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Communication Apprehension Avoidance And Effectiveness
Communication apprehension is linked to communication avoidance and has been the focus of research for more than 40 years. The phenomenon was originally defined by McCroskey (1970) as an anxiety related to oral communication. The focus and meaning of communication apprehension has since evolved to represent an anxiety experienced by an individual in relation to anticipated or actual communication with another person or persons...

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Communication Apprehension Avoidance And Effectiveness Scared Speechless: Communication Apprehension, Avoidance, and Effectiveness by Virginia P. Richmond, Jason S. Wrench, and James C. McCroskey examines the most widespread communication problem in our society, shyness, defining the issue and exploring why it occurs. Intended for those people who are “scared speechless” in some or most environments, the new seventh edition provides various methods that have been developed to help people overcome apprehension and anxiety about communicating.

Scared Speechless: Communication Apprehension, Avoidance

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Communication apprehension, avoidance, and effectiveness

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Communication: Apprehension, Avoidance, and Effectiveness, 5th Edition. Virginia P. Richmond, West Virginia University. James C. McCroskey, both of West Virginia ...

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This book provides a clear overview of the process of human communication - what to do and what not to do when the desire to flee arises. Starting with the premise that speech anxiety is one of the most common obstructions to clear and effective communication, this book provides readers with a better understanding for the reasons that people experience such fears and concrete suggestions for how to overcome them.

Communication: Apprehension, Avoidance, and Effectiveness

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Communication apprehension was measured by use of the Personal Report of Communication Apprehension (PRCA-24B). The PRCA-24B (McCroskey, 1986), one of several instruments derived from the original PRCA (McCroskey, 1970), is a 24-item, Likert-type questionnaire that measures communication apprehension in four contexts- dyadic, meeting,

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Avoid speaking anxiety by writing your speech out word for word and memorizing it. Memorizing your speech word for word will likely make your apprehension worse rather than better. Instead of remembering three to five main points and subpoints, you will try to commit to memory more than a thousand bits of data.

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A perfect supplemental text for courses in public speaking, this book provides a clear overview of the process of human communication. It analyzes the behaviors that cause speakers to experience shyness, apprehension, or a desire to avoid public speaking situations. Further, it describes the effects of such behaviors on the communication process and a range of strategies to reduce such anxieties.

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