**Speech Analysis NOTES:**

* Speaker Bio
* Context
* Verbal Communication

1. Language consists of symbols which represent
2. People reaction
3. The events (who, when, where)
4. Environments go around us

* Nonverbal Communication

1. Aspects of communication other than words
2. Includes: Gestures, Body Language, How we utter words, feature of the speaker
3. Is ambiguous
4. Interacts with verbal communication
5. Regulates interaction
6. Reflects cultural values
7. Establishes relationship – level meanings
8. Responsiveness
9. Liking
10. Power

* Persuasion

1. Ethos - Speaker Credibility/ Trustworthiness
2. Logos – Data/ Proof
3. Pathos – Emotional Appeal

* Your thoughts on impact