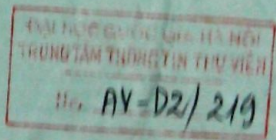


Public Speaking

A Cultural Perspective

Clella Iles Jaffe

St. John's University



Wadsworth Publishing Company

WEP An International Thomson Publishing Company

Belmont • Albany • Boston • Cincinnati • Detroit • London • Madrid
Melbourne • Mexico City • New York • Paris • San Francisco • Singapore
Tokyo • Toronto • Washington

Brief Contents

- 1 Introduction to Public Speaking 1
- 2 Overview of the Speechmaking Process 21
- 3 Public Speaking and Culture 43
- 4 Communicative Competence 69
- 5 Speakers and Pluralistic Audiences 91
- 6 Listening 117
- 7 Researching the Speech 137
- 8 Supporting Materials 161
- 9 Organizing the Speech 181
- 10 Audiovisual Resources 215
- 11 Language 243
- 12 Delivery 271
- 13 Narrative 293
- 14 Informative Speaking 315
- 15 Reasoning 341
- 16 Persuasive Speaking 375
- 17 Public Speaking in Organizations 403