

# BRIEF CONTENTS

Note to Instructors / xii

Note to Students / 1

## I GETTING STARTED

- 1 The Evolving Art of Public Speaking / 2
- 2 Building Your Confidence / 32
- 3 Ethical Speaking and Listening / 54

## II DEVELOPING AND RESEARCHING YOUR SPEECH

- 4 Developing Your Purpose and Topic / 80
- 5 Adapting to Your Audience / 98
- 6 Researching Your Topic / 126
- 7 Supporting Your Ideas / 166
- 8 Organizing and Outlining Your Speech / 192
- 9 Beginning and Ending Your Speech / 226

## III PRESENTING YOURSELF AND YOUR IDEAS

- 10 Using Language Effectively / 246
- 11 Integrating Presentation Media / 276
- 12 Delivering Your Speech / 296

## IV SPEAKING SITUATIONS

- 13 Informative Speaking / 326
- 14 Persuasive Speaking / 354
- 15 Understanding Argument / 388
- 16 Special Occasion and Group Speaking / 424

Appendix: Speeches for Analysis / A-1

Glossary / G-1

References / R-1

Index / I-1