

INTRODUCTION

The materials which follow are designed to be three hours of classroom lecture, activity, and performance for a basic speech course, in this case, Speech 2600: Principles of Speech Communication.

Introduction of the principles to be practiced would constitute one hour and a half of lecture-discussion: thirty minutes of lecture-discussion related to speaker credibility (ethos), its characteristics, its importance to the concept of ethical public speaking. In addition, practice in identifying such characteristics in public speakers should be a part of the discussion.

The following hour of lecture-discussion would be related to the use of the voice: practice in careful enunciation, breath control, phrasing, pitch, etc. Exercises are usually available in textbooks appropriate to such work. Useful at this point might be some of the exercises given to our class by Professor Theima Golightly.

The remainder of the time would be spent in student performance of speeches made by speakers chosen as good examples of "ethical" public address as determined by the criteria developed in the opening lecture-discussion.

Although written materials outlining the assignment and clearly stating the steps necessary in its creation and delivery are included to be reproduced and distributed to the class, time must also be allowed for going over the assignment itself. It is always necessary to review the requirements following the making of such an assignment to allow time for questions, comments, and possible complaints!

The time allowed for the study of speech at the beginning level is brief and crowded with many skills crying for development and practice. It would not seem practical in many cases to include such an assignment. However, if time permits, I feel that a little of it spent in consideration of speaker responsibility and the ways a speaker's ethos is projected should not be begrudged. In addition, reading aloud has become a lost art, sadly enough. The brief time spent in recalling the beauty of the human voice and thinking about how such qualities are cultivated might be of interest and certainly of great value to the beginning public speaker.