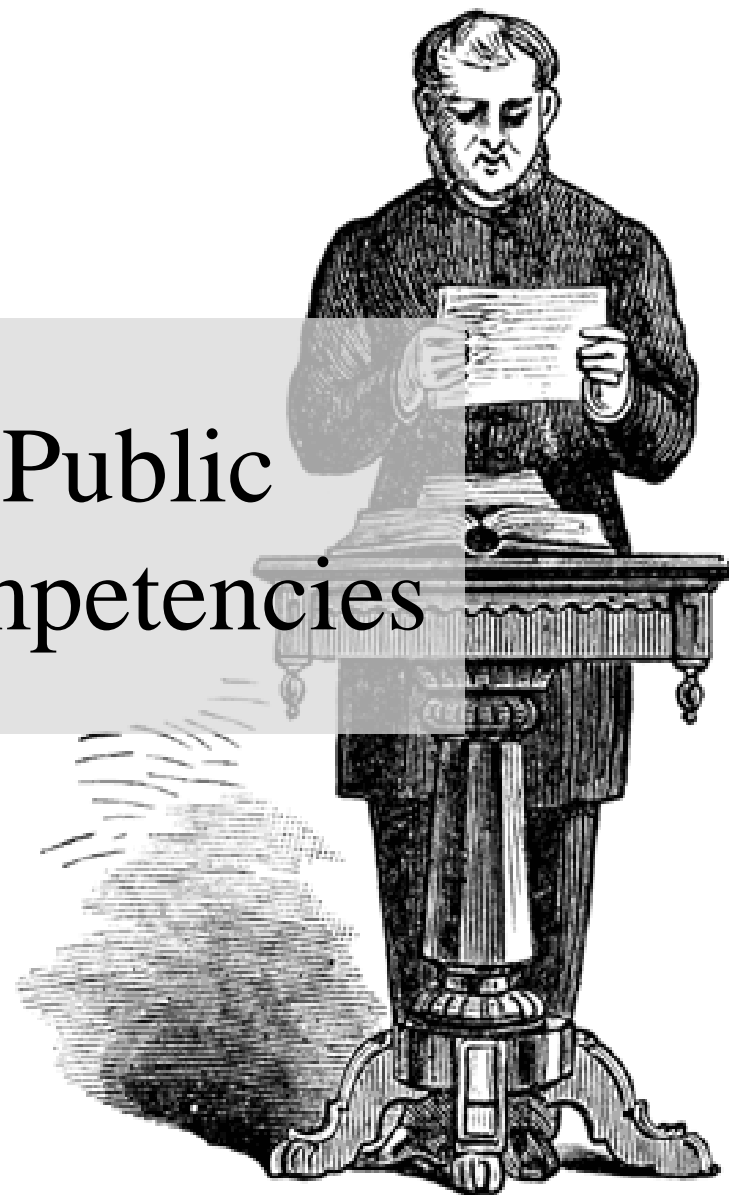
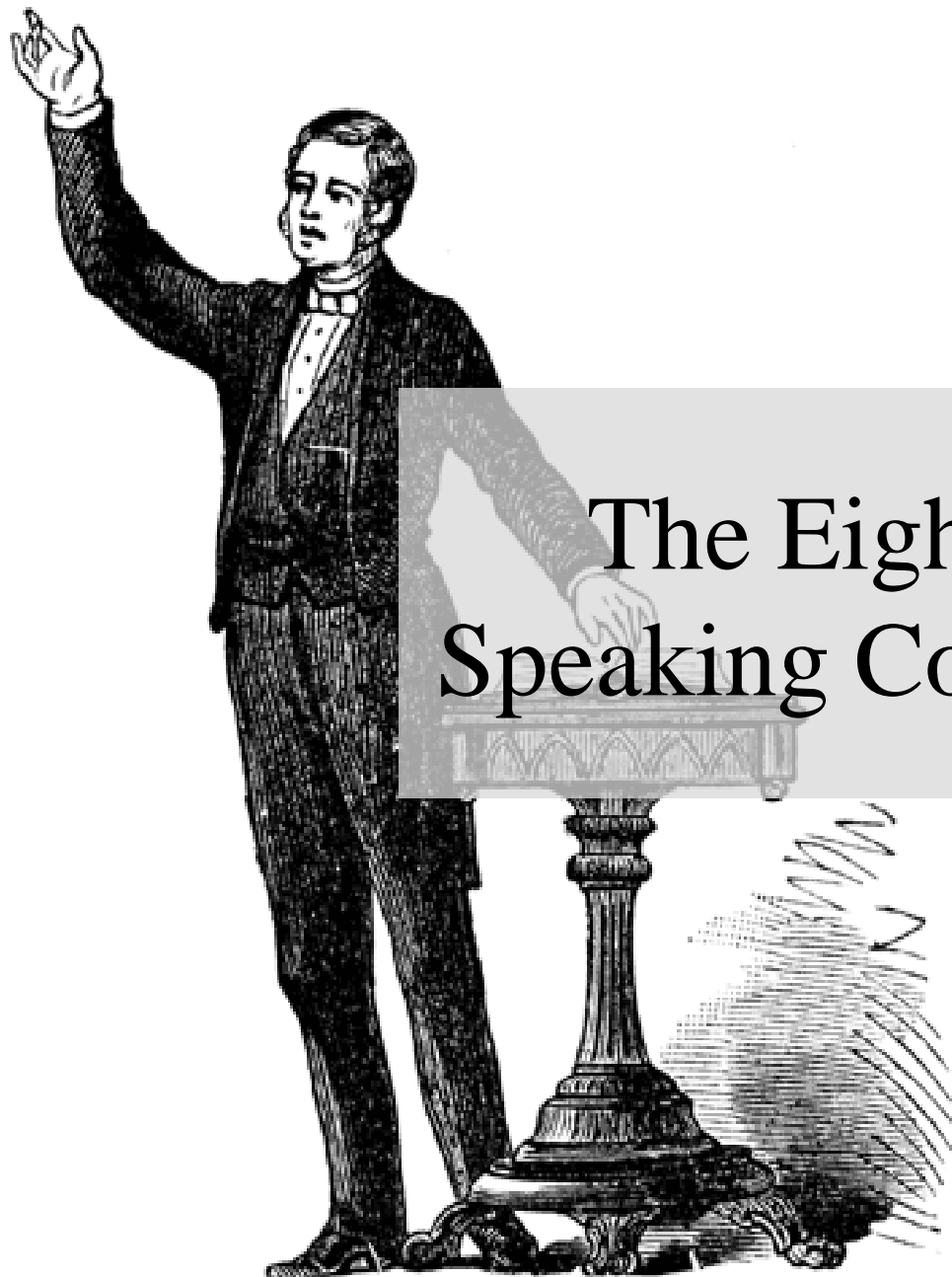


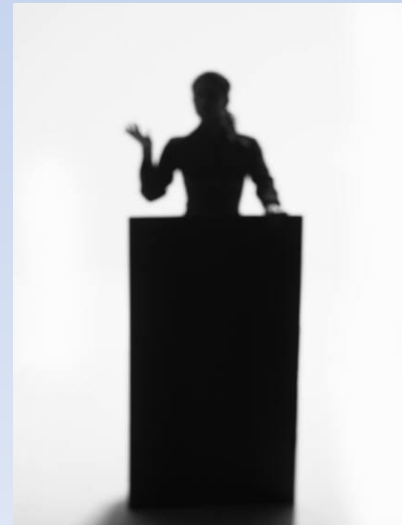
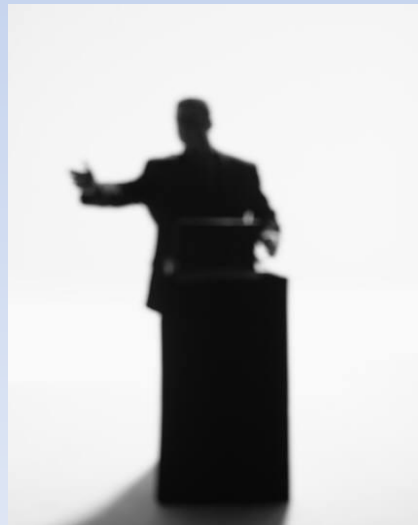


The Eight Public Speaking Competencies



What is a Competent Speaker?

- Effectiveness
- Appropriate
- Keep in mind: You need to have both to have high quality, competent communication
(Morreale, Moore, Surges-Tatum, & Webster, 2006)



Competencies 1 and 2

- Chooses and Narrows a Topic Appropriately for the Audience and Occasion
- Communicates the Thesis/Specific Purpose in a Manner Appropriate for the Audience and Occasion

Example 1: A presentation on the economic development of Bangalore, India to an audience of high school gym students.

Example 2: A presentation on the economic development of Bangalore, India to a call center about to outsource to India.



Today I will talk to you about investments.



Today I will talk to you about the culinary arts.

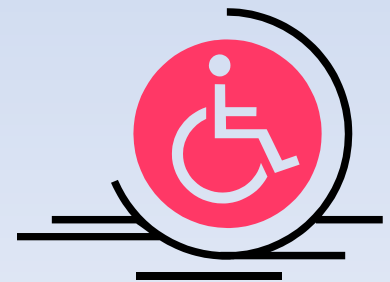
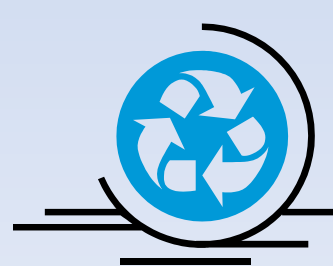
Competency 3

- Provides Supporting Material (electronic and non-electronic presentational aids) appropriate for the audience and occasion

<http://www.youtube.com/watch?v=8BP2HINmRJ4>

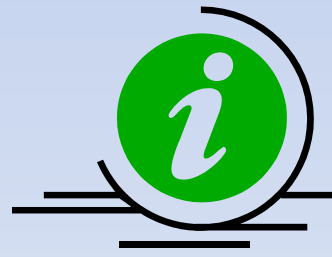
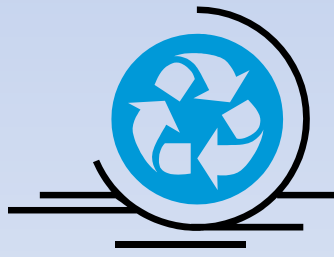
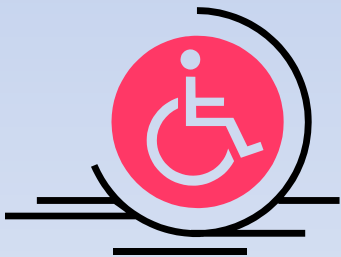
My Speech on Symbolic Interactionism

George Herbert Mead's symbolic interactionism looks at the mind, self, and society. This theory springs from Mead's teachings in psychology. While he did not compile his theory himself, his students put together their notes into a book after his death in the 1930s. Blumer, one of Mead's most prominent students, coined the term symbolic interactionism and approached the theory from a qualitative standpoint (Littlejohn, 2006). Blumer saw that symbolic interactionism could be used to interpret what was happening in a situation. Symbolic interactionism examined how human beings create and interpret symbols between one another. When coming from two entirely different cultures, symbols take on new meanings that may be lost to other members in the situation. From an eastern culture, the Indian mother is sending messages from a high context standpoint. When a wedding date has been set for May, she declares that her son will be taking her to India in May. Her statement emphasizes in her mind the importance of going to India, the need to reassure her "self" that she and her son will remain Indian, and that she will not follow American wedding traditions, but only Indian traditions.



Symbolic Interactionism

- Examines the Mind, Self, and Society
- Creating and Interpreting Symbols



Competency 4

- Uses an organizational pattern appropriate to the topic, audience, occasion, and purpose.

Competencies 5 and 6

- Uses language appropriate for the audience and occasion
- Uses vocal variety in rate, pitch, and intensity to heighten and maintain interest appropriate to the audience and occasion

Competencies 7 and 8

- Uses pronunciation, grammar, and articulation appropriate to the audience and occasion
- Uses physical behaviors that support the verbal message

<http://www.youtube.com/watch?v=YivQYeI0vys>

Organizing and Outlining

- Five Parts to your Introduction:
 - Attention-getter
 - Thesis Statement
 - Show the audience “what’s in it for them”
 - Establish your credibility
 - Preview your main points

Organizing and Outlining

- Two Parts to your Conclusion:
 - Summary of your main points
 - Clincher

Organizing and Outlining

- Transitions
 - Between the introduction and your first main point
 - Between each main point
 - Between the final main point and the conclusion