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
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