

Speech – Communication on Many Levels

I Physical Appearance

- A Good grooming
- B Proper and well fitted attire
- C Coifed hair and Makeup for women
- D Physical attractiveness – Slender Women, Broad-shouldered men with tapering waist

II Articulation and Vocal Quality – Vocalic Communication and Semantics of Sound

- A Volume
- B Pitch
 - 1. High-pitched = excitement
 - 2. Low-pitched and tense = anger
- C Rate
 - 1. Too fast = nervous
 - 2. Normal pace = confidence
- D Vocal Quality
 - 1. Breathy voice in females = simplicity, shallowness; in males = effeminate
 - 2. Screeching voice = stress and concern
 - 3. Nasality = stuck up or sissified
 - 4. Thin voice in females = social, physical and emotional insecurity
- E Clarity of pronunciation – pronounce words correctly and clearly

1. One's dialect or pronunciation and usage of words is culture-bound and indicates one's socio-economic, educational or regional background

2. Consider context – formal vs informal

F Intonation pattern – the pattern or melody of pitch changes in connected speech, esp. the pitch pattern of a sentence, which distinguishes kinds of sentences or speakers of different language cultures

1. Monotone voice creates boredom and shows sluggishness

2. Variation in intonation creates interest and shows enthusiasm

G Inflection – modulation of the voice, change in pitch or tone of the voice (similar to intonation, but on a smaller scale of words instead of sentences)

H Use of silence

1. Too much = uncomfortable

2. Just enough = stress a point

I Listener can identify several things in one's voice

1. Gender

2. Age

3. Enthusiasm vs apathy

4. Activeness vs laziness

5. Good looks vs ugliness

III Bodily Communication – Kinesics – physical movements of the body

A Elevation – Persuaders should be physically above their audience (platform)

B Posture – relaxed but erect

C Dynamic gestures – demonstrate enthusiasm

D Good eye contact