

SPEECH COMMUNICATION FOR BUSINESS AND THE PROFESSIONS - SPC 2065

STUDY GUIDE TEST II

Instructor: Peck

Be sure to check all lecture notes and read your chapters. If you use this study guide, answer all of the questions, along with reviewing your notes and chapters, you will pass your test. If you have questions about any thing...ASK ME!!!! These are the subject areas in which you will be tested:

1. What is audience analysis? What is it used for? Give examples.
2. What are the six questions to ask when you are analyzing your audience?
3. What are the three elements to consider when analyzing your speaking occasion?
4. What are demographics? What are some types of demographics?
5. What are the four types of informative presentations in the workplace? Briefly describe each type.
6. Compare and contrast the characteristics and goals of informative and persuasive speaking.
7. What is the definition of persuasion? What three characteristics did we state in class about persuasion?
8. What are the four types of persuasive presentations in the workplace and what is the purpose of each?
9. What are the three Artistic Proofs created by Aristotle? Explain each and provide an example.
10. What are the two types of reasoning? Explain each.
11. What are the six fallacies of reasoning? Name, briefly explain each.
12. What are the elements of organizing a speech (the five-step process)?
13. When choosing a topic, what should you keep in mind?
14. What is your general purpose? What is your specific purpose? Give an example of each.
15. What is your thesis? Give an example.
16. When researching your speech, where are the three places to gather information?
17. What are supporting materials? Give some examples. Why is it used?
18. What is credibility, and why is it important when giving a speech? Why is it important in business and professional speaking? How can you ensure credibility while speaking?
19. What are the three types of credibility? Be able to explain each.
20. What are the three C's of credibility (in Ethos)?
21. What is evidence and what is it used for?
22. Why does a speaker use emotion in their speeches? What are the ways to generate emotional appeal?
23. What are some examples a speaker can use to capture the audience's attention?
24. What are the two types of stage fright? What are the differences between each?
25. What are some potential sources for debilitating stage fright?
26. What is Monroe's Motivated Sequence? What are the steps? Explain.
27. Be able to diagram, and explain, Sherif's Social Judgment Theory.
28. When presenting your message, what are the visual and auditory aspects we discussed in class?
29. Define ethics and ethical decisions. Give a workplace example on how your ethics and ethical decisions are put in play.
30. What are the guidelines for ethical speaking?
31. When speaking in public in any setting (academic, business, etc.), why is it important to correctly cite your sources? According to the handout provided on citing sources (found in the website), what are the two aspects of citing that must be stated?
32. Differentiate between coercion, persuasion and manipulation. Explain each.
33. What was your favorite class this semester? (The answer is Business Communication or you will fail!!!!) :-)

GOOD LUCK!!

Speech Communication In Business And The Professions

**Phillip Cenere, Robert Gill, Celeste
Lawson, Michael Lewis**



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Speech Communication in Business and the Professions Larry A. Samovar, Stephen W. King, Myron W. Lustig, 1981-01-01

Productive Speech Communication for Business and the Professions James Noble Holm, 1985-01 **Business and**

Professional Speech Communication Harold P. Zelko, Frank E. X. Dance, 1978 **Strategic Communication in**

Business and the Professions Dan O'Hair, Gustav W. Friedrich, Lynda Dee Dixon, 2002 Combining an emphasis on skill development with an introduction to the emerging technology of the workplace Strategic Communication in Business and Professions Fourth Edition is a comprehensive survey of oral communication skills needed in the workplace Coverage of the three contexts in which oral skills are necessary interpersonal group and public speaking the text illuminates all phases of the communication process The text integrates a model of strategic communication through four basic skills Set Goals Understand the Communication Situation and the Audience Demonstrate Competency and Manage Anxiety giving students the skills and opportunity to approach any workplace communication situation with confidence The Fourth Edition also addresses the current challenges to business communication presented by new technology the global marketplace and diversity within the workforce Every chapter includes Strategic Skills a tool based resource box Ethical Issues boxes and a List of Key Terms Practicing Business Communication boxes profile organizations of different sizes structures and communication styles offering students insight into the importance of communication skills regardless of the size orientation of the organization Critical thinking skills are developed through Strategic Challenges boxes which present scenarios and situations that students are likely to encounter in the workplace Up to date coverage of technology is found in Technology Tools boxes which give students practical insights on topics ranging from mediated communication presentations to presentation managers **Oral Communication in Business and the Professions** Ronald L. Applbaum, Karl W. E.

Anatol, 1983 **Communication Skills for Business Professionals** 7 Phillip Cenere, Robert Gill, Celeste Lawson, Michael Lewis, 2015-06-29 With its emphasis on Australian contexts and examples this text is an excellent introduction to the world of professional communication Speech Communication Directory Speech Communication Association, 1986 Brief

biographical information on members of the Speech Communication Association Central States Speech Association Eastern Communication Association Southern Speech Communication Association and Western Speech Communication Association Also includes information about the organization institutions offering graduate degrees in speech communication lists of books equipment and supplies in speech and advertisements **Guide to Cross-Cultural Communication in Business**

Geoffrey P. Otieno, 2025-11-18 Guide to Cross Cultural Communication in Business by Geoffrey P Otieno offers a timely and essential resource for navigating the complexities of global business communication As companies expand beyond national borders the ability to understand and engage with diverse cultures becomes critical This book provides a clear balanced and practical framework for professionals seeking to improve their cross cultural competence in today s interconnected world

Grounded in foundational communication theories and enriched with contemporary real world examples the guide blends academic insight with actionable strategies that readers can apply directly to international business contexts Topics explore the core principles of cultural understanding communication styles and ethical engagement while emphasizing the importance of respect awareness and adaptability The book also makes a conscious effort to avoid stereotypes recognizing the diversity within cultures and encouraging thoughtful individualized approaches Ideal for business professionals educators and students alike this volume equips readers not just to understand cultural differences but to navigate them skillfully and ethically in professional settings

Oral Communication in Technical Professions and Businesses Diane O.

Casagrande, Roger D. Casagrande, 1986

Speaking Up Successfully Artie Adams Thrash, Annette N. Shelby, Jerry

Tarver, 1984 Principles of Speech Communication Douglas Ehninger, Bruce E. Gronbeck, Alan Houston Monroe, 1984

Resources in Education, 1992-10

Business and Professional Speaking William Phillips Sandford, Willard Hayes

Yeager, 1929

Speech Communication in the 20th Century Thomas W. Benson, 1985 Prepared to celebrate the 75th anniversary of the Eastern Communication Association Benson commissioned these original essays with the idea of defining the state of the art through addressing what is worth knowing and asking about speech communication for the 1980s and 1990s

Responding to that question are Jane Blankenship University of Massachusetts Arthur Bochner and Eric Eisenberg Temple University William Brown Ohio State University Herman Cohen Pennsylvania State University Richard Leo Enos Carnegie Mellon University Gustav Friedrich University of Oklahoma Dennis Gouran Indiana University Richard Gregg Pennsylvania State University Diane Hope Rochester Institute of Technology Peter Kane SUNY Brockport Michael Leff University of Wisconsin Madison Diane Mader SUNY College Thomas Mader Hunter College John Patton Louisiana State University

Barnett Pearce University of Massachusetts Linda Putnam and George Cheney Purdue University William Rawlins Pennsylvania State University Lawrence W Rosenfield Hunter College Jill Taft Kaufman Central Michigan University and Frederick Williams Annenberg School of Communications West

Intercultural Communication for Business Elizabeth A. Tuleja, 2005 This text examines the basis for culture reviewing the work of social scientists cultural anthropologists and global managers on this emerging topic Definitions of culture issues of cultural change and how cultures adapt are included along with practical examples case studies and illustrations of how cultural issues are managed both domestically and internationally

P xi Courses and Programs Iowa State University, 1999 **General Catalog** Iowa State University, 1995

Subject Guide to Books in Print, 1997 **The People's Illustrated Dictionary of the English Language** Noah Webster, 1874

A Dictionary of the English Language, Explanatory, Etymological, and Synonymous, with a Copious Appendix Noah Webster, William Adolphus Wheeler, 1873

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Speech Communication In Business And The Professions Book Review: Unveiling the Magic of Language

In an electronic digital era where connections and knowledge reign supreme, the enchanting power of language has are more apparent than ever. Its power to stir emotions, provoke thought, and instigate transformation is really remarkable. This extraordinary book, aptly titled "**Speech Communication In Business And The Professions**," published by a very acclaimed author, immerses readers in a captivating exploration of the significance of language and its profound effect on our existence. Throughout this critique, we shall delve into the book is central themes, evaluate its unique writing style, and assess its overall influence on its readership.

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