

- Identify 4 benefits of studying public speaking
- Define communication, including its 5 basic levels
- Explain the model of communication in terms of the 7 elements



CHAPTER ONE

PUBLIC SPEAKING



WHY STUDY PUBLIC SPEAKING?

○ **Transferrable Skills**

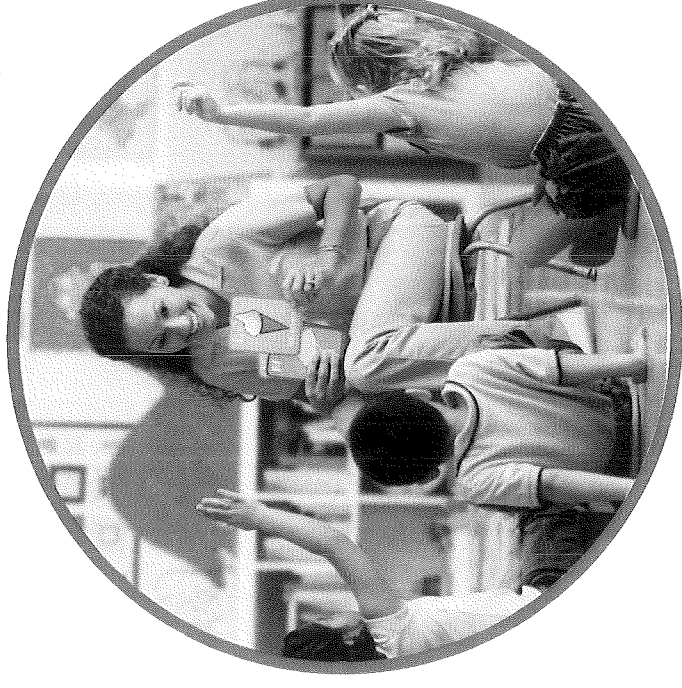
○ **Benefits:**

○ Academic

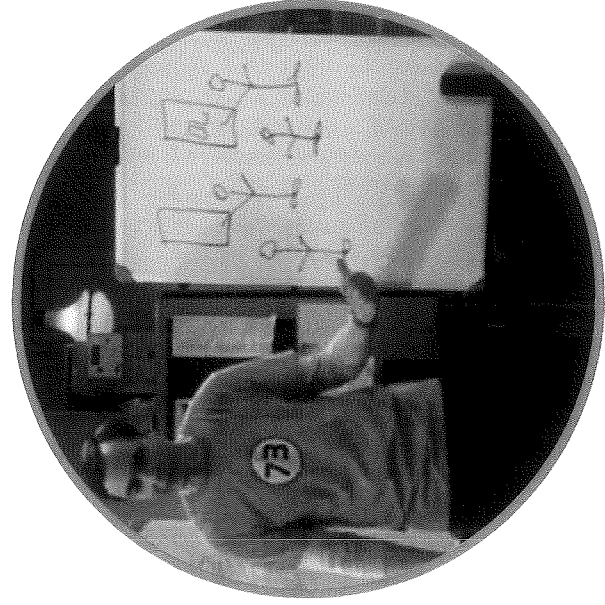
○ Personal/Social

○ Professional

○ Public

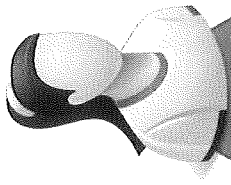


DEFINITION OF COMMUNICATION



Sharing meaning by sending and receiving symbolic cues

- Words and other symbols have no inherent meaning
- People create meaning



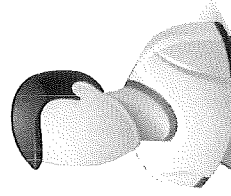
INTERPRETER



REFERENT



SYMBOL



INTERPRETER



REFERENT

5 LEVELS OF COMMUNICATION



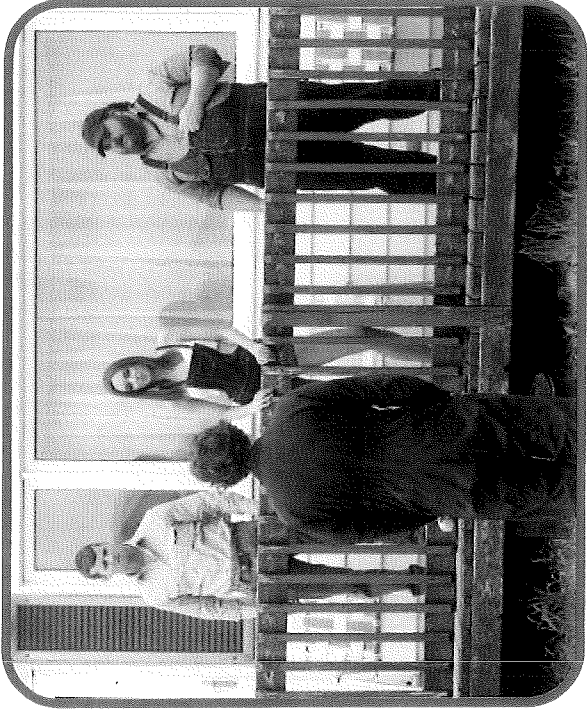
- 1. INTRAPERSONAL –**
Cognition or thought;
communicating with
yourself

5 LEVELS OF COMMUNICATION



2. **INTERPERSONAL** –
Communication with
another person

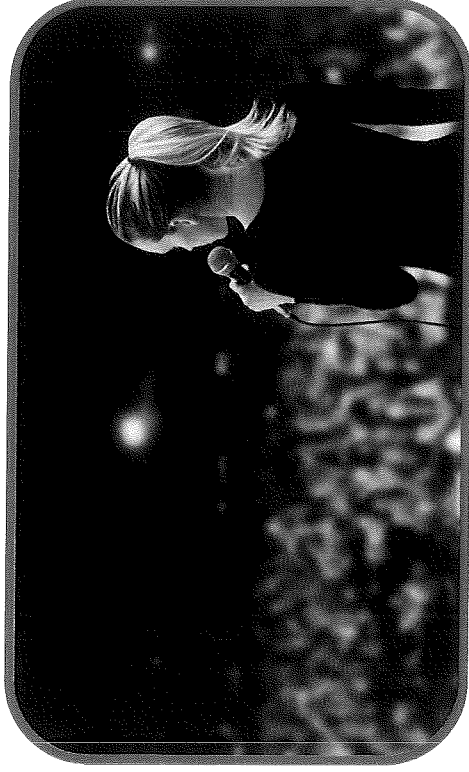
5 LEVELS OF COMMUNICATION



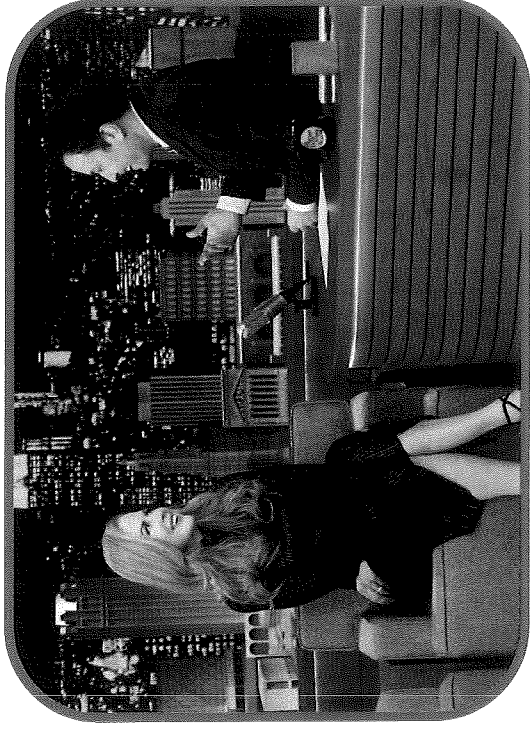
3. **GROUP** – When 3 or more people interact and influence another to pursue a common goal

5 LEVELS OF COMMUNICATION

4. **PUBLIC** – One person speaks face to face with an audience



5 LEVELS OF COMMUNICATION



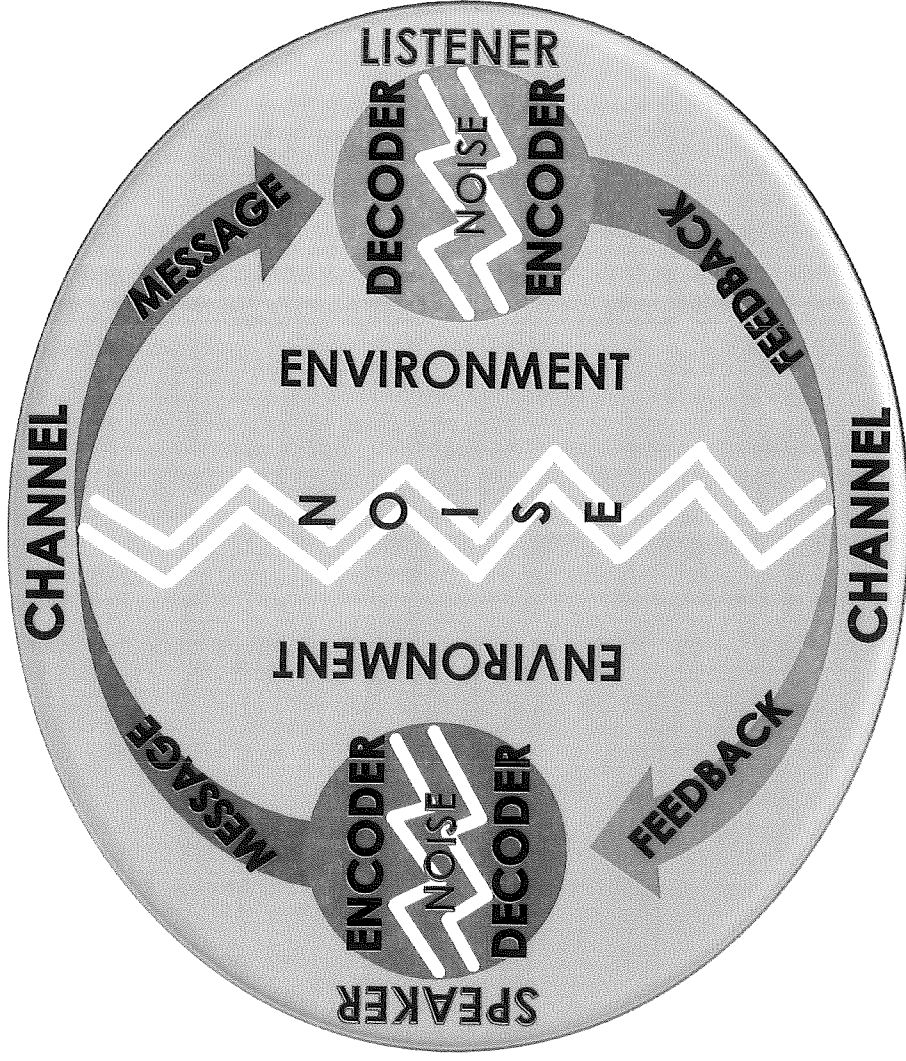
5. **MASS** – A person or group communicates to an audience through some form of print or electronic medium

WHICH LEVEL OF COMMUNICATION?

- Listening to T-Swift sing at a concert
- Watching Kylie Jenner's snapchats
- Thinking of what to text your BFF
- Asking your roommate to swipe you Muse dinner
- Posting on the RU Class of 2019 Facebook page
- Stopping by during office hours with 4 classmates

7 ELEMENTS OF COMMUNICATION

1. Speaker
2. Listener
3. Message
4. Feedback
5. Channel
6. Environment
7. Noise



7 ELEMENTS OF COMMUNICATION

1. **SPEAKER** – The sender, source, or encoder of the messages
2. **LISTENER** – The receiver or decoder of the message



**We act as sender and receiver
of messages simultaneously**

7 ELEMENTS OF COMMUNICATION



3. **MESSAGE** – Ideas communicated verbally and nonverbally
4. **FEEDBACK** – Verbal and nonverbal responses between communicators about the clarity or acceptability of messages

7 ELEMENTS OF COMMUNICATION

5. **CHANNEL** – The way a message is sent
6. **ENVIRONMENT** – The occasion, social context, and physical setting for communication

