

Brief Contents

UNIT ONE Principles of Communication

- CHAPTER 1 Foundations of Human Communication 1
- CHAPTER 2 Self-Awareness and Communication 29
- CHAPTER 3 Understanding Verbal Messages 57
- CHAPTER 4 Understanding Nonverbal Messages 79
- CHAPTER 5 Listening and Responding 105
- CHAPTER 6 Adapting to Others: Bridging Culture and Gender Differences 135

UNIT TWO Interpersonal Communication

- CHAPTER 7 Understanding Interpersonal Communication 165
- CHAPTER 8 Enhancing Relationships 191

UNIT THREE Communicating in Groups and Teams

- CHAPTER 9 Understanding Group and Team Performance 219
- CHAPTER 10 Enhancing Group and Team Performance 245

UNIT FOUR Presentational Speaking

- CHAPTER 11 Developing Your Presentation 281
- CHAPTER 12 Organizing and Outlining Your Presentation 313
- CHAPTER 13 Delivering Your Presentation 335
- CHAPTER 14 Speaking to Inform 363
- CHAPTER 15 Speaking to Persuade 383

APPENDIXES

- APPENDIX A Interviewing 412
- APPENDIX B Communication and Technology 433
- APPENDIX C Sample Speeches for Discussion and Evaluation 446

Contents

Preface xv

Principles of

1 Foundations of Human Communication 1

Communication Defined 2

Communication Competence 4

The Message Should Be Understood 5

The Message Should Achieve Its Intended Effect 5

The Message Should Be Ethical 5

■ Ethics and Communication: What Are the Sources of Your Ethical Views? 7

Why Study Communication? 8

On the Web 8

To Improve Your Employability 8

To Improve Your Relationships 9

To Improve Your Health 9

Communication Models 10

Communication as Action: Message Transfer 11

Communication as Interaction: Message Exchange 12

Communication as Transaction: Message Creation 13

Communication Characteristics 15

Communication Is Inescapable 15

Communication Is Irreversible 15

Communication Is Complicated 15

Communication Emphasizes Content and Relationships 17

Communication Is Governed by Rules 17

Communication Principles for a Lifetime 17

Principle One: Be Aware of Your Communication with Yourself and Others 19

Principle Two: Effectively Use and Interpret Verbal Messages 19

Principle Three: Effectively Use and Interpret Nonverbal Messages 20

UNIT ONE

Communication



Principle Four: Listen and Respond Thoughtfully to Others	21
Principle Five: Appropriately Adapt Messages to Others	21
■ Diversity and Communication: Principles for a Lifetime: Principles for All Cultures?	22
Communicating with Others: Three Situations	23
Interpersonal Communication	23
Group Communication	24
Presentational Communication	25
Principles for a Lifetime: Enhancing Your Skills	26
Summary	26
Discussion and Review	27
Putting Principles into Practice	27

2 Self-Awareness and Communication 29

Self-Awareness: How Well Do You Know Yourself?	31
Self-Concept: Who Are You?	32
Self-Concept Components	32
One or Many Selves?	33
■ Technology and Communication: Exploring Self-Concept through Computer-Mediated Communication	34
How the Self-Concept Develops	35
■ Ethics and Communication: Cyber Selves	36
Self-Esteem: What Is Your Value?	38
Gender	38
On the Web	38
Social Comparisons	39

■ Diversity and Communication: Self-Esteem and Ethnicity	40
Self-Expectations	41
Self-Fulfilling Prophecy	41
Communication and the Enhancement of Self-Esteem	42
Engage in Positive Self-Talk	42
Visualize	43
Reframe	44
Develop Honest Relationships	44
Surround Yourself with Positive People	44
On the Web	45
Lose Your Baggage	45
The Perception Process	46
Stage One: Attention and Selection	47
Stage Two: Organization	48
Stage Three: Interpretation	48
Communication and the Enhancement of Perceptual Accuracy	49
Increase Your Awareness	50
Avoid Stereotypes	51
On the Web	52
Check Your Perceptions	52
Principles for a Lifetime: Enhancing Your Skills	53
Summary	53
Discussion and Review	54
Putting Principles into Practice	54

3 Understanding Verbal Messages 57

Why Focus on Language?	59
On the Web	60
The Nature of Language	60
■ Diversity and Communication: Words across the Country	61
People Use Words as Symbols	61
People Attach Meaning to Words	61
People Create Denotative and Connotative Meanings for Words	61
People Convey Concrete and Abstract Meanings through Words	62
Meanings Are Culture Bound	62
Meanings Are Context Bound	63
The Power of Words	63
The Power to Create and Label Experience	63
The Power to Affect Thoughts and Actions	64
■ Technology and Communication: Minding Your Manners, Even on the Net	64
The Power to Shape and Reflect Culture	65
The Power to Make and Break Relationships	65
Confronting Bias in Language	66
■ Ethics and Communication: Ebonics or "Standard" English?	66

Biased Language: Race, Ethnicity, Nationality, and Religion	67
On the Web	68
Biased Language: Gender and Sexual Orientation	68
Biased Language: Age, Class, and Ability	71
Using Words to Establish Supportive Relationships	72
Describe Your Own Feelings Rather Than Evaluate Others	73
Solve Problems Rather Than Control Others	73
Be Genuine Rather Than Manipulative	74
Empathize Rather Than Remain Detached from Others	74
Be Flexible Rather Than Rigid toward Others	74
Present Yourself as Equal Rather Than Superior	74
On the Web	75
Avoid Gunny-Sacking	75
Principles for a Lifetime: Enhancing Your Skills	76
Summary	76
Discussion and Review	77
Putting Principles into Practice	77

4 Understanding Nonverbal Messages 79

Why Focus on Nonverbal Communication?	81
Nonverbal Messages Communicate Feelings and Attitudes	81
■ Technology and Communication: Conveying Emotions Online	82
Nonverbal Messages Are More Believable Than Verbal Ones	82
Nonverbal Messages Are Critical to Successful Relationships	82
Functions of Messages	83
The Nature of Nonverbal Communication	84
The Culture-Bound Nature of Nonverbal Communication	85
The Rule-Governed Nature of Nonverbal Communication	85
The Ambiguous Nature of Nonverbal Communication	86
The Continuous Nature of Nonverbal Communication	86
The Nonlinguistic Nature of Nonverbal Communication	87
The Multichanneled Nature of Nonverbal Communication	87
Codes of Nonverbal Communication	88
Appearance	88
Body Movement, Gestures, and Posture	88
■ Ethics and Communication: Lie Detectors	91
Eye Contact	91

On the Web	92
Facial Expressions	92
Touch	93
The Voice	94
■ Diversity and Communication: Cultural Meanings of Silence	95
Physical Environment, Space, and Territory	95
How to Interpret Nonverbal Cues More Accurately	98
Immediacy	99
Arousal	100
Dominance	100
Principles for a Lifetime: Enhancing Your Skills	101
Summary	102
Discussion and Review	102
Putting Principles into Practice	103

5 Listening and Responding 105

How We Listen	107
Selecting	107
Attending	108
Understanding	108
Remembering	109
Responding	109
Listening Styles	109
People-Oriented Listeners	110
Action-Oriented Listeners	110
Content-Oriented Listeners	110
Time-Oriented Listeners	110
Adapting to Your Listening Style	111
■ Diversity and Communication: East and West Listening Styles	111
Listening Barriers	112
Self Barriers	112
Information-Processing Barriers	115
Context Barriers	116
Improving Your Listening Skills	118
Stop: Turn Off Competing Messages	118
Look: Listen with Your Eyes	119
Listen: Understand Both Details and Major Ideas	119
■ Diversity and Communication: Who Are Better Listeners, Men or Women?	120
Responding Skills	123
Be Descriptive	124
Be Timely	124
Be Brief	124
Be Useful	124
Responding with Empathy	124
Understand Your Partner's Feelings	125
Ask Appropriate Questions	125

■ Ethics and Communication: Honest Listening	126
Paraphrase Message Content	126
■ Technology and Communication: Can Computers Listen Empathically?	127
Paraphrase Emotions	127
On the Web	127
Principles for a Lifetime: Enhancing Your Skills	129
Summary	130
Discussion and Review	130
Putting Principles into Practice	130

6 Adapting to Others: Bridging Culture and Gender Differences 135

Ethically Adapt Your Communication to Others	137
Culture and Communication	138
■ Diversity and Communication: Diversity Almanac	138
Defining Culture	139
■ Technology and Communication: Adapting to Cultural Differences When Communicating Electronically	140
Cultural Contexts	141
Cultural Values	141
On the Web	145
Gender and Communication	146
The Importance of Gender in Culture	146
<i>Why Women and Men Communicate Versus How</i>	147
Barriers to Bridging Differences and Adapting to Others	149
Assuming Superiority	150
Assuming Similarity	150
Assuming Differences	151
Stereotyping and Prejudice	152
■ Ethics and Communication: Stereotyping Others	153
Different Communication Codes	153
Adapting to Others Who Are Different from You	154
Seek Information	154
Ask Questions and Listen	155
Tolerate Ambiguity	156
Develop Mindfulness	156
Become Other-Oriented	156
Adapt to Others	159
Principles for a Lifetime: Enhancing Your Skills	161
Summary	161
Discussion and Review	162
Putting Principles into Practice	163

7 Understanding Interpersonal Communication 165

What Is Interpersonal Communication? 167

Interpersonal Communication Involves Quality 167

Interpersonal Communication Involves Mutual Influence 168

Interpersonal Communication Helps Manage Relationships 168

Initiating Relationships 169

Interpersonal Attraction: Why We Like Whom We Like 169

■ Ethics and Communication: The Harmless Crush? 170

■ Diversity and Communication: What Attracts You? 171
On the Web 172

Communicating Our Attraction 174

Getting That First Conversation Going 174

■ Technology and Communication: Gender and Online Communication 175

Maintaining Relationships 179

Self-Disclosure: Revealing Yourself to Others 180
On the Web 181

Two Models of Self-Disclosure 182

Expressing Emotions 184

Principles for a Lifetime: Enhancing Your Skills 186

Summary 187

Discussion and Review 188

Putting Principles into Practice 188

Communicating in Gro

9 Understanding Group and Team Performance 219

Groups and Teams Defined 220

Communicating in Small Groups 221
On the Web 222

Communicating in Teams 222

Understanding Types of Groups and Teams 224

UNIT TWO

Communication



8 Enhancing Relationships 191

The Importance of Friendship 192

Communication Principles for a Lifetime: Enhancing Friendships 194

The Importance of Family 194

Communication Principles for a Lifetime: Enhancing Family Relationships 195

The Importance of Colleagues 196

Communication Principles for a Lifetime: Enhancing Workplace Relationships 196

Stages of Relationship Development 197

Relational Escalation 198

Relational De-Escalation 199

■ Ethics and Communication: Making Breaking Up Easier to Do? 200

■ Technology and Communication: Cheating in Cyberspace 201

Managing Interpersonal Conflict 202

A World of Conflict 202

How Conflict Functions in Relationships 203

■ Diversity and Communication: Conflict and Culture 204

Styles of Managing Conflict 208

Conflict Management Skills 210

On the Web 211

Principles for a Lifetime: Enhancing Your Skills 214

Summary 215

Discussion and Review 216

Putting Principles into Practice 217

UNIT THREE

Groups and Teams



Primary Groups 224

Study Groups 224

■ Ethics and Communication: Ethically Achieving a Team Goal 225

Therapy Groups 225

Problem-Solving Groups 225

■ Technology and Communication: Does Virtual Group Communication Improve Decision Making? 226

Focus Groups	226
Social Groups	226
Understanding Group and Team Dynamics	227
Roles	227
Rules	228
Norms	231
Status	231
Power	232
Cohesiveness	234
Communication Interaction Patterns	235
Understanding Phases of Group and Team Development	236
Orientation	237
Conflict	237
Emergence	238
Reinforcement	238
On the Web	239
The Process Nature of Group Phases	239
■ Diversity and Communication: The Impact of Individualism and Collectivism on Groups and Teams	239
Principles for a Lifetime: Enhancing Your Skills	240
Summary	241
Discussion and Review	241
Putting Principles into Practice	242

10 Enhancing Group and Team Performance 245

What Effective Group Members Do	246
Identify and Implement Key Functions to Achieve Results	247

Presentation

11 Developing Your Presentation 281

An Overview of the Presentational Speaking Process	283
■ Developing Your Presentation Step by Step: Consider Your Audience	284
Understanding Speaker Anxiety	284
Managing Speaker Anxiety	285
Know How to Develop a Presentation	285
Be Prepared	285
Focus on Your Audience	286
Focus on Your Message	286

Identify a Clear, Elevating Goal	247
Develop a Results-Driven Structure	248
Gather and Use Information Effectively	248
Develop Options	248
Evaluate Ideas	249
Develop Sensitivity toward Others	249
When Not to Work in Groups and Teams	250
Structuring Group and Team Problem Solving	251
Step 1: Identify and Define the Problem	252
Step 2: Analyze the Problem	253
Step 3: Generate Creative Solutions	254
■ Technology and Communication:	
E-Brainstorming	256
Step 4: Select the Best Solution	257
■ Ethics and Communication: Managing Conflict in Groups and Teams	259
Step 5: Take Action	260
Enhancing Group and Team Leadership	262
Trait Approach	262
Functional Approach	262
Styles Approach	263
Situational Approach	264
Transformational Leadership	266
■ Diversity and Communication: Differences in the Use of Time in Groups and Teams	266
Enhancing Group and Team Meetings	267
Manage Meeting Structure	268
On the Web	269
Manage Meeting Interaction	271
Principles for a Lifetime: Enhancing Your Skills	274
Summary	275
Discussion and Review	275
Putting Principles into Practice	275

UNIT FOUR

tional Speaking



Give Yourself a Mental Pep Talk	286
Use Deep-Breathing Techniques	287
Take Advantage of Opportunities to Speak	287
Seek Professional Help	287
Selecting and Narrowing Your Topic	287
Who Is the Audience?	288
What Is the Occasion?	288
What Are My Interests and Experiences?	288
Silent Brainstorming	288
On the Web	289
Scanning Web Directories and Web Pages	289
Listening and Reading for Topic Ideas	289

■ Developing Your Presentation Step by Step: Select and Narrow Your Topic	290
Identifying Your Purpose	290
General Purpose	291
Specific Purpose	291
Developing Your Central Idea	292
■ Developing Your Presentation Step by Step:	
Determine Your Purpose	293
Audience-Centered	293
A Single Topic	293
■ Developing Your Presentation Step by Step: Develop Your Central Idea	294
A Complete Declarative Sentence	294
Direct, Specific Language	294
Generating Main Ideas	294
Does the Central Idea Have <i>Logical Divisions</i> ?	295
Can You Think of Several <i>Reasons</i> the Central Idea Is True?	295
Can You Support the Central Idea with a Series of <i>Steps</i> or a <i>Chronological Sequence</i> ?	295
■ Developing Your Presentation Step by Step:	
Determine Your Main Ideas	296
Gathering Supporting Material	296
Sources of Supporting Material	297
■ Technology and Communication: A New Kind of Search Engine	297
■ Ethics and Communication: The Question of Speechwriting	301
■ Developing Your Presentation Step by Step: Gather Supporting Material	301
Types of Supporting Material	302
Acknowledgment of Supporting Material	306
■ Diversity and Communication: Adapting to Diverse Audiences	307
Principles for a Lifetime: Enhancing Your Skills	309
Summary	310
Discussion and Review	310
Putting Principles into Practice	311

12 Organizing and Outlining Your Presentation 313

Organizing Your Main Ideas	314
Organizing Ideas Chronologically	315
Organizing Ideas Topically	315
Organizing Ideas Spatially	316
Organizing Ideas to Show Cause and Effect	316
Organizing Ideas by Problem and Solution	316
Organizing Your Supporting Material	317
■ Diversity and Communication: Acknowledging Cultural Differences in Organizing Messages	318
■ Developing Your Presentation Step by Step: Organize Your Speech	318

Organizing Your Presentation for the Ears of Others 319

Previews 319

■ Ethics and Communication: The Ethics of Primacy and Recency 319

Verbal and Nonverbal Transitions 320

Summaries 320

Introducing and Concluding Your Presentation 321

Introductions 321

On the Web 322

Conclusions 323

Outlining Your Presentation 324

Preparation Outline 324

■ Technology and Communication: Using Outlining Software 325

Sample Preparation Outline 326

Delivery Outline 329

Sample Delivery Outline 329

Principles for a Lifetime: Enhancing Your Skills 332

Summary 333

Discussion and Review 333

Putting Principles into Practice 333

13 Delivering Your Presentation 335

Methods of Delivery 336

Manuscript Speaking 336

Memorized Speaking 337

Impromptu Speaking 337

Extemporaneous Speaking 338

Effective Verbal Delivery 339

Using Words Well 339

Crafting Memorable Word Structures 340

Effective Nonverbal Delivery 343

Eye Contact 343

Physical Delivery 343

■ Diversity and Communication: The Academic Quarter 345

Facial Expression 345

On the Web 346

Vocal Delivery 346

■ Developing Your Presentation Step by Step: Rehearse Your Presentation 347

Appearance 348

■ Technology and Communication: Rehearsing on Videotape 349

Effective Presentation Aids 349

Types of Presentation Aids 349

Computer-Generated Presentation Aids 353

Guidelines for Preparing Presentation Aids 354

■ Ethics and Communication: Profanity in an Audio Presentation Aid 354

Guidelines for Using Presentation Aids	355
Some Final Tips for Rehearsing and Delivering Your Presentation	357
■ Developing Your Presentation Step by Step: Deliver Your Presentation	358
Principles for a Lifetime: Enhancing Your Skills	358
Summary	359
Discussion and Review	360
Putting Principles into Practice	361

14 Speaking to Inform 363

Types of Informative Presentations 364

- Presentations about Objects 364
- Ethics and Communication: Confidential or Potentially Dangerous Information 365
- Presentations about Procedures 365
- Presentations about People 366
- Presentations about Events 366
- Presentations about Ideas 367

Strategies for Organizing Your Informative Presentation 367

- Organizing Presentations about Objects 367
- Organizing Presentations about Procedures 368
- Organizing Presentations about People 368
- Organizing Presentations about Events 368
- Organizing Presentations about Ideas 368

Strategies for Making Your Informative Presentation Clear 370

- Simplify Ideas 370
- Pace Your Information Flow 370
- Relate New Information to Old 370
- Diversity and Communication: Using an Interpreter 371

Strategies for Making Your Informative Presentation Interesting 371

- Relate to Your Listeners' Interests 371
- Use Attention-Catching Supporting Material 372
- Establish a Motive for Your Audience to Listen to You 373
- On the Web 373
- Use Word Pictures 373
- Technology and Communication: Using an Electronic Thesaurus 374
- Create Interesting Presentation Aids 374
- Use Humor 375

Strategies for Making Your Presentation Memorable 375

- Build in Redundancy 376
- Use Adult Learning Principles 376
- Reinforce Key Ideas Verbally 376
- Reinforce Key Ideas Nonverbally 376

**Principles for a Lifetime: Enhancing Your
Skills 379**

Summary 380

Discussion and Review 381

Putting Principles into Practice 381

15 Speaking to Persuade 383

Persuasion Defined 384

- Ethics and Communication: Hidden
Agendas 385

**Motivating Your Audience: The Psychology of
Persuasion 386**

- Motivating with Dissonance 386
- Motivating with Needs 387
- Motivating with Fear Appeals 388
- Motivating with Positive Appeals 388

**Selecting and Narrowing Your Persuasive
Topic 389**

Identifying Your Persuasive Purpose 389

**Developing Your Central Idea as a Persuasive
Proposition 391**

- Propositions of Fact 391
- Propositions of Value 391
- Propositions of Policy 391

**Supporting Your Presentation with Credibility,
Logic, and Emotion 392**

- Ethos: Establishing Your Credibility 392
- Diversity and Communication: "Elementary
Reasoning, My Dear Watson" 393
- Logos: Using Evidence and Reasoning 394
- On the Web 397
- Pathos: Using Emotion 397

Organizing Your Persuasive Message 398

- Problem and Solution 399
- Cause and Effect 399
- Refutation 400
- The Motivated Sequence 400
- Technology and Communication: The Motivated
Sequence in Television Advertising 402

**How to Adapt Ideas to People and People to
Ideas 402**

- The Receptive Audience 402
- The Neutral Audience 404
- The Unreceptive Audience 404
- Sample Persuasive Presentation: Cruisin' Out of
Control 406

**Principles for a Lifetime: Enhancing Your
Skills 408**

Summary 410

Discussion and Review 410

Putting Principles into Practice 411

APPENDIX **A** Interviewing 412

The Nature and Types of Interviews 413

Information-Gathering Interview 413

Appraisal Interview 413

Problem-Solving Interview 413

Persuasion Interview 414

Job Interview 414

Interview Structure 415

The Opening 415

The Body: Asking Questions 416

The Conclusion 419

How to Be Interviewed for a Job 420

Be Aware of Your Skills and Abilities 420

Prepare Your Resumé 421

Sample Resumé 422

Identify the Needs of Your Employer 423

Listen, Respond, and Ask Appropriate
Questions 424

Follow Up after the Interview 425

■ Technology and Communication: Tips for
E-Resumés 426

How to Be Interviewed in an Information- Gathering Interview 427

Prepare for the Interview 427

Listen Effectively 427

Respond Appropriately 427

On the Web 428

The Responsibilities of the Interviewer 428

Be Aware of Biases and Prejudices 429

Adapt to an Interviewee's Behavior 429

Deal Wisely with Sensitive Content 429

Listen Effectively 429

Record Information 429

Ask Appropriate Questions 430

Principles for a Lifetime: Enhancing Your Skills 430

Summary 431

APPENDIX **B** **Communication and Technology** 433

Technology and Interpersonal

Communication 434

An Impersonal Technological Innovation 434

The Role of Technology in Relationship
Initiation 435

The Role of Technology in Relationship
Maintenance 437

Technology and Group Communication 439

The Technological Formation of Small Groups 439

Teleconferencing 440

The Effects of Technology on Group Interaction 441

Technology and Presentational

Communication 442

Source Material for Presentations 442

Technological Innovations and Presentation
Aids 442

Technology and Enhanced Speech Delivery 443

Principles for a Lifetime: Enhancing Your Skills 444

Summary 445

APPENDIX **C** **Sample Speeches for Discussion and Evaluation** 446

Informative Speech 446

Persuasive Speech 453

Notes 455

Index 475

Credits 483

Boxed Features

Ethics and Communication

CHAPTER 1	What Are the Sources of Your Ethical Views?	7
CHAPTER 2	Cyber Selves	36
CHAPTER 3	Ebonics or “Standard” English?	66
CHAPTER 4	Lie Detectors	91
CHAPTER 5	Honest Listening	126
CHAPTER 6	Stereotyping Others	153
CHAPTER 7	The Harmless Crush?	170
CHAPTER 8	Making Breaking Up Easier to Do?	200
CHAPTER 9	Ethically Achieving a Team Goal	225
CHAPTER 10	Managing Conflict in Groups and Teams	259
CHAPTER 11	The Question of Speechwriting	301
CHAPTER 12	The Ethics of Primacy and Recency	319
CHAPTER 13	Profanity in an Audio Presentation Aid	354
CHAPTER 14	Confidential or Potentially Dangerous Information	365
CHAPTER 15	Hidden Agendas	385

Diversity and Communication

CHAPTER 1	Principles for a Lifetime: Principles for All Cultures?	22
CHAPTER 2	Self-Esteem and Ethnicity	40
CHAPTER 3	Words across the Country	61
CHAPTER 4	Cultural Meanings of Silence	95
CHAPTER 5	East and West Listening Styles	111
	Who Are Better Listeners, Men or Women?	120
CHAPTER 6	Diversity Almanac	138
CHAPTER 7	What Attracts You?	171
CHAPTER 8	Conflict and Culture	204
CHAPTER 9	The Impact of Individualism and Collectivism on Groups and Teams	239
CHAPTER 10	Differences in the Use of Time in Groups and Teams	266
CHAPTER 11	Adapting to Diverse Audiences	307
CHAPTER 12	Acknowledging Cultural Differences in Organizing Messages	318
CHAPTER 13	The Academic Quarter	345

- CHAPTER 14 Using an Interpreter 371
CHAPTER 15 “Elementary Reasoning, My Dear Watson” 393

Technology and Communication

- CHAPTER 2 Exploring Self-Concept through Computer-Mediated Communication 34
CHAPTER 3 Minding Your Manners, Even on the Net 64
CHAPTER 4 Conveying Emotions Online 82
CHAPTER 5 Can Computers Listen Empathically? 127
CHAPTER 6 Adapting to Cultural Differences When Communicating Electronically 140
CHAPTER 7 Gender and Online Communication 175
CHAPTER 8 Cheating in Cyberspace 201
CHAPTER 9 Does Virtual Group Communication Improve Decision Making? 226
CHAPTER 10 E-Brainstorming 256
CHAPTER 11 A New Kind of Search Engine 297
CHAPTER 12 Using Outlining Software 325
CHAPTER 13 Rehearsing on Videotape 349
CHAPTER 14 Using an Electronic Thesaurus 374
CHAPTER 15 The Motivated Sequence in Television Advertising 402
APPENDIX A Tips for E-Resumés 426

Developing Your Presentation Step by Step

- CHAPTER 11 Consider Your Audience 284
Select and Narrow Your Topic 290
Determine Your Purpose 293
Develop Your Central Idea 294
Determine Your Main Ideas 296
Gather Supporting Material 301
CHAPTER 12 Organize Your Speech 318
CHAPTER 13 Rehearse Your Presentation 347
Deliver Your Presentation 358