - We notice and remember what has an apparent pattern more readily than random arrangements.
- Repetition
 - We notice and remember stimuli that recur.
- Relevancy
 - We notice and remember what is significant to ourselves.

Informative Organization

Topical

Temporal

Causal

Spatial

Persuasive Organization

Problem/Solution

Refutational

Comparative Advantages

Developing an Idea

Processes, Tools, and Principles

- Definition
- Elaboration
- Explanation
- Proof
- Use a variety of tools
 - Statistics
 - Definitions/Detail
 - Examples
 - Comparisons
 - Analogies
 - Similes
 - Metaphors

****Tie the unknown to the known****

Intros and Conclusions

- Introductions
 - Grab the audience attention
 - Preview the main points
 - Focus attention on topic
 - Establish your credibility
- Conclusions
 - Review main points
 - Come to some logical closure
 - Achieve psychological closure