

HOW TO SPEAK IN PUBLIC SUCCESSFULLY

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Introduction

There are many occasions in which we have to speak in front of public, or in other words, we have to make a speech. Speech plays a pervasive role in our lives. Without words or the power to voice them, it is very difficult to complete our daily routines effectively. That is why students need to learn how to speak in public effectively, and as teachers it is our job to train them how to do it. To be able to train our students to speak in public, we need to have sound knowledge, skill of public speaking, and the methodology or techniques to motivate students to practice it. This paper will cover the discussion of the importance of public speaking and how to make good public speaking, which is taken from the book entitled *The Complete Idiot's Guide to Speaking in Public with Confidence* by Laurie Rozakis.

The importance of public speaking

No matter what your occupation, your success depends greatly on your ability to speak well. For examples, people select doctors, dentists, real estate brokers, financial advisors, and lawyers not only on the basis of their professional competence, but also on the basis of how well they click or relate to each other. Anyone who has to deal with the public, from sales person to stockbrokers, servers to supervisors, has to establish rapport with the people they deal with in their jobs. And this rapport is established through speech.

The difference between success and failure is often the ability to communicate clearly and effectively. Never has this been true than is today's competitive business climate. One of the most outstanding examples of a contemporary person who has achieved success because of his speaking skill is Lee Iacocca. Mr. Iacocca saved the Chrysler Corporation by using his considerable talent as a speaker to win the backing of

the president, Congress, and the American Public in the largest corporate bailout in America's history. Even, Iacocca credits his professional success to his skills as a speaker. In his autobiography, Mr. Iacocca writes: "I've seen a lot of guys who are smarter than I am and a lot who know more about cars. And yet I've left most of them on the smoke. Why? Because I'm tough? No... You've got to know how to talk to them, plain, and simple."

Public speaking affects every area of communication. It is your ability to get your ideas across and to inform and persuade your audience. And yet many people insist on separating "public speaking" from "one-on-one" speaking. They think the former is stilted and the ceremonial and the latter casual and relaxed. In some circumstances, this may be the case, but truly effective speakers carry the same public speaking skills into all areas of communication. They put the power of speech to work for them whenever they communicate verbally. Remember: All the great speakers were bad speakers at first.

You know that the ability to express ideas is as essential as the capacity to have ideas. Take a closer look at your strengths and weaknesses as a public speaker by filling out this public speaking inventory worksheet.

Public Speaking Inventory

1. List the qualities you think an effective public speaker should have.
 - a.
 - b.
 - c.
 - d.
2. List which of these qualities you now have.
 - a.
 - b.
 - c.
 - d.
3. What are your strengths as a public speaker?
 - a.

- b.
- c.
- d.
- 4. What are your weaknesses as a public speaker?
 - a.
 - b.
 - c.
 - d.
- 5. When do you most have to speak in public?
 - a.
 - b.
 - c.
 - d.
- 6. What public speaking situations do you find the most difficult?
 - a.
 - b.
 - c.
 - d.

What makes a good public speaker?

Being a good public speaker makes you visible- in business, money, resources, and power flow to the high achievers. Speaking in public with confidence gives you the edge. There is really no mystery about what makes someone an effective public speaker. Here's our *Fab Five Plus Three List* to being a good public speaker:

1. Knowledge. The famous American writer and humorist Mark Twain said, "It takes three weeks to prepare a good ad-lib speech." If that's the case, imagine how much time it takes to prepare a good written speech. Twain was exaggerating to make his point, but not by much. Reading widely will help you gather the information to make your speeches successful. However, you don't have to wait a long time to give a speech. One of the skills you'll learn is how to get the facts you need to make your point.

2. Self-confidence. I've already mentioned how the impression you convey can say much, or even more, about you as your words. Many factors determine how nervous you may feel: the people in the audience, how much sleep you got on the night before, what the speech means to your career. Show your confidence.

Exhibit poise about what you have to say and your ability to say it well. Don't leave the door open to your audience to doubt you. For instance if you cite a surprising fact, acknowledge the facts and say that you double-checked and verified them

Don't apologize about what you have to say. Under no circumstances begins speech with, "I'm not much of a public speaker, so you'll give me a little latitude," or "Unaccustomed as I am to public speaking, ...". Never say this.

3. Enthusiasm. A close friend of mine once gave a speech at the bridge banquet. As a national bridge player, she knows the game inside out and is passionate about it. Few things make her happier than a championship bridge game. Yet, her speech was lifeless, dull, and tedious. I was astonished because she is normally animated on the subject of bridge. I wasn't going to say anything if she didn't ask for an assessment, but ask she did. "Well," I said cautiously, "this speech lacked your usual enthusiasm." "Oh," she replied, "that's because I'm not a morning person. It takes me until noon to really wake up." Her speech reflected her sluggishness.

Along with self-confidence comes enthusiasm. Effective speakers have an intensity or involvement that helps them reach out and make contact with their audience. They possess an enthusiasm about their subject that excites their audience. Even if they are tired, powerful speakers summon the energy to inspire their audience. They convey their vitality about their subject by their words, gestures, and body language.

4. Preparation. There is no substitute for doing your homework. Research. Prepare. The more background work you do, the more you will be convinced that your speech is good and it will be. Work and rework your speech until it is entertaining, important, and meaningful. All good speech writers will tell you that there is no such thing as good writing, only rewriting.
5. Message. Your audience may be potential supporters at a political debate. They may be friends at a retirement dinner, students at a graduation, or executives at a corporate meeting. But whoever they are, you will either win or lose them with the speech you

write and deliver. There are many things that a good speech can do. Here are a few of the most important ones.

A good speech can:

- Launch a successful campaign,
- Build credibility
- Clarify the issues
- Persuade voters
- Correct misconception
- Forge bonds
- Motivate employees
- Generate publicity
- Position yourself
- Calm upset people
- Garner support
- Spark interest in a new service

6. Listening skills. Remember that speaking is a two-way process. It involves not only making contact with the audience but receiving feedback from them, as well. It is not enough to be a good speaker; you also have to be a good listener. There are three main kinds of listening:

- **Emphatic listening.** The purpose of this type of listening is to provide the person speaking with emotional supports to help him or her come into decision, solve a problem, or resolve a situation. As a result, this type of listening focuses more on emotions than a reason or ethics. As an empathetic listener, you can restate the issues, ask questions, and critically analyze the issues. Your intention here is not to make a decision for the person speaking. Rather, it is to support the person speaking in his or her own independent decision making process.
- **Comprehension Listening.** With this kind of task, the listener gathers as many facts as possible. The focus is on accuracy of perception. This is the type of listening you do when members of an audience ask you questions and offer you comments. It is the type of listening you need when you are first asked to speak, to make sure that you understand the task and the audience. Comprehension listening demands that you focus on specific

details, distinguish between different pieces of information, and organize the information into a meaningful whole.

- Critical listening. Here is where you weigh what has been said to see if you agree with it or not. Start the process with informational listening to make sure that you have all the facts. When you are fairly sure that you understand the issues, you can then evaluate them and make decisions based on the facts, evidence, and speaker's credibility. This type of listening is most helpful to public speakers in decision making situations and confrontational positions.

7. Sense of self. A sense of self is the way that you look at yourself. It is a relatively unchanging set of labels that describe how you perceive yourself. It is like a long list of answers to the question "who am I?"

What is the source of self-concept? How does it develop? Some social scientists believe that it comes from within. Others believe that it develops from what others think of us. In other words, we use feedback from others to forge our own identity, matching our interpretation of ourselves with how we perceive that others view us. These people weigh the feedback from different sources, accepting the appraisals from the people they considered most important: parents, bosses, lovers, husbands, wives- as most meaningful. But even before they put pen to paper, effective speakers have a clear sense of who they are. They have judged communication from various sources, sifted facts and data, and formed their own self-images. This firm sense of self is communicated to audience, power, self-assurance. It makes their message all the more meaningful.

8. Integrity. More years ago than I want to count, the granddaddy of speech, the Greek philosopher Aristotle, explained what a public speaker needed in order to be successful. In the Rhetoric, Aristotle wrote that public speakers need more than an ample vocabulary and the good taste to pick the right words for the right occasion. They even need more than intelligence, self control, and balance. They even need more than being up-to-date on the issues- although all these accomplishment and traits are useful. Above all else, he claimed, good public speakers also have to be good people. If you want a group of people to accept your ideas, you must be respected and trusted.

People never listen just to a speech; they focus also on the person who is speaking. This fits with what you just read forming a strong sense of self. Of course, effective speaking

calls for a mastery of basic skills and techniques. But first of all, it requires you to be respected by others and by yourself. I bet you already have integrity. What you still need to learn is knowledge, self-confidence, and preparation.

How to prepare a speech

In preparing a speech, what you have to do first is analyzing your audience. Who our audience will be? This includes the kinds of audience, its size, their age, gender, level of knowledge, and why they are there to be the listeners of your speech. If the audience is the home team, they are apt to think they can anticipate the content of your speech. Suppose that you have a reputation for having a great sense of humor. If you decided to deliver a serious speech, the audience might be startled and unsure of your intent. Take this into consideration when you plan the content of your speech.

If people are from many different places, you can draw on your common experiences as visitors to the city. People will take your speech more seriously if they feel they are trying to meet their specialized needs. But if you are speaking to a group of total strangers, you have to be the much more careful about making a good first impression. The way you come across in your speech is the way that people will remember you; there is no room for second tries.

The next thing to consider is your place on the agenda. This can determine the tone of your speech as well as its content. Sometimes, your speech may be the single most important speech at the gathering. Other times, you may be the opening speaker. Then, you set the tone for the event because you have a chance to affect how the audience receives the entire program. If you are the last speaker, you have to inspire and lead. You may be speaking in the middle of the program or at the end. In these instances, you are carrying the entire weight of the event.

If you are part of a panel, you want your speech to blend in with those of your peers. Listen to what they have to say. Match their time limit or speak for a little less time. At the same time, you also want your speech to stand out in a positive way.

Find out where your speech falls in the agenda, and don't be afraid to change your spot if you think it can lead to a better speech and better use of your time.

Conclusion

There are many things to consider in preparing ourselves to be good public speakers. We need knowledge, self-confidence, enthusiasm, preparation, message, listening skills, sense of self, and integrity. In preparing a speech we need to consider our audience including their profession, age, gender, level of knowledge. Other things need to consider in preparing our speech is our place in the sun, or place in the agenda. This position can determine the tone of our speech.

Daftar Pustaka

Rozakis, Laurie. 1995. *The Complete Idiot's Guide to Speaking in Public with Confidence*, New York: Alpha Books