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COM108

Chapter 14 & 15

Chapter 14

1. Why is it important to consider the initial audience attitude when constructing your persuasive speech goal?

Audience attitudes can range from highly favorable to strongly opposed
The point at which opinion in your audience tends to cluster represents your target audience, the group of people you most want to persuade

2. How do you phrase a persuasive speech goal as a proposition?

Identifying which one I am doing such as

Proposition of fact
Proposition of value
Proposition of policy

3. What ethical communication guidelines should you follow as a persuasive speaker?

Advocate the genuine beliefs of the speaker
Provide choice
Use representative supporting information
Use emotional appeals conscientiously
Honestly present the speaker's credibility

Chapter 15

1. What should you include in a speech of welcome?

address that greets and expresses pleasure for the presence of a person, group, or an organization
You must be familiar with the group that you are representing and the occasion
You may need to do some research so you can accurately describe the group, the circumstances, and the occasion to the person or people you are welcoming

2. Why should a speech of introduction be brief?

Should be quickly establish the nature of the occasion
Should honestly represent the person being introduced

3. What is your goal in a speech of nomination?

The goal is to highlight the qualities that make this person the most credible candidate
Clarify the importance of the position
List the candidate's personal and professional qualifications
Formally place the candidate's name in nomination

4. When might you be expected to give a speech of recognition?

Usually when someone acknowledges someone and usually presents an award, a prize, or a gift to the individual or a representative of a group

5. What are the key elements of an effective acceptance speech?

Briefly thank the person or group bestowing the honor, acknowledge the competition, express feelings about receiving the award, and thank those who contributed to your success

6. What are some common types of speeches of tribute?

Toasts – pay tribute to the occasion or to a person
Roasts – events where family and friends share short speeches in honor of one person and guests may offer good-natured insults or anecdotes
Eulogy – a ceremonial speech of tribute at a funeral or memorial service that praises someone's life and accomplishments

7. What are some other types of ceremonial speeches?

Commencement address – tribute praising graduating students and inspiring them to reach for their goals
Commemorative address – tribute that celebrates national holidays or anniversaries of important events
Keynote address – both sets the tone and generates enthusiasm for the topic of a conference or convention