Chapter 7

Exploring Public Speaking, 4ᵗʰ Edition

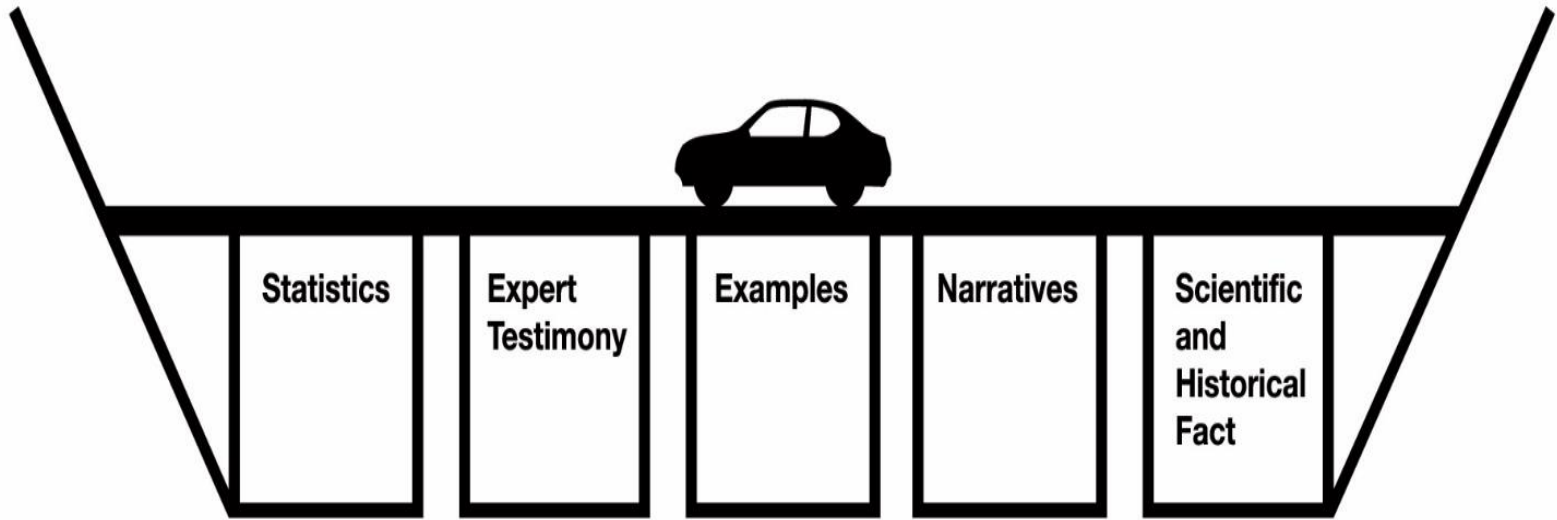Open Resource Textbook for Basic Public Speaking Course

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Overview

- The necessity and value of supporting materials

- Types of supporting material

- Perception, attention, and supporting materials

The Necessity and Value of Supporting Materials

- Supporting materials answer our questions and desire for specifics

- They draw the difference between general and specific

- Supporting Materials have two functions
  - Clarify, explain, illustrate, give examples --inform
  - Prove, back up arguments -- persuade

Statistics | Expert Testimony | Examples | Narratives | Scientific and Historical Fact

Types of Supporting Materials

- Examples
- Narratives
- Definitions
- Descriptions

- Historic and Scientific Fact
- Statistics
- Testimony

Examples and narratives

- Examples give a reference point

- Narratives – power of story
  - Anecdotes
  - Historical
  - Hypothetical

Definitions

- Define means to set limits or boundaries

- Define specialized terms or acronyms (jargon)

- Use stipulated definitions (a word will be used a particular way)

- Define by
  - Classification and differentiation
  - Examples (operational)
  - Contrast/comparison/negation

Descriptions

- Expand your vocabulary with specifics

- Imagery
  - Visual
  - Auditory
  - Olfactory
  - Gustatory
  - Tactile
  - Kinesthetic
  - organic

Fact

- Historical and scientific

- "An observation that has been repeatedly confirmed and for all practical purposes is accepted as true"

- Verify factual material with citations

Statistics

- Largely misunderstood and terminology confused

- Definition includes
  - numerical facts
  - descriptive statistics (such as ratios and percentages),
  - the more in-depth process of analyzing, comparing, and interpreting numerical data to understand its relationship to other numerical

Examples of Terminology

- Mean (numeric average)

- Standard deviation (average difference of figures from the mean)

- Median – in the middle of a distribution highest to lowest

- Mode – most frequently appearing figure

Statistics: Handle, but with care

- Use statistics as support, not main point

- Provide source

- Use reliable, verifiable sources of statistical information

- Do not overuse.

- Use graphs to display key statistics

- Explain your statistics when needed
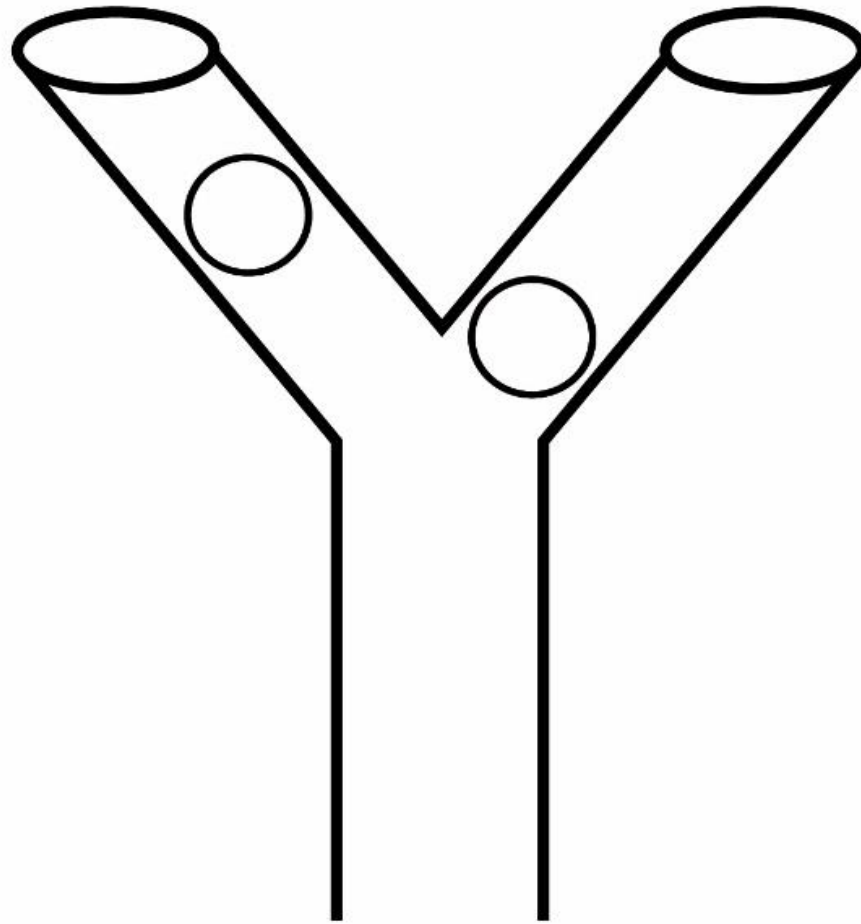
Statistics: Handle, but with care

- If you do your own survey, explain your process

- Be ethical; rounding is generally all right and more listenable

- Do not misinterpret (or misspeak, such as billions for millions)

- Compare to physical entities

- Slow down when explaining them

Testimony

- Expert
  - Must be in field of expertise
  - Provide some credentials, make clear
  - Make it clear you are quoting someone

- Peer – good for drama and connection; not really for probative purposes

Perception, Attention, and Supporting Materials

- Perception: how we organize and interpret the patterns of stimuli around them

- Attention – focus on one stimulus while ignoring other stimuli
  - Allocation of limited resources
  - Multitasking myth

Attention Model

Why do we pay attention?

- Choice

- Expectations

- Need states

- Past training and experiences (set)

- Qualities of the stimuli

Qualities (factors) of attention

- ◻ Movement/activity
- ◻ Conflict
- ◻ Novelty
- ◻ Humor
- ◻ Familiarity
- ◻ contrast

- ◻ Repetition
- ◻ Suspense
- ◻ Proximity
- ◻ Need-orientation
- ◻ Intensity
- ◻ Concreteness

Conclusion

- Supporting materials answer the who, what, where, when, how, why questions

- Variety of supporting material, not just dependence on one, is the goal