

COMMUNICATION APPREHENSION



DEFINITION

A normal form of anxiety or emotional tension occurring in anyone confronted with a communication situation in which the performance is important and the outcome is uncertain

SYMPTOMS

- Heart rate (pulse) increases
- Respiration rate increases
- Muscles may quiver
- “Butterflies” in stomach
- Voice may alter pitch
- Perspiration increases

CAUSE?

Adrenalin
production

COPING BEHAVIORS

- Realize what is happening
- Prepare well
- Channel energy into movement
- Think about what you're trying to achieve
- Get as much experience as possible
- Remember, the audience is ignorant of how you feel
- Audience wants you to succeed!

ALTERNATIVES FOR HIGH COMMUNICATION APPREHENSIVES

- Systematic desensitization
- Cue-controlled relaxation



SPEECH CRITICISM

Why Practice Speech Criticism?

- Aids the speaker
- Aids the critic
- Gives a basis for critical standards outside classroom
- Helps to maintain a level of quality for a community
- Enlightened criticism helps develop true respect & appreciation for public address as an art form

Bases for Criticism

- Artistic skills & standards
- Achievement of desired results
- Soundness of ideas
- Speaker ethics
- Eclectic application of bases
(using more than one)

Qualities of Good Criticism

- Objective
- Constructive
- Specific
- Grounded in Theory & Experience