

Lecture 1

SPEAKING IN PUBLIC

The power of public speaking

- People put such a high value on public speaking. History: this art has been a vital means of communication.
- Study has shown that communications skills are among the most prized assets job recruiters look for when hiring college graduates.
- In community life: when persuading people, not only facts that you need by your side, but also **your speech**, in which you present compelling arguments to them.
- Public speaking is a form of empowerment. It can make a difference in things people care about very much.

- Public speaking offers you at least 3 possibilities:
 - Persuading people to do something you feel is right
 - Informing people about things they don't know
 - Entertaining people and making them feel happy and good about themselves.

- *Similarities between public speaking and conversation*
- Organising your thoughts logically
- Tailoring your message to your audience
- Telling a story for maximum impact
- Adapting to listener feedback

- *Differences between public speaking and conversation*
- Public speaking is more highly structured
- Requires more formal language
- Requires a different method of delivery

Developing confidence

- What is stage fright?
- It is anxiety over the prospect of giving a speech in front of an audience.
- Many people who converse easily in all kinds of everyday situations become frightened at the idea of standing up before a group to make a speech.

- Your body is responding as it would to any stressful situation: by producing extra adrenaline.
- Adrenaline is a hormone released into the bloodstream in response to physical or mental stress.

Dealing with nervousness

- Positive nervousness is controlled nervousness that helps energise a speaker for her or his presentation.
- 6 ways of dealing with nervousness:
- Acquire speaking experience
- Prepare, prepare, prepare
- Think positively

- Use the power of visualisation
- Know that nervousness is not visible
- Do not expect perfection

Public speaking and critical thinking

- Critical thinking is focused, organised thinking about such things as the logical relationships among ideas, the soundness of evidence, and the differences between fact and opinion.

SEVEN elements of speech communication:

- **Speaker**
- **message**
- **channel**
- **listener**
- **feedback**
- **interference**
- **situation**

Cultural diversity and public speaking

- Speech making becomes more complex as cultural diversity increases.
- Part of the complexity stems from the differences in language from culture to culture.
- Language and culture are so closely bound that “we communicate the way we do because we are raised in a particular culture and learn its language, rules and norms.”
- The meanings attached to gestures, facial expressions, and other non-verbal signals also vary from culture to culture.

Ethnocentrism

- Ethnocentrism is the belief that one's group or culture is superior to all other groups or cultures.
- Ethnocentrism is part of every culture.
- Different countries, races practice different cultures and beliefs.
- Ethnocentrism can play a positive role in creating group pride and loyalty. It can also be destructive when it leads to prejudice and hostility towards different racial, ethnic or cultural groups.

- To be an effective public speaker in a multi cultural world, you need to keep in mind that people have their special beliefs and customs.
- Successful speakers show respect for the cultures of the people they address. They need to adapt their message to the cultural values and expectations of their listeners.
- Once you know about any cultural factors that might affect the audience's response to your speech, you can adapt the speech to make it effective and appropriate as possible.
- Avoid any words or phrases that might cause misunderstanding.

- When delivering speech, be alert of the feedback from audience that have difficulties understanding your points, and encourage them by asking “Am I making myself clear?” or “Did I explain this point fully enough?”
- No matter what the cultural background of the speaker, you should listen to her or him attentively as you would want your audience to listen to you.