

# CONTENTS

## **WELCOME TO HUMAN COMMUNICATION: THE BASIC COURSE ix**

## **PART ONE FOUNDATIONS OF HUMAN COMMUNICATION 2**

### **1 Preliminaries to Human Communication 2**

#### **The Benefits, Forms, and Purposes of Human Communication 3**

The Benefits of Human Communication 3    The  
Forms of Human Communication 4    The Purposes of  
Human Communication 7

#### **The Elements of Human Communication 10**

Defining Communication 12    Communication  
Context 12    Sources–Receivers 13    Messages 14  
Channels 16    Noise 16    Communication Effects  
17    Ethics 18    The Elements in Transaction 19

#### **The Principles of Human Communication 19**

Communication Is a Package of Signals 20  
Communication Is a Process of Adjustment 20  
Communication Involves Content and Relationship  
Dimensions 22    Communication Is Ambiguous 25  
Communication Is Punctuated 26    Communication  
Involves Symmetrical and Complementary Transactions  
27    Communication Is Inevitable, Irreversible, and  
Unrepeatable 27

**SUMMARY: PRELIMINARIES TO HUMAN COMMUNICATION 30**

**KEY TERMS IN PRELIMINARIES TO HUMAN  
COMMUNICATION 31**

**THINKING CRITICALLY ABOUT PRELIMINARIES  
TO HUMAN COMMUNICATION 31**

**LogOn! MyCOMMUNICATIONLAB 32**

#### **Special Features**

Values of a Human Communication Course: Mark Hickson  
III 11    What Do You Believe about Communication?  
11    What Is Media Literacy? 7    The Areas of Ethics  
18    Communication Theories 21    Communication  
Research 23    Distinguishing Content from  
Relationship Messages 25    Resolving Ambiguity 28

### **2 Culture and Communication 33**

#### **What Is Culture? 34**

The Importance of Culture in Communication 35  
The Aim of a Cultural Perspective 38

#### **Cultural Differences 39**

Individual and Collective Orientation 39    High- and  
Low-Context Cultures 41    Power Distances 42  
Masculine and Feminine Cultures 42    High-Ambiguity-  
Tolerant and Low-Ambiguity-Tolerant Cultures 43

#### **Intercultural Communication 45**

The Nature and Forms of Intercultural  
Communication 45    Improving Intercultural  
Communication 46

**SUMMARY: CULTURE AND COMMUNICATION 53**

**KEY TERMS IN CULTURE AND COMMUNICATION 53**

**THINKING CRITICALLY ABOUT CULTURE  
AND COMMUNICATION 53**

**LogOn! MyCOMMUNICATIONLAB 54**

#### **Special Features**

Culture Talk: Melbourne S. Cummings 47    What Are  
Your Cultural Beliefs and Values? 36    What's Your  
Cultural Orientation? 40    How Ethnocentric Are You?  
48    Cultural Imperialism 44    Culture and Ethics  
50    Cultural Theories 35    Language and Thought  
41    Exploring Cultural Attitudes 43    Confronting  
Intercultural Difficulties 51

### **3 The Self and Perception 55**

#### **The Self in Human Communication 56**

Self-Concept 56    Self-Awareness 57    Self-Esteem  
59

#### **Self-Disclosure 61**

Factors Influencing Self-Disclosure 62    The Rewards  
and Dangers of Self-Disclosure 64    Guidelines for  
Self-Disclosure 65

#### **Perception and the Stages of Perception 68**

Stage 1: Stimulation 68    Stage 2: Organization 68  
Stage 3: Interpretation–Evaluation 70    Stage 4:  
Memory 70    Stage 5: Recall 71

#### **Perceptual Processes 72**

Implicit Personality Theory 72    The Self-Fulfilling  
Prophecy 73    Primacy–Recency 74    Attribution 74

#### **Increasing Accuracy in Perception 76**

Analyze Your Perceptions 76    Check Your  
Perceptions 77    Reduce Your Uncertainty 78  
Increase Your Cultural Awareness 78

**SUMMARY: THE SELF AND PERCEPTION 78**

**KEY TERMS IN THE SELF AND PERCEPTION 79**

**THINKING CRITICALLY ABOUT THE SELF  
AND PERCEPTION 79**

**LogOn! MyCOMMUNICATIONLAB 80**

**Special Features**

Making a First Impression: Ann Bainbridge Frymier 75  
 How's Your Self-Esteem? 60    How Willing to  
 Self-Disclose Are You? 64    How Accurate Are You at  
 People Perception? 72    Outing 71    Information  
 Ethics 62    The Pygmalion Effect 73    The Just  
 World Hypothesis 76    Deciding about Self-Disclosure  
 66    Perceptual Empathizing 77

**4 Listening in Human Communication 81****The Importance of Listening:**

**Task and Relationship Benefits 82**

**The Listening Process 83**

Receiving 84    Understanding 84    Remembering  
 84    Evaluating 86    Responding 86

**Listening, Culture, and Gender 87**

Listening and Culture 88    Listening and Gender 90

**Styles of Effective Listening 92**

Empathic and Objective Listening 92  
 Nonjudgmental and Critical Listening 93    Surface  
 and Depth Listening 94    Active and Inactive  
 Listening 95

**SUMMARY: LISTENING IN HUMAN COMMUNICATION 98**

**KEY TERMS IN LISTENING IN HUMAN  
 COMMUNICATION 98**

**THINKING CRITICALLY ABOUT LISTENING IN  
 HUMAN COMMUNICATION 98**

**LOGON! MYCOMMUNICATIONLAB 99**

**Special Features**

Not Listening: Judi Brownell 87    How Do You  
 Listen? 83    Principles of Media Literacy Listening  
 89    Listening Ethically 90    Reconstructing  
 Memory 86    Cues to Lying 91    Expressing  
 Empathy 93    Regulating Your Listening Style 95

**5 Verbal Messages 100****Principles of Verbal Messages 101**

Meanings Are in People 101    Meanings Depend on  
 Context 102    Language Is Denotative and Conno-  
 tative 102    Language Varies in Directness 103  
 Messages Are Influenced by Culture and Gender 103

**Disconfirmation and Confirmation 107**

Racism 109    Heterosexism 110    Ageism 112  
 Sexism 113    Racist, Heterosexist, Ageist, and Sexist  
 Listening 113    Cultural Identifiers 114

**Using Verbal Messages Effectively 116**

Language Symbolizes Reality (Partially) 116  
 Language Expresses Both Facts and Inferences 117  
 Language Is Relatively Static 118    Language Can  
 Obscure Distinctions 119

**SUMMARY: VERBAL MESSAGES 120**

**KEY TERMS IN VERBAL MESSAGES 121**

**THINKING CRITICALLY ABOUT VERBAL MESSAGES 121**

**LOGON! MYCOMMUNICATIONLAB 122**

**Special Features**

Family and Cultural Differences: Richard Fiordo 110  
 Can You Distinguish Facts from Inferences? 118  
 The Media and Disconfirmation 112    Lying 106  
 Theories of Gender Differences 107    The Verb "To  
 Be" 117    Confirming, Rejecting, or Disconfirming  
 109    Talking about the Middle 119

**6 Nonverbal Messages 123****The Functions of Nonverbal Communication 124**

Integrating Nonverbal and Verbal Messages 124  
 Serving Varied Communication Functions 125

**The Channels of Nonverbal Communication 127**

The Body 127    Facial Communication 128    Eye  
 Communication 129    Space Communication 131  
 Artifactual Communication 134    Touch  
 Communication 137    Paralanguage: The Vocal  
 Channel 139    Silence 140    Time Communication  
 140    Smell Communication 142

**Culture and Nonverbal Communication 143**

Culture and Gesture 143    Culture and Facial  
 Expression 144    Culture and Eye Communication  
 144    Culture and Colors 144    Culture and Touch  
 144    Culture, Paralanguage, and Silence 145  
 Culture and Time 146

**SUMMARY: NONVERBAL MESSAGES 147**

**KEY TERMS IN NONVERBAL MESSAGES 148**

**THINKING CRITICALLY ABOUT NONVERBAL  
 MESSAGES 148**

**LOGON! MYCOMMUNICATIONLAB 149**

**Special Features**

Cues for Success: Don W. Stacks 125    Do You Avoid  
 Touch? 138    What Time Do You Have? 141  
 Legible Clothing 136    Silence 142    The Facial  
 Feedback Hypothesis 130    Space Violations 134  
 Choosing a Seat 131    Expressing Praise and  
 Criticism 139

**PART TWO INTERPERSONAL,  
 SMALL GROUP, AND ORGANIZATIONAL  
 COMMUNICATION 150****7 Interpersonal Communication:  
 Conversation 150****The Conversation Process 151**

Conversation in Five Stages 152    Maintaining  
 Conversations 158    Conversational Problems: Two  
 Strategies 159

**Conversational Skills 162**

Dialogue 163    Mindfulness 163    Flexibility 164  
 Cultural Sensitivity 165    Metacommunication 165

Openness 165    Empathy 167    Positiveness 167  
 Immediacy 168    Interaction Management 168  
 Expressiveness 168    Other-Orientation 169

**SUMMARY: INTERPERSONAL COMMUNICATION:  
 CONVERSATION 169**

**KEY TERMS IN INTERPERSONAL COMMUNICATION:  
 CONVERSATION 170**

**THINKING CRITICALLY ABOUT INTERPERSONAL  
 COMMUNICATION: CONVERSATION 170**

**LogOn! MyCOMMUNICATIONLAB 170**

### Special Features

Communicating Support: Gust A. Yep 164    How  
 Flexible Are You in Communication? 166    Theories of  
 Media Influence 159    Gossip 154    The Development  
 of Interpersonal Communication 152    Opening Lines  
 155    Giving Feedback and Feedforward 157  
 Formulating Excuses 162

## 8 Interpersonal Relationship Stages and Theories 171

### Relationship Stages 173

Contact 174    Involvement 177    Intimacy 178  
 Deterioration 179    Repair 180    Dissolution 181

### Relationship Theories 182

Attraction Theory 182    Relationship Rules Theory  
 184    Relationship Dialectics Theory 185    Social  
 Penetration Theory 185    Social Exchange Theory  
 186    Equity Theory 187

**SUMMARY: INTERPERSONAL RELATIONSHIP STAGES  
 AND THEORIES 188**

**KEY TERMS IN INTERPERSONAL RELATIONSHIP STAGES  
 AND THEORIES 189**

**THINKING CRITICALLY ABOUT INTERPERSONAL  
 RELATIONSHIP STAGES AND THEORIES 189**

**LogOn! MyCOMMUNICATIONLAB 190**

### Special Features

Topic Avoidance: Walid A. Afifi 178    What Do Your  
 Relationships Do for You? 172    Parasocial  
 Relationships 175    Relationship Ethics 187  
 Relationship Commitment 180    Online Relationship  
 Theories 183    Talking Cherishing 179    Repairing  
 Relationships 181

## 9 Friends, Lovers, and Families 191

### Friendship 192

Friendship Types 193    Friendship and  
 Communication 194    Friendships, Culture, Gender,  
 and Technology 196

### Romantic Relationships 198

Love Types 198    Love and Communication 200  
 Love, Culture, Gender, and Technology 201

### Families 206

Types of Families 206    Family Characteristics 207  
 Families and Communication 208    Families, Culture,  
 Gender, and Technology 209

## The Dark Side of Interpersonal Relationships 210

What Is Relationship Violence? 210    The Effects  
 of Violence 211    The Alternatives to Relationship  
 Violence 211    Dealing with Relationship Violence  
 211

**SUMMARY: FRIENDS, LOVERS, AND FAMILIES 212**

**KEY TERMS IN FRIENDS, LOVERS, AND FAMILIES 213**

**THINKING CRITICALLY ABOUT FRIENDS, LOVERS,  
 AND FAMILIES 213**

**LogOn! MyCOMMUNICATIONLAB 213**

### Special Features

Increasing Popularity: Sandra Metts 193    What  
 Kind of Lover Are You? 198    Is Violence a Part  
 of Your Relationship? 211    Interpersonal  
 Relationships and the Media 197    Your  
 Obligation to Reveal Yourself 201    Intimacy  
 and Risk 199    Love Styles and Personality 203  
 Till This Do Us Part 205    Using Affinity-Seeking  
 Strategies 209

## 10 Small Group Communication 214

### Small Groups 215

Basic Types of Groups 215    Small Group Stages 216  
 Small Group Formats 217    Small Groups Online  
 217    Small Group Culture 218    Power in the Small  
 Group 220

### Idea-Generation Groups 222

### Personal Growth Groups 224

The Encounter Group 224    The Assertiveness  
 Training Group 224    The Consciousness-Raising  
 Group 224

### Information-Sharing Groups 225

Educational or Learning Groups 225    Focus Groups  
 226

### Problem-Solving Groups 227

The Problem-Solving Sequence 227    Problem-  
 Solving Groups at Work 230

**SUMMARY: SMALL GROUP COMMUNICATION 231**

**KEY TERMS IN SMALL GROUP COMMUNICATION 232**

**THINKING CRITICALLY ABOUT SMALL GROUP  
 COMMUNICATION 232**

**LogOn! MyCOMMUNICATIONLAB 232**

### Special Features

Team Problems: Carole A. Barbato 226    How  
 Powerful Are You? 221    The Third-Person Effect 225  
 Telling Secrets 220    Group Power 222    Group  
 Polarization 229    Combating Idea Killers 223  
 Listening to New Ideas 224

## 11 Members and Leaders 233

### Members in Small Group Communication 234

Member Roles 234    Interaction Process Analysis 236  
 Member Participation 236

**Leaders in Small Group Communication 238**

Myths about Leadership 239 Approaches to Leadership 240 Functions of Leadership 244

**Membership, Leadership, and Culture 247**

**SUMMARY: MEMBERS AND LEADERS 249**

**KEY TERMS IN MEMBERS AND LEADERS 250**

**THINKING CRITICALLY ABOUT MEMBERS AND LEADERS 250**

**LogOn! MyCommunicationLab 250**

**Special Features**

Becoming a Leader: Katherine Hawkins 240 What Kind of Group Member Are You? 234 What Kind of Leader Are You? 240 Gatekeeping 244 The Leader's Ethical Responsibilities 247 Styles of Leadership 243 Attila's Theory of Leadership 248 Combating Groupthink 239 Empowering Others 246

**12 Interpersonal and Small Group Conflict 251****Interpersonal and Small Group Conflict 252**

Myths about Conflict 252 The Context of Conflict 253 The Negatives and Positives of Conflict 254

**Types of Conflict 256**

Content and Relationship Conflict 256 Online and Workplace Conflicts 256 Conflict Styles 258

**Conflict Management Strategies 258**

Preliminaries to Conflict Management Skills 258 Win-Lose and Win-Win Strategies 261 Avoidance and Active Fighting 261 Force and Talk 262 Blame and Empathy 263 Gunnysacking and Present Focus 264 Manipulation and Spontaneity 264 Personal Rejection and Acceptance 264 Fighting below and above the Belt 264 Face-Detracting and Face-Enhancing Strategies 264 Nonassertive and Assertive Strategies 265 Aggressiveness and Argumentativeness 266

**SUMMARY: INTERPERSONAL AND SMALL GROUP CONFLICT 270**

**KEY TERMS IN INTERPERSONAL AND SMALL GROUP CONFLICT 270**

**THINKING CRITICALLY ABOUT INTERPERSONAL AND SMALL GROUP CONFLICT 270**

**LogOn! MyCommunicationLab 271**

**Special Features**

Verbal Aggressiveness: Charles J. Wigley III 267 How Verbally Aggressive Are You? 266 How Argumentative Are You? 268 Violence and the Media 263 Ethical Fighting 265 Conflict Issues 253 Conflict and Gender 255 Managing Conflicts Early 259 Finding Win-Win Solutions 261

**13 Human Communication in the Workplace: Organizational Communication 272****Organizations 273**

The Importance of Organizations and Organizational Communication 273 What Is an Organization? 273 Characteristics of Organizations 275

**Organizational Messages 278**

Formal and Informal Communication 280 Communication Channels in Organizations 282 Communication Networks 283 Information Overload and Isolation 283 Organizational Message Competence 284

**Organizational Relationships 285**

Sexual Harassment 285 Romance in the Workplace 287 Mentoring 288 Networking 288 Organizational Relationship Competence 288

**SUMMARY: HUMAN COMMUNICATION IN THE WORKPLACE 289**

**KEY TERMS IN HUMAN COMMUNICATION IN THE WORKPLACE 290**

**THINKING CRITICALLY ABOUT HUMAN COMMUNICATION IN THE WORKPLACE 290**

**LogOn! MyCommunicationLab 290**

**Special Features**

Practical Principles: Pam Shockley-Zalabak 274 Are You X, Y, or Z? 280 Advertising and Public Relations 279 The Five C's of Organizational Ethics 286 Approaches to Organizations 276 Peter and Dilbert 278 Workplace Analysis 285 Dealing with Organizational Complaints 287

**PART THREE PUBLIC SPEAKING 291****14 Public Speaking Topics, Audiences, and Research 291****Introducing Public Speaking 292**

The Benefits of Public Speaking 292 Beliefs about Public Speaking 294 A Definition of Public Speaking 295

**Apprehension in Public Speaking 295**

Reducing Your Apprehension 296

**Step 1: Select Your Topic and Purpose 298**

Your Topic 298 Your Purpose 304

**Step 2: Analyze Your Audience 307**

Attitudes, Beliefs, and Values 307 Analyzing the Sociology of the Audience 307 Analyzing the Psychology of the Audience 309 Analyzing and Adapting during the Speech 311

**Step 3: Research Your Topic 311**

General Research Principles 312    Research Time Management 312    Research Notes 312    Libraries and Bookstores 314    Interviewing for Information 314    Primary and Secondary Sources 316    General Reference Works 316    News Sources 316    Biographical Material 317    The Government 317    Databases 320    Integrating and Citing Research 320    Evaluating Internet Resources 321

**SUMMARY: PUBLIC SPEAKING TOPICS, AUDIENCES, AND RESEARCH 324**

**KEY TERMS IN PUBLIC SPEAKING TOPICS, AUDIENCES, AND RESEARCH 324**

**THINKING CRITICALLY ABOUT PUBLIC SPEAKING TOPICS, AUDIENCES, AND RESEARCH 324**

**LogOn! MyCommunicationLab 325**

**Special Features**

Nervousness: Virginia Peck Richmond 300    How Apprehensive Are You in Public Speaking? 296    How Well Do You Know Your Audience? 310    The Diffusion of Innovations 294    Plagiarism 313    Performance Visualization 297    Systematic Desensitization 298    Limiting a Topic 305    Using Cultural Beliefs as Assumptions 308    A Speech of Introduction 318

**15 Supporting and Organizing Your Speech 326****Step 4: Formulate Your Thesis and Main Points 327**

Your Thesis 327    Main Points 328

**Step 5: Support Your Main Points 329**

Examples 330    Narratives 331    Analogies 331    Definitions 332    Testimony 333    Statistics 333    Presentation Aids 334

**Step 6: Organize Your Speech 344**

Temporal Pattern 345    Spatial Pattern 345    Topical Pattern 345    Problem–Solution Pattern 345    Cause–Effect/Effect–Cause Pattern 346    The Motivated Sequence 346    Additional Organizational Patterns 347

**Step 7: Construct Your Introduction, Conclusion, and Transitions 349**

Introduction 349    Conclusion 351    Transitions 351    Pitfalls in Introductions, Conclusions, and Transitions 353

**SUMMARY: SUPPORTING AND ORGANIZING YOUR SPEECH 353**

**KEY TERMS IN SUPPORTING AND ORGANIZING YOUR SPEECH 354**

**THINKING CRITICALLY ABOUT SUPPORTING AND ORGANIZING YOUR SPEECH 354**

**LogOn! MyCommunicationLab 354**

**Special Features**

The Motivated Sequence: Bruce E. Gronbeck 347    Product Placement 330    Communicating in Cyberspace 348    Primacy and Recency 328    Culture and Speech Organization 344    Generating Main Points 329    Constructing Conclusions and Introductions 352    A Slide Show Speech 340

**16 Style and Presentation in Public Speaking 355****Step 8: Outline Your Speech 356**

Constructing the Outline 356    Sample Outlines 358

**Step 9: Word Your Speech 364**

Oral Style 364    Choosing Words 366    Phrasing Sentences 372

**Step 10: Rehearse and Present Your Speech 373**

Rehearsal 373    Presenting Your Speech 374

**Criticizing Speeches 382**

What Is Criticism? 383    Culture and Criticism 384    Guidelines for Criticizing More Effectively 385

**SUMMARY: STYLE AND DELIVERY IN PUBLIC SPEAKING 387**

**KEY TERMS IN STYLE AND DELIVERY IN PUBLIC SPEAKING 388**

**THINKING CRITICALLY ABOUT STYLE AND DELIVERY IN PUBLIC SPEAKING 388**

**LogOn! MyCommunicationLab 388**

**Special Features**

Making Myself Clear: Joseph Chesebro 366    Can You Distinguish between Commonly Confused Words? 368    What's Wrong with These Critical Evaluations? 385    Hate Speech 370    Criticizing Ethically 383    One-Sided versus Two-Sided Messages 357    Speech Rate 378    Checking Your Pronunciation 379    Responding Strategically and Ethically 382    A Preparation Outline (Topical Organization) 359    A Preparation Outline (Motivated Sequence Organization) 362    A Template Outline 364    A Phrase/Key-Word Presentation Outline 365

**17 The Informative Speech 389****Goals of Informative Speaking 391****Principles of Informative Speaking 392**

Limit the Amount of Information 397    Adjust the Level of Complexity 398    Stress Relevance and Usefulness 398    Relate New Information to Old 398    Vary the Levels of Abstraction 399

**Speeches of Description 401**

Thesis 401    Main Points 401    Support 402    Organization 402

**Speeches of Definition 403**

Thesis 403    Main Points 403    Support 403  
 Organization 404

**Speeches of Demonstration 405**

Thesis 406    Main Points 406    Support 406  
 Organization 406

**SUMMARY: THE INFORMATIVE SPEECH 408**

**KEY TERMS IN THE INFORMATIVE SPEECH 408**

**THINKING CRITICALLY ABOUT THE INFORMATIVE SPEECH 408**

**LOGON! MYCOMMUNICATIONLAB 408**

**Special Features**

Communicating and Teaching: Timothy P. Mottet 391  
 How Satisfying Is Your Public Speaking? 390

The Knowledge Gap 404    Speaking Ethically 400  
 Information Theory 397    Signal-to-Noise Ratio

399    Climbing the Abstraction Ladder 389

Preparing an Informative Speech 407    A Poorly  
 Constructed Informative Speech 392    An Excellent  
 Informative Speech 394

**18 The Persuasive Speech 409**

**Goals of Persuasive Speaking 410**

**Principles of Persuasive Speaking 412**

Anticipate Selective Exposure 412    Ask for  
 Reasonable Amounts of Change 413    Identify with  
 Your Audience 415    Use Logical Appeals 416    Use  
 Emotional Appeals 418    Use Credibility Appeals 421  
 Motivate Your Listeners 426

**Persuasive Speeches on Questions of Fact 426**

Thesis 426    Main Points 427    Support 427  
 Organization 428

**Persuasive Speeches on Questions of Value 431**

Thesis 432    Main Points 432    Support 432  
 Organization 432

**Persuasive Speeches on Questions of Policy 433**

Thesis 433    Main Points 433    Support 434  
 Organization 434

**SUMMARY: THE PERSUASIVE SPEECH 434**

**KEY TERMS IN THE PERSUASIVE SPEECH 435**

**THINKING CRITICALLY ABOUT THE PERSUASIVE SPEECH 435**

**LOGON! MYCOMMUNICATIONLAB 435**

**Special Features**

Age and Credibility: Jon F. Nussbaum 409    How  
 Credible Are You? 422    The Spiral of Silence 412  
 The Ethics of Emotional Appeals 420    Balance

Theories 411    Credibility Impressions 421

Finding the Available Means of Persuasion 425

Constructing Logical, Motivational, and Credibility  
 Appeals 433    A Poorly Constructed Persuasive

Speech 414    An Excellent Persuasive Speech 428

**19 The Special Occasion Speech 436**

**The Speech of Introduction 437**

**The Speech of Presentation or Acceptance 437**

**The Speech to Secure Goodwill 441**

**The Speech of Dedication 443**

**The Commencement Speech 444**

**The Eulogy 444**

**The Inspirational Speech 444**

**The Farewell Speech 446**

**The Toast 448**

**The Special Occasion Speech in Cultural  
 Perspective 449**

**SUMMARY: THE SPECIAL OCCASION SPEECH 450**

**KEY TERMS IN THE SPECIAL OCCASION SPEECH 450**

**THINKING CRITICALLY ABOUT THE SPECIAL OCCASION  
 SPEECH 450**

**LOGON! MYCOMMUNICATIONLAB 451**

**Special Features**

Using Humor in Public Speaking: Melissa Bekelja  
 Wanzer 438    How Individualistic Are You? 449

Reversing Media's Influence 441    Telling the  
 Truth 439    A Blurring of Purposes 446    Humor

448    Developing the Speech of Introduction 439

Developing the Speech of Presentation/Acceptance

440    A Eulogy: Bernard J. Brommel 445    An

Inspirational Speech: Nikki Giovanni 447

**GLOSSARY OF HUMAN COMMUNICATION  
 CONCEPTS 452**

**GLOSSARY OF HUMAN COMMUNICATION  
 SKILLS 462**

**BIBLIOGRAPHY 467**

**INDEX 483**