**Presentation Vocabulary**

1. **Focused Organization – Has to do with whether the organization was clear, explicit, and connected to its purpose. If it was not, the organization lacks focus.**
2. **Pronunciation-The way in which a speaker forms the sounds of a word in comparison with an authority, such as a dictionary. Mispronunciation may be the result of lack of knowledge about how the word is pronounced or a regional dialect**
3. **Articulate-Articulation refers to the clarity with which a speaker forms the sounds. The opposite of articulation is slurring words.**
4. **Jargon-Specialized or professional language. Using jargon is appropriate with an audience which is familiar with that particular language. It enhances credibility and increases clarity. However, when the audience is not familiar enough with a particular jargon, the speaker should either avoid it or explain the terms clearly.**
5. **Credibility-The audience’s judgment of the competence, character, and charisma of a speaker. Necessary for informing the audience and absolutely vital in persuading them.**
6. **Preview/Summary/Transition-Because organization is critical to an audience’s being able to understand, attend to, and remember the message in public communication, organization must be explicit, clear, and emphasized. A preview tells the audience what the speaker is about to tell them. A summary tells an audience what the speaker has already told them. A transition connects sections of the speech and lets the audience know where they are moving in the organization.**
7. **Audience Adaptation-Public communication is a strategic, audience-centered process. It is important for speakers to find out what the audience knows and believes to be true about the speech topic, their reasons for those beliefs, their values, their emotional dispositions toward the topic, and the strength with which they hold those beliefs. Speakers must adapt their information and persuasion to most effectively accomplish their specific purpose with each specific audience.**
8. **Oral Citation-Citing developing information out loud so that the audience will not only know the source of the information, but will also be able to make a judgment about the credibility of that source. The appropriate form for a general presentation indicates the name of the source and, in an appositive phrase, the qualifications of the source. Example: “According to Dr. John Doe, head of emergency medicine at the Duke Medical Center, …” or “In her book *Long Live Chilies*, author and food scholar Jane Adams reminds us…” When deciding whether to cite a source, speakers should use the same criteria they would use in an essay.**
9. **Development-The pieces of information used in a speech to enlarge upon or argue for the central purpose. Speeches may not be developed enough, or they might need more focused development. Developing information should be appropriate to the purpose, audience, and occasion. It should be accurate, relevant, and interesting. The sources should be accepted by the audience as credible ones.**
10. **Closure-The preparation of the audience for the final sentences of the speech. The closure should reinforce the speaker’s purpose and be memorable and interesting.**
11. **Energy-The vitality, intensity, and dynamism in a speaker’s delivery**
12. **Eye Contact-Looking into the eyes of every member of the audience. Excellent speakers make eye contact during 80-90% of their speaking times.**
13. **Vocal Variety-Variation in speed, inflection, rhythm, and volume in a speaker’s vocal delivery. Vocal variety gives meaning to sentences and helps to hold the interest of the audience. The opposite of good vocal variety is a monotone.**
14. **Vocalized pauses-Dropping sounds or irrelevant words into a moment of silence when speakers are unsure of the exact language they need. Some common sounds are *uh*, *um*, and *er*. Some common words are *like*, *you know*, *I mean*.**
15. **Fluency-the smoothness of a speaker’s vocal delivery.**
16. **Control-The extent to which a speaker remembers his or her material and reproduces it with fluency and focus.**
17. **Conversational Style-Looking and speaking directly to the audience in a relaxed and fluent way. The best style of speaking for an American audience.**