

Dual Credit Speech Review

Chapter 7. Section 1&2

Sources for supporting material

1. **Personal knowledge**- experience with the subject matter
2. **Internet**- fast collection of internet resources that are accessible from anywhere
3. **Databases**- bibliographic information, abstracts, and full texts
4. **Library**- offers books, periodicals, and reference sources
5. **Interviews**- questioning experts to get material on the subject matter

Research Strategies

6. **Preliminary bibliography**- list of potential resources
7. **Locate your resources**- example save to google drive so you can access later
8. **Assess the usefulness**- only use resources you know will help
9. **Take notes**- highlight, make notes on resources, save time by putting thoughts down as you go
10. **Identify possible visual aids**- charts, graphs, pictures, powerpoint ideas

Chapter 7 Section 3&4

11. An **illustration** guarantees that an audience will be interested by appealing to the audience's emotions.
12. Three types of illustration: **brief** (one or two sentences), **extended** (story), and **hypothetical** (made up)
13. **Description** provides details
14. **Explanation** clarifies how or why something is done
15. Two types of definitions: **classification definition** very broad, **operational definition** is very specific
16. Two types of analogies: **figurative** and **literal**

17. The difference between a **primary source** and **secondary sources** is (original collector and interpreter of data)

18. 3 types of supporting opinions: **expert testimony** someone who has an expert opinion, a **lay testimony** someone who has first hand experience with the subject, literary quotation

19. What type of opinion has the same effect of an illustration? A **Lay Testimony** is similar to an illustration because they both appeal to an audience's emotions.

20. There are 6 criteria for evaluation web sites: **magnitude, proximity, concreteness, variety, humor, suitability**

Chapter 8 Section 1&2

5 stages of speech preparation

21. **Selecting and narrowing a topic**

22. **Determining a purpose**

23. **Developing a central idea**

24. **Generating main ideas**

25. **Gathering supporting material**

3 types of organizational skills

26. **Chronological organization:** organizing in chronological order

27. **Spatial organization:** organization based location or direction

28. **Cause and effect:** organization focuses on a situation and its causes and effects of that situation

2 kinds of evidence

29. **Soft evidence:** supporting material based on mainly an opinion or inference which includes hypothetical illustration descriptions and explanations.

30. **Hard evidence:** factual examples and statistics

Chapter 8 Section 3&4

31. **Verbal transitions:** used to make a sentence flow smoothly to the next

- 32. **Nonverbal transitions:** mainly happens in nonverbal expressions
- 33. **Preview Statement:** statement of what the main ideas of the speech will be
- 34. **Internal preview:** introducing and outlining the ideas that will be developed as the speech progresses
- 35. **Final Summaries:** gives the last exposure to the speaker's idea
- 36. **Internal summaries:** used to keep points fresh in the minds of the audience
- 37. **Signpost:** helps achieve a flow of ideas
- 38. **Presentation aids:** helps strengthen a signpost

Chapter 14 Section 1&2

- 41. **Persuasion:** the process of changing or reinforcing **attitudes, beliefs, values, or behavior**
- 42. In the circle of persuasion: values are the core of the circle and hardest to change, beliefs are the middle ring of and a little less difficult to change, attitudes are the outer ring and the easiest to change.
- 43. **Behavior:** what we do or don't do
- 44. **Belief** is a way we structure reality to accept something as true or false
- 45. **Value:** enduring concept of good or bad and wrong or right
- 46. **Attitude:** learning to respond favorably or unfavorably to something according to your likes and dislikes

3 types of persuasion:

- 47. **Ethos:** the term that Aristotle used to refer to a speaker's credibility
- 48. **Logos:** the word referring to rational, logical arguments
- 49. **Pathos:** appeals to the emotions
- 50. **Elaborate:** think about the information, ideas and issues, related to the content of the message you hear

Chapter 14 Section 3&4

51. **Cognitive Dissonance**: the sense of mental discomfort that prompts a person to change when new information conflicts with previous organized thought patterns

52. **Listeners needs**: people are motivated by unmet needs

53. **Positive motivation**: people will more likely change their thinking if they are convinced that good things will happen to them if they support what the speaker advocates

54. **Negative motivation**: people seek to avoid pain and discomfort

55. One of the most popular techniques of motivation is to use a **fear appeal**

56. **Proposition**: the statement with which you want your audience to agree

57. Three types of proposition: proposition of **fact, value, policy**

58. There are 3 types of listeners response to persuasive speech: **latitude of acceptance, non commitment, rejection**

59. 3 primary ways of persuading listeners: **being a credible or ethical speaker, using effective logic and reasoning to support your main ideas, using appropriate emotional support.**