TSpring 2009

VOLUME 3, ISSUE 2

FROM THE CENTER

From the Director’s Desk                by: Kim Cuny

Last year we completed 2,000 consultations and 100 workshops for UNCG students, faculty, staff, and our community. This year, there are some things that are new and many that remain the same.

**NEW**

* We have been invited into many classrooms to work with students, during class time, as they practice for their upcoming group or individual presentations.
* We are now open most Sundays.
* Eleven of our staff members have been invited to present papers, original case studies, and/or workshops at the 2009 National Association of Communication Centers conference in Philadelphia.
* Two of our staff members have been honored with national awards for their speaking center work.
* One of our staff members received a scholarship from the National Speaker’s Association.
* We have formed an amazing community partnership with Joseph’s House in Greensboro.
* We can help load speeches onto Youtube.

**NOT NEW**

* Our Speaking Center location is 3211 MHRA (corner of Forest and Spring Garden). From this space we perform all of our signature one-on-one and group consultations.
* We continue to offer public speaking, group, and interpersonal communication consultations.
* Our phone number remains 336-256-1346 and we still require appointments due to the spoken nature of our work.
* Support in the form of oral communication tip sheets on our web page continues to grow both in volume and popularity.
* Our space has state-of-the-art equipment which allows our clients to practice their speeches with the same technology they will later use in their classrooms.
* We offer support via on-line chat! Send us your quick questions during our regular hours of operation. AIM: UNCGSpeaking
* Last year there were some nights that found our Web site receiving more than 1,000 hits. This year that has gone beyond 3,000! To aid in navigating our site, we added a video to it. The video offers an overview of the site.
* We have FLIPVIDEO cameras which allow our clients to have the option of being recorded digitally as they practice their speech. We can send the recording via e-mail to the speaker for future viewing.
* Our center orientation speeches now focus on the 5 step process of speech making while also offering an overview of our tutoring services for classes and other groups.
* We continue to take requests for our interactive oral communication workshops.
* Our services are open and available to the entire campus community.

Persuasive is Pervasive
by: Jamie Freeze

Communication revolves around the art of persuasion. Every day, we engage in communication that is persuasive—be it discussing politics with our friends at lunch, making a claim and supporting it in class, or asking our boss for a raise. After all, persuasion is simply a communication process involving both verbal and nonverbal messages that attempts to reinforce or change the listeners’ attitudes, beliefs, values, or behaviors. The ultimate goal of all persuasion is action; that is, successful persuasion reinforces existing behavior, changes existing behavior, or leads to new behavior.

During your course of study at UNCG, you may need to use persuasive communication skills, but many students are leery of the process. Some students equate persuasive speeches with arguing. Persuasion is far from arguing; rather, it is stating your case in order to convince your audience that your message is worthy of attention and action.

Many times, students come in with persuasive speeches that are really just informative speeches on controversial subjects. Persuasion demands that the speaker take a position on the issue. The Speaking Center can help students make the transition from informative to persuasive speeches by assisting in identifying the goals of the persuasive speech, organizing persuasive arguments, incorporating tools of persuasion (ethos, logos, and pathos), and delivering an effective persuasive speech.

Since persuasion is pervasive in our daily communication, it is important to learn how to be effective, persuasive communicators. The Speaking Center is dedicated to improving the effectiveness of all communicators, and we can help you at any point in your persuasive speaking ventures.

Not a student? We can help you too.

Our Graduating Seniors
What is the Sustainability Committee? by: Caroline Myrick

sustain
1. To keep in existence; maintain (environmentally)
2. To support the spirits, vitality, or resolution of; encourage

The goal of the Sustainability Committee of the University Speaking Center is to perform these two definitions of the verb. Not only do we find ways to be more "green" in and around the Center, we find ways to support and encourage our surrounding Greensboro community.

Last semester, we held our first annual Thankx4Giving food drive. We raised a whopping 47 pounds of food, which was donated to the Urban Ministries of Greensboro food bank.

Around the center, we have switched to timed lighting, instituted new recycling bins for bottles, cans, & paper, and spread sustainable tips among the staff. Plus, we have stopped using styrofoam.

Speaking Center consultants have also switched from purchasing plastic water bottles to using reusable bottles.

Public Speaking by: Melinda Alston

We fear Public Speaking; we won’t look it in the eyes,
Presenting a speech is something we despise,
But you must look at Public Speaking as an opportunity,
To show off your research and presentation abilities,
Think of it as information that only you possess,
And your audience will never receive it unless.....
You deliver your message confident and coherent,
Public Speaking is necessary, you mustn’t fear it.
If you have public speaking anxiety,
You can come to the UNCG Speaking Center, without a fee,
Many people would rather hide,
Instead of using the services that we provide.

We can help you through the entire speech-making process,
We’re here to alleviate some of your stress.
Public Speaking is something we’ll help you face,
And your “Anxiety Monster” is something you will soon embrace.

Style? Oh, I’ve got it for Miles! by: Tyler Anderson

It’s no secret that the Speaking Center is a great resource! By breaking the speech making process into five easy steps, creating an amazing speech is a goal that is so much more achievable. Before we get too much into the style step, let’s review all 5.

Step 1 is invention. This is where you do your research to pick out your main points, as well as to get your supporting evidence.

Step 2 is disposition and arrangement. It’s so important to organize your speech in such a way that not only your audience, but even you are able to follow it! The organization of your speech can be centered on time, space, or a pattern that is easy to follow for everyone involved with your speech.

Step 3 is style. Style is the sprinkles on your speech cupcake! It’s how you add your personality to your speech, and also how you make your speech fun for your audience members. Style helps the language in your speech go from something your hearing to something you’re listening to.

Step 4 is memory. So here’s a big secret: Neither you NOR the Speaking Center wants you to memorize your whole speech...it’s all about practicing! If you focus more on the content of your speech instead of the words, it makes giving your speech a great deal less stressful.

Step 5 is delivery. Delivery is all about the “show” that goes on with your speech. Key things such as eye contact, purposeful gestures, and vocal variation are techniques that are helpful in any public speaking forum you enter. Delivery skills are to non-verbal communication like style is to your word choice.

Now, let’s focus on step 3: style. As of right now, the Center is under the process of creating and refining two new tip sheets on style. The goals of both of these sheets are to help our clients add a signature spice that is uniquely their own. Through the use of tools such as alliteration, similes, and concrete language, speakers all across UNCG’s classrooms will be able to have fun while speaking. So the next time that you’re writing a speech and you feel like it’s rather cut and dry...log onto the Speaking Center’s website and explore the tip-sheet section under resources! I guarantee you’ll find something to help in any step of the speech making process, including something to add some pizzazz to your public speaking presentation!