

VOCAB 4, 5, 6

Reno Brock

Oral communications

09/01/20

General Purpose

the broad, overall goal of a speech; to inform, to persuade, to entertain, etc.

Specific Purpose Statement

an infinitive phrase that builds upon the speaker's general purpose to clearly indicate precisely what the goal of a given speech is

Central Idea Statement

a statement that contains or summarizes a speech's main points

Primary Research

new research, carried out to acquire data first-hand rather from previously published sources to answer specific questions or issues and discover knowledge

Primary Research

new research, carried out to acquire data first-hand rather from previously published sources to answer specific questions or issues and discover knowledge

Secondary Sources

information that is not directly from the first-hand source; information that has been compiled, filtered, edited, or interpreted in some way

Periodicals

works that are published on a regular, ongoing basis, such as magazines, academic journals, and news papers

Peer-review

a review process in which other scholars have read a work of scholarly writing (usually articles, but sometimes books) and evaluated whether

it meets the quality standards of a particular publication and/or discipline

On citation:

The field of communication uses APA (American Psychological Association) format, also used in most social sciences. Your instructor may allow you to use MLA (Modern Language Association) instead, which is used in English classes. The Online Writing Lab for Purdue University is a great resource.

When using automatically generated citations, be sure to proof-read. As helpful as computers are, they are not infallible!

Spatial pattern

an organizational pattern for speeches in which the main points are arranged according to movement in space or direction

Parallelism

the repetition of grammatical structures that correspond in sound, meter, and meaning

Connectives

a phrase or sentence that connects various parts of a speech and shows the relationship between them

Internal summaries

a type of connective that emphasizes what has come before and reminds the audience of what has been covered

Internal previews

a type of connective that emphasizes what is coming up next in the speech and what to expect with regard to the content

Transitions

a type of connective that serves as a bridge between disconnected (but related) material in a speech

Signposts

a type of connective that emphasizes physical movement through the speech content and lets the audience know exactly where they are; commonly uses terms such as First, Second, Finally

Bridging statements

a type of connective that emphasizes moving the audience psychologically to the next part of a speech