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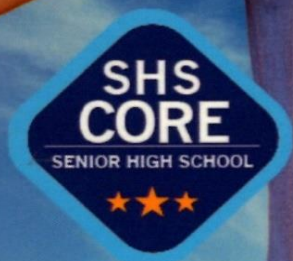
SPEAC

SPEAK AND **LISTEN** IN CONTEXT

An Oral Communication Textbook
for Senior High School

IMPORTANT REMINDERS

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SECOND EDITION



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Communication is a human activity

Communication is a complex process

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- Verbal and nonverbal communication
- Audio, visual, and audiovisual communication

Models of Communication

- Aristotle's Model of Communication
- Laswell's Model
- Shannon and Weaver
- Schramm Model
- David Berlo's Model
- Wood's Transactional Model

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The Tenets of Communication

Communication is dynamic

Communication is unrepeatable and irreversible

Other Tenets of Communication

- Communication is contextualized
- Communication is everywhere
- Communication is continuous
- Communication is a transaction
- Communication is learned
- Communication is a sharing of meanings
- Communication has two levels of meaning: content and relational

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- Determining audience and purpose
- Knowing the time and place
- Focusing and organizing ideas logically
- Finding materials for speech
- Drafting the speech

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Principles and Guidelines

- **P** – urposive
- **U** – under pressure
- **B** – uilds up
- **L** – ogically organized
- **I** – nspiring
- **C** – ontextualized
- **S** – incere
- **P** – erformed
- **E** – ngaging
- **A** – lways prepared
- **K** – eeps audience's attention
- **I** – nclusive
- **N** – ot perfect
- **G** – ain confidence

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