Stuttering awareness

Joshua Bodman

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Stuttering Awareness

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Rochester Institute of Technology

A thesis submitted to the Faculty of the
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in candidacy for the degree of Master of Fine Arts
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Stuttering Definition
Stuttering is a speech disorder, typically surfacing in early childhood and affecting approximately one percent of the population. It causes involuntary loss of coordination or control of the physical organs of speech, resulting in the physical blockage of speech. The term "stuttering" can be used to refer either to the specific speech disfluencies that are commonly present in people who stutter or to the overall communication difficulty that people who stutter experience.1 Because of the nature of the disorder, there are perhaps as many different patterns of stuttering as there are people who stutter.

No single cause for stuttering has been determined, but current research is exploring the connection between stuttering and the neurological coordination of speech. Developmental stuttering normally begins between the ages of 2 to 5, affects more men than women, and is often passed down through generations. Stuttering is influenced, but not caused by, behavioral factors such as the comfort level of the environment, anxiety or stress. It is vital to point out that stuttering is not caused by an emotional problem or a nervous disorder.

Need For Thesis
Our society has always stigmatized stuttering. Sadly, those who stutter are often assumed to be nervous, incompetent, or even mentally ill. Even worse, they are often ridiculed, bullied and discriminated against. Because of this social penalty, most people who stutter want desperately to stop and go to extremes to hide the disorder. Due to the uneducated public's stereotypes and stigmas attached to stuttering, many children and adults feel there is something wrong with them. Even when speech therapy is successful, many people who stutter still experience a considerable amount of anxiety from the fear of stuttering in the future.

Thesis Project Definition

It has been determined from research that there is a significant lack of positive stuttering awareness in the general public. Many people do not know what causes stuttering, how to interact with someone who is stuttering, or have an overall misunderstanding of the speech disorder itself. The public may know what a person sounds like when stuttering, but often does not know other information about the disorder. As a result, there is a clear need for a stuttering awareness campaign to inform the public and change their perceptions of stuttering.

Thesis Purpose
This thesis project will provide information about stuttering and attempt to eliminate some of the stigmas attached to the disorder. By increasing awareness, more light will be cast on stuttering, eliminating some of the burden of disfluency. The disorder will no longer be a mystery if people understand that stuttering is composed of concrete thoughts, feelings and actions. A publicized campaign will dispel some of the negative views of this disorder and reduce the pressures that are created in different speaking situations.

These stuttering awareness goals will be disseminated through a collection of design applications. The awareness campaign as presented in this thesis study consists of a postcard, poster, Web banner and Web site. The printed applications and Web banner will promote stuttering awareness while providing a link to www.stutteringawareness.com. This site allows viewers to obtain more information on the disorder and the campaign.

Graphic Design
Design is a necessary tool to create awareness. It is the bridge that facilitates the communication of stuttering knowledge to people who are ignorant about the speech disorder. The public perception of each of the individual applications within the campaign influences the overall success of the message. The poster, postcard, Web banner and Web site will each have a similar message, but the specific content and context of the message are dependent on the particular medium. Because of this importance of graphic design in the delivery of the campaign's message, ensuring effective and cohesive design across all applications was a primary focus throughout the development process.
Thesis Project Definition

Information Design
Information design is an important aspect of this thesis project. The following are two definitions of information design taken from InfoGraphicsRochesterNY, a compilation of case studies and writings on information design developed during the Graduate Graphic Design program at RIT: “Without content, there is no form. Information design gives form to content. Emphasis is placed on the idea, because it is in the understanding and interpreting of content that design begins. It is making information understandable, useful, engaging, accessible, and beautiful; information design is user-centered.”

Ladislav Sutnar, an information design pioneer, defines information design as, “...a synthesis of function, flow, and form. Function is defined as utilitarian need with a definite purpose: to make information easy to find, read, comprehend and recall. Flow refers to the logical sequence of information. Form means dynamic information patterns and clear rational organization.”

Stuttering awareness will be created through gathering, filtering and presenting information in order to communicate the essence of stuttering. The repeated design components such as typography, color and grids are considered in conjunction with systems design principles, and contribute to the underlying structure of this design campaign. When systems design principles are used within each of the individual stuttering awareness applications, a cohesive system is formed throughout the campaign. Through the use of repeated design elements such as tightly cropped images and consistent messaging, both the recognition and the effectiveness of the campaign are increased.
**Thesis Project Definition**

**Thesis Project Diagram**

This is an overview diagram which identifies the major components and sub-components, functional relationships and activities of the stuttering awareness thesis process.
Thesis Project Definition

Thesis Planning Document
The thesis planning document is a detailed plan to control the complexity and change of planning, designing, and evaluating the thesis process in a systematic approach. The Thesis Planning Document was developed to determine the guidelines, requirements and goals of the project.

The thesis planning document was created during the Fall Quarter 2002 in the Project Development and Evaluation class taught by Professor R. Roger Remington.

Chapters in the Planning Document
Project Participants
Situational Analysis
Problem Statement
Mission Statement
Goals, Objectives and Strategies
Project Timeline
System Block Diagram and Evaluation
Evaluation Plan
Bibliography
Glossary

(Please refer to APPENDIX A to view the entire planning document.)
Public Service Announcements
Public service announcements are commonly defined as "advertising that serves the public interest." The majority of public service announcements (PSAs) run as a community service at no charge to the PSA organization. The objectives of these ads are educational and aimed at increasing awareness of significant social issues to change the public's attitudes and behaviors and stimulate positive social change.

Public Affairs, Public Relations and Marketing Communications are types of PSAs that offer useful information, usually for making life safer, healthier or more enjoyable.

Public Affairs PSAs offer information about public policy or environmental issues.

Public Relations PSAs provide information about the services offered by government, associations or corporations.

Marketing Communications PSAs offer information about safety, health or lifestyle within a context that allows visual brand identification for the sponsoring corporation, or promotion of products and services.

The Stuttering Awareness campaign could be labeled as a Public Relations service announcement. This thesis is labeled as an awareness campaign instead of a public service announcement, because the campaign was designed to support the disorder itself without association to any organization.

The Stuttering Awareness thesis investigated the success of the Advertising Council in promoting public service announcements since WWII. (Examples of these early PSAs are shown on the following pages.) The first series of PSAs were funded by the U.S. government to draw support for the war efforts. These public service announcements appeared in donated media time and space. In contrast, corporations placed paid advertisements supporting the war effort. As a result, public service announcements have been popular ever since.

Since the TV industry was deregulated in the 1980s, the boundaries for public service announcements have kept expanding. PSAs cover a broad range of useful information topics, which could potentially include a stuttering awareness campaign.
Precedents

Awareness Campaign
The strengths of each medium (print, television, radio and Internet) can improve the effectiveness of the message on the target audience. The Stuttering Awareness applications, such as postcards, posters, Web banners and Web sites address distinct and varied audiences. The success of the message is dependent on the graphic design application reaching the target audience. For example, the benefits of out-of-home media such as a billboard or poster can reach a large number of people frequently on a local level, as compared with a postcard that connects directly to one person in the target audience which may transcend beyond the local area.

The majority of the public service announcements found in the research were newspapers and magazines. They are both great places to view current PSAs because they provide an opportunity to address both local and national audiences, while magazines offer access to niche demographics. Both magazines and newspapers often use public service announcements to fill space when needed.

Network television, network radio and syndicated radio all have the ability to reach a national audience based on their target audiences. Specific audiences are more effectively reached through the use of local broadcast and cable television, certain cable television networks, and selected radio station formats.

The Ad Council
The Ad Council has helped create some of the country's most memorable awareness campaigns, such as “Friends Don’t Let Friends Drive Drunk” and “A mind is a terrible thing to waste.” They have also introduced some of the most well-known characters in advertising, including Smokey Bear, the Crash Test Dummies and McGruff the Crime Dog to create attention to non-commercial, non-denominational, non-partisan politically public service announcements.
Precedents

Many aspects of the Stuttering Awareness campaign have been reflected in previous PSA campaigns. The themes of Social Change, Social Responsibility, Personal Change and Self-Help are used to elicit a desired response based on the intent of the PSA campaign.

Social Change
Creating stuttering awareness requires social change. The ability to cause a group of people to change their mindset is a formidable task. Social change is defined as change occurring everywhere at various rates dependent on location. Social change is sometimes intentional, but it can often be unplanned or the result of unforeseen events. The Stuttering Awareness campaign is an example of an intentional effort to create positive social change. In contrast, World War II was an unforeseen event that drove a critical need for social change. There was a pressing demand for women in the workforce to take the place of men who were urgently needed as soldiers. To help support this paradigm shift, the Women in War Jobs PSAs were an invaluable tool in changing public perceptions and attitudes.

Women In War Jobs (1942-1945)
Women in War Jobs campaign was the most successful advertising recruitment campaign in American history. Rosie the Riveter, a fictional character supporting the war effort, helped recruit more than two million women into the workforce. Her image graced postage stamps, the cover of Smithsonian Magazine, motion pictures, newspapers, radio, trade press, employee publications and in-store displays.

Social Responsibility
The underlying theme of social responsibility is an important one in both the Stuttering Awareness campaign and Women in the War Jobs. Social responsibility brought women into the workforce as a patriotic responsibility and gave employers a chance to support the war economy. The ads led to a tremendous change in the relationship between women and the workplace.
The Stuttering Awareness campaign also reflects the theme of social responsibility. By bringing stuttering into the public spotlight, employers, friends, family and even retail clerks can be educated about the disorder. This focus can also create an increased awareness of how to respond in social interactions with someone who stutters. This knowledge and understanding will help make the communication process easier and more acceptable for a person who stutters.

**Personal Change**

Personal change is also an important element in the success of the Stuttering Awareness campaign. The public awareness created through the campaign will result in a higher level of knowledge, understanding and compassion for the disorder, which in turn will help encourage personal change. This awareness will also create a sense of social responsibility, which may make the audience morally inclined to accept the disorder. An example of a previous campaign that effectively used the themes of personal change and social responsibility is the famous "Loose Lips Sink Ships" series of PSAs.

"Loose Lips Sink Ships" PSA
Precedents

Loose Lips Sink Ships (1942-1945)
This campaign encouraged Americans to be discreet in their communication to prevent restricted information from being leaked to the enemy during WWII. The War Advertising Council prepared a guide for advertisers, which included posters, radio spots and promotional kits for use by local security committees.

Social Responsibility
The Public Service Announcement of WWII created social pressure on U.S. citizens to avoid accidentally disclosing sensitive military information. The PSAs used propaganda techniques to cause the audience to become ashamed and frightened when considering what may happen if they disregarded the Public Service Announcement. The knowledge of the potential ramifications of their actions helped create self-awareness that prompted people to change their personal behavior. It is this internal change that the Stuttering Awareness campaign seeks to create.

"Loose Lips Sink Ships" PSA
American Red Cross (1945-1996)
The American Red Cross PSAs were essential in helping to recruit blood donors, enlist volunteers, raise funds, and enroll individuals in health and safety courses. Through patriotic themes and imagery, the American Red Cross PSAs promoted social responsibility by encouraging people to donate their time and resources.
Precedents

Famous Advocates
Famous people who support organizations or appear in public service announcements become known or associated with a specific non-profit organization. The non-profit group promoting the PSA will gain credibility from associating themselves with the famous advocate. In addition, a famous person is more likely to capture the attention of the target audience.

For example, many celebrities have appeared in Red Cross PSAs throughout the years, including Lucille Ball, Johnny Carson, Glenn Close, Bill Cosby, Robert DeNiro, Michael Douglas, Bob Hope, Meryl Streep and Dionne Warwick. Celebrities benefit from being associated with an important humanitarian organization like the American Red Cross almost as much an organization benefits from their association with the celebrity.

Famous People Who Stutter
Stuttering does not have to be a deterrent to success. There are many famous and successful people throughout history who stuttered. A long legacy of famous people who overcame the burdens of the disorder to achieve success can be traced back to biblical times. Moses is thought to have stuttered.

"Lord, open my breast, and do Thou ease for me my task, Unloose the knot upon my tongue, that they may understand my words," said Moses in Koran, 20:26-29.

The analogy of a knot on his tongue may refer to stuttering.

As a stutterer, Demosthenes, the greatest orator of ancient Greece, worked very hard to improve his speaking skills. He practiced speaking with pebbles in his mouth to improve his articulation and shouted above the ocean waves to increase the volume of his voice.

Aesop, Greek author of fables, stuttered from infancy. As a young adult the Goddess of Hospitality is said to have appeared to him in a dream and gave him the gift of speech. From then on, Aesop became the master storyteller he is known as today.
Precedents

Famous People Who Stutter

Nicholas Brendon Actor
Alan Rabinowitz Zoologist
James Earl Jones Actor
John Stossel News reporter
Ron Harper NBA Athlete
Mel Tillis Country Singer
Winston Churchill Statesman
Bruce Willis Actor
Julia Roberts Actress
Robert Merrill Opera Singer
Bill Walton NBA Athlete
Frank Wolf Congressman
Jimmy Stewart Actor
Somerset Maugham Writer
Margaret Drabbe Writer
Walter Wriston CEO, Citibank
John Sculley CEO, Apple
Jack Welch CEO, General Electric
Vince Naimoli CEO, Harvard Industries
Robert A. Heinlein Writer
Lewis Carroll Writer, Alice’s Adventures in Wonderland
Budd Schulberg Actor
Peggy Lipton Actress
Bo Jackson NFL, MLB Athlete
Carly Simon Popular Singer
Lester Hayes NFL Athlete
Tommy John MLB Athlete
Neville Shute Writer
Andrew Lloyd Webber Writer, Phantom of the Opera, Cats, Evita
Greg Louganis Olympic Athlete
Jack Ebert Producer, Dances with Wolves
Anthony Quinn Actor
Chris Zorich NFL Athlete
Joseph Biden U.S. Senator
Precedents

Self-Help
The Stuttering Awareness campaign could also be considered a self-help program. While driven by the goal of creating personal and social change regarding the public's knowledge and attitudes toward stuttering, the campaign is also intended to help people who are directly impacted by the disorder. The campaign includes a hypothetical Web site, which would be a powerful resource for those affected by stuttering or who want to learn more about the disorder. Visitors to the site would have access to in-depth information on stuttering, be able to chat online, or download other applications in the campaign, including a postcard, poster and Web banner.

Another example of an effective self-help campaign is the Family Literacy PSA campaign.

Family Literacy
This Family Literacy campaign offers hope to families struggling to overcome educational barriers. The PSAs encourage parents with low literacy skills to seek help from family literacy programs and services. They direct the audience to a toll-free number, which provides live contact with a person who can inform them about family literacy services in their area.

Stuttering Awareness
The Stuttering Awareness campaign developed within this thesis study is similar to the Family Literacy campaign in that it offers a dedicated resource for those who need assistance. While the Family Literacy campaign used a toll-free number as a resource connection, the Stuttering Awareness campaign would use a Web site, leveraging the cost benefits and instant access of the Internet. In addition, the two campaigns both advocate professional intervention, which experts consider important in addressing stuttering, as well as improving literacy.

The poster on the following page is an example of a PSA that communicates the effectiveness of the Family Literacy program to drive response.
Text from the PSA above:

"The best way out is by coming in.
When opportunity knocked, the Watson family answered.
Thanks to family literacy programs, they learned the skills necessary for moving up in the world—moving up and on. In fact, almost half the parents in these programs had jobs after participating. They learn a lot, including the way out of poverty. Know a family we can help? Or would you like to help Call 1-877-FAMLIT-1, or visit www.famlit.org.”
Stuttering Web Site Precedents

The British Stammering Association/http://www.stammering.org
The British Stammering Association supports privately funded stuttering research in England. The organization promotes stuttering awareness and education.

Stuttering Foundation of America
http://www.stuttersfa.org
The Stuttering Foundation provides free online resources, services and support to those who stutter and their families, as well as support for research into the causes of stuttering. It is also the largest nonprofit charitable organization in the world working towards the prevention and improved treatment of stuttering.

American Speech-Language Hearing Association
http://www.asha.org
The American Speech-Language Hearing Association (ASHA) is the professional, scientific and credentialing association for more than 100,000 audiologists; speech-language pathologists; and speech, language, and hearing scientists. ASHA ensures that all people with speech, language and hearing disorders have access to quality services to help them communicate more effectively.

The Association of Research for Stammering in Childhood
http://www.stammeringcentre.org
The ARSC is a UK charity dedicated to helping children with the problem of stammering. The organization is committed to funding scientific research focused on the complex causes of stammering and the most effective treatments for children and young adults.
Stuttering Web Site Precedents

International Fluency Association
http://www.theifa.org
The International Fluency Association is a not-for-profit, international, interdisciplinary organization consisting mostly of professionals in the field of speech. The group is devoted to the understanding and management of fluency disorders, and to improving the quality of life for persons with fluency disorders.

National Stuttering Association
http://www.nsastutter.org
The National Stuttering Association is the largest stuttering self-help organization in the United States. The NSA is expanding every year by adding new local chapters nationwide. The NSA provides a national stuttering hotline, offers informative local workshops about stuttering, and holds a national convention where 1,500 people who stutter attend.

Canadian Association for People who Stutter (CAPS)
http://caps.Webcon.net
The Canadian Association for People Who Stutter (CAPS) is a national non-profit organization that provides coordination for a national network of autonomous Canadian self-help groups for people who stutter. CAPS is committed to promoting acceptance of people who stutter by educating the public about the condition of stuttering.
Research

A considerable amount of research was performed throughout the thesis development process. This involved an extensive study of stuttering, as well as determining the most effective communication methods to increase knowledge and awareness. As a person who experiences the disorder first-hand, the author has clear insight into the personal and emotional aspects of stuttering. But in addition, a great deal of background information was collected on the entire spectrum of stuttering; from its history and early treatments to a technical analysis of its physical components.

While beginning with a clear starting point in exploring different precedents and potential ideations, the research found itself taking a non-linear path. When examining one part of the disorder, another avenue for research soon presented itself. In this way, entire new sources of research were discovered. For example, this led to the chance discovery of the medium of poetry and how it can powerfully and eloquently capture the intense emotional struggles of those who stutter. The first area of investigation involved exploring the use of public service announcements.

Public Service Announcement
As part of the preliminary research into the use of PSAs, the following information was learned.

With radio, local stations allocate a certain percentage of their free airtime throughout the broadcast day to promote special events and ongoing or new services of non-profit organizations. PSAs range from 15 seconds to one minute. The shorter the time allotment for the message, the simpler it needs to be. It's essential to repeat your key elements for reinforcement. (Refer to APPENDIX B to view the National Athletic Trainers' Association PSA)

A testimonial from someone who has benefited from the organization's past services or philanthropy can be very effective. If the PSA has an endorsement from an actual member of the organization or a celebrity, their presence will lend more credibility and/or prestige to the message.
Research

Poetry
Through research, an extensive number of poems were discovered that express the similarities in emotion and struggles that affects the one percent of the world population who stutter. Through this creative medium, people who stutter can articulate fluently and beautifully. In this way, poetry is a type of speech therapy – a way for people who stutter to express themselves and release the burdens associated with the disorder. Emotions such as fear, frustration, chaos, avoidance and embarrassment come alive powerfully and confidently through the written word.

Poetry was collected from people who stutter to understand some of the common emotional struggles associated with the disorder. The poems create beautiful imagery and associations through their words.

The following poems were reproduced without any edits. The poets gave permission to have their poems reproduced in this report only. The reproduction of these poems can NOT be made without direct permission from the poet.

The Space Inside My Name
By Jesse Loesberg
http://www.mankato.msus.edu/comdis/kuster/
Creativeexpression/loesberg.html

My name
on my tongue
anticipation
of two sweet
syllables
the edgy bounce
of J
promising a leap
into a luscious
vowel
then stopping
and waiting
tugging on my teeth
pushing my tongue
upwards
jumping down
my throat and lodging---
Research

Poetry
This poetry portrays the struggles of a person who stutters. Entitled Emotions, it overwhelms the reader through the intensity of the different emotions that influence stuttering. (The poem continues in APPENDIX C)

Emotions
By Jim Abbott
http://www.mankato.msus.edu/comdis/kuster/
Creativeexpression/loesberg.html

Emotions of anger and pain
Of embarrassment and shame
Of frustration and fear
Of hate
Yes, even hate
Hatred of the spoken word
Hatred of our tangled tongues
Hatred of the fact that we were picked
To be the chosen ones
That one percent of the population
Who speak with stuttered speech
Three million people to whom which fluency
Lies always outside of our reach
Fear?
We're all very well versed in the feelings of fear
But I speak not of the fear of what goes bump in the night
Nor fear of the great unknown
No, we fear little things that most take for granted
Like talking on the telephone
Having your heart skip a beat
Everytime you hear it ring
Afraid to pick the damn thing up
Afraid of the horrors that it brings
Afraid to face the kind of humiliation
That only we can know
Like the humiliation of being hung up on
As you struggle to say hello
So to hell with it
Embarrassment and Shame?
We know too well of their names
Research

So Many Words
By Bethany Turner, age 13
http://www.mankato.msus.edu/comdis/kuster/
Creativeexpression/loesberg.html

So many words I dream about
Silvery like melted steel
Flowing and dripping
From your flowery tongue

So many words
That you forget about them
Wipe them up with dirty rags
But what about me?

The beggar at the door
Aching for just a taste of your smooth gelatin words
To console me next time

When my own crash to the ground
And shatter

Sometimes I can’t help but hate you.

By exploring the diverse range of poems about stuttering, it was discovered that many common experiences and emotions were expressed by their authors, regardless of age, gender, ethnicity or socio-economic background. Their powerful words serve to create a common connection among those who stutter, while giving a very personal glimpse into their daily struggles.
National Stuttering Association
Permission was granted from the National Stuttering Association (NSA) to work with the Buffalo chapter on the topic of stuttering awareness. Each person at the meeting granted permission to be recorded on video. The visual and audio components of stuttering were captured when people who stutter were interviewed on video at the NSA chapter meeting in Buffalo. As the meeting progressed a weight seemed to be lifted from the shoulders of people who stutter, when they participated in the discussions. The meeting consisted of an informal roundtable where people participated in casual conversations about stuttering. People opened up and shared specific personal stuttering experiences while the camera captured the physical hardships of the disorder. One of the discussions concentrated on the subject of stuttering awareness. People at the NSA meeting were each asked a series of questions regarding stuttering awareness. (Please review the stuttering awareness questions in APPENDIX D)

The local branch of the National Stuttering Association is a place where people can let their guards down and talk freely without being judged. The two hour meeting provided a sense of the overwhelming struggles of people who stutter. When surrounded by people sharing a common experience, a comforting environment of strength, confidence and friendship was created.
Research

History of Stuttering
Stuttering has affected society since the beginning of early recorded history. Considering the confusion and misconceptions that still surround stuttering today, the fact that early cultures held unusual beliefs about the disorder and its origins is hardly surprising. But tragically, as was the case with other misunderstood disorders, various treatments for stuttering often reflected the primitive and crudely barbaric methods of the times. Only recently has modern therapy approached stuttering from an enlightened perspective to achieve positive results.

Ancient Greece / Rome
As a cure for stuttering, the tongue was tied to a large stone for weeks until the tongue “untied” itself.

Middle Ages
Stuttering treatments ranged from bloodletting with leeches to branding the tongue with hot irons.

Renaissance
Since speech was a gift from God, stuttering was thought to be caused by Satan. People who stuttered had their tongue branded with the Christian Cross, and the ligament connected to the tongue was severed.

1700s
People who stuttered were considered to be sinners. They were made to repeat the Bible out loud while holding rocks in their mouths.

1800s
People who stuttered were made to eat many potions and concoctions. Therapists sometimes attempted to beat the stuttering out of their patients.

1900s
The 1900s saw an explosion of research that tried to explain the causes of stuttering and find an associated treatment. Research in the latter half of the century focused on psychological, genetic and neurological causes.

2000s
Speech therapy is conducted through different techniques such as Fluency Shaping, Stuttering Modification and Delayed Auditory Feedback devices.
Global Stuttering Awareness
Because stuttering is a speech disorder that affects every culture of the world, there is a great need for stuttering awareness. The importance of stuttering awareness is not a new idea; there has been a need for global understanding since the beginning of society.

U.S. National Stuttering Awareness Week
On April 13, 1988, President Ronald Reagan signed the first proclamation for the period of May 9th through May 15th as National Stuttering Awareness Week by Public Law 100-263. The following is an excerpt from the proclamation:

National Stuttering Week
By the President of the United States

“The uniquely human ability to communicate thoughts through speech allows us to share our ideas almost as quickly as they occur, with little conscious effort. But for the more than three million Americans who stutter, speech is associated with struggle. Rapid-fire repetitions of sounds, prolonged vowels, and verbal blocks disrupt the smooth and easy flow of speech and limit the spontaneous exchange of ideas and feelings. Many people who stutter suffer frustration and embarrassment that can lead to harmful emotional stress.

To enhance public awareness of stuttering, the Congress, by Public Law 100-263, has designated the period of May 9 though May 15, 1988 as “National Stuttering Awareness Week” and authorized and requested the President to issue a proclamation in observance of that event. NOW, THEREFORE, I RONALD REAGAN, President of the United States of America, do hereby proclaim the period of May 9 through May 15, 1988 as National Stuttering Awareness Week, and I call upon the people of the United States to observe that week with appropriate ceremonies and activities.”

Signed Ronald Reagan
Research

Stuttering is the Lack of Forward Movement in Speech
Stuttering is a chronic communication disorder that affects one percent of the world’s population. The disorder interferes with a person’s ability to speak fluently.

The degree to which people stutter varies widely. Some people who stutter have more natural control over their speech than others do. The degree of stuttering will also vary within the individual. How much control they have will depend on the particular situation in which they find themselves, the difficulty of the words they must say, and how they feel, in general, at that moment. People who stutter universally report having a range of fluency throughout the life of the disorder.

Recommended Reaction to a Person who Stutters.

1. Don’t try to finish sentences or fill in words for the person who stutters. This could be perceived as demeaning. If the wrong word is guessed, the difficulties are compounded.

2. Refrain from making remarks like: “Slow down,” “Take a breath,” or “Relax.” Such simplistic advice could be felt as patronizing and is not constructive.

3. Maintain normal eye contact and try not to look embarrassed or alarmed. Wait patiently and naturally until the person is finished speaking.

4. The person’s stuttering sometimes makes it harder to understand what he or she is saying. If you don’t understand what is said to you, do not be afraid to say, “I’m sorry, I didn’t understand what you just said.” No matter how much of a struggle it was for them to say it, this is preferred rather than guessing the message of the communication.

5. In general, let the person know by your manner and actions that you are listening to what he or she is saying – not how he or she is saying it.
An important part of the stuttering research process was to understand the potential physical causes and factors that exacerbate the disorder. This led to the exploration of one hypothesis regarding the physiological origins of stuttering. Known as the Vasalva Mechanism, this complex response may shed light on the actual physical manifestation of the disorder.

**Valsalva Mechanism Hypothesis**

The Vasalva mechanism is a neurologically coordinated group of muscles throughout the body which act together in the performance of a Vasalva maneuver.

The purpose of a Valsalva maneuver is to increase air pressure in the lungs to help a person exert physical effort or force things out of the body.

The abdominal muscles tighten up, squeezing the intestines and organs in the abdominal cavity so they press upward against the diaphragm. This causes the diaphragm to bulge upward, compressing the chest cavity. Certain chest muscles also tighten to bring the rib cage down, which compresses the chest cavity even more.

In addition, the larynx is neurologically programmed to close tightly around the upper airway to keep the air in the lungs from escaping. The more the abdominal muscles squeeze, the greater the air pressure becomes in the lungs, and the tighter the larynx closes.

While the Valsalva mechanism serves a clear physiological purpose, it also may help explain why people stutter more in some speaking situations than in others, depending on the pressure or tension that is created during the situation.
Research

Spectrogram Visually Captures Stuttering
Speech consists of vibrations produced in the vocal tract. These unique vibrations can be represented by speech waveforms. To analyze these waveforms, a spectrogram can be a valuable speech therapy tool for visually understanding the characteristics of the stutter itself.

The spectrogram documents stuttering by visually representing speech vibrations through texture, color, intensity and vibration. In this way, the spectrogram creates a visual diary of speech. It records the speech leading up to a stutter and identifies the intensity of the block, repetition or stutter. The speech rate, the exact moment air is turned on and off, and the amount of energy and fluidity can all be measured using the spectrogram.

The visual elements of the spectrograph were used as attributes and applied to a set of interpretive matrices. The spectrogram recording shown below was provided by Allen Austin, a speech pathologist at the National Technical Institute of the Deaf, Rochester Institute of Technology.

Spectrogram recording
Stuttering is not a simple speech impediment. It is a complicated disorder that has both physical and psychological aspects. Because the mechanism of speech is so delicately balanced, the more effort that is placed on communicating fluently, the more tension is created, resulting in a moment of stuttering.

The experience of stuttering often generates fear for the person that stutters. It is frustrating not being able to communicate effectively. The struggles of certain circumstances create negative emotions such as embarrassment, humiliation, shame, helplessness and depression. These emotions trigger anxiety every time a person who stutters talks or thinks about talking.

Fear or anxiety may prevent a person who stutters from participating in certain experiences or situations. This avoidance creates more shame, embarrassment, and frustration. This frustration is part of a negative cycle that eventually turns into more anxiety and fear, which increases the likelihood of stuttering. Stuttering awareness can break or reverse this vicious cycle, as depicted in the graph below.

The more one stutters, the more they fear certain words and situations. The more he fears the more he struggles. The more he struggles, the more penalties he receives, and the greater becomes his fear.” Charles Van Riper, noted expert on stuttering.
Synthesis

Exchange of Thoughts, Messages, and Information

Through research for this thesis study, it was determined that communication is very similar to design. These explanations are as follows:

Communication is the exchange of meaning as well as any behavior that another person perceives and interprets. This includes both verbal and non-verbal attributes. Stuttering influences the mechanics of communication (rate, volume, eye contact, etc.) which contribute to the message intent, emotions, personality and perceptions.

Design is the exchange of meaning as well as any behavior that another person perceives and interprets. This includes both verbal and non-verbal attributes. Information Design, Systems Design and Graphic Design influence the mechanics of communication, which contributes to the intent, emotions, personality and perceptions of the message.

By looking at both of these explanations, stuttering can be viewed as analogous to "bad design." Much like stuttering interferes with the manner in which the speaker's message is relayed and perceived, "bad design" prevents the application's messaging from being effectively understood and absorbed by the intended audience.

Each of the examples of non-verbal communication is reflected in the design elements of the campaign. Examples of these are listed on the following page.
**Synthesis**

Less Than 35% of Communication is Verbal
Most communication is non-verbal. When verbal and non-verbal messages contradict each other, non-verbal messages have more credibility. Examples of non-verbal communications include:

**Eye contact:** Maintaining eye contact regulates the flow of communication. It signals a readiness to talk, it conveys an interest in the speaker. Eye contact also enables people to monitor what the speaker is feeling about the communication situation.

**Facial expression:** This can add or detract from the communication. It might include a frown, look of disapproval, look of joy or look of interest.

**Gesture:** These can show openness and confidence but also show defensiveness and inaccessibility. People who lack confidence tend to use hand-to-face gestures, such as covering the mouth and nose or scratching the head. Body posture can indicate a preparedness to talk or listen. People with arms crossed or shoulders hunched tend to discourage others from talking to them.

**Spatial communication:** When engaged in a conversation, the distance between people is significant. Friends are usually able to speak much closer to each other than strangers in a public place.

Non-verbal expressions can communicate a loud message. The expressions above were used in the thesis project. Emphasis was placed on the facial expression of the person who stutters to provoke emotion. Eye contact, gesture, and spatial communication were used throughout the stuttering awareness campaign.
Semantic Differential
A semantic differential is a rating scale used in psychological studies to determine the meaning that a person assigns to words or images. It does not create a definition, but rather gives information about what the words or images mean to a particular individual in view of his/her past experiences.

A semantic differential or bipolar scale involves positioning a word or image between opposing pairs of adjectives such as confident/embarrassed, ordered/chaotic, subtle/obvious and relaxed/tense. For more information, refer to the Implementation section.

Environment Affects Fluency
Outside factors influences people who stutter because society often perceives stuttering as a negative disorder.
**Synthesis**

**Stuttering Decreases with Stuttering Awareness**

When dealing with stuttering, it is important to understand that spoken language is a form of self-expression that is influenced by the participants' awareness of the disorder. Speech is considered one of the most important means of interpersonal communication and reflects the speaker's intent, emotions, personality and perceptions. In situations where there is a greater awareness of stuttering, all parties in the conversation become more comfortable communicating, which alleviates stress on the person who stutters. As a result, communication becomes more relaxed and fluid.

Conversely, in situations with little or no stuttering awareness and negative environmental factors, stuttering is very likely to increase. In this way, fluency is directly impacted by environment and awareness.
Visual Representation of Stuttering
Information from reference materials, people who stutter, speech pathologists and stuttering organizations was gathered during the thesis development process. Data was collected through research, poetry, postcards, video documentation, personal interviews and matrices. In addition the physical and emotional manifestations of the disorder were also examined to create a visual representation of stuttering.

Video
Video captures reality, documenting what people see and hear. The research uncovered many televised public service announcements. No stuttering precedents involving video media were identified. Only one public service announcement addressing general communication disorders was discovered. The topic of stuttering is rarely portrayed in video media, and when it is depicted, it is almost always cast in a negative or comically demeaning light (e.g., "Stuttering John" from the Howard Stern radio show, Porky Pig, etc.)

The designer became inspired from the awareness campaign research. This led to experimentation in video, by documenting the disorder and producing a stuttering awareness public service announcement. The National Stuttering Association, Buffalo Chapter’s meetings were videotaped to document the disorder.
Synthesis

Saul Bass
The work of Saul Bass was investigated because of his pioneering use of tightly cropped images and simple typographic elements in title sequencing. His design compositions quickly set the tone for such films as Vertigo and Cape Fear. His most famous collaboration of video and design was his storyboards for the infamous shower scene in Psycho. The unforgettable images show intense emotion as seen below.

Saul Bass’s work influenced the Stuttering Awareness campaign developed during this thesis study. The images in Saul Bass’s trailers and storyboards are cropped to emphasize emotion. Bass is known for his ability to capture the pure essence of a movie in the upfront two-minute title sequence by using powerful images.

The tightly cropped repeated images throughout the Stuttering Awareness campaign create tension on the speech disorder by focusing attention on mouth. The typography in the applications of the campaign is simple and clear; similar to the titles in a movie trailer.

Video Captures, Alfred Hitchcock’s Psycho
**Synthesis**

**Postcards**
Postcards are used by one person to send a brief personal message to another person. They are personal because they are usually handwritten and addressed to an individual rather than a larger audience. Postcards are often used to connect people who are geographically separated.

Postcards were distributed at the National Stuttering Association workshops in Alabama and Washington. Eleven percent of the people who received the postcards at the conventions replied with a stuttering awareness message. The anonymous stuttering awareness messages on the postcards were documented. The messages from the postcards were then reviewed and used in the Stuttering Awareness campaign as appropriate.

---

If you were going to educate the public on stuttering, what would you tell them?

If you were going to educate the public on stuttering, what would you tell them?

If you were going to educate the public, what would you tell them?

"If you were going to educate the public, what would you tell them?"
If you were going to educate the public on stuttering, what would you tell them?

-Just because someone stutters doesn't mean they are less intelligent than someone who doesn't stutter.
-A lot of fluent people think that all stutterers need to do is go for speech therapy and they will be cured of their stutter. The public needs to be made aware that this is not usually the case.
-The key to fluency is different for everybody.

Though it may be difficult, don't look away from the person who stutters. Don't look down, look at your watch, pretend to do something else. Be courteous – you'll get through it as will the speaker.

The person who stutters is watching you, taking notes, and judging you on your actions...
Synthesis

Matrices were used to cross-reference and compare emotions associated with stuttering and visual approaches related to line, color and image. *Visual Representation of Stuttering Types, Visual Representation of Emotion Caused by Stuttering and Situations that Influence Stuttering* are examples of matrices used to generate visual communication approaches related to stuttering. The matrices provide organization in analyzing each of the emotional aspects of the disorder in relation to potential visualization approaches.

### Visual Representation of Emotions Caused by Stuttering

<table>
<thead>
<tr>
<th>Design Considerations</th>
<th>Stutterer’s Emotions Caused by Stuttering</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>Avoidance</td>
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<td>Color</td>
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<tr>
<td>Line</td>
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<td>Shape</td>
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<tr>
<td>Imagery</td>
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</tbody>
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<table>
<thead>
<tr>
<th>Design Considerations</th>
<th>Non-Stutterer’s Emotions Caused by Stuttering</th>
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<tbody>
<tr>
<td></td>
<td>Discomfort</td>
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<tr>
<td>Color</td>
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<td>Line</td>
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<td>Imagery</td>
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<table>
<thead>
<tr>
<th>Design Considerations</th>
<th>Emotions when Stuttering Awareness is Created</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Satisfied</td>
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<tr>
<td>Color</td>
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<td>Line</td>
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<td>Shape</td>
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<td>Imagery</td>
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</table>
The ideation process for the awareness campaign began by brainstorming and sketching visual representations of stuttering. The exploration of the speech disorder uncovered many emotions attached to stuttering.

This postcard was generated by a matrix intersection on the previous page. Nervousness is depicted through the use of line.

This postcard employs a sketch that was created to describe the act of communication. The two silhouettes shaded by a circular pattern suggest a mutual understanding of the message.
This six postcard collection visually captures the physical experience of a "stuttering block." One type of "block" is the lack of air or the ability to produce sound because of the restricted air movement that occurs in the speech organs. The tightly cropped images are anonymous, filled with emotion, and are explored in a range of different ways throughout the ideation phase of this project. The pictures in the left column were also transformed into silhouette images for a different purpose on the following page.
Ideation

The use of a silhouetted line to form a face was investigated in different ways. In the two series below, one face is created with a curved line, while the other face is created using sharp angles. Although the two faces are very similar, the sharp angles on the silhouette suggest more emotion and struggle. The thickness of the line influences the positive and negative aspect of the image. Notice the top-center image appears as though the silhouette of the person is just talking, while the top-right image looks like the silhouette of the person is screaming.
Ideation

The silhouetted line from the previous page was used to create this specific ideation example. These particular ideation studies for postcards suggest a group of people communicating a single message. The repeated silhouettes of the face suggest the progression of increasing knowledge about stuttering, represented graphically as the transition from light to dark.
Ideation

This postcard visually depicts the communication difficulties experienced by a person who stutters. The ideation below promotes the Web site stutteringawareness.com. The graphic element used to promote the site is intended to represent a path of knowledge and understanding of stuttering.

Instructions from a person who speaks fluently

Instructions from a person who stutters

Instructions for people who are fluent and those who stutter
The “Word Search” concept below is a play on words. The intention behind this example is meant to imply that the viewer has already found and experienced the negative emotions such as EMBARRASSMENT, FEAR and ANXIETY surrounding stuttering. Through increased awareness, represented by finding the Web site www.stutteringawareness.com, negative emotions associated with the disorder are "crossed out" and overcome. Stuttering awareness can reduce the negative emotions associated with the disorder’s burdens.
A person who reads a personal ad judges what is said, not how it is said. The “Personal” ideation manipulates the context of a personal ad. In this ideation, the word PERSONAL could imply any of the following: a person who stutters may resort to using personal ads to find a date; how the frustration often caused by peoples’ reaction to the disorder can become personal; or the personal and emotional aspects of the disorder.

**PERSONAL**

**SWM who stutters**, Libra, 27, Searching for acquaintances who will look past my speech disorder. Looking for educated people who are patient, maintain eye contact, don’t finish my sentences, and listen to what is said, not how it is said.

If you are interested in learning more about me please contact [www.stutteringawareness.com](http://www.stutteringawareness.com)

**SWF Very Attractive Cheerleader**

24 years old blonde bombshell searching for Mr. Right. I like fishing, NASCAR, bowling, belching, romantic TV dinners and Pabst Blue Ribbon Beer.

If I sound like your type of Gal call Crissy for a good time!

585-555-9691
In this ideation, the word CLASSIFIED could imply the following: that some aspects of stuttering are "classified," mysterious, or "top secret"; or people who stutter are often classified with a stigma or stereotyped by people with little awareness or knowledge of stuttering.

**CLASSIFIED**

Nervous, Stupid, Incompetent
People who stutter are often classified by society with stigmas and stereotypes. By increasing awareness, light will be cast on stuttering, eliminating some of the burden of disfluency. The disorder will no longer be a mystery if people understand that stuttering is composed of concrete thoughts, feelings and actions.

For more information about changing your perceptions about stuttering, visit www.stutteringawareness.com.
HELP WANTED

Patient Listener — full-time position
Looking for a tolerant, sincere, understanding, patient person. Must understand stuttering or be eager to learn about the disorder.

If you are interested in becoming a Patient Listener, please visit www.stutteringawareness.com.
Postcard (continued)
This set of potential postcard layouts uses statistical demographics to both textually and visually represent the number of people who stutter in our society. Each of the 100 ovals represent both a person and one percent of the population. In the upper right-hand corner, the one black oval represents the person who stutters, as people who stutter comprise one percent of the population. Also, the fractionalization of the oval represents the fact that four out of five people who stutter are male.
Postcard (continued)
The postcard explorations below uses two different graphic treatments, which depict the fact that one out of five people who stutter are female. This postcard ideation uses design elements such as images, type, and parts of the grid from the poster layouts shown in this chapter (see page 55).

1 out of 5 people who stutter are female

Listen to what is said
Not how it is said

www.stutteringawareness.com

Don't give stuttering advice

Listen to what is said
Not how it is said

www.stutteringawareness.com
Ideation

Postcard (continued)
Previous ideations of this postcard were complicated and visually overwhelming. When the design was simplified to become cleaner and more refined, the message became much more effective and clear. The somber greenish-blue color symbolizes the speech disorder because the color is soothing at first, but the intensity becomes overwhelming in time. This color could also be associated with those used in a hospital or institution. The message promotes www.stutteringawareness.com while visually capturing the essence of stuttering. The cropped images emphasize tension on the mouth to effective convey the physical burden of stuttering.

Listen to what is said
Not how it is said
www.stutteringawareness.com
Web Banner

The Web banner instantly links the audience to www.stutteringawareness.com. The banner has the difficult job of convincing the user to take a diversion from their intended path. This has been made even more difficult, because the novelty of Web banners has worn off, increasing the challenge to capture the viewers’ attention.

An effective Web banner must capture the viewer’s eye immediately in order to compete with the overall Web page. Through research, it was discovered that both contrast and motion are visual elements successful in grabbing the audience’s attention long enough for the message to be delivered. Color in the Web banner can be used to emphasize important elements. Motion can be used in Web banners to create attention. This may occur through the movement of letterforms or images across a static background.

The Web banner developed for this study only consists of 4 frames, because additional frames would increase the download time and impede effectiveness.

Screen captures taken from the Web banner (Animated Rotating GIF) in the Stuttering Awareness campaign
Web Banner (continued)
The Web banner successfully engages the attention of the target audience through simple, repeating design elements. The viewer is aroused with curiosity by the end of the message. They become drawn to the Web banner for clarification of the animation, riddle, and the use of the unexpected imagery. The Web banner engages the viewers by provoking emotion through powerful imagery. The Web banner creates a relevant story which promotes www.stutteringawareness.com.

Screen captures taken from the Web banner (Animated Rotating GIF) in the Stuttering Awareness campaign
Ideation

Poster
The poster is a composition which includes many images. The poster vividly depicts a tension and struggle that seems to be overwhelming. The tightly cropped images of the facial contortions capture the struggles of the person who is stuttering. This was the first ideation of the final poster. Notice the box around the text, “Listen to what is said, not how it is said.” The box encompasses stuttering in two different ways, through the repetition of the phrase “t is said” and the use multiple S’s in the word said.
Poster (continued)
This layout below is an improvement of the poster on the previous page. The organization and positioning of the content is more coherent. The white box was added to provide much-needed contrast against the intense, overwhelming images and allowed the message to become more clear. The supporting text was altered by adding a phrase and the use of capitalization for emphasis. Also, the text was moved to support the underlying grid.
Intermediate Evaluation

The National Stuttering Association, two local graphic designers and the thesis committee all made valuable contributions throughout the thesis process. The intermediate evaluation was an important step in the Stuttering Awareness campaign development process because solutions for the campaign were identified, developed and refined during this phase. The local designers and the Buffalo chapter of the NSA evaluated several ideations and possible implementation applications.

During the Intermediate Evaluation process, the capabilities and limitations of each application were explored. In addition, several awareness campaign precedents were researched, and various communication applications such as television, radio, posters, advertisements and billboards were identified.

National Stuttering Association

The graphic designer of this thesis facilitated a NSA meeting. The thesis project was explained to the Buffalo chapter members of the NSA, who evaluated the variety of ideation options in the Stuttering Awareness campaign. The group openly shared their opinions, experiences and expertise as they interacted with and evaluated the campaign’s applications. Their valuable feedback helped influence the phrasing of the applications’ messaging. Because of their sensitivity to stuttering, strong personal opinions were voiced regarding the tone and style of the messaging. This helped the designer recognize the need for more emphasis not only on the overall message, but on the tone as well. Because of their unique personal experience with stuttering, their feedback and recommendations were given additional weight in the evaluation process.
Intermediate Evaluation

Local Graphic Designers
A variety of ideations were evaluated by two local graphic designers, Shane Jewitt and Charles Stohrer. Both designers recommended concentrating on the print applications involving graphic design. This suggestion was made because it would not be advisable to learn a new medium due to time constraints. Because of their recommendation, video production was halted. Instead, the essence of the disorder was captured through print applications, using familiar video attributes as part of the design. The use of repeating, tightly cropped images and clean, simple typography are some of the elements that are representative of video.

Initially, the visual representation of stuttering was captured through many different applications and media examples. However, due to the sheer amount of research compiled and ideations created, the exploration of all of these soon became overwhelming. Message content, typography and image selection were analyzed and discussed during the intermediate evaluation phase. The scope of the Stuttering Awareness campaign helped focus the overall message of the campaign.
Implementation

Thesis Exhibition
The implementation phase of the project included an exhibit of the Stuttering Awareness thesis project held during the first two weeks in April 2003. The thesis exhibition was located in the Bevier Gallery on the campus of Rochester Institute of Technology in Rochester, New York.

The purpose of the exhibition was to show the progress of the Stuttering Awareness thesis to peers, faculty, friends and family and the larger Rochester community. The project's purpose, research process, and conclusions were displayed within two panels, a vinyl poster and a listening station.
Implementation

Thesis Exhibition Panels
The exhibition panels created a dramatic visual presence. They were large in size, with the two panels facing each other measuring roughly 4 feet by 12 feet in length. The background color in both panels transitioned from black to white, symbolizing the progressive knowledge gained through stuttering awareness.

The first panel introduced the Stuttering Awareness thesis. It communicated the importance of stuttering awareness while describing the progress of the thesis project. The panel showed the various types of research methods used in collecting data while depicting a visual representation of the disorder. Stuttering information was extracted from postcards, poetry, video recordings and interviews, then documented and placed in a series of matrices. One of these matrices was included on this panel.
Implementation

Thesis Exhibition Panels
The second panel expressed how the lack of stuttering awareness can potentially increase the impact and severity of the disorder across a society. The panel used a semantic differential scale to organize the research collected from the first panel. A series of note cards containing quotes, images, poems and other information about stuttering was arranged from left to right. The negative effects of stuttering, located at one end of the panel, were gradually replaced by cards containing stuttering information, thereby shedding "light" on stuttering awareness.
Implementation

Listening Station
The listening station provided audio examples of the research collected. People who stutter were interviewed about their internal and physical struggles with the disorder. They were asked a series of questions such as, "If you could tell the public one thing about stuttering, what would you tell them?" and "What were your worst and your funniest moments caused by stuttering?" By listening to their actual responses, the audience could become more familiar with the disorder and its effects, thus increasing awareness, understanding and empathy.

The listening station had eight headphones with cords of varying length, ranging from eight to twenty feet. The multiple lengths of the cords restricted the listeners' movement around the gallery when using the headphones. This difference in cord length was intended to be a significant metaphore. The interaction between a person who stutters and the listening station both have restrictions in the communication process. To represent this relation, the length of the cord was dependent on the content of the audio. If the content expressed the terrible struggles of stuttering, the length of the cord was shortened. This kept the listener closely "tied" to the disorder, or "on a short leash," so to speak. The more informative the message, the longer the cord, resulting in a more comfortable listening experience.

The listening cords also symbolized and reinforced the need for communication and cooperation. Because of the varying lengths of the cords, listeners had to work together to avoid becoming tangled. This challenge conveyed to listeners the difficulty that occurs if a person ignores or is insensitive to the communication challenges of people who stutter.
Implementation

Web Site Navigation
It was challenging to plan out navigation for a hypothetical Web site. The Web site's objectives, target audience, key concepts, directions and benefits were investigated and considered before a prototype was explored.

Web sites provide a logical, organized structure for information to aid accessibility. A navigation flowchart was created to group and organize the information on the Web site.

Navigation Flowchart
**Implementation**

Traditional media such as video, print advertisements, magazines, and books are viewed sequentially. Linear structures such as these present documentation from beginning to the end. Hypermedia is non-linear because it is possible to instantly access other pages. Web sites are organized using hypermedia. They show people where they are, and where they can go. Information is structured and organized.

Even though a site may be simple, it’s likely to be well received if it makes information easy to find and understand. Usability is becoming widely recognized as an important factor in the success of Web sites. When a site is not user-friendly, people will become frustrated and avoid it.

**Global vs. Local Navigation**

The hypothetical Web site below was developed and tested in Professor Susan Barnes’ *Crafting the Message* class. The ease of navigation and usability was tested by using notecards to simulate different pages. It was determined that local navigation on the left of the site was better than the global navigation at the top of the page. The local navigation was more effective because all the pages within the site can be seen at one time, eliminating many extra steps.
Web Banner
The animated Web banner layout below was selected to be the final application because the message is simple and clear. When the Web banner is animated, the image on the left of the person stuttering comes to life. "Listen what is said, not how it is said" is the coherent repeating message that is attached to each application in the Stuttering Awareness campaign.

Listen to what is said
Not how it is said
www.stutteringawareness.com

Screen captures taken from the Web banner (Animated Rotating GIF) in the Stuttering Awareness campaign
Implementation

Postcards
The two examples on this page were selected as the final postcard applications. The message depicts the struggles associated with stuttering. The strong use of the grid and basic design elements make these postcards more effective.

Listen to what is said
Not how it is said

www.stutteringawareness.com
Implementation

Poster
Another application featured in the Stuttering Awareness campaign was a vinyl poster. For the exhibit, the poster was enlarged to 8 ft by 12 ft. The same ratio (2:3) was used to increase the scale of the postcard, notecards and hypothetical Web site. The gray text “what” and “how” relates to the message in the gray rectangles, “Don’t be quick to pass judgment” and “stuttering awareness”
Dissemination

The Stuttering Awareness campaign developed for this thesis study is fully expected to thrive after the designer's graduation from RIT. The following represents a future plan and continuation of the Awareness campaign.

National Stuttering Association Presentation
The designer plans to present the Stuttering Awareness campaign thesis to the National Stuttering Association Executive Board at the National Conference in Nashville, Tennessee at the end of June 2003. The presentation at the NSA convention will explain the thesis process and promote the Stuttering Awareness campaign as a vehicle that the NSA may be interested in supporting and using in the future.

www.stutteringawareness.com
The completion of the Web site www.stutteringawareness.com would be a great continuation of the thesis project. The proposed Web site is an important vehicle to create stuttering awareness. It could provide valuable knowledge and awareness about stuttering both for those who stutter and those who interact with people who stutter. The site will also be a hub for the exchange of stuttering information and education. It will be an interactive center for the exchange of stuttering information and education. In addition, it is hoped that the site will reduce stress by making people feel more comfortable when communicating with people who stutter.

Stuttering awareness can be considered a meme. A meme is a contagious idea that replicates itself like a virus. Similar to a meme, stuttering awareness is created through applications (poster, postcards and Web banner) that direct the audience to the Web site. Stuttering applications would be downloaded from the Web site to create a self-generating, continual cycle of awareness. Therefore, memes, or in this case stuttering awareness, can influence behavior, which in turn promotes social change.

Additional Dissemination
Other applications such as public television announcements, radio messages and billboards will also be investigated. In addition, other stuttering organizations and non-profit support groups will be explored in the future to further promote stuttering awareness. Grant writing approaches will be investigated as a means to fund the Stuttering Awareness campaign.
Retrospective Evaluation

Through research, it was determined that there is a distinct need to increase stuttering awareness. To address this, a stuttering awareness campaign was created to fill the void in the general public's knowledge and understanding of stuttering.

The Retrospective Evaluation phase of the project helped determine the strengths and constraints of the final Stuttering Awareness campaign. This campaign consists of a postcard, poster and Web banner that promotes a hypothetical Web site. Each application carries a brief message about the disorder, while directing the audience to visit the stuttering awareness Web site.

The Stuttering Awareness campaign applications were presented to the National Stuttering Association, Buffalo chapter on May 7, 2003 as part of the Retrospective Evaluation process. The NSA chapter determined the designer effectively captured the essence of the disorder through different mediums while creating stuttering awareness.

The design elements enable the applications to successfully capture the essence of the speech disorder. The use of repeated imagery represents the physical aspects of verbal repetition. In addition, multiple images symbolize the ongoing stuttering occurrences experienced during a lifelong battle with the disorder.

The tightly cropped images evoke emotion because they powerfully represent the struggles of a person who stutters. These images capture the moment of a stutter as if frozen in time, which visually represent the negative feelings experienced when stuttering, as if their speech was the center of attention.

The Stuttering Awareness campaign was evaluated against the Thesis Planning Document, which established the project's goals, objectives and strategies. Although the thesis itself was modified from fall quarter when the Thesis Planning Document was created, the evaluation plan remains the same. (Refer to the Thesis Planning Document in APPENDIX A.)
Conclusion

Without question, the Stuttering Awareness thesis project has been an invaluable experience. As someone who has experienced the lifelong burden of the disorder firsthand, the designer of this thesis has a unique personal insight of the need for increased stuttering awareness in today's society. The clear deficiency in public awareness has only compounded the inherent pressures felt in speaking situations for people who stutter. These pressures and difficulties are often the result of a simple lack of information and understanding, since many people do not know what stuttering is or how to react to the disorder. Plus, because only one percent of the population stutters, there is little public exposure in society today.

The Stuttering Awareness thesis campaign was created using a compilation of design principles, methodology and design processes learned from the Graduate Graphic Design MFA Program at Rochester Institute of Technology. The experience gained in previous classwork was effectively applied in creating innovative, effective approaches to the design challenges associated with this thesis project.

Upon final analysis of the project, several areas of potential improvement were identified. One of the limitations of the campaign was that the overall focus of the thesis was too wide in scope. During the evaluation stage of the project, the thesis committee members intervened to help narrow the focus of the campaign. As a result, considerable improvement was made during the final evaluation stage.

Another challenge throughout the project was dealing with the sheer magnitude of creating the final thesis document, including the organization of multiple components and the compilation of vast amounts of information.

Despite these barriers, the thesis development process was an enjoyable, yet often intense experience. Many times the designer of this thesis had to step away from the project and refocus, because the personal nature of the sensitive topic began to uncover vivid emotions and memories. But while the process was often challenging, it was exciting to be immersed in a complex design problem while learning so much about a disorder that has dominated verbal communication for so many people. Moreover, the project was especially gratifying not only because of the realization that the campaign will fill a much-needed gap in society, but also the knowledge that graphic design truly can make a difference.
Glossary of Terms

Fluency
The quality of being able to express oneself readily and effortlessly.

Information Design
The detailed planning of specific information that is to be provided to a particular audience which meet specific objectives through design.

Matrix
A visual method of categorizing or organizing data.

Meme
A contagious idea that replicates itself like a virus.

Out-of-Home Media
Design applications intended to reach a large number of people, such as billboards, posters and kiosks.

Public Service Announcement
Advertising that serves the public interest often funded by grants and donations.

Semantic Differential Scale
A rating scale used in psychological studies to determine the meaning that a person assigns to words or images.

Stereotype
A preconceived notion or belief.

Stuttering
To speak or utter with a spasmodic repetition or prolongation of sounds. The lack of forward movement in speech.

Stuttering Awareness
The state in which people are knowledgeable and aware of the different aspects of stuttering.
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Journals


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Sacred Text

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<www.asha.org>

British Stammering Association
<www.stammering.org>

International Fluency Association
<www.theifa.org>

National Stuttering Association
<www.nsastutter.org>

Stuttering Homepage: Creative Expression
<www.mnsu.edu/comdis/kuster/creative.html>

Stuttering Foundation of America
<www.stuttersfa.org>

Successful Stuttering Management Program
<www.ssmpmanual.com>
APPENDICES

APPENDIX A: Thesis Planning Document
Thesis Planning Document

APPENDIX B: Athletic Trainers' PSA
National Athletic Trainers' Association PSA

APPENDIX C: Poem
Emotions by Jim Abbott

APPENDIX D: NSA Buffalo Chapter
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Stuttering Awareness
Communication through Design

A thesis plan for the Graduate Graphic Design
Department of the Rochester Institute of Technology

By Joshua Bodman
APPENDIX A: Planning Document

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Author
Chief Advisor
Associate Adviser
Associate Adviser
Situation Analysis

Stuttering is a speech disorder, typically beginning in early childhood and affecting approximately one percent of the population. It causes involuntary loss of coordination or control of the physical organs of speech, resulting in the physical blockage of speech. Stuttering can be used to refer either to the specific speech disfluencies that are commonly seen in people who stutter or to the overall communication difficulty that people who stutter may experience. There are perhaps as many different patterns of stuttering as there are people who stutter.

There is no single cause, but current research is exploring the connections between stuttering and the neurological coordination of speech. Developmental stuttering normally begins between the ages of 2 to 5, affects more men than women, and is often past down through generations. Stuttering is influenced but not caused by behavioral factors such as the comfort of the environment, anxiety, or stress. It is not caused by an emotional problem or a nervous disorder.

Our society has always stigmatized stuttering. People who stutter are often assumed to be nervous, incompetent, or even mentally ill. They are ridiculed, bullied and discriminated against. Because of this social penalty, most people who stutter want desperately to stop stuttering and would go to many extremes to hide the disorder. The uneducated public places stereotypes on stutterers. Because of the stigma attached to stuttering many children and adults feel there is something wrong with them.

Even when speech therapy is successful, many stutterers still experience significant fear and shame because they are afraid he or she might stutter in the future. There is a need for a public awareness campaign to change the traditional mind-set. Stuttering should not be a negative experience.
APPENDIX A: Planning Document

Problem Statement

There is a current need for stuttering awareness. The precedents revealed that there is a lack of general information for stutterers and non-stutterers about the disorder. After gathering a variety of references on the subject of stuttering it was determined there are no current resources that promote stuttering awareness on a national level. There is no stuttering awareness campaigns that provide a collaboration of information regarding the psychology and physiology during a moment of stuttering, information on how to interact with a stutterer, general stuttering facts, or specific personal experiences.

The more awareness that is created, the more light is cast on stuttering; eliminating some of the disfluency's burden. The disorder will not be a mystery if people understand that stuttering is composed of concrete thoughts, feelings, and actions. This thesis project will educate people about stuttering. From this education people will understand the speech disorder and reduce the pressures that people create under different speaking situations. Through the awareness campaign stutterers will lose the negative expectations people create.

Mission Statement

This thesis is an awareness campaign that will focus on communicating information about stuttering to create awareness while eliminating the stigmas of the disorder.
**APPENDIX A: Planning Document**

**Goals, Objectives and Strategies**

This thesis is an awareness campaign that will focus on communicating information about stuttering to create awareness while eliminating the stigmas of the disorder.

<table>
<thead>
<tr>
<th>Goals</th>
<th>Objectives</th>
<th>Strategies and Processes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Develop a plan that leads the project.</td>
<td>Given the subject of stuttering awareness the designer will develop a systematic process for this project, to ensure he follows the set of guidelines.</td>
<td>Conduct initial research.</td>
</tr>
<tr>
<td></td>
<td>Given the subject of stuttering awareness the designer will manage the thesis process from the proposal to implementation to evaluation. This will ensure he understands the defined goals and complete the objectives.</td>
<td>Create planning documents.</td>
</tr>
<tr>
<td>2. Define the problem.</td>
<td>Given the plan that leads the project the designer will understand there is a need to create stuttering awareness to articulate why the project is necessary and be able to highlight area boundaries of the problem.</td>
<td>Form a thesis committee.</td>
</tr>
<tr>
<td></td>
<td>Given the plan that leads the project the designer will be able to demonstrate knowledge of methodology to experience a content based, process-oriented, thinking approach to graphic design.</td>
<td>Digest the goals and objectives.</td>
</tr>
<tr>
<td>3. Gather research data.</td>
<td>Given the definition of stuttering awareness the designer will research a broad topic of stuttering facts, emotions, and personal aspects to understand the physical and psychological aspects during a moment of stuttering.</td>
<td>Express the need for the project.</td>
</tr>
<tr>
<td></td>
<td>Given the examination of stuttering awareness the designer will research a variety of different applications to understand the precedents of stuttering awareness campaigns.</td>
<td>List the audience, benefits for the project, and develop a problem statement.</td>
</tr>
<tr>
<td>4. Ideate possible solutions.</td>
<td>Given the research data gathered the designer will use brainstorming techniques to create possible solutions for the defined problem to construct and investigate different approaches.</td>
<td>Demonstrate the ability to have critical thinking and methodology skills.</td>
</tr>
<tr>
<td></td>
<td>Given the research data gathered the designer will come up with different ideas by changing different variables, content, and context to ensure a wide scope of possible solutions and then evaluate the ideation process.</td>
<td>Use graphic design to communicate stuttering awareness.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Compile and organize all of the research.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Concentrate on the information.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Understand what has been done before.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Explore range of cross-disciplinary fields.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Use Wurman's &quot;hatracks&quot; to produce a variety of brainstorming techniques.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Compare and contrast specific examples to ensure meaningful relationships.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Establish criteria for evaluating the ideation process.</td>
</tr>
</tbody>
</table>
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## Goals, Objectives and Strategies

This thesis is an awareness campaign that will focus on communicating information about stuttering to create awareness while eliminating the stigmas of the disorder.

<table>
<thead>
<tr>
<th>Goals</th>
<th>Objectives</th>
<th>Strategies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Select the most appropriate solution.</td>
<td>Given the ideation of possible solutions the designer will review the ideations and select a specific solutions for the specific problem to identify the appropriate solutions.</td>
<td>Analyze evaluation of ideation process.</td>
</tr>
<tr>
<td></td>
<td>Given the ideation of possible solutions the designer will identify a list of possible models of solutions to compare the message of each solution.</td>
<td>Develop matrix of disciplines and applications.</td>
</tr>
<tr>
<td>Implement the final solution.</td>
<td>Given the selection of the most appropriate solution the designer will work with the thesis committee to determine if the project meets the predetermined requirements.</td>
<td>Identify a list of possible models of solution.</td>
</tr>
<tr>
<td></td>
<td>Given the selection of the most appropriate solution the designer will create the project to solve the problem statement.</td>
<td>Review and digest the models for solution and then compare results.</td>
</tr>
<tr>
<td>Disseminate the application.</td>
<td>Given the implement of the final solution the designer will disseminate the thesis project in a formal gallery to create stuttering awareness.</td>
<td>Continue working with thesis committee.</td>
</tr>
<tr>
<td></td>
<td>Given the implement of the final solution the designer will present the thesis project to the National Stuttering Association and the International Stuttering conventions to create stuttering awareness.</td>
<td>Create a list that compares the projects goals to the results of implementation.</td>
</tr>
<tr>
<td>Evaluate the project.</td>
<td>Given the disseminate of the application the designer will review the project goals and objectives to determine if the designer fulfilled the original intent.</td>
<td>Build Project.</td>
</tr>
<tr>
<td></td>
<td>Given the disseminate of the application the designer will create a post-thesis review document. Given the research data gathered the designer will use brainstorming techniques to create possible solutions for the defined problem to construct and investigate different approaches.</td>
<td>Create stuttering awareness.</td>
</tr>
<tr>
<td></td>
<td>Compile all of the thesis results.</td>
<td>Present project in formal gallery setting.</td>
</tr>
<tr>
<td></td>
<td>Create a thesis document.</td>
<td>Present thesis at National Stuttering Awareness convention</td>
</tr>
</tbody>
</table>
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System Block Diagram and Evaluation

System Block Diagram is a visual representation of the entire thesis process that creates order of the different components in producing the thesis. It is important to note that each phase or component of the thesis is completed before advancing to the next component.

Evaluation Component is a table of information that breaks down a component of the system block diagram. The evaluation component determines the outputs directly affected by the activities implemented from the resources of the specific component.

Evaluation Plan is a table of information that evaluates each component of the thesis plan by answering a specific question regarding the purpose of each component. The evaluation plan determines the specific action the designer must complete before advancing to the next component.
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Evaluation of Component (3.0 example)

<table>
<thead>
<tr>
<th>Inputs</th>
<th>Processes</th>
<th>Outputs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resources</td>
<td>Activities</td>
<td>Results</td>
</tr>
<tr>
<td>Assess Needs</td>
<td>Brainstorm Application</td>
<td>Hypothesized Various Solutions</td>
</tr>
<tr>
<td>Develop Plan</td>
<td>Ideate Examples</td>
<td>Created Various Solutions</td>
</tr>
<tr>
<td>Analysis Research</td>
<td>Select Solution</td>
<td>Selected Solution</td>
</tr>
<tr>
<td>Digest Plan</td>
<td>Production Process</td>
<td>Finalized Project Plan</td>
</tr>
<tr>
<td>Complete Evaluation</td>
<td></td>
<td>Created Model</td>
</tr>
<tr>
<td>Create Solutions</td>
<td>Evaluate Implementation</td>
<td>Started Assembling</td>
</tr>
<tr>
<td>Review Requirements</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Examine Plan</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Evaluate Materials</td>
<td>Decide Implementation</td>
<td>Analyzed Research</td>
</tr>
<tr>
<td>Estimate Budget</td>
<td></td>
<td>Created Matrix</td>
</tr>
<tr>
<td>Create Process</td>
<td></td>
<td>Evaluated Project</td>
</tr>
</tbody>
</table>

3.0 Implement Proposal

This is an evaluation of the 3.0 Implement Proposal Component. It is taken from the system block diagram on page 14.
## Evaluation Plan

<table>
<thead>
<tr>
<th>Manage Project</th>
<th>Assess Needs</th>
<th>Develop Plan</th>
<th>Research Analysis</th>
<th>Implement Proposal</th>
<th>Disseminate Application</th>
<th>Evaluate Project</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Project Phase</strong></td>
<td>1.0</td>
<td>2.1</td>
<td>2.2</td>
<td>3.3</td>
<td>3.0</td>
<td>4.0</td>
</tr>
<tr>
<td><strong>Component Question</strong></td>
<td>What are the committee members expertise?</td>
<td>Is this project needed?</td>
<td>What is the problem statement?</td>
<td>Is the research complete?</td>
<td>Does the solution fit the project?</td>
<td>Did the project meet technical requirements?</td>
</tr>
<tr>
<td><strong>Designer Action</strong></td>
<td>Create Thesis Committee</td>
<td>Initial Research and Survey Need</td>
<td>Create Planning Documents</td>
<td>Compile and Organize Research</td>
<td>Finalize Plan</td>
<td>Finalize Project</td>
</tr>
<tr>
<td><strong>Evaluator</strong></td>
<td>Designer</td>
<td>Thesis Committee</td>
<td>Thesis Committee</td>
<td>Thesis Committee</td>
<td>Thesis Committee</td>
<td>Thesis Committee</td>
</tr>
</tbody>
</table>
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Bibliography


www.isad.org, International Stuttering Association

www.nsastutter.org, National Stuttering Association
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Glossary

Articulation: the process by which sounds, syllables, and words are formed when the jaw, teeth, tongue, lips, and palate alter the airstream coming through the vocal folds. It is the production of speech sounds. Intelligibility is a measure of how well speech can be understood. Someone with an ‘articulation disorder’ can be hard to understand because they say sounds incorrectly. Most errors fall into one of three categories: omissions, substitutions, or distortions.

Phonology: the science of speech sounds and sound patterns. We have language rules about how sounds can be combined. Classes of sounds, rather than single sounds, are affected. Sounds can be classified in three ways: where they are produced, how they are produced, and whether the voice is used. A ‘phonological process’ is an unusual rule that is being used and changes one of these factors. Some phonological processes are: fronting, backing, gliding, cluster reduction, devoicing, and stopping.

Repetition: of sounds (e.g., b-b-b-ball), syllables (e.g., mo-mo-mommy), parts of words (e.g., basket-basket-basketball), whole words, and phrases.

Stuttering: refers to a break in fluent or smooth, forward-moving speech. Everyone has dysfluencies from time to time. “Stuttering” is speech that has more dysfluencies than is considered average. There are many kinds of dysfluencies. Those heard in the speech of normal speakers include fillers (um, ah), hesitations, whole word and phrases repetitions, and revisions. Dysfluencies more characteristic of stuttering include sound or syllable repetition, prolongations (unnatural stretching out of sounds), and blocks (sound gets stuck and cannot come out). Type, frequency, and duration of disfluency can differentiate stuttering from normal dysfluencies. The average speaker has up to 7-10% of their speech dysfluent. (Counting the number of disfluent words in a 100-word sample). Stuttering occurs at frequencies greater than 10% and can last from a half second up to 30 seconds, and is accompanied by tension.

Stuttering Movements: reactions that accompany stuttering such as tense muscles in the lips, jaw, and/or neck; tremor of the lips, jaw, and/or tongue during attempts to speak; foot tapping. eye blinks, head turns, etc. There are many related behaviors that can occur and vary from person to person

Voice Disorders: divided into 2 categories, organic and functional. Organic disorders stem from disease or pathology whereas functional voice disorders result from abuse or misuse of the voice. Organic disorders require medical intervention whereas functional voice disorders can often be managed by voice therapy.
Appendix: Stuttering Awareness (Original Thesis Proposal)

Stuttering is a speech disorder, typically beginning in early childhood and affecting approximately one percent of the population, that causes involuntary loss of coordination or control of the physical organs of speech, resulting in the physical blockage of speech. Stuttering can be used to refer either to the specific speech disfluencies that are commonly seen in people who stutter or to the overall communication difficulty that people who stutter may experience. There are perhaps as many different patterns of stuttering as there are people who stutter. And there are many different degrees of stuttering, from mild to severe.

The more awareness that is created; the more light is cast on stuttering; eliminating some of the disfluency’s burden. The disorder will not be a mystery anymore if people understand that stuttering is composed of concrete thoughts, feelings, and actions. Through the awareness, stutterers will lose some of the negative expectations of the environment, view of oneself, and have a positive expectation toward fluency.

There is no known single cause, but current research is exploring the connections between stuttering and the neurological coordination of speech. Developmental stuttering normally surfaces between the ages of 2 to 5, tends to run in families and affects more men than women. Neurogenic stuttering may be caused by brain damage resulting from strokes or blows to the head. Stuttering is influenced by behavioral factors but it is not caused by an emotional problem or a nervous disorder.

Our society has always stigmatized stuttering. People who stutter are assumed to be nervous, incompetent, and even mentally ill. They are ridiculed, bullied and discriminated against. Because of this social penalty, most people who stutter want desperately to stop stuttering. Because of the stigma attached to stuttering, many children and adults who stutter are lonely and isolated. Parents, teachers and friends may be sympathetic but don’t understand what people who stutter experience or how they feel.

Even when speech therapy is successful, however, many stutterers still experience significant fear and shame because they’re afraid they might stutter. Some go to great lengths to hide their stuttering, because of the traditional mind-set that stuttering is a bad thing to do.

Because stuttering is such a pervasive disorder that affects some people’s lives so drastically, there is a current need for stuttering awareness. The thesis project will educate people about stuttering. From this education people will understand the speech disorder and reduce the pressures that people create under different speaking situations.
APPENDIX B: Athletic Trainers’ PSA

National Athletic Trainers’ Association Public Service Announcement
www.iowaatc.org

The shorter the time allotment for the message, the simpler it needs to be so as not to confuse the audience. In a longer message, of course, it’s essential to repeat your key elements for reinforcement.

10-Second Radio Message
March is National Athletic Training month! The National Athletic Trainers Association wants to help your kids stay safe and healthy this season. If your kids are involved in sports, make sure you know who is taking care of them. A public service message from the Iowa Athletic Trainers’ Association.

20-Second Radio Message
Certified Athletic Trainers help athletes and everyday people stay in the game. You’ll find ATCs at schools, sports medicine clinics, in the professional ranks and in the workplace. Wherever you need them, ATCs are helping active people stay active. This message is brought to you by the Iowa Athletic Trainers’ Association.

30-Second Radio Message
Everyone knows that “big time” athletes are well cared for when it comes to injuries. But your kids … who’s taking care of them? Pro teams and most universities have certified athletic trainers on staff, but that’s often not true at high schools where ATCs are needed to help kids prevent, treat and rehabilitate injuries. The National Athletic Trainers’ Association … keeping your kids healthy! Contact a certified athletic trainer in your area for more information.
Emotions (page 91-94)
By Jim Abbott
http://www.mankato.msus.edu/comdis/kuster/
Creativeexpression/loesberg.html

Emotions
Emotions of anger and pain
Of embarrassment and shame
Of frustration and fear
Of hate
Yes, even hate
Hatred of the spoken word
Hatred of our tangled tongues
Hatred of the fact that we were picked
To be the chosen ones
That one percent of the population
Who speak with stuttered speech
Three million people to whom which fluency
Lies always outside of our reach

Anger?
Of course we get angry
We get angry because we can’ t express ourselves
Voice our thoughts and our feelings like everyone else
Angry at those who question our intelligence
Angry at those who mock us and mimic us
Angry at those who find our stuttering so amusing
The way that we talk was not of our choosing
So you’ ll excuse us if we don’ t laugh
Emotions continued (page 91-94)
By Jim Abbott

Pain? Oh, we know all about pain
Pain is watching helplessly
While the person you're talking to turns and walks away
Leaving you desperately struggling to say
Your own name
The inability to even say your own name
That, my friends, is what you call pain
Excruciating, exasperating, emotional pain
But we carry on still the same
So please do not profess
Don't try to tell us
Anything at all about pain

Frustration?
Frustration is sitting in class
Knowing the answers to the questions being asked
But never once considering raising your hand
No longer wishing to play the role of the fool
Vowing that never, ever will you put yourself thru
That agonizing ordeal again
One too many times you've opened your mouth
And been able to utter not one single sound
To this very day you can still plainly hear
The snickering of your schoolmate's so load and so clear
Thus in self enforced silence you sit and you suffer
There are few things in life I reckon are rougher
Than being forced to feign stupidity
Yet, we do so willingly
Cause it's just easier that way
Fear?
We’re all very well versed in the feelings of fear
But I speak not of the fear of what goes bump in the night
Nor fear of the great unknown
No, we fear little things that most take for granted
Like talking on the telephone
Having your heart skip a beat
Everytime you hear it ring
Afraid to pick the damn thing up
Afraid of the horrors that it brings
Afraid to face the kind of humiliation
That only we can know
Like the humiliation of being hung up on
As you struggle to say hello
So to hell with it
Just don’t answer it
Just pretend that there’s no one home
Embarrassment and Shame?
We know too well of their names
The embarrassment of having to speak
In a manner that society has deemed bizarre
Many of us have grown into adulthood
Ashamed of being who we are
With an overwhelming dread
With our faces flushed red
We avoid our listener’s eyes
Looking everywhere but there
Stare off into space, we don’t care
Emotions continued (page 91-94)
By Jim Abbott

Embarrassed and ashamed of what it is we might find
Will it be confusion
Amusement
Ridicule or disdain
It doesn’t matter anymore
We’re so sick of this game
But alas, we have no choice
As always, it seems we are forced
To speak with this
This stuttered voice

Emotions
Yes, they are possessed by all living souls
But feelings such as these
Brought on by the simplest of things
Are ours and ours alone

Those that are fluent would never have a clue
Nor could we reasonably expect for them to
Understand what it is that we must go thru
But I know at times we all have wished
Not for gold or jewels, but simply for this
That maybe, perhaps just once
They could walk
One mile
In our shoes
APPENDIX D: NSA Buffalo chapter

Stuttering Awareness questions asked at the National Stuttering Association Buffalo, Chapter meeting

Is there a need for stuttering awareness?

If you could tell the public one thing about stuttering what would you tell them?

What is the worst thing that happened to you because you stuttered?

What was the funniest thing that happened to you because you stuttered?

What are some negative stereotypes of stuttering?

What speaking situations cause the most stuttering?

Have you noticed any stuttering awareness PSAs in the media lately?

Do you know of anyone famous that stutters?

Why is stuttering awareness important?