

NINTH EDITION

public speaking

finding your voice



michael
OSBORN

suzanne
OSBORN

randall
OSBORN



Why You Need This New Edition

Here are 6 good reasons to give the ninth edition a close look!

- 1. Finding your voice theme:** The new subtitle for this edition focuses on a theme that has been implicit in the book from the beginning: Helping our readers develop as speakers and as people as they gain presentation skills and confidence and discover causes that interest and engage them. This theme is evident in each chapter, from the **opening scenarios** that describe speakers in the process of finding their voice to the **“Final Reflections” summary sections** that connect the chapter content specifically to the process of finding your voice. A new **“Finding Your Voice” boxed feature**, which appears several times in each chapter, offers brief exercises and activities that challenge students to think about and apply key chapter concepts.
- 2. Numerous new speeches:** The ninth edition offers many new sample student informative, persuasive, and ceremonial speeches, some of which appear in full, *with annotations* **at the end of chapters**, and some of which appear in **Appendix B: Speeches for Analysis**.
- 3. Updated information and research:** The new edition provides significantly revised discussions throughout, such as a review of newer presentation media including Prezi, VUE and other cutting-edge technologies, and the potential pitfalls of computer-generated presentations such as PowerPoint™ in Chapter 10, “Presentation Aids.”
- 4. Restored order of the two persuasion chapters:** In response to reviewers’ requests, we have reorganized these two chapters, 14 and 15, to return to their original focus, first presenting the basic principles of persuasion and persuasive design strategies, and building to a discussion of reasoned persuasion and how to develop strong arguments to support a position.
- 5. Streamlined coverage:** While retaining the breadth and depth of coverage that our readers have valued over the years, judicious editing throughout has eliminated extraneous discussions and outdated information, making the overall content more succinct and selective. Material has been reorganized and recast for greater clarity and to accommodate today’s diverse learning styles, such as the former two chapters on “Organizing” and “Outlining,” which have now been combined into **one concise chapter** (Chapter 9).
- 6. Enhanced design and study tools:** This edition boasts a striking new design and photographs, and includes fresh pedagogical aids. In addition to the running glossary at the bottom of each page, there is now a full glossary at the end of the book. A new feature, **“Your Ethical Voice,”** increases ethical sensitivity and points out ethical concerns.

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PUBLIC
Speaking
FINDING YOUR VOICE

Michael Osborn
University of Memphis

Suzanne Osborn
University of Memphis

Randall Osborn
University of Memphis

with Kathleen J. Turner, *Davidson College*

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This edition is dedicated to the memory of Keith Kennedy and Michael Leff,
two colleagues of exceptional ability with whom we shared much joy
and the challenges of building a communication program at the
University of Memphis from the civil rights era up to recent times.

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Brief Contents

PART ONE The Foundations of Public Speaking 2

- 1 Finding Your Voice 2
- 2 Managing Your Fear of Speaking 22
- 3 Your First Speech: An Overview of Speech Preparation 38
- 4 Becoming a Better Listener 60

PART TWO Preparation for Public Speaking 80

- 5 Adapting to Your Audience and Situation 80
- 6 Developing Your Topic 106
- 7 Building Responsible Knowledge 122
- 8 Supporting Your Ideas 146
- 9 Structuring and Outlining Your Speech 168

PART THREE Developing Presentation Skills 200

- 10 Presentation Aids 200
- 11 Putting Words to Work 226
- 12 Presenting Your Speech 252

PART FOUR Types of Public Speaking 278

- 13 Informative Speaking 278
- 14 Persuasive Speaking 300
- 15 Building Sound Arguments 328
- 16 Ceremonial Speaking 354

APPENDIX A Communicating in Small Groups 379

APPENDIX B Speeches for Analysis 393

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Contents

Preface xviii
Resources xxiv
Acknowledgments xxviii

PART ONE The Foundations of Public Speaking 2

1 Finding Your Voice 2



What Public Speaking Has to Offer You 4
 Practical Benefits 5
 Personal Benefits 6

Introduction to Communication 9
 The Tradition of the Study 9
 Knowledge of the Communication Process 12

What This Course Asks of You 17
 Respect for the Integrity of Ideas and Information 18
 A Concern for Consequences 20

FINAL reflections **The Fate of Public Discourse** 21

2 Managing Your Fear of Speaking 22



Understanding Communication Anxiety 25

Managing Your Communication Anxiety 26
 Reality Testing 27
 Selective Relaxation 29
 Attitude Adjustments 30
 Cognitive Restructuring 31
 Visualization 31
 Putting It All Together 33

FINAL reflections **Victory Over Fear** 35

3 Your First Speech: An Overview of Speech Preparation 38



Managing the Impressions You Make 40
 Competence 40
 Integrity 41
 Goodwill 41
 Dynamism 43