## **Contents**

Acknowledgements		
1	Communicating in speech	1
	Who is this book for?	1
	Learn to speak well	2
	What needs to be done	5
	Communication in theory	7
	Speech came first	9
	Notes to chapter one	11
	Further reading	11
2	The audience	13
	Think about the audience	13
	Think about the context	14
	How large an audience?	17
	The structure of groups	20
	Audience receptivity	24
	Attention controlling	25
	The relationship between the speaker and the group	30
	Notes to chapter two	40
	Further reading	41
3	Selecting, planning	
	and arranging the material	43
	Be prepared	43
	Thoughtful selection	44
	A coherent pattern	49
	The structure of reasoning	57
	In search of being well remembered	61
	Preparation is half the battle	68
	Notes to chapter three	69
	Further reading	70

4	Starting, carrying-on,	
	and ending	72
	The opening	72
	Getting attention	74
	Signposting all the way	77
	The longer speech	79
	The closing stages	81
	Notes to chapter four	82
	Further reading	83
5	Making notes	85
	Script or notes?	85
	Notes are to help you	91
	What about their notes?	96
	Notes to chapter five	98
6	Coping with nerves:	
	the credibility problem	100
	A common complaint	100
	Research on nervousness	102
	Nervousness affects you	105
	Nerves and the audience	107
	Cures for nerves	109
	The very nervous	112
	Notes to chapter six	114
	Further reading	115
	Tension in performance	115
7	Timing and bad timing	117
	A contract	117
	Passionate absorption	118
	The span of attention	121
	Inner time is bad time	123
	Good timing	125
8	Intonation and variety	130
	Variety	130
	Clear enunciation	131
	Varieties of intonation	134
	Notes to chapter eight	143
	Further reading	143

		Contents
9	Non-verbal	
3	communication	145
	Communicating without words	145
	Non-verbal signals are unconscious	147
	What you appear to be saying	149
	Dress signals	150
	An eye for an eye	152
	Legs and bodies	155
	Notes to chapter nine	164
	Further reading	165
10	Arranging the	
	physical environment	
	for a talk	167
	Physical comfort	167
	Proxemics	169
	The embattled speaker	170
	A hot presentation	171
	Rows and rows of chairs	173
	Practise with a friend	178
	Notes to chapter ten	179
11	Visual aids	182
	What is the use of visual aids?	182
	The disadvantages	185
	Ten points to watch	186
	The many types of aids	195
	Summing up the advice	207
	Notes to chapter eleven	208
12	Persuasive advocacy	210
	All talks are persuasive	210
	Tactics	212
	The motivating forces	218
	The levers of persuasion	223
	Advocacy	227
	Dealing with objections	229
	Ask for it	231
	Notes to chapter twelve	233
	Further reading	233

## viii Contents

13 Question time:	
leading a group discussion	
and answering questions	236
Being a chairperson	236
Basic tactics	238
Stopping sub-committees	242
Controlling conflicts	244
The content of answers	245
The awkward customer	246
The embarrassed questioner	248
Conclusions	250
Notes to chapter thirteen	251
Further reading	252
14 Conclusion	<b>25</b> 4
Further reading	254
A specialist bibliography	256
Index	27