

Have 'no' fear: a rhetorical criticism examining communication apprehension unique place in  
self-help literature

by

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## **Abstract**

This thesis highlighted CA self-help books and their advertising to understand the underlying ideologies that can be found. This research creates an understanding of these books' framing and evaluated future implications of recognizing the ideological and metaphorical knowledge of CA literature. This thesis examined the framing of three CA self-help books: Gary Genard's *Fearless Speaking, Feedback, and other dirty words* by M. Tamra and Laura Dowling Grealish and *How to conquer the fear of public speaking & other coronary threats* by Max Isaacson. Finding a reoccurring theme of Fear and processes vs action. As well as smaller themes found within each text. This research illuminated the inherent problems with the current cross sections of CA interventions and self-help literature.

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## **Preface**

This thesis will occur over five chapters, recorded in the form of podcast. This change in custom is intentional. The audience that may benefit from my writing may not read a paper over how CA is portrayed in the SH genera however someone who may be experiencing CA may be willing to reach for another medium, Podcast. This research requires a modality that would reach a perceptive audience. Scholarly research has argued increasingly that inclusivity is necessary however limiting what we deem as ‘research’ to papers only is not only limiting to the participants, but it is limiting to the possible progress that this research could add to. With this argument in mind to reach a new and more perceptive audience these chapters audio form will serve as the product. The podcast is divided into chapter episodes, each with a purpose that builds to the overall analysis and argument in the final iteration. I argue we should not limit access to sources and scholarly conversations. This research is presented in an audio format, the format shift will help me be as clear and concise as well as avoiding the barriers that would make research inaccessible to me. I poise this presentation to illuminate barriers. This format shift will illuminate the barriers for me as well as many others seeking to join in scholarly conversations.

## **Chapter 1 - Self-Help and Communication Apprehension's Footing**

Within this chapter, I set-up our conversation for the rest of the podcast. Highlighting the history of self-help and communication apprehension studies. As well as using other publications to frame my methodological approach.



Have 'no' fear Ch  
1.mp3

## Chapter 2 - Invisible Battles

We are introduced to the first of the three artifacts I analyze, How to Conquer the Fear of Public Speaking & Other Coronary Threats by Max Isaacson. Additionally, reflecting on how we create reality and understand social perspectives, while highlighting historical attitudes.



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2.mp3



## Chapter 3 - Boss Battles

Feedback (and Other Dirty Words): Why We Fear It, How to Fix It. Chandler, M. Tamra, and Laura Dowling Grealish. Allows us to expand to organizational perspectives and illuminate discrepancies in foundational outlooks regarding censorship.



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3.mp3

## Chapter 4 - Battling Villains

Fearless Speaking by Gary Genard Gives insight into how culture builds into advertising and how power is described and alluded to in the conversations about outstanding ability and third-party interventions.



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4.mp3

## **Chapter 5 - Too much fighting, What next?**

Finally taking a step back and conceptualizing reoccurring ideologies and extrapolating implications of the perpetuation of such ideologies while leaving the audience with a scaffolding for future analysis



Have 'no' fear Ch  
5.mp3

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