Chapter 1
An Introduction to Public Speaking

Why Study Public Speaking?

• Personal benefits
• Professional benefits
• Public benefits

We Remember...

• 10% of what we read,
• 20% of what we hear,
• 30% of what we see, and
• 70% of what we speak.
Definitions of Communication

The Triangle of Meaning

Interpreter
(Speaker or Listener)

Symbol
Referent

Levels of Communication

• Intrapersonal
• Interpersonal
• Group
• Public
• Mass

Communication Elements Model