

## SPEECH COMMUNICATION

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### Introduction

As an area of study at the undergraduate level, ‘speech communication’ deals with aspects of communication theory as well as the practice of speaking in social contexts with special reference to ESL (English as a Second Language). As an introductory course at the university, it surveys the broad field of communication to sample relevant theory and research, and devotes attention to important communication skills and strategies. Hence, it caters to students with little or no prior background in human *speech* communication by providing a sound foundation in the general principles of this liberal rhetorical art that will serve as the basis for more advanced and specialised study of spoken discourse.

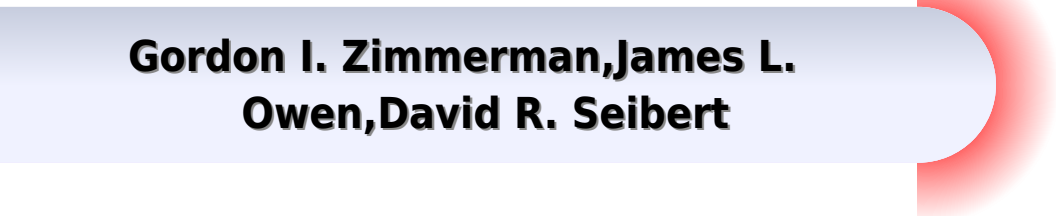
Given that the target reader of this chapter is probably an English language major in a degree programme, there will be, as I mentioned above, a sharper focus on ESL use in interpersonal as well as small group settings. Thus I will explore the definitional, theoretical and componential aspects of oral communication as well as appropriate strategies that students can employ to meet their own verbal interaction needs in such settings and which tend to be common in their immediate academic context. Hence, let us start with an overview of this course of study and its learning objectives, which specify the expected learning outcomes. In other words, by the end of the course, students will be able to:

1. identify the social functions of speech at the levels of the community and the individual speaker, respectively;
2. describe the speech communication process using an appropriate theoretical model as well as its integral linguistic and non-linguistic elements; and
3. apply appropriate strategies to satisfy their own speech needs in a variety of interpersonal and small group situations.

From the outset, it must be said that these objectives take cognisance of two basic assumptions about every act of communication: There is always a social *context* that is present (‘Nature abhors a vacuum.’), and whether we are aware of it or not, there is always some kind of *purpose* for communication to be instantiated. The former may be an ‘area’ or even ‘type’ of communication (including intrapersonal, interpersonal, small group, institutional, public, mass, and intercultural communication). The latter precept covers the context-specific form of one or more of the general purposes of communication i.e. to discover, to relate,

# Speech Communication A Contemporary Introduction

**Gordon I. Zimmerman, James L.  
Owen, David R. Seibert**



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Abstract This 10th edition book has the essential features of the original book as written by Professor Monroe Monroe originated the Monroe s Motivated Sequence which forms the conceptual core of so many successful persuasive and actuative speeches Monroe also introduced a three step process to teaching speech Topics covered in the book include public speaking skills the basic elements of speechmaking listening speaker audience interaction planning and preparing speeches choosing speech subjects and purposes analyzing the audience and occasion using motivational appeals in speech preparation finding and using supporting materials adapting the speech structure to audiences beginning and ending the speech outlining the speech using visuals developing speeches to persuade inform and entertain This book includes several sample speeches for study and analysis as well as recommended supplementary reading **Catalog of Copyright Entries. Third Series** Library of Congress. Copyright Office, 1978 **Principles of Speech Communication** Douglas Ehninger, Bruce E. Gronbeck, Alan Houston Monroe, 1980 [Preaching Words](#) John S. McClure, 2007-01-01 John McClure sPreaching Wordshighlights the most important ideas in homiletics and preaching offering short explanations of these ideas what scholars of preaching are saying about them and how they can help in today s preaching Topics range from elements of the sermon introduction body and conclusion to aspects of delivery types of preaching in different Christian traditions and theories of preaching

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