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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 as an anxiety related to oral communication. The

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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 ...

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(PRCA-24B). The  
PRCA-24B (McCroskey,

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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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premise that speech

anxiety is one of the

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Definition of  
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According to James  
McCroskey,

communication

apprehension is the

broad term that refers

to an individual's "fear

or anxiety associated

with either real or

anticipated

communication with

another person or

persons" (McCroskey,

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2001). At its heart, communication apprehension is a psychological response to evaluation.

## **3.1 What Is Communication Apprehension? - Stand up, Speak out**

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According to James McCroskey, communication apprehension is the

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broad term that refers to an individual's "fear or anxiety associated with either real or anticipated communication with another person or persons." [2] At its heart, communication apprehension is a psychological response to evaluation. This psychological response, however, quickly ...

**What Is**

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Communication apprehension does not necessarily remain constant throughout all the stages of speech preparation and delivery. ... Effective speaking relies on verbs rather than nouns, ... Systematic desensitization changes this avoidance pattern by gradually exposing the individual to the object of fear

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