

Appendix

Title	Authors	Year	Edition	Publisher	Dress	Voice
Strategies for technical communication in the workplace	Laura J. Gurak and John M. Lannon	2016	3 rd Edition	Pearson	<p>In Oral Presentations and Video Conferencing Chapter</p> <p>Under Strategies for Delivering Oral Presentations:</p> <p>“Dress for success: Wear clothes that suggest professionalism and confidence.” (402)</p>	None
College English and Business Communication	Sue C. Camp and Marilyn L. Satterwhite	2015	10 th edition	McGraw Hill	<p>In Developing Presentation Skills Chapter</p> <p>Under “Role of Nonverbal Communication”</p> <p>“Grooming and Dress: Personal appearance—grooming, cleanliness, and attire—is an important factor in effective oral communication. Feeling good about your appearance boosts your self-confidence. How you look and dress expresses your personality just as much as your speech and conduct do. You should avoid extremes in hairstyles, clothing, accessories, or anything related to your appearance. Your appearance should send the nonverbal message that you are professional and knowledgeable.” (524)</p>	<p>In Developing Presentation Skills Chapter</p> <p>Under “Speech Qualities”</p> <p>Volume. For oral communication to be effective, your voice must be heard clearly. Sufficient volume, achieved through good breath control is important. If your voice is too soft and you have trouble being heard, practice breathing deeply and controlling your breath with your diaphragm and abdominal muscles, just as a singer does. The large abdominal activity should be used to store a supply of air that can be released evenly to produce a clear, sustained</p>

						<p>tone. How much force you must use is determined by the acoustics in the room in which you are talking and the size of your audience...</p> <p>A speaker's voice should have a pleasing pitch. Pitch refers the level of a sound on a musical scale. Practice can help correct the shrillness of a voice that is pitched too high or the excessive resonance of a voice that is pitched too low. Another pitch-related problem is the constant pitch that results in monotone speech. An effective speaker varies the pitch of his or her voice to help communicate the message. Intonation, the rising and falling of voice pitch, can indicate that a statement is being made, that a question is being asked or that a speaker is pausing. (p. 525)</p>
Technical Communication Today	Richard Johnson-Sheehan	2015	5th	Pearson	Dress Appropriately—A female speaker might wear a blouse and dress pants or a nice skirt. Men might wear a shirt, tie, and dress pats. (599)	<p>A good rule of thumb about voice, rhythm, and tone is to <i>speak lower and slower than you think you should</i>. Why lower and slower? When you are presenting, you need to speak louder than normal. As</p>

						<p>your volume goes up, the pitch of your voice will go up. So your voice will seem unnaturally high (even shrill) to the audience. By consciously lowering your voice, you should sound just about right to the audience. (p. 547)</p>
Workplace Communications: The Basics	George J. Searles	2017	7 th Edition	Pearson	<p>In Oral Presentations: Preparation and Delivery</p> <p>Under “Physical Factors”</p> <p>“In the academic setting, your professors (much like many workplace supervisors) may impose certain regulations concerning proper attire for oral presentations. Baseball caps, for example, are sometimes prohibited along with various other style and dress affectations such as those mentioned in the Interview section of Chapter 8. Whether in a college classroom or on the job, you should observe any such guidelines, even if you feel they’re overly restrictive.” (158)</p>	<p>In Oral Presentations: Preparation and Delivery</p> <p>Under “Vocal Factors”</p> <p>Speak at a normal rate of speed, neither too fast nor too slow, and at a normal volume, neither too loud nor too soft. Pronounce each word clearly so the audience can understand your entire speech without straining. . . . In addition, try to maintain the normal rhythms of everyday conversation. Nothing is more boring than listening to a speech delivered in an unvarying monotone.</p>
Technical Communication:	Meenakshi Raman and	3rd	2015	Oxford University	In Formal Presentations Chapter	In Formal Presentations Chapter

Principles and Practice	Sangeeta Sharma			Press	<p>Under Non-Verbal Elements</p> <p>“Wear a formal dress and use simple accessories” (130).</p>	<p>Under “Vocal Elements”</p> <p>Our voice can serve as an important tool to support our verbal message. How we sound is as important as how we look or what we say. Our vocal elements, namely the tone, pitch, rate, and volume, reflect our attitude about ourselves, our message, and our audience. Try the following tips to help you use your vocal elements to enhance the impact of your presentation.</p> <ul style="list-style-type: none"> • Speak with enthusiasm and sincerity • Adjust the volume of your voice • Avoid monotones or vocalized pauses • Use your optimal pitch • Avoid fast deliver • Use silence and pauses effectively • Articulate each word. (130-131)
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Guide to Managerial Communication: Effective Business Writing and Speaking.	Mary Munter and Lynn Hamilton	10 th edition	2014	Pearson	<p>In Speaking: Nonverbal Skills Chapter</p> <p>Under Space and Objects</p> <p><i>“Dress:</i> Dress to project the image you want to create—appropriately for the audience, the occasion, the organization, and the culture.” (p. 145)</p>	<p>Intonation refers to the modulation, pitch, variation, and inflection in your voice.</p> <p><i>Do speak</i> with expression and enthusiasm, sounding natural and interesting, with variety in your pitch.</p> <p><i>Do not speak</i> in a dull, robotic, bored-sounding monotone. Watch out for “voice uplift” (ending sentences as if they were questions) that makes you sound tentative and unsure of yourself.</p> <p>Volume: Your volume is determined by how loudly or softly you speak. Remember to (1) speak loudly enough to be heard by the people in the back row of the room, (2) vary your volume to add interest and, (3) watch out for “volume fade” at the ends of your sentences. (p. 144)</p>
Business and Professional Communication: Principles and Skills for Leadership	Steven A. Beebe and Timothy P. Mottet	2nd	2013	Pearson	<p>In Delivering Professional Presentations Chapter</p> <p>Under Look Good: Monitor Personal Appearance</p>	<p>In Delivering Professional Presentations Chapter</p> <p>Under “Speak Clearly: Use Appropriate Vocal Delivery”</p>

					<p>What you wear tells people how you wish to be treated. For example, wearing jeans and a T-shirt to class says, “I just want to blend in with other students.”</p> <p>Wearing a business suit to an upscale office says, “I want to be perceived as credible and competent like my colleagues.”</p> <p>Your personal appearance affects how other people respond to you and your message. A key principle to keep in mind when monitoring personal appearance is to adapt to the norms of your situation. . . .</p> <p>Whenever possible, monitor the audience’s dress code before deciding what to wear or what not to wear.</p> <p>The ultimate judge of your style choice is not a fashion editor from New York or Paris, but the people in your audience. Steve Jobs typically wore jeans and a black turtleneck sweater. Bill Gates often leaves his tie at home in favor of an open-collared shirt. Our point is that you should be wary of “one-size-fits-all” prescriptions for how to dress. Fashion styles change. What doesn’t change is this: if you violate your listeners’ expectations</p>	<p>Your speaking volume—how loud or soft your voice is—is the most fundamental aspect of your voice. (p. 304)</p> <p>Vocal pitch is how high or low your voice sounds. Not varying your vocal pitch is one of the worst things you can do while speaking; a monotone voice is boring. . . . For English-speaking people, vocal inflection adds interest and helps communicate emotions and subtle nuances of meaning. (p. 305)</p>
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					<p>or the style or culture of the organization where you are making a presentation, you will be less successful in achieving your purpose.</p> <p>Consider these general guidelines to help you adapt your personal appearance for maximum credibility.</p> <p>-If you're in doubt about the dress code, ask someone who is familiar with the audience and the occasion to help you decide whether to dress up or dress down.</p> <p>-Dress slightly better than your audience members. Your grooming and attention to appearance suggest that you care about your listeners and have given special thought to how you will be perceived by them</p> <p>-Never wear clothing that would be potentially distracting—for example, a shirt or blouse that displays printing that advertises something unrelated to your topic. You want your listeners to listen to you, not read you.</p> <p>-When in Doubt, select clothing that is conservative. You want your listener to focus on your</p>	
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					message, not on your wardrobe. (pp. 303-304)	
Business and Professional Communication: Keys for workplace excellence	Kelly M. Quintanilla and Shawn T. Wahl	3rd	2017	Sage	<p>In Delivering a speech with Professional Excellence Chapter</p> <p>Under Clothing</p> <p>“Your appearance is part of your nonverbal communication, so it’s part of your delivery. Presenting yourself in a way that enhances your credibility and professionalism is important if you want the audience to trust the information you’re presenting or to be persuaded by your message. Unfortunately, many speakers don’t think about their appearance until it’s too late. As a result, their choice of clothing increases nervousness instead of adding to their credibility. The trick is to make your clothing work for you. For example, a few pieces of jewelry, such as a watch or small earrings, are fine. By contrast, wearing dangling bracelets that clank together every time you move your hands is distracting for both you and the audience. As noted earlier, wear clothing that decreases sweating, but make sure you’re still appropriately covered.</p>	<p>In Delivering a speech with Professional Excellence Chapter</p> <p>Under Vocal Quality</p> <p>Volume is another factor to consider. For some of you, nervousness will result in a quiet presentation. To overcome this problem, you simply need to set your volume dial and focus on projecting. When you begin speaking, focus on an audience member in the back corner of the room and project your voice to that person—and maintain this volume throughout the presentation.” (p. 289).</p>

					Brand new shoes may look nice, but if they cause blisters, they will negatively affect your overall performance. Take time to think of the impact your clothing will have on your presentation” (p. 290)	
Business Communication	Kathryn Rentz and Paula Lentz	3 rd	2015	McGraw Hill	<p>In Communicating Orally Chapter Under Personal Appearance</p> <p>“Your personal appearance is a part of the message your audience receives. Dress in a manner appropriate for the audience and the occasion. You should also be sure that nothing about your appearance (e.g., hairstyle or jewelry) is distracting.</p>	<p>In Communicating Orally Chapter</p> <p>Under Voice Quality</p> <p>Furthermore, regardless of audience size, variety in volume is good for interest and is one way of emphasizing the more important points. (p. 281).</p>
Communicating at Work: Strategies for Success in Business and the Professions	Ronald B. Adler, Jeanne Elmhurst, and Kristen Lucas	11th Edition	2013	McGraw Hill	<p>In Making Effective Presentations: Under Visual Elements:</p> <p>Appearance is important in any setting. How you dress is even more important when you get up to speak. You may be able to hide a rumpled suit behind your desk or get away with wearing clothes more casual than usual office norms dictate the day you move your office furniture. But that’s not the case when you get up to give your financial report at the annual</p>	<p>In Making Effective Presentations:</p> <p>Under Vocal Elements</p> <p>Speak Loudly Enough to be heard. At the very least, a quiet voice makes it likely that listeners won’t hear important information. In addition, listeners often interpret an overly soft voice as a sign of timidity or lack of conviction (“He just didn’t sound very sure of himself.”) Shouting is</p>

					<p>meeting or present your latest proposal to top management. Generally speaking, you should follow the norms of professional dress for your organization. . . .</p> <p>But dressing effectively doesn't always mean dressing up. If the occasion calls for casual attire, an overly formal appearance can be just as harmful as being under dressed. (p. 318)</p>	<p>offensive too ("Does she think she can force her product down our throats?"), but a speaker ought to project enough to be heard clearly and to sound confident. (p. 326)</p>
Communication Works	Teri Kwal Gamble and Michael Gamble	11 th ed	2013	McGraw Hill	<p>In Rehearsing: Using Tryouts and Speaker's Tools</p> <p>Under Clothing</p> <p>In deciding what to wear when you deliver your speech, you should consider the topic, the audience, and the occasion. Sometimes speakers make thoughtless errors in dress. For example, one student delivered a very serious tribute to a well-known leader while wearing a shirt emblazoned with a huge Mickey Mouse emblem. (When asked why he wore that shirt, he responded "I didn't think anyone would notice.") The clothes you wear should not distract receivers from focusing on the ideas of your</p>	<p>In Rehearsing: Using Tryouts and Speaker's Tools</p> <p>Under Conduct a Vocal Tune-Up</p> <p>"To respond to your ideas, your audience must, of course, first hear them. Maintaining your voice at an appropriate volume is your responsibility. . . . By observing the people in the rear, you should be able to determine if you are speaking loudly enough for them to hear you easily. If you notice that any of the audience members look confused or upset, speak up. On the other hand, if your voice is normally</p>

					<p>speech. Be aware that it is up to you to choose what you will wear. Your clothing does not choose you. (p. 378)</p>	<p>loud and you notice that those seated nearest to you are cringing, turn down your volume a bit.</p> <p>With regard to pitch, try not to fall into the monotone trap. If you maintain one predominant tone throughout your presentation, you will create a sense of boredom in the audience. Use pitch to reflect the emotional content of your material; use it to create interest” (pp. 379-380)</p>
Business and Administrative Communication	Kitty O. Locker and Donna S. Kienzler	11 th ed	2013	McGraw Hill	None	<p>In Making Oral Presentations</p> <p>Under Voice Qualities</p> <p>Pitch measures whether a voice uses sounds that are low or high. Low-pitched voices are usually perceived as being more authoritative, sexier, and more pleasant to listen to than are high-pitched voices. . . . Women whose normal speaking voices are high may need to practice projecting their voices to avoid becoming</p>

						shrill when they speak to large groups. (p. 635)
Business Communication: Process and Product	Mary Ellen Guffey and Dana Loewy	8 th edition	2015	Cengage	<p>In Business Presentation Chapter</p> <p>Under Before your presentation</p> <p>“Dress professionally. Dressing professionally for a presentation will make you look more credible to your audience. You will also feel more confident. If you are not used to professional attire, practice wearing it or you may appear uncomfortable in formal wear.” (p. 522).</p> <p>In Business Presentations Chapter</p> <p>Under Nonverbal Messages</p> <p>Look Terrific: Like it or not, you will be judged by your appearance. For everything but small in-house presentations, be sure you dress professionally. The rule of thumb is that you should dress at least as well as the best dressed person in the audience.” (p. 509)</p>	<p>In Business Presentation Chapter</p> <p>Under During your presentation</p> <p>Control your voice and vocabulary. This means speaking in moderated tones but loud enough to be heard. (p. 523)</p>
Handbook of Technical Writing	Gerald J. Alred	11th	2015	Bedford	None	Voice. Your voice can be an effective tool in communicating your sincerity,

	<p>Chalres T. Brusaw</p> <p>Walter E. Oliu</p>					<p>enthusiasm and command of your topic. Use it to your advantage to project your credibility. <i>Vocal inflection</i> is the rise and fall of your voice at different times, such as the way your voice naturally rises at the end of a question (“You want it <i>when?</i>”).</p> <p>Conversational delivery and eye contact promote the feeling amount audience members that you are addressing them directly. Use vocal inflection to highlight differences between key and subordinate points in your presentation.</p> <p>Projection. Most presenters think that they are speaking louder than they are. Remember that your presentation is ineffective for anyone in the audience who cannot hear you. If listeners must strain to hear your, they may give up trying to listen. Correct projection problems by practicing out loud with someone listening from the back of the room. (p. 416)</p>
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Leadership Communication	Deborah Barrett	4th	2014	McGraw hill	None	<p>In “Leadership Presentation in Person and Online” Chapter</p> <p>Under Voice and Speech patterns</p> <p>Effective leaders speak clearly so that the audience can understand them. They control and vary their volume. They pause between sentences and use few, if any, fillers. They sound confident, which comes from making statements and avoiding “up-speak”, an inflection that occurs if we emphasize the last word of a sentence, as we do when asking a question. (p. 166-167)</p> <p>Under Voice</p> <p>We should be careful to maintain our volume. Presenters have a tendency to let their voices fade when they move to change slides. We should finish our thought on the current slide and complete our introduction to our next slide; then, stop talking for a second and change to the slide</p>
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						we have just introduced. (p. 168)
A Strategic Guide to Technical Communication	Heather Graves and Roger Graves	2 nd	2012	Broadview	None	none
Practical Strategies for technical Communication	Mike Markel	1st	2013	Bedford	none	<p>In Delivering the Presentation Chapter</p> <p>Under Using Your Voice effectively</p> <p>Because acoustics vary greatly from room to room, you won't know how well your voice will carry in a particular setting until you have heard someone speaking there. In some rooms, speakers can use conversational volume. Other rooms require greater voice projection. These circumstances aside, more people speak too softly than too loudly. After your first few sentences, ask if people in the back of the room can hear you.</p> <p>...</p> <p>In an effort to control their voices, many speakers end up flattening their pitch. The resulting monotone is boring</p>

						and for some listeners, distracting. Try to let the pitch of your voice go up or down as it would in normal conversation. (p. 509)
Technical Communication: A practical approach	William Sanborn Pfeiffer and Kaye E. Adkins	8th	2013	Pearson	none	<p>In Presentations Chapter</p> <p>Under Speak Vigorously and Deliberately</p> <p>Volume and pitch not mentioned. Only enthusiasm.</p> <p>“Vigorously means with enthusiasm; deliberately means with care, attention, and appropriate emphasis on words and phrases. ... Good information is not enough. You must arouse the interest of the listener.</p>
Business Writing Today: A Practical Guide	Natalie Canavor	2 nd	2016	Sage	none	<p>Focus on what to say but not how to speak:</p> <p>Use “rhetorical questions” Say YOU often (p. 312)</p>
Essentials of Technical Communication	Elizabeth Tebeaux	3rd	2015	Oxford University Press	none	<p>Enunciation and Enthusiasm are mentioned;</p> <p>In Oral Reports Chapter</p>

						<p>Under Techniques to enhance audience comprehension</p> <p>“Speak slowly, vigorously, and enthusiastically. Be sure you pronounce your words carefully, particularly if you are addressing a large group or a multicultural group...</p> <p>Listen for tone, attitude, and clarity. Is the tone you project appropriate for your audience and your purpose? Is each sentence easy to understand? Re you speaking to rapidly? Are the major divisions in your presentation easy to hear? Are any sentences difficult to understand.” (p. 329-330)</p>
Technical Communication: A reader-centered approach	Paul V. Anderson	8 th	2014	Cengage	none	none
Writing that Works: Communicating Effectively on the Job	Walter E. Oliu, Charles T. Brusaw, and Gerald J. Alred	11th	2013	Bedford	none	<p>In Giving Presentations and Conducting Meetings Chapter</p> <p>Under Engaging Your Audience When Speaking</p> <p>“Use your voice to communicate sincerity and</p>

						<p>enthusiasm and above all, do not speak in monotone. Project your voice so that you're heard by everyone and pace your delivery so that your words don't run together. “</p> <p>(p. 509).</p>
Excellence in Business Communication	<p>John V. Thill</p> <p>And</p> <p>Courtland L. Bovée</p>	11 th edition	2015	Pearson	<p>Appearance mentioned as broader workplace requirement</p> <p>In Mastering Team Skills and Interpersonal Communication Chapter</p> <p>Pay attention to the style of dress where you work and adjust your style to match. Expectations for specific jobs, companies, and industries can vary widely. The financial industries tend to be more formal than high-tech firms, for instance, and sales and executive positions usually involve more formal expectations than positions in engineering or manufacturing. Observe others, and don't be afraid to ask for advice. If you're not sure, dress modestly and simply—earn a reputation for what you can do, not for what you wear. (p52). (see table)</p>	<p>Voice mentioned as broader workplace requirement</p> <p>In Mastering Team Skills and Interpersonal Communication Chapter</p> <p>Don't speak in monotone; vary your pitch and inflections so people know you're interested. (p. 52)</p>

Successful Writing at Work	Phillip C. Kolin	4 th edition	2014	Cengage	<p>In Making Successful Presentations at Work Chapter</p> <p>Under Guidelines for Making your Presentations</p> <p>Dress Professionally—Do not wear clothes or clanky jewelry (such as a necklace or bracelet charms) that call attention to themselves. Follow your company’s dress code. Women should wear a businesslike dress or suit; men should choose a dark suit or sports coat, white or blue shirt, and a tasteful tie. (p. 401)</p>	<p>In Making Successful Presentations at Work Chapter</p> <p>Under Guidelines for Making your Presentations</p> <p>Adjust your volume appropriately. Talking in monotone, never raising or lower your voice, will lull your audience to sleep or at least inattention. (401)</p>
Business Communication: Developing Leaders for a Networked World	Peter W. Cardon	1st	2014	McGraw Hill	<p>In Delivering Presentations</p> <p>Under Dress for Success</p> <p>Business Professionals are frequently advised to dress for success, especially for important events such as speeches and presentations. How you dress can make a big impact on how other perceive you. In a recent survey, 41 percent of employers stated that employees who dressed professionally were more likely to be promoted. This figure rises to</p>	none

					<p>55 percent in certain industries, such as financial services.</p> <p>Most attire can be placed on a continuum from formal to casual. Common categories along this continuum are formal business, business casual and casual. Formal business dress, at one end of the continuum, is intended to project executive presence and seriousness. It is distinguished by business suits, typically dark and conservative, accompanied by collared, button-down dress shirts. For men, neckties are essential.</p> <p>Business casual dress is one step down in formality along the continuum. It is intended to project more comfortable, relaxed feel while still maintaining a high-level business casual and low-level business casual. . . . Business casual dress is probably the most common form of dress in the workplace today with 43 percent of adults in a recent survey identifying that as their typical workplace attire.</p>	
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					<p>Casual dress is the least formal option. It is rare in a business-related setting. While some companies have implemented casual Fridays, nearly half of executives and managers feel that employees dress too casually on these days. If your company allows casual Fridays, make sure your attire continues to project a professional image. Your attire and the level of formality you choose, projects a range of messages. . . . Generally, formal business attire projects authority and competence, high level business casual is associated with productivity and trustworthiness, and low-level business casual is associated with creativity and friendliness.</p> <p>For business presentations you should generally dress up slightly more formally than your audience. Also consider the messages you intend to send. Younger professionals may not yet have established traits such as authority and competence whereas they are often assumed to be friendly. So, younger professionals can gain significantly by dressing more formally</p>	
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Essentials of Business Communication	Guffey, Mary Ellen and Dana Loewy	9th	2013	Cengage	<p>In Business Presentations chapter</p> <p>Under “Nonverbal Messages”</p> <p>Look terrific. Like it or not, you will be judged by your appearance. For everything but small in house presentations, be sure you dress professionally. The rule of thumb is that you should dress at least as well as the best dressed person in the audience. However, even if you know that your audience will be dressed casually, showing up in professional attire will help you build credibility. You will feel better about yourself too. (373).</p>	<p>In Business Presentations chapter</p> <p>Under “Using Your Voice as a Communication Tool”</p> <p>Pitch. Effective Speakers use a relaxed, controlled, well-pitched voice to attract listeners to their message. <i>Pitch</i> refers to sound vibration frequency; that is, the highness or lowness of a sound. Voices are most engaging when they rise and fall in conversational tones. Flat, monotone voices are considered boring and ineffectual. (335)</p> <p>Under “Gaining and Keeping Audience Attention”</p> <p>Drama: Open by telling an emotionally moving story or by describing a serious problem that involves the audience. Throughout your talk include other dramatic elements, such as long pauses after a key statement. Change your vocal tone or pitch. (369).</p>
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