



LANGUAGE ARTS

STUDENT BOOK

▶ **9th Grade | Unit 7**

Language Arts 907

Communication

1. SPEAKING 5

THE PROBLEMS OF PUBLIC SPEAKING | 6

THE QUALITIES OF A SPEAKER | 8

THE BEGINNING OF A SPEECH | 10

THE PLANNING OF A SPEECH | 12

THE CONCLUSION OF A SPEECH | 13

THE QUALITIES OF THE VOICE | 15

SELF TEST 1 | 20

2. LISTENING 23

PROBLEMS IN LISTENING | 23

LISTENING AS A DISCOVERY | 25

COMPREHENSION WITH LISTENING | 28

LISTENING TO A CONVERSATION | 29

SELF TEST 2 | 33

3. LETTER WRITING 37

WRITING INFORMAL LETTERS | 37

WRITING SOCIAL NOTES | 41

COMPOSING BUSINESS LETTERS | 45

SELF TEST 3 | 49



LIFEPAC Test is located in the center of the booklet. Please remove before starting the unit.

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Communication

Introduction

In this LIFE PAC® you will learn the basics of public speaking, the essentials of listening, and the fundamentals of good letter writing. This study will give you confidence in three important areas of life. Too often students fail to speak up because they are afraid of ridicule. They do not really listen to others for many reasons, most of which are not valid. Students do not often write to people who mean a great deal to them because other things seem to demand immediate attention. Feeling hesitant in these three areas may mean that you feel inadequate. Sir Henry More said, "It is not so important to know everything as to know the exact value of everything, to appreciate what we learn, and to arrange what we know."

Objectives

Read these objectives. The objectives tell you what you will be able to do when you have successfully completed this LIFE PAC. When you have finished this LIFE PAC, you should be able to:

1. Explain why nervousness is an energy source you can use in speaking.
2. Exhibit the three essential qualities of a speaker: sincerity, friendliness, and authority.
3. Deliver a speech with confidence.
4. Begin and conclude a speech successfully.
5. Explain the process of sound production.
6. Identify and define voice qualities.
7. List internal and external distractions to listening.
8. Explain the process of listening.
9. List the qualities of a good conversationalist.
10. Identify three types of letters and explain the purposes for each.
11. Write an informal letter, a social letter, and a business letter.
12. List the six parts of a business letter.

1. SPEAKING

After most of us learn to speak, little can silence us. The act of verbalizing our needs, our desires, our hopes, and our fears is specifically human. This section will address the problem and the challenge of speaking before an

audience. You will learn about the delivery of a speech and about the basic qualities of a good speaker. You will find a plan for improving your ability to speak and for enriching your voice.

SECTION OBJECTIVES

Review these objectives. When you have completed this section, you should be able to:

1. Explain why nervousness is an energy source you can use.
2. Exhibit the three essential qualities of a speaker: sincerity, friendliness, and authority.
3. Deliver a speech with confidence.
4. Begin and conclude a speech successfully.
5. Explain the process of sound production.
6. Identify and define voice qualities.

VOCABULARY

Study these words to enhance your learning success in this section.

acoustics (u k ūs' tiks). The structure features of an auditorium, hall, or room.

adept (u dept'). Particularly skilled at a task.

embellish (em bel' ish). To decorate or to make beautiful with ornamentation, to elaborate.

innate (i nāt'). Belonging to an individual from birth; inherent.

plight (plīt). A solemn promise or pledge of loyalty.

proscribe (prō skrīb'). Condemned or forbidden as harmful.

trite (trīt). Stale, no longer having freshness or originality.

Note: All vocabulary words in this LIFEPAC appear in **boldface** print the first time they are used. If you are not sure of the meaning when you are reading, study the definitions given.

Pronunciation Key: hat, āge, cāre, fār; let, ēqual, tērm; it, ĩce; hot, ōpen, ōrder; oil; out; cup, pūt, rŭle; child; long; thin; /TH/ for then; /zh/ for measure; /u/ represents /a/ in about, /e/ in taken, /i/ in pencil, /o/ in lemon, and /u/ in circus.

THE PROBLEMS OF PUBLIC SPEAKING

The experience of speaking before an audience extends far back in history. In the Bible we read of Moses' reluctance to speak out to the people and to Pharaoh. When Moses first turned aside to see the great spectacle of a flaming bush, God said to him (Exodus 3:10), "Come now therefore, and I will send thee unto Pharaoh, that thou mayest bring forth my people the children of Israel out of Egypt." Moses replied (Exodus 3:11), "...Who am I, that I should go unto Pharaoh, and that I should bring forth the children of Israel out of Egypt?" God said (Exodus 3:12), "...I will be with thee..."

Despite this divine information, Moses objected, expressing his fear of his audience (Exodus 4:1): "...But, behold, they will not believe me, nor hearken unto my voice: for they will say, The Lord hath not appeared unto thee." God then asked Moses (Exodus 4:2), "...What is that in thine hand..." Moses held up his shepherd's crook and said, "A rod." When God told him to throw the staff to the ground, it became a live, writhing serpent. When Moses picked up the serpent by the tail, it became a rod once again. God next caused Moses' hand to become leprous, but He quickly healed it. He also caused the water from the river to become blood when Moses poured it out. God gave Moses these signs to speak for him, to establish his right to speak.

Moses continued to object and said (Exodus 4:10-12), "...O my Lord, I am not eloquent, neither heretofore, nor since thou hast spoken unto thy servant: but I am slow of speech, and of a slow tongue. And the Lord said unto him, Who hath made man's mouth? or who maketh the dumb, or deaf, or the seeing, or the blind? Have not I the LORD? Now therefore go, and I will be with thy mouth, and teach thee what thou shalt say." Moses was still unsure and asked God in the following verse to send someone to speak in his place. He thought he would rather stay in Midian and take care of

the sheep. The Lord, however, was not pleased, as revealed in Exodus 4:14-16: "And the anger of the Lord was kindled against Moses, and he said, Is not Aaron the Levite thy brother? I know that he can speak well. And also, behold, he cometh forth to meet thee: and when he seeth thee, he will be glad in his heart. And thou shalt speak unto him, and put words in his mouth: and I will be with thy mouth, and with his mouth, and will teach you what ye shall do. And he shall be thy spokesman unto the people: and he shall be, even he shall be to thee instead of a mouth, and thou shalt be to him instead of God."

Moses felt reluctant to speak even with God's help. He needed a spokesman at first to help him. You, too, may be reluctant to speak in public. When you speak before a group, you stand alone. Everyone will know if you are not prepared. Everyone will know if you make an error. Some fear of public speaking is normal and even necessary.



**Answer true or false.**

- 1.1 _____ Moses was reluctant to be God's spokesman.
- 1.2 _____ God gave Aaron signs to speak for him.
- 1.3 _____ Moses remained unsure even after God promised to be with him.
- 1.4 _____ God was angry with Moses.
- 1.5 _____ Moses became an eloquent speaker at once.

Fear. Being afraid or reluctant to speak out in front of a group is normal. Fear can be very good for a speaker if he learns to use it to his advantage.

Fear, for example, can force you to prepare very carefully for your speech. It can make you conscious of every detail of your speech, your delivery, and your appearance.

Fear becomes a problem when you become so nervous that you concentrate more on how nervous you are, and not enough on your speech.

One way to help overcome this problem of fear is to choose a subject in which you are especially interested and to become so involved in your subject and so eager to tell others about it that you do not have time to be nervous or afraid.

Once you know your subject well, prepare your speech carefully and practice it often. Following these steps will give you the confidence you need to speak well, even if you feel "slow of speech" as Moses did.

Carelessness. A second problem is carelessness. Giving a speech takes careful study and preparation. Speaking is not something you can simply get up and do. Speaking, even in an informal atmosphere, demands that you know your subject, that you present it accurately, and that you use correct grammar and formal usage.

Being careless in any one of these areas tells your audience that you respect neither them nor yourself. You waste their time as well as your own by being careless.

**Answer these questions.**

1.6 What are two problems faced by a speaker? a. _____ b. _____

1.7 How can fear both help and hurt a speaker? _____

THE QUALITIES OF A SPEAKER

To make a good impression on an audience, a speaker must have three qualities: sincerity, friendliness, and authority. Any speaker must be able to project these qualities so that the audience is aware of them.

Sincerity. Sincerity is simple honesty with the audience. It requires a certain assurance of manner in order to put the audience at ease. Sincerity projects naturalness, an enthusiasm that will make the audience feel at home.

Although you may be talking to your group about something as heartless as inflation, speak to them from the heart, not just from the head. Inflation, or whatever you have chosen for your topic, affects the whole man. No speech should be just a mental exercise. An appeal to the intelligence should always be the main pursuit of a speech, but an appeal to the emotions and to the will accomplishes more than a speech addressed only to the mind. In any speech direct your voice, your eyes, and your attention to as many members of your audience as you can.

Above all, know your material. The most sincere speaker in the world will not be believed if his material is riddled with errors.

Friendliness. Friendliness is an honest, natural expression of cordiality. Look directly at people; do not look at the ceiling or at the light above the exit door. A friendly twinkle in both eyes and the voice will win your audience. This pleasant seriousness is far more important than a joke that is forced into a speech. Jokes are neither bad nor wrong, but they must fit the atmosphere and add to the general impression the audience is expected to receive from the speech.

A friendly spirit is reflected not only in the eyes and the voice but also in the whole body and in the pace of the speech. A pause is often more effective than the words that might have filled the same place. The audience will listen more carefully.

Even if you are a friendly person, you may nullify your **innate** cordiality in several simple ways. Looking at the wall or the door will quickly erode any confidence the audience has felt. If you talk too loudly or talk above the audience, trying to *impress* rather than to *express*, you can alienate their good will. If you are tense you will also cause your audience to be tense; the friendly, relaxed interchange you had hoped for will be lost. If you move mechanically, mop your brow nervously, or stand stiffly, you erect a barrier between you and the audience. Your mind is not on them; it is on you. Forget yourself. Be interested in the audience and in telling them the information you have to share.

Authority. Sincerity and friendliness are vital to good speaking, but authority is the crowning requirement. Remember how the people reacted to Christ after He had spoken at length in the sermon on the mount. Matthew 7:28-29 says, "And it came to pass, when Jesus had ended these sayings, the people were astonished at his doctrine: For he taught them as one having authority, and not as the scribes." When you speak before a group of people, you cannot command them; but you can persuade them. Authority is a mixture of conviction and intelligence. You have to demonstrate your conviction that what you are saying is both fascinating and valuable. You must avoid several common errors. Do not speak too softly. Do not weaken the impact by failing to look at those who have come to hear what have to say. Do not wander away from your subject. If you are not interested enough to stick to your subject, you cannot expect your audience to be. Do not be disorganized. Do not make general statements that you fail to back up with specifics: facts, names, dates, places, numbers, quotations, and other verifiable material. Do not use worn out, or **trite**, expressions. Try to find a clear, specific way to say what you want to convey.

By avoiding these common errors, you will speak with authority. You will be able to convince your audience that what you are saying is worthwhile.

**Complete these activities.**

1.8 List the three qualities of a successful speaker.

a. _____ b. _____

c. _____

1.9 Explain sincerity and its importance. _____

1.10 What fault will sincerity not replace? _____

1.11 How is friendliness revealed? _____

1.12 What two elements are involved in authority?

a. _____ b. _____

1.13 List six common errors to avoid.

a. _____

b. _____

c. _____

d. _____

e. _____

f. _____

THE BEGINNING OF A SPEECH

When you have a speech to make, you should consider the following fourteen points:

1. Remember that the audience expects certain things from the speech.
2. Have a purpose for your speech: (1) to inform, (2) to impress, (3) to convince or persuade (4) to entertain.
3. Keep your audience in suspense (do not prematurely give away your conclusion).
4. Explain less; illustrate more (use anecdotes, examples).
5. Do not talk *at* the people in the audience; talk *to* them.
6. Relate a situation, a problem, a conflict, or a challenge: dramatize.
7. Have a plan; organize; use an outline.
8. Select interesting or relevant content and omit unnecessary elements.
9. Deal with the real issue.
10. Be conversational, not exhibitional.
11. Be enthusiastic and animated, not stiff.
12. Speak up so that you can be heard in the last row.
13. Put yourself in the place of the audience. (Ask yourself if you would be interested in your message.)
14. Be natural.

You have maximum attention at the very beginning of your speech. The audience is holding its breath to find out quickly what you will say. A clumsy, ineffective start will lose the audience's attention. A short, pleasant, not too conventional greeting will help to hold that attention. Begin cheerfully. Sometimes a little humor is particularly effective. One speaker said in his second sentence, "For many years my name has been a household word—among the members of my own family." Said with a proper

pause, this comment produced laughter. Do not apologize for anything. Your listeners will take you at your own evaluation of yourself; if *you* are looking down on *yourself*, your listeners will, also. Do not outline or summarize all your ideas at the very beginning; you must keep your audience's interest by revealing a little information at a time.

Each talk you prepare should have a definite purpose, and it should be organized to evoke the appropriate response. To achieve such a reaction in an audience, decide first what you would like your audience to understand or to believe or to do. Then decide upon the best method for achieving your goal. How can you make your purpose apparent? How will you convince your audience? What can your audience do about your proposition?

To answer some of these questions, you will need to know something about your audience in advance. What is the age range? Will they be children, teenagers, young married people, middle-aged or older people, or will the audience be a mixture? Will the audience be men or women or both? Can you forecast the general level of education? Will the audience consist of doctors, lawyers, teachers, carpenters, barbers, firemen, or grade school children? Will any military people be in the audience? Finally, will the audience in general be in favor of the proposition you wish to put to them; or will they be hostile and unfriendly? You can usually find some of the answers to these questions from the person who asked you to speak.

If you are among a group of speakers, find out what the others' topics are. You need to know how your facts will mesh with theirs or differ from their main points. If you do your homework, you will never feel like saying, "Well, I might as well throw my speech away because everybody else has said what I was going to say." You are prepared to speak when you speak with conviction from your own findings

- 1.19** If the program includes other speakers, you should a. _____ and b. _____ .
- find out what their topics are
 - let them speak first
 - know how your facts will mesh with theirs
 - offer to help them

THE PLANNING OF A SPEECH

Organizing your speech is the next step. You must give serious thought to the introduction, body, and conclusion of a speech, but you must also consider some important related points.

A plan that will help you develop the speech should remind you to:

- Decide on the central idea and express it in one sentence.
- Choose the main points of your argument and arrange them in a logical order.
- Select the specific details or examples that will support each main point.
- Map out the introduction.
- Make an outline of the entire speech.
- Plan the concluding statement.
- Be sure that you move smoothly from one idea to another.

Purpose. After you know your purpose and something about the audience and the situation in which you will speak, you need to summarize what you are going to say into one sentence. Use the same method that you would use in writing a good expository essay. Your thesis statement should not only reveal the subject about which you are speaking, it should

also indicate your attitude about the subject. The rest of the speech will persuade the audience that you really do have a point. Suppose your central topic is Christian college students. You have several options. You can persuade your audience that young people should go to a Christian college, to a state-supported university, to a large school, to a small one, to a junior college in the same town, or to a college in another state. Make a decision; state your thesis; then collect all of your information. Obtain facts and figures that support your position and arrange them in the most effective order.

Humor. Humor has a place in most speeches, but you must understand *when* and *how* to include a joke or a humorous incident. Do not force humor into a speech unless it is a natural illustration of some point you are trying to make. If you are using a story, neither **embellish** nor elaborate it too much; come to the point quickly. If the story requires dialogue, change your rate of speech, your tone, and your position as you speak for each character so that the audience can follow the story more easily. Do not use two or three stories when one will do the job. Try to use an unfamiliar story. You may relate a true experience or use one you have read.

SELF TEST 1

Answer true or false (each answer, 1 point).

- 1.01 _____ Inner tension can defeat you if you allow it to.
- 1.02 _____ Fear can make one conscious of each detail in his speech, his delivery, and his appearance.
- 1.03 _____ At the burning bush Moses became confident that he could persuade his people.
- 1.04 _____ Information is not important to a good speaker.
- 1.05 _____ Moses guessed ahead of time how Pharaoh and others would react to Moses' request to let the children of Israel go.
- 1.06 _____ All a speaker needs to make a good impression on an audience is sincerity and friendliness.
- 1.07 _____ One should try to express rather than impress in a speech.
- 1.08 _____ A person should say what he wants to say rather than be concerned about what the audience's interests are.
- 1.09 _____ Sincerity involves honesty, assurances, triteness, and enthusiasm.
- 1.010 _____ Every talk should have a definite purpose.

Complete the following sentences (each answer, 3 points).

- 1.011 When Moses said to God, "Who am I, that I should go unto Pharaoh," God's answer was, "I will _____."
- 1.012 When Moses said, "...I am slow of speech..." God answered " _____."
- 1.013 Moses evaluated his own speaking capabilities as _____.
- 1.014 Speaking before an audience reveals _____.
- 1.015 Three voice qualities include a. _____, b. _____, and c. _____.
- 1.016 Your thesis statement should reveal both your a. _____ and your b. _____.
- 1.017 Four possible purposes for a speech are a. _____, b. _____, c. _____, and d. _____.

1.018 Authority is a mixture of a. _____ and b. _____ .

1.019 The three essential qualities of a speaker are a. _____ , b. _____ , and c. _____ .

1.020 Two problems that face a speaker are a. _____ and b. _____ .

Define the following terms (each answer, 4 points).

1.021 resonance _____

1.022 voice purity _____

1.023 plight _____

1.024 trite _____

1.025 voice flexibility _____

Complete the following lists (each numbered item, 5 points).

1.026 List five of the fourteen points you should remember when planning a speech.

a. _____

b. _____

c. _____

d. _____

e. _____

1.027 List five of the seven parts of a plan for making a speech.

a. _____

b. _____

c. _____

d. _____

e. _____

1.028 List five things you should know about an audience before you prepare a speech.

a. _____

b. _____

c. _____

d. _____

e. _____

1.029 List five things you should know about the place you will be speaking.

- a. _____
- b. _____
- c. _____
- d. _____
- e. _____

81 101	SCORE _____	TEACHER _____	initials	date
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