

Public Speaking

Talk is cheap?

The Power of Public Speaking

- People put a high value on public speaking.
“A person who forms a judgment on any point but cannot explain it clearly might as well never have thought at all on the subject”.
- People spread their ideas and influence through public speaking.
- Public speaking is a form empowerment. It can **make a difference** (change) in things people care very much.

How public speaking makes a difference (change)?

1. by persuading
2. by informing
3. by entertaining

Similarities between Public Speaking and Conversation

1. Organizing thoughts logically
2. Tailoring message to audience
3. Telling a story for maximum impact
4. Adapting to listener feedback

Differences between Public Speaking and Conversation

1. PS is more highly structured
2. PS requires more formal English
3. PS requires a different method of delivery

Elements in Public Speaking (Speech)

1. *Speaker*- depends on personal credibility, knowledge of the subject, preparation, manner of speaking, sensitivity to the audience and the occasion, and enthusiasm.

2. *Message*- whatever a speaker communicates to someone else
3. *Channel*- the means by which a message is communicated
4. *Listener*- the person who receives the communicated message
5. *Feedback*
6. *Interference*- anything that impedes the communication of a message
7. *Situation*- time and place

Ethics in Public Speaking

- Make sure your goals are ethically sound
- Be fully prepared for each speech
- Be honest in what you say
- Avoid name-calling and other forms of abusive language
- Be free of plagiarism
- Put ethical principles into practice

Steps in Speechmaking

1. Preparing the speech

- Selecting a topic and purpose
- Analyzing the audience
- Gathering materials
- Supporting ideas
- Organizing the body of the speech
- Beginning and ending the speech
- Outlining the speech

2. Presenting the speech

- Using language
- Delivery
- Using visual aids

Kinds of Speech

1. Informative Speech
2. Persuasive Speech
3. Speeches on Special Occasions
 - Speeches of introduction
 - Speeches of presentation
 - Speeches of acceptance
 - Commemorative speeches
 - After-dinner speeches

Speaking to Inform

Three general **criteria of a good speech**: (1) accurately?, (2) clearly?, and (3) meaningful and interesting?

Steps in making informative speech

1. Analyzing the audience (age range, sex distribution, occupation, economic level, general background)
2. Selecting a topic and purposes
 - a. choosing a topic
 - b. determining the general purpose (e.g. to inform)
 - c. determining the specific purpose
 - d. phrasing the central idea
 - e. determining the main points

e.g.

Topic: North America

Specific Purpose: To inform my audience of five major civilizations that existed in different parts of North America centuries before the arrival of Columbus.

Central Idea: Centuries before arrival of Columbus there were major civilizations in what is today New York, Florida, New Mexico, the Pacific Northwest, and the Mississippi Valley.

Main Points: I. In New York, the Onondaga were skilled agriculturalists and fierce warriors.
II. In Florida, the Calusa developed one of the most advanced cultures to flourish without agriculture.
III. In New Mexico, the people of Chaco Canyon were sophisticated architectural planners and builders.
IV. In the Pacific Northwest, the Makah were expert mariners and foresters.

V. In the Mississippi Valley, the Cahokia created a complex, prosperous society whose burial mounds are still evident today.

3. Gathering information (using the speaker's knowledge and experience, interviews, library and internet research)
4. Preparing visual aids
5. Organizing and outlining the speech
6. Presenting the speech

Organizing the Speech

First impressions are important. So are final impression. This is why speeches need strong introductions and conclusions.

1. Introduction

- Get the attention and interest of the audience
- Reveal the topic of the speech
- Establish credibility and goodwill
- Preview of the body of the speech (help the audience listen effectively and provide a smooth lead-in to the body of the speech)

2. Conclusion

- Let the audience know the speaker is ending the speech
- Reinforce the audience's understanding of, or commitment to, the central idea (e.g. summarizing, with a pertinent quotation, a dramatic statement, referring to the introduction)

Outlining the Speech

Preparation Outline

- State the specific purpose of the speech
- Identify the central idea
- Label the introduction, body, and conclusion
- Use a consistent pattern of symbolization and indentation
- State main points and sub points in full sentences
- Label transitions, internal summaries, and internal previews
- Attach a bibliography
- Give the speech a title, if one is desired

Speech

1. Addressing

a. To King or Queen

- His most Gracious Majesty, King...
- Her most Gracious Majesty, Queen ...
- His Royal Highness, the Prince of ...
- Her Royal Highness,, the Princess of ...

b. To President or minister

- The Honourable..., the President of ...
e.g. The Honourable Susilo Bambang Yudhoyono, the President of Indonesia.
- Honourable ..., the Minister of ...
- Your Excellency, General...

c. To others

- Ladies and Gentlemen,
- Dear friends,
- Distinguished quests,

2. Greeting

- Good morning,
- Good afternoon,
- Assalamu'alaikum warhmatullahhi wabarakatuh

3. Opening

- First of all, I'd like to extend my sincere gratitude to the organizing committee who has given me this opprotunity to deliver a speech on "*The Role of NGOs as Assisiting Institutions to Government of Indonesia in Socializing New Law on Traffic.*"
- It is a great pleasure for me to be given the opportunity to deliver a speech on the subject of.....on this precious occasion of *the commemoration of the first anniversary of Anglo-American school of Public Speaking.*
- I am greatly honoured and grateful for the opportunity given to me in addressing a speech on.....
- Allow me to commence this occasion by saying that it is a great honour for me to have an opportunity to deliver a speech before the intellectual community audience. And I'd like to thank the organizing committee for such moment.

4. Closing/Concluding

- In closing.....
- I conclude that....
- In conclusion,....

Thank you.

Using Language

Word Meanings

1. denotative meaning: precise, literal, and objective (dictionary definition)
2. connotative meaning: more variable, figurative, and subjective.
It includes the feeling, associations, and emotions that a word touches off in different people.

e.g.

Terrorists neither listen to reason nor engage in reasoning with others. Their aim is to generate fear-to frighten people into submission. They measure success by the magnitude of the fear they generate through brutal, savage acts of violence. Terrorists are prepared to kill to further whatever cause they claim to be pursuing. And the heinousness of these murders is accentuated by the fact that terrorists murder without passion. They murder with cool deliberation and deliberate planning. They are utterly amoral.

Terrorists do not seek to negotiate with their opponents. They seek victory by using political and psychological pressure, including acts of violence that may endanger the lives of some people. To the terrorist, ultimate objectives are more important than the means used to achieve them.

Which statement is preferable?

- The audience, the occasion, and the speaker's purpose.
—————> More intensive connotative meanings – to stir up your listeners' emotion, rally them to some cause
Less intensive reactions – addressing a controversial issue and trying to seem completely impartial
- Choosing words skillfully for their denotative and connotative meanings is crucial part of the speaker's craft.