**Communicate! 16e Chapter 15: Delivery**

The following objectives are addressed in this chapter:

15.01 Employ strategies to manage public speaking apprehension or anxiety.

15.02 Practice using your voice and body to convey a conversational and animated delivery style.

15.03 Engage in effective speech rehearsals.

15.04 Adapt your delivery for in-person and virtual audiences.

15.05 Evaluate speech effectiveness based on content, structure, and delivery.

Public speaking apprehension: the level of fear a person experiences when anticipating or speaking to an audience

Symptoms:

* Vary from individual to individual, range in severity
* Cognitive symptoms
* Physical symptoms
* Emotional symptoms

Causes

* Previous experience
* Modeling
* Negative reinforcement

Apprehension may gradually decrease moving through the three phases

1. Anticipation
2. Confrontation
3. Adaptation

Management Techniques

* Communication orientation (COM) vs. performance orientation
* Visualization
* Systematic desensitization
* Management Techniques (continued)
* Cognitive restructuring
  + Identify negative thoughts
  + Determine whether fears are rational
  + Develop replacement positive statements
  + Incorporate statements into your life
* Public speaking skills training

Effective Delivery Style

* Delivery: how a message is communicated orally and visually using voice and body
  + Conversational style
  + Spontaneity
  + Compelling
* Delivery methods
  + Impromptu speeches
  + Scripted speeches
  + Extemporaneous speeches
* Use of voice
  + Intelligible
  + Articulation
  + Pronunciation
  + Accent
  + Vocal expression
    - Monotone
    - Pauses
* Use of body
  + Appearance
  + Guidelines for dressing
    - Consider audience and occasion
    - Consider topic and purpose
    - Avoid extremes
  + Posture
  + Poise
  + Eye contact
    - Helps audience concentrate
    - Bolsters ethos
    - Helps speaker gauge audience’s reactions
  + Facial expressions
    - Nonverbal immediacy
  + Gestures
  + Movement

Preparing Speaking Notes

* Rehearsing: the iterative process of practicing your speech aloud
* Preparing speaking notes
  + Reduce formal speech outline to abbreviated outline
  + Add exactly phrased details
  + Indicate use of presentational aids
  + Incorporate delivery cues
    - Capitalize or underline words to stress
    - Slash marks (//) suggest pausing
    - Vertical arrows for increasing/decreasing rate and volume
  + Use notes during practice sessions as you will in the speech

Rehearsal

* Handling presentational aids
* Practice rounds
  + Step One: Practice aloud
  + Step Two: Analyze and adjust
  + Step Three: Practice aloud again
* Rehearsal Visualization
  + STEP ONE: PRACTICE ALOUD
  + STEP TWO: ANALYZE AND ADJUST
  + STEP THREE: PRACTICE ALOUD AGAIN

Adapting During Presentation

* Adapting for In-Person Audiences
  + Be aware of and respond to audience feedback.
  + Be prepared to use alternative developmental material.
  + Correct yourself when you misspeak.
  + Adapt to unexpected events.
  + Adapt to unexpected audience reactions.
  + Handle questions respectfully.
* Adapting your speech for virtual audiences
  + Consider multiple audiences.
  + Choose presentational aids carefully.
  + Become proficient with technology in advance.
  + Employ the fundamentals of public speaking.

Evaluating Speeches

* Thinking critically about speeches
  + Content
  + Structure
  + Delivery

**Chapter 15 Written Reflection Activity**

* Looking at the three speech evaluation criteria (content, structure, and delivery), which single criterion from each category is the MOST important? Why?
* How could you ensure that you perform well in these areas throughout your rehearsal process?

**Self-Assessment**

15.01 What, if any, symptoms of public speaking apprehension have you or might you experience? Choose the top symptom that affects you most. What do you think is the cause of that symptom?

15.02 Which of the three delivery methods best suits you as a speaker? Why do you think that is?

15.03 What kinds of delivery cues, such as slowing down or emphasizing words, do you think would be helpful for your speaking notes? How will you indicate those cues on your notes?

15.04 Do you prefer in-person or virtual audiences for your speech? Why do you think that is?

15.05 During the evaluation phase of speaking, some speakers may find it challenging to recognize what they did well during their speech and what needs improvement. Looking at the list of criteria for evaluating speeches, can you name one thing you think you do well as a speaker? What evidence do you have? Remember to give yourself credit for this strength throughout your rehearsal process.