



SECOND
EDITION

THE
PUBLIC
SPEAKING
PLAYBOOK

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Your Play-by-Play Guide to Better Presentations



The Public Speaking Playbook, Second Edition, was developed to coach students on preparing, practicing, and presenting speeches for diverse audiences. This theme is woven throughout the text, repeatedly demonstrating for students that preparation and practice will take the fear out of public speaking.

PREPARE, PRACTICE, AND PRESENT SPEECHES

- **New speech examples** throughout provide students with a deeper understanding of effective speech construction through review and critique.
- Includes expanded and updated coverage of **presenting online!**
- New **sample student speech videos** show students effective models for presenting and structuring their speeches.
- **More than 80 speech clips**, available in YouSeeU, highlight best practices and common student errors.
- Infused with relevant coverage of **real-world public speaking** issues from speaking ethically, to researching effectively, to presenting online



“The text does a great job of providing clear discussion and examples to assist novice speakers. It is written in a clear and concise manner with extensive illustrations and examples.”

—Erica Cooper, *Roanoke College*

“A useful textbook for speech that covers several topics you don’t normally find covered in detail, like language usage, and also has great exercises for in-class activities.”

—Dr. Christy Mesaros-Winckles, *Adrian College*

- **Special occasion speeches are covered extensively** in Chapter 22, introducing students to eight types of ceremonial speaking, including the speech of introduction, the eulogy, and the after-dinner speech, along with a sample speech illustrating every occasion.
- **Game Plans** help highlight areas where students excel or need improvement and set the tone for building skills and confidence through routine practice.

“The theme of Gamble and Gamble’s book makes the content feel more accessible from the start and makes for a book that is trying to move students from practice to ‘the real game’ that they will encounter after graduation.”

—John Jarvis, *Bay Path College*

“I love the idea of coaching. Practice is what students need, and the authors give students plenty of activities to do that.”

—Kathleen M. Golden, *Edinboro University of Pennsylvania*

“Excellent examples, easy to use, and appropriate for beginning and more advanced students.”

—Amy Lenoce, *Naugatuck Valley Community College*

“I am so glad the topic of storytelling was included. Stories are so vital for speakers and for the success of our students in the workplace—stories are how we sell ourselves and how we learn and teach the organizational culture.”

—Debbi Vavra, *Blinn College*



GAME PLAN

Preparing for a Webinar Presentation

- I've identified the format for my webinar.
- I've organized my information to fit the time constraints.
- I've planned for interactivity and a means by which audience members can ask questions or respond to a poll.
- I've prepared visuals to integrate into the webinar.
- I've prepared an introduction for myself and any other presenters.
- I've prepared an explanation of how a webinar works, its interactive nature, and how the audience can participate by asking questions.
- I've rehearsed and held dry runs prior to holding the webinar.
- I've made a plan to record the webinar to make it available for those unable to participate in real time.

- **End-of-Chapter Exercises** provide next steps that take students from speech tips, to analyzing speech situations, to approaching the speaker’s stand.



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We dedicate this book to our parents, Martha and Marcel Kwal and Nan and Wesley Gamble, and our children Lindsay and her husband Dan, and Matthew and his love Tong, who through the years have taught us so much about persistence, passion, and what really matters in life.

SAGE was founded in 1965 by Sara Miller McCune to support the dissemination of usable knowledge by publishing innovative and high-quality research and teaching content. Today, we publish over 900 journals, including those of more than 400 learned societies, more than 800 new books per year, and a growing range of library products including archives, data, case studies, reports, and video. SAGE remains majority-owned by our founder, and after Sara's lifetime will become owned by a charitable trust that secures our continued independence.

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⋮

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55 City Road
London, EC1Y 1SP
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B 1/1 1 Mohan Cooperative Industrial Area
Mathura Road, New Delhi 110 044
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Singapore 049483

Acquisitions Editor: Karen Omer
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Printed in the United States of America

Library of Congress Cataloging-in-Publication Data

Names: Gamble, Teri Kwal, author. | Gamble, Michael, 1943– author.

Title: The public speaking playbook / Teri Kwal Gamble, Michael W. Gamble.

Description: Thousand Oaks, CA : SAGE, [2017] | Includes bibliographical references and index.

Identifiers: LCCN 2016032688 | ISBN 9781506351643 (spiral : alk. paper)

Subjects: LCSH: Public speaking. | Oral communication.

Classification: LCC PN4129.15 .G36 2017 | DDC 808.5/1—dc23 LC record available at <https://lccn.loc.gov/2016032688>

This book is printed on acid-free paper.

17 18 19 20 21 10 9 8 7 6 5 4 3 2 1

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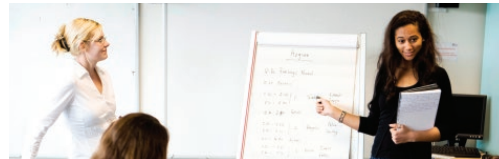
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Preface

How exciting it is for us to have completed the second edition of *The Public Speaking Playbook*. We hope you find it even more engaging and useful than this text’s first edition. Our goal in writing the second edition remained faithful to our goal for the first edition—to create a resource that coaches students on how to prepare, practice, and present speeches for diverse audiences of varying sizes who gather in an array of forums—from classrooms to community centers, from organizational to public venues, from face-to-face settings to online.

Playbooks, of course, serve multiple audiences—athletes, actors, musicians, dancers, politicians, community organizers, leaders, and speakers—who rely on them to learn their craft, hone their skills, and accomplish their goals. All work under pressure, achieve individually or as part of a team or ensemble, and regularly plan and practice and evaluate in order to grow and improve performance outcomes. We weave the analogy throughout the pages of this text, repeatedly demonstrating for students how practicing and executing the right plays takes the fear out of public speaking and frees them to share their interests and knowledge, passions and concerns with others.

While the contents of the second edition have been streamlined, the *Playbook* retains its interactive focus, coaching students in building skills and training them actively in public speaking fundamentals. Every section of the *Playbook* includes brief learning modules that let students get to the “how-to” quickly, giving them the essentials they need to work both independently and collaboratively in preparing, rehearsing, and presenting a speech. The *Playbook* is spiral bound and tabbed for easy reference. Its eight main tabbed parts are divided into a series of sections or “plays” that facilitate students working play-by-play to deliver winning presentations at higher and higher levels. Embedded in every section are objectives, self-evaluation opportunities, coaching tips, and exercises to build skills and reinforce key competencies.

Also woven through the *Playbook*, and central to our goals, is a concern for diversity, ethics, and civic engagement, which we so hope students come to share. Bigotry, personal attacks, and divisiveness have no positive role to play in public speaking. Taking this to heart, this new edition of *The Public Speaking Playbook* now gives students the tools they need to build bridges of understanding between themselves and the audiences they address.

We hope you find *The Public Speaking Playbook* a resource not only worth using, but also worth keeping. Consider it a resource that you can consult throughout your life, honing your skills to reach the top of your game.

New in the Second Edition

The *Second Edition* of *The Public Speaking Playbook* incorporates many changes informed by feedback from instructors and students.

- **Streamlined for clarity and focus.** We have carefully edited each chapter to highlight the most important content and skills, allowing students to get to the information they need quickly and efficiently. We retained our focus on all of the key components to effective speechmaking, while reducing the overall length of the book by nearly 100 pages.
- **Updated for currency and relevance.** We have updated examples extensively throughout the text to provide students with more contemporary and relatable models for effective speeches.
- **New annotated speeches for deeper analysis.** We have provided four new annotated speech examples to promote deeper understanding of effective speech construction through review and critique. The new examples include a new sample commencement address, President Barack Obama’s eulogy of Muhammad Ali, and two new persuasive speech samples from students on social media and football-related brain injuries.
- **Expanded and updated coverage of presentation aids.** Chapter 17 has been heavily revised and updated to include the most recent scholarship on presentation aids, covering everything from pie charts to Prezi. Additional coverage includes a new table outlining the pros and cons to using common presentation software to help students select the right tools for their presentations.
- **More than 80 new speech video clips.** Available through **YouSeeU for The Public Speaking Playbook** (more details under “Digital Resources” section below), the new edition provides dozens of new videos of *real students* delivering *real speeches* tied directly to each chapter’s learning objectives. Many videos showcase both “needs improvement” and exemplary speech excerpts to help students grow their skills. Over 15 full speeches are available for students to review for guidance.

DIGITAL RESOURCES



edge.sagepub.com/gambleps2e

We know that high-quality resources are essential to effectively teach public speaking. Our goal has been to create resources that not only support but enhance the book’s coaching theme. SAGE edge offers a robust online environment featuring an impressive array of tools and resources for review, study, and further exploration, keeping both instructors and students on the cutting edge of teaching and learning. SAGE edge content is open access and available on demand. Learning and teaching has never been easier! We gratefully acknowledge Sorin Nastasia, Kristyn Hunt Cathey, Gillie Haynes, and Suzanne Atkin, for developing the digital resources on this site.

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 - Diagnostic chapter **pre tests and post tests** that identify opportunities for improvement, track student progress, and ensure mastery of key learning objectives.
 - **Test banks** built on Bloom's taxonomy that provide a diverse range of test items with ExamView test generation.
 - **Activity and quiz options** that allow you to choose only the assignments and tests you want.
 - **Instructions** on how to use and integrate the comprehensive assessments and resources provided.
- **Chapter-specific discussion questions** help launch engaging classroom interaction while reinforcing important content.
- **Video and multimedia resources** that bring concepts to life make learning easier.
- Editable, chapter-specific **PowerPoint® slides** that offer flexibility when creating multimedia lectures so you don't have to start from scratch but can customize to your exact needs.
- **Sample course syllabi** with suggested models for structuring your course that give you options to customize your course in a way that is perfect for you.
- **Lecture notes** that summarize key concepts on a chapter-by-chapter basis to help you with preparation for lectures and class discussions.
- **Integrated links to the FREE interactive eBook** that make it easy for your students to maximize their study time with this "anywhere, anytime" mobile-friendly version of the text. It also offers access to more digital tools and resources, including SAGE Premium Video.
- Comprehensive list of suggested **student speech assignments** for each chapter with relevant web resources to jump-start research.
- **Best practice guide** to aid instructors in teaching public speaking courses (both on-site and online), with tips on integrating online resources and media in lectures.
- All tables and figures from the textbook.

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- Chapter-specific **learning objectives** that reinforce the most important material.
- Chapter-by-chapter **study questions** to help students prepare for quizzes and tests.
- Carefully selected chapter-by-chapter **video and multimedia content** which enhance classroom-based explorations of key topics.

YouSeeU for *The Public Speaking Playbook*

SAGE Video Assignments powered by YouSeeU for *The Public Speaking Playbook, Second Edition*, offers a better way to develop and enhance your students' public speaking skills through engaging, easy-to-use, video recording and assessment tools. Directly tied to the chapter learning objectives in the text and accessible within your school's LMS, YouSeeU makes it possible for students to apply what they learn by video recording speech assignments within the YouSeeU platform, specifically customized for *The Public Speaking Playbook, Second Edition*. Instructors and peers can access the recordings to provide targeted, frame-by-frame feedback, allowing for more robust advice and more effective learning—all adapted to meet the unique needs of each student. Students also gain exclusive access to **more than 80 sample speech video clips** within the YouSeeU platform, paired with assessment questions specifically tailored to reinforce chapter content and learning objectives. Add YouSeeU to your course and build your students' confidence as you prepare them for real-life success beyond the classroom!

We've made it easy for students to get **SAGE Video Assignments powered by YouSeeU for *The Public Speaking Playbook, Second Edition***, all in one convenient package at a student-friendly price when bundled with the second edition of the text. *Contact your SAGE representative* today to request a demo and see how **YouSeeU** offers a better way to teach and learn communication skills.

Acknowledgments

What fun it is to work with the professionals on the SAGE team. We again thank Brenda Carter for her support; associate director of SAGE Publications Matthew Byrnie for his belief in and firm commitment to the *Playbook's* success; Karen Omer for adding her creativity and insight to this project and stepping in as our editor without missing a beat; Sarah Calabi, our developmental editor, understanding our goals and guiding us so skillfully in revising and improving the text; associate developmental editor Anna Villarruel for her careful reading and follow-up; editorial assistant Sarah Dillard for stepping in whenever needed; and copy editor Taryn Bigelow for asking us all the right questions and working painstakingly to maintain the book's accurateness and readability. We also offer a special thank you to production editor Jane Haenel for gently keeping us all on track, marketing manager Amy Lammers for seeing the promise in possibilities, and Scott Van Atta, the book's designer, for the fresh look and visual appeal of this edition.

It is to the book's reviewers that we owe our most heartfelt thank you. The individuals listed here gave so generously of their time and talents, contributing ideas and recommendations that were invaluable in helping us produce a book of which we are so proud:

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Traci E. Alexander, Harrisburg Area Community College; **Nicole Allaire**, Iowa State University and Des Moines Community College; **Suzanne J. Atkin**, Portland State University; **Diane M. Badzinski**, Colorado Christian University; **Susan L. Cain**, Southwestern University; **Kristyn Hunt Cathey**, Lamar University; **Laura H. Crosswell**, University of Nevada, Reno; **Becky DeGreef**, Kansas State University Polytechnic Campus; **Jeff Drury**, Wabash College; **Jennifer S. Hallett**, Young Harris College; **Benjamin M. Han**, Concordia University; **Paul T. M. Hemenway**, Lamar University; **Kim Higgs**, University of North Dakota; **Christina M. Knopf**, SUNY Potsdam; **Satish Kolluri**, Pace University, New York City; **Douglas J. Marshall**, Southern University at New Orleans; **Richard Maxson**, Drury University; **Christy Mesaros-Winkles**, Adrian College; **Elizabeth A. Nelson**, North Carolina State University; **Anthony Ongyod**, MiraCosta College; **Emily Berg Paup**, College of St. Benedict and St. John's University; **Sandy Pensoneau-Conway**, Southern Illinois University–Carbondale; **Leola M Powers**, MiraCosta College; **George B. Ray**, Cleveland State University; **Rheanna Rutledge**, NOVA Southeastern University; **Chris Smejkal**, St. Louis Community College; **Brigit K. Talkington**, Midland University; **Ty Williams**, St. Philip's College

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East Central College; **John H. Prellwitz**, University of Pittsburgh at Greensburg; **Brandi Quesenberry**, Virginia Tech University; **Rasha I. Ramzy**, Georgia State University; **Ramesh N. Rao**, Longwood University; **Renton Rathbun**, Owens Community College; **Christina L. Reynolds**, Otterbein University; **Emily Richardson**, University of Pikeville; **Jeanette Ruiz**, University of California, Davis; **Ann B. Russell**, Bladen Community College; **Stephanie Shimotsu- Dariol**, Western Governors University; **John Spinda**, Murray State University; **Roberta G. Steinberg**, Mount Ida College; **Les A. Stern**, Westmont College; **Karen Stewart**, Arizona State University; **Chelsea A. H. Stow**, Front Range Community College; **William Swanger**, Susquehanna University; **Brigit K. Talkington**, Midland University; **Belinda Collings Thomson**, Brescia University; **Debbi Vavra**, Blinn College; **Mark “Dog” Wallace**, Thomas College; **R. Lester Walsh**, Valley City State University; **Kathleen Watters**, University of Dayton; **Susan M. Wiczorek**, University of Pittsburgh at Johnstown; **Jonna Reule Ziniel**, Valley City State University

We also want to thank the following students and faculty for providing us with a treasure chest of speeches that added to the richness of this text’s contents: Austin J. Beattie, Eric Mishne, and Tanika L. Smith.

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Get Ready to Speak

Chapter 1: Public Speaking and You: Building Confidence

Chapter 2: Give Your First Speech

Chapter 3: Ethics and Public Speaking in a Global World

