

# **A PATH TO PUBLIC SPEAKING**

## **A HANDOUT FOR SPEAKING IV & V CLASS**



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2006**

## **INTRODUCTION**

This handout is used for an internal purpose only and designed to equip the students of English Education Study Program at the intermediate level with an integrated resource to improve their public speaking skill so as to be more active, responsive, and skillful participants of various roles demanded in speech communication activities.

This handout to public speaking contains six (6) parts, each of which covers some points to elaborate. Part I peels all the basic foundation the students need to know about speaking before public. Such topics as the power of public speaking, public speaking and critical thinking, speaking to develop self-confidence, and delivering your message are presented to form the students' comprehension on the basic points to perform a speech communication activity. The next elaboration on ethics and public speaking is intended to provide the students with the ethical rules in performing public speaking activities. Part II provides information on how to start preparing speeches before public. Some preliminary steps as selecting a topic and purpose, conducting an audience analysis, gathering materials, and supporting your ideas are outlined to visualize the initial steps to carry out a good speech/ presentation delivering. Part III elucidates all required steps for organizing and outlining speech. Part IV accelerates the students' public speaking activities by highlighting some practical and effective tips/ways for presenting their speeches. Such interesting methods on how to use language and give it a try in a good delivery are outlined to enable the students to give their best shoot. Finally, varieties of public speaking and those of public speaking formats are added to enrich the students' repertoire of public speaking activities in various formats. By recognizing the formats, it is hopefully that the students can better prepare their speeches in different roles.

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# **PART I: ALL ABOUT SPEAKING BEFORE PUBLIC**

## **1. SPEAKING IN PUBLIC**

**The Power of Public Speaking**

**Public Speaking and Critical Thinking**

**Speaking to Develop Self-Confidence**

**Nervousness is Normal**

**Dealing with Nervousness**

## **The Power of Public Speaking**

Are you worried of speaking before public? If your answer is 'yes', you belong to the vast majority of inhabitants on this earth who feel the same way. Indeed, public speaking is something that most people want to avoid dealing with. Either they do not know how to do it or do not want to do it, they just do not discover the joy and the power of public speaking yet. Nowadays, cultivating the ability of being a skillful and charming speaker can be very expensive indeed. This applies for those who seek for being accomplished speakers as well as for those who wish to hear accomplished speakers. Even many institutions or schools specializing on human resources development have competed in offering interesting packages of public speaking courses with varied rates. Many of them often invite such famous public figures as politicians or polished speakers with expertise in some areas to be the guest lecturers or speakers of the courses. In the history of the United States, for example, there have been some people who have dedicated their lives to be speech deliverers in the lecture circuit-traveling from city to city, town to town, delivering inspiring, motivating, and entertaining speeches. Top-ranked stars of the lecture circuit, such as Colin Powel, Oprah Winfrey, Barbara Walters, and Larry King can earn \$50,000 or more per speech. In Indonesia itself, we have acknowledged the talent of President Sukarno, the first President of the Republic of Indonesia in delivering inspiring and alive speeches in some different languages. He was famous in the International society and recognized as one of amazing public speakers in the world.

It is not surprising anymore that people nowadays put a high value on the power of public speaking. Since the age of papyrus in Egypt to the one of Aristotle's Rhetoric in classical Greece and Rome, this art has been a vital means of communication that conveys several purposes, either to inform, to influence, or to entertain public. In many aspects of life, people use the art of public speaking as a means of empowerment, as a device to make differences and to change the world in some small way. As Lee Lacocca, former president of Chrysler said, "You can have brilliant ideas, but if you can't get them across, your brain won't get you anywhere" (Lucas, 2001: 3). So, if you dream of being real somebody, somebody who can make a difference for you and others, you can start taking advantage of the art of public speaking. Trying to seek for ways to make this art work on your life and your future can be a good departing point to lead you to reach the key success. Win people's mind, take the world in your hands, and you will find out the power of public speaking.

## **Public Speaking and Critical Thinking**

What is the difference between ordinary speaking and public speaking? You may figure out many answers to this question. But, the hottest answer is

about the issue of developing critical thinking skills. In what ways does public speaking contribute to the building of critical thinkers? To answer this question, it is essential to pinpoint what critical thinking is. In the broadest sense, critical thinking refers to the way one manages and organizes his logic. Some skills as constructing and advancing arguments, making inferences, disentangling facts from opinions, evaluating and weighing the quality and the soundness of arguments, identifying fake arguments or fallacies are, among others, the skills covered in critical thinking. It is obvious then how public speaking can take you to the track for being critical thinkers. In structuring and organizing the whole package of your speech, both the content and the performance, you need to think critically; thinking how the flow of your speech content can hang altogether. Selecting piece by piece of information and putting all of them in harmony with your performance are indeed a series of critical steps. Your audience can easily judge your logical and structured logic simply by listening to your speech. If it is disjointed and confused, the odd thing is that your logic is also disjointed and confused.

In short, gathering your nerve to take full advantage of the art of public speaking will enhance and enrich your skills as a critical thinker. As you work on expressing your ideas clearly and accurately, you will learn how to think clearly and accurately. As you listen, pay attention, distinguish, and identify evidences and reasoning in other's speech, subsequently you will develop your sensitivity in making sense how they can fit in other modes of communication as well. As you listen critically to speeches, you will find yourself as an attentive critics who tries to judge thoughtfully the credibility of statements presented and assess the soundness of evidence used as part of arguments advanced.

## **Speaking to Develop Self-Confidence**

Novice speakers as well as well-experienced ones must have some obstacles in dealing with speech communication activities. This obstacle is commonly recognized as 'stage fright'. As popularly stated by Franklin Delano Roosevelt, "We have nothing to fear but fear itself," fear is definitely a major turn-off for most of people. A survey done by Daniel Goleman (the New York Times, December 18, 1984) the greatest fear is speaking before a group. Nearly everyone is afraid of looking like a jerk in front of others. Only 20% Americans claim that they have no worry of stage fright. Entertaining folks have therefore resulted in top ten excuses why people tend to avoid public speaking. Here are the ten reasons that might be the best excuses to escape from public speaking:

1. I don't have anything to say.
2. I'll make a fool of myself in front of (a) friends, (b) family, (c) community members, (d) business associates.
3. I have laryngitis.
4. I didn't have time to write a speech.
5. I'm embarrassed about how I might look to others.
6. I just moved here, and no one will understand my accent.
7. I'm too nervous. I'll drop dead from fear.

8. I just had a root canal, and my lips are numb.
9. I will forget what I have to say.
10. My killer cat ate my speech.

### **Nervousness is Normal**

Stage fright, nervousness are the most popular diseases confronting people when speaking before public. Don't worry because what you feel is completely normal. Even the most experienced speaker is terribly nervous before taking the floor. Novelist and lecturer I.A.R. Wylie explains, "Now after many years of practice I am, I suppose, really a 'practiced speaker.' But, I rarely rise to my feet without a throat constricted with terror and furiously thumping heart. When, for some reason, I am cool and self-assured, the speech is always a failure" (Lucas, 2001: 9).

In short, it's absolutely fine to be nervous. Your nervousness is only a sign from your body as you encounter a stressful situation. Your hormone 'adrenaline' pumps up and stimulates your physiological reactions to decide whether you stand on your feet or run away from this challenge. As a matter of fact, being nervous is healthy because it shows that you really care about getting your message across. You really value sounding and looking good.

### **Dealing with Nervousness**

Now it's time for you to manage your stage fright and nervousness. Instead of fleeing from the challenge of public speaking, you can transform it into your positive nervousness. In that way, you're no longer the victim of public speaking. Rather, you can take full advantage of it to win your personal satisfaction. Here are some tips on how to change your nervousness into a positive force:

#### **➤ *Acquire Speaking Experience***

At any stage of your life you must have experienced speaking before public. Take into account any experiences you've gained to convince yourself that you can just speak before the folks. Enrich your life experiences with any trainings or speech classes to gain some more knowledge.

#### **➤ *Have a Good Preparation***

Once an intriguing question 'which one is more important in public speaking, content or body language?' may arise when you start dealing with public speaking. You don't have to bother to make a choice if you have prepared your speech well since the flow of your performance will be smoother when you know for sure what you're going to say. Your thorough and well preparation is for sure be another key of success to gaining confidence in pursuing a victory in your speech class.



➤ **Think Positively**

You are what you think. This saying is not just cliché. It is true that what you think will determine and lead your way. Speakers who think negatively about themselves are much more likely to be defeated by their stage fright and nervousness than the ones who think positively. So, when you start thinking “I’m not a great public speaker”, you have to immediately transform such a thought into “Well, no one is perfect anyway. At least, I’ll do my best to give it a try.”

➤ **Use the Power of Visualization**

Visualization is the best way to think positively about yourself. By mentally portraying yourself as a successful presenter, you will find an extra power to see yourself at your poised and self-assured performance. As you create this positive image in your mind, you must remain realistic. Keep on evaluating yourself and try to find out your weaknesses as well as your strengths. In so doing, you will try to overcome your problems in your intensive rehearsal. There is no guarantee that your speech will turn out exactly the way you picture it. But, it is certainly one breakthrough to combat your stage fright and to manage your nervousness to craft a successful presentation.

➤ **Know that Most Nervousness Is Not Visible**

The greatest anxiety of many novice speakers is what about if the audience can capture their nervousness obviously. They may or may not see your nervousness. Thus, what you feel inside can be invisible outside. Your audience will only see a few of your physical turmoil in response to your stage fright. You may be surprised that you just look calm as your palms are sweating and your heart is pounding. So, you should feel relieved now after knowing the possibility that your nervousness can be just invisible.

➤ **Don’t Expect Perfection**

Nothing is perfect in this world. So is in the world of public speaking. At any stages of your presentation, you may say or do something that does not come across as you have planned. No worry since it shows that your presentation seems more human. What you have to do is just to stay calm and do some improvisation. It is a small chance that your audience can notice the moment you made a minor mistake since they simply don’t know what you are going to say. So, stay cool and just proceed as if nothing happened.

Here are some tips to smoothen your way when speaking before public or before your friends in your speech class:

- 1) Have enough sleep and rest before your big day.
- 2) As you are waiting your turn to deliver your speech, have some relaxation; quietly stretch your leg to help you reduce your tension.

- 3) Take some time to take a deep breath as you look at your audience before starting to speak. Speak slowly and eventually increase your speaking speed when you have successfully controlled your performance.
- 4) Give an extra attention to your introduction. The first impression is important to get your audience's attention, trust, and respect.
- 5) Manage a good eye contact with your audience. Remember that a presentation is all about building a good communication. When you have done so, your way to gain a triumph public speaking is widely opened.
- 6) Prepare and use visual aids since they will help your presentation so much. Not only can they make your presentation much more interesting and alive, but they can also draw your audience's attention away from you and make you feel less self-conscious.

# **PART II: SPEECH PREPARATION: GETTING STARTED**

## **2. SELECTING A TOPIC AND PURPOSE**

**Choosing a Topic**

**Determining the General Purpose**

**Determining the Specific Purpose**

**Phrasing the Central Idea**

## Choosing a Topic

The first step before jumping into a public speaking activity is finding and choosing a topic of your interest. You can explore diverse topics in any fields or take the hottest issue occurring in your society. Your experiences as well as your knowledge of the world count your ease in finding the most suitable topic for your presentation. **There are two common categories of potential topics from which you can rely on: (1) subjects you know a lot about, and (2) subjects you want to know more about.**

The first category is usually generated from life phenomena, experiences, a specific major, etc. While, the second category departs from your willingness and eagerness to learn something new. You may even select a brand new topic that you haven't touched before, yet you want to explore. This would be a great opportunity for you to expand your knowledge and turn it into an inspiring and fascinating speech. **Below are the examples of topics you may jot down from the two categories:**

- A topic that reflects a vivid experience:
  - A. A student who had gone for a hot-air balloon ride while on vacation in Australia spoke enthusiastically about hot-air balloons.
  - B. A student who had become a tutor for foreign students learning Indonesian language at Yogyakarta State University gave an excellent speech about the challenges and problems she encountered during the program.
- A topic for which you have special skills or work experience:  
Having worked for her father; a businessman who bought and sold furniture in Jepara, a student gave an inspiring speech about furniture and its marketing.
- A topic that you are knowledgeable about:  
A student who had been collecting stamps since he was nine years old made an excellent speech about the history of the postage stamp.

Several different ways can be done to stumble upon a challenging topic, such as making a quick inventory of your experiences, interests, hobbies, beliefs, cultures, etc.; clustering or making a list of any ideas coming across your mind; utilizing a reference search; and activating an internet one. When doing clustering, you can make some categories of ideas, for example, people, places, and things. Then, fill in each category with any ideas striking your mind, and your clustering may look like this:

People	Places	Things
Ki Hajar Dewantara	Bali	Cartoons
My favorite actress	Lombok	The impacts of TV
Oprah Winfrey	Yogyakarta	Indonesian films
etc.	etc.	etc.

To search for references, you can go to the reference room of your university library. Refer yourself to encyclopedias, journals, periodicals, magazines, and the

like to enrich your idea. Last but not by means least, you can browse the following websites from which you will find a wealth of high-quality materials providing various speech topics: <http://lii.org/> or <http://www.britannica.com>. It is also of benefit to you to use Yahoo as a brainstorming aid. Out of diverse general topics provided, for instance, the topics on art, business, computers, education, entertainment, health, movies, etc., you can simply click one of them, and you will result in several alternatives of the topic. Working from that list, you can link up to other sites that will help you narrow and focus your topic even further.

## Determining the General Purpose

The general purpose of public speaking is the broad goal of a speech. **The three major kinds of general purposes are to inform, to persuade, and to entertain.** When your general purpose is to inform, you act as an expert, teacher, or lecturer. Your main goal is only to inform, to enhance your audience's knowledge on a particular topic they did not have before. When your purpose is to persuade, you play a role as an advocate who wants to change the attitudes, behavior, beliefs, or actions of your audience. In order to do so, you must support your point of view with supporting data, facts, statistics, and the like. The expected goal of your speech is, therefore, to win over your audience to your perspective, to get them to believe in something or do something. When your general purpose is to entertain, you do not intend to convey something substantial. Your main goal is to deliver some message on special occasions, for example, a wedding speech, a graduation speech, an award speech, etc.

## Determining the Specific Purpose

The next step is to narrow your topic down to outline the specific purpose of your speech. The specific purpose should refer to one aspect of a topic and states precisely what a speaker hopes to accomplish in his or her speech. Below are the examples of diverse specific topics of your interest:

- To inform my audience of the major steps in managing their finance.
- To persuade my audience that the policy of the Indonesian government on a nine-year compulsory education program provides many important benefits to Indonesian citizens.
- To inform my audience about the History of Valentine Celebration in Europe.
- To persuade my audience that developing a reading habit should be started as early as possible.

Here are some more practical tips you can use as your guideline in formulating your specific purpose:

1. Write the purpose statement as a full infinitive phrase, not as a fragment.
2. Express your purpose as a statement, not as a question.
3. Avoid using figurative language in your purpose statement.

4. Make sure your specific purpose is not too vague.

## **Phrasing the Central Idea**

After finding the right topic, determining the general and specific purposes, your last step in getting started your speech is articulating the topic, the general and specific purposes into the central idea. The central idea is a sentence statement that sums up the major ideas of a speech. To make it easier for you to understand what the central idea is, it functions as a thesis statement when you write an essay. To put it in the other words, the central idea is a declarative sentence that refines and sharpens the specific purpose statement. Here is the example of the central idea that is generated down from the topic, the general and specific purposes:

1. Topic : Emergencies (Health)  
General Purpose : To inform  
Specific Purpose : To inform my audience of the major steps in responding to an emergency situation.  
Central Idea : The three major steps in responding to an emergency are surveying the scene, contacting an emergency medical service, and starting CPR if needed.
2. Topic : School Tuition Fee (Education)  
General Purpose : To persuade  
Specific Purpose : To persuade my audience that the Indonesian government must subsidize the school tuition fee for the sake of equal distribution of education in all over regions in Indonesia.

A good central idea follows the rule of thumb for formulating a specific purpose statement. The central idea should be in a full sentence, should not be in the form of a question, should avoid figurative language, and should not be vague or too general.

### **3. ANALYZING THE AUDIENCE**

**Audience-Centeredness**

**Demographic Audience Analysis**

**Situational Audience Analysis**

## **Audience-Centeredness**

Good public speakers are audience-centered. They always try to keep their audience foremost in mind at every step of speech preparation and presentation. Being audience-centered does not mean that you have to sacrifice your beliefs in favor of your audience. Nor should you use tricky and unethical tactics to achieve your speech goal. What you have to do is to remain true to yourself and to adapt your message to the needs of your audience. Suppose you were an economist, you would have to adapt your expertise in favor of your audience's needs. If you speak before economics students you must prepare your speech within the framework of their background and what they really need to hear from you. But, when you deliver your presentation before business practitioners, exploring some real business practices are more valuable than simply discussing business theories. You may cover both areas of your presentation with emphasizing more on one of the areas than the other.

Another important point in relation to audience-centeredness is trying to understand the psychology of audiences in selecting the topics of their preferences. The most interesting question, in this regard, is 'what do people want to hear?' The answer is so simple. People usually want to hear what they want to hear; things that are meaningful and of benefit to them. They are always selective in the way that they might not be interested to topics that do not have positive impacts to their lives. This psychological attitude is called egocentric. As Harry Emerson Fosdick, the great preacher said, "There is nothing that people are so interested in as themselves, their own problems, and the way to solve them. That fact is basic ... It is the primary starting point of all successful public speaking" (Lucas, 2001:101) So, understanding the basic principle of the psychology of your audience will help you go beyond your words. If you can touch people's heart, you can win your presentation.

## **Demographic Audience Analysis**

In order to be an effective speaker, it is important for you to get to know who your audience will be, how they are likely to react to what you say and how you say it. This effort is called *audience analysis* or *demographic audience analysis*. Conducting an audience analysis will also help you prepare a speech that is relevant and interesting to your listeners. Then what do you need to know about your audience? What factors/ aspects do you need to consider in gathering information about your audience?

### **Age Range**

What is the age range of your audience? What topics would interest them? If they are teenagers, find a suitable topic they are familiar with. When they are young university or college graduates, the best topic can be what they need, i.e. choosing a career, how to deal with an interview test, tips and tricks of how to find a good job, etc.



### ***Sex Distribution***

What is the sex distribution of your audience? Do they consist of men and women? Considering the sex distribution is important to fit your presentation with your audience sex composition. If there are both men and women, you can choose a topic that interests both; for example, the topic on 'Computer'. On the other hand, if there are only men or only women, you can select a topic of 'Automobile' for male audiences and 'Cosmetics' for female ones, for example. In addition, knowing your audience sex composition will help you better select the way you will address them or the language you will use to accommodate their differences in their language. Indeed, men and women have different languages. Therefore, an astute and intelligent speaker will definitely **avoid using sexist language; a language by which you promote gender bias.**

### ***Occupation(s)***

Is your audience made up of college or university students or do they have occupations in common? If the members of your audience share the same occupation, you could build your speech on this shared background; for example, the topic of 'Bringing the New Curriculum to the Classroom Management' if your audiences share the same profession of school teachers.

### ***Economic Level(s)***

The economic level of your audience will also influence the selection of your presentation topic. It will be beyond comprehension if you present a topic on building a new business vendor effectively to college or university students whose knowledge and experiences don't reach this level yet. On the contrary, it will be obviously odd when a topic on how to start a new business is presented before a group of business people who have established many business vendors.

### ***General Background***

The general backgrounds that must also be investigated by a good speaker are attitudes, religions, race, ethnicity, and cultural background. This information is very much important to know, so that you will not offend some members of your audience or make unnecessary or biased generalizations based on age range, sex distribution, occupation, economic level, and general background. For example, it is to risky if you speak that "Jihad is a must for all Moslems" when the composition of your audience is so heterogeneous.

In short, your audience analysis will look like this:

<b>Analysis of Audience</b>	
Age Range	
Sex Distribution	
Occupation(s)	
Economic Level(s)	
General Background	

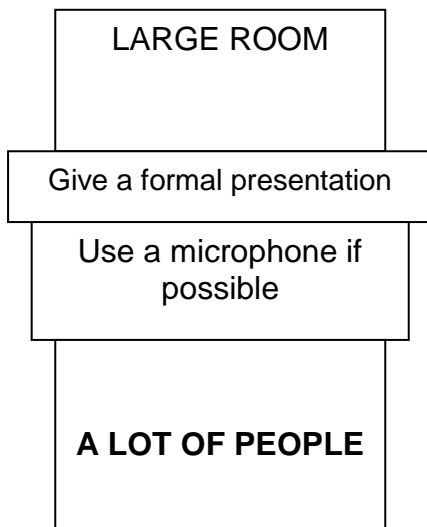
### **Situational Audience Analysis**

Situational audience analysis demonstrates the identification of traits of the audience unique to the speaking situation at hand. These traits cover the size of the audience, attitudes influenced by the physical setting, and the disposition of the audience toward the subject, the speaker, and the occasion.

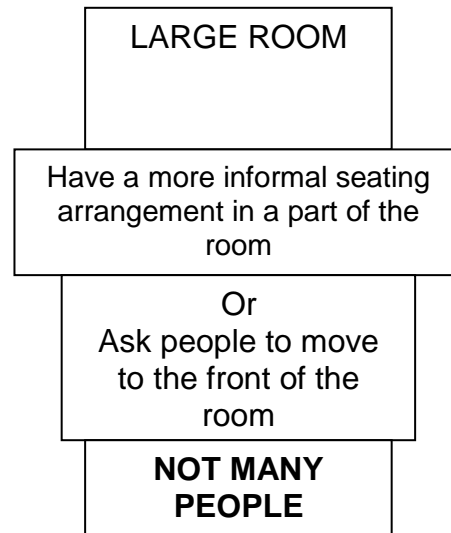
#### **Size**

There are 4 (four) types of the audience size that are depicted as follows:

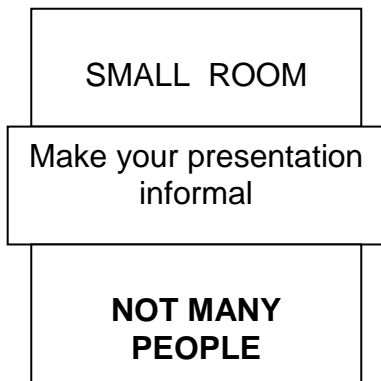
**(1)**



**(2)**



**(3)**



**(4)**



From the four types above, one basic principle is drawn: the larger the audience, the more formal your presentation must be. So, knowing the size of your audience not only will have a great impact on your delivery, but also will affect your language, choice of appeals, and use of visual aids.

### ***Physical Setting***

When you are invited to deliver your presentation, it is important to anticipate whether you may have any problems with the physical setting. Don't be shy to ask several questions in relation to this matter to the organizer of the event in which you have to speak before public. Checking the speaking situation you will have will help you prepare your speech better. If necessary, look over the venue for your presentation, or else come some minutes earlier before your speech schedule. As checking the place out, give your utmost effort to control the influence of the physical setting on your audience. Adjust yourself and manage your presentation interesting when your circumstance is out of your control, such as the schedule is after lunch, which is absolutely inconvenient, the heat cannot be regulated, the air conditioner doesn't work so your audience is potentially hot, sleepy, and less-conscious. On top of that, don't let yourself be influenced by the poor physical setting. You will still get a chance to win your audience's attention if your performance is energetic, enthusiastic, inspiring, sincerely, and invites the participation of your audience.

### ***Disposition toward the Topic***

In preparing your presentation, some dispositions toward your topic must be taken into account. You need to assess such dispositions as interest, knowledge, and attitude of your audience since they can influence your preparation. It is therefore a must for you to measure the depth of the river before crossing it; meaning that you must adjust your speech preparation in accordance with your audience's interest, knowledge, and attitude.

### ***Interest***

As having been mentioned before that people tend to be egocentric. They only attend a presentation that has great impacts on their lives. It is crucial, therefore, to measure in advance the level of your audience's interest toward your topic. To do so you must build your presentation on the basis of your audience's needs and wants; what they want to hear in accordance with their demographic condition. Here is an example of a situation in which the speaker takes a special step to get his audience involved since it is likely that the topic of his presentation fails to generate his audience's interest (taken from Lucas, 2001:110).

Rob's speech was about the need for better dental hygiene among college students. He started by saying: *"Slide your tongue along your teeth. Does your tongue burn? Can you feel the millions and billions of bacteria called Streptococcus Mutans gnawing away at the inside of your mouth? Can you feel the highly concentrated acids they produced from the sugars left behind from this morning's breakfast?"*

### **Knowledge**

There is always a strong correlation between interest in a topic and knowledge about it. People tend to demonstrate their interest on any subjects in line with their background knowledge. Before presenting, you also have to assess the level of your audience's knowledge toward your topic. If they have insufficient inputs on it, you may present the basic foundation of your subject. If they have already known much, you can talk more on the technical and detailed approach. For example, it will be too trivial to university students when you present about the operation of Microsoft Word since they have probably been familiar with this topic.

### **Attitude**

Attitude is a frame of mind in favor of or opposed to a person, policy, belief, institution, etc. At this point, you can't simply ignore the existing attitude, the skepticism of your audience to your topic. When you plan to present a persuasive speech, you must be aware of how your audience will respond to your presentation; what attitude they will show in response to it. To demonstrate your effective persuasion, you must then provide sufficient evidences to back your judgment up. Otherwise, you will be confronting your audience's beliefs, skepticism, or other attitudes, and it turns out that you fail to convince your audience. Consider the following speech from student's experience that did not count their listener attitude (Lucas, 2001:111):

Brad Kaminski spoke about the effects on human health of pesticides and other chemicals found in the environment. On the basis of his research, he believed that the dangers of exposure to pesticide residues in our food have been exaggerated by the popular press. His position was interesting but highly controversial. Unfortunately, rather than citing his sources and acknowledging that his point of view was unusual, Brad presented his material as though it were general knowledge.

The speech was not well received. In fact, the class found Brad's approach so inconsistent with everything they had read about pesticides and food that they couldn't accept it. As one of students said after the speech, "*You may be right in what you said, but I have trouble believing it. We've all heard so much about the dangers of pesticides-can it all be wrong? I think you would have been more persuasive if you had looked at both sides of the issue rather than just your own.*"

### **Disposition toward the Speaker**

The more credible you are as a speaker, the more likely your audience will listen to you. People are likely more receptive toward a speaker if the speaker is competent in his/her field. So, it is important for you to have more than sufficient knowledge on the topic of your presentation to gain **your audience's trust and respect**.

### ***Disposition toward the Occasion***

**When you are invited to deliver your presentation, you are not allowed to make use of the occasion to speak for your own business or purpose.** It is part of ethics that you have to obey and respect. For example, you will violate your audience's expectations of what they want to hear from you when you suddenly advertise your personal business to get more customers. You exploit the crowd's situation and may lead them to get enraged or infuriated on your speech.

It is one occasion to celebrate Kartini Day. You decide to insert your cosmetics product promotion when you are invited to speak before female audiences to commemorate Kartini Day. You begin your speech by invoking the memory of R.A Kartini in her struggle for women's rights in society. On this occasion, for sure your audience expects you to speak about the role of Kartini and how her struggle has resulted in women's equal position in several aspects of life. Instead, you violate your audience's expectation on what they want to hear from you by presenting your cosmetics line as one manifestation of women's rights to express themselves by taking care of their beauty.

## **4. GATHERING MATERIALS**

**Exploring your knowledge and experience**

**Getting Access to Library Resources and Internet**

## **5. SUPPORTING YOUR IDEAS**

**Examples**

**Statistics**

**Testimony**

## Exploring Your Knowledge and Experience

**Knowledge tastes sweeter when personal experience is added.** They both will make your presentation more reliable as well as more human. From your experience, you can illustrate the topic being presented with personal and real facts, the facts that you have really experienced. However, you are not allowed to depersonalize it. Outside references and sources are also important to support your personal experiences. Here is the sample of a student's speech derived from his own personal experiences in struggling with diabetes. He puts his points on how a person can live with the disease on a daily basis (Lucas, 2001: 124):

*Being a diabetic presents a challenge one cannot afford to lose. On a personal note, I have tried not to let my diabetes affect my lifestyle. Last year I spent nine months traveling in Central and South America. The trip was very memorable, but I had one particularly frightening experience that quickly makes you realize just how vulnerable a diabetic is. On the fifth day of a two-week excursion down the Amazon River in Brazil, our canoe tipped, dumping everything into the river.*

*Although I recovered my pack, part of its contents-including my insulin-were swallowed up by the river. Without insulin I could not eat any food, for if I did, my blood sugar level would become too high and I could eventually go into convulsions, slip into a coma, and die. We returned back up the Amazon and traveled three days until we reached the first village and I could radio for more medicine. I was hot and hungry, but alive.*

This speech is full of personal touch and emotion. It is good to make your speech much more meaningful. However, in the next presentation you have to balance your personal touch with sufficient scientific and reliable information on diabetes.

## Getting Access to Library Resources and Internet

Exploring college and university library is great to find the treasure of collections of books, magazines, articles, journals, newspapers, encyclopedias, dictionaries, and other publications. Not to mention are the collection of online journal, electronic library, and the like that are part of the library collection. A good and well-managed library usually subscribes some general indexes or general periodical databases, such as the *Reader's Guide to Periodical Literature*, *ProQuest Research Library*, *Academic Search*, *Public Affairs Information Service International*, etc. The library of Yogyakarta State University, for example, has subscribed *ProQuest Research Library* (PRL) to provide all the members of teaching and academic staff with reliable sources to update and enhance their knowledge so as to be better and more professional lecturers. PRL is an excellent database that indexes more than 2,000 general interest, business, and scholarly journals published since 1988 and provides the full text of articles from nearly 1,000 of them. You may also refer yourself to some free virtual libraries on internet. Here are seven virtual library website addresses that you may find helpful as you work on your speech or presentation.

- Librarian's Index to the Internet (<http://lii.org>)
- Argus Clearinghouse (<http://www.clearinghouse.net>)
- Internet Public Library (<http://www.ipl.org>)
- Infomine (<http://infomine.ucr.edu>)
- WWW Virtual Library (<http://vlib.org>)
- Social Science Information Gateway (<http://www.sosig.ac.uk>)
- Britannica.com (<http://britannica.com>)

It is also worth-trying to browse any information you need through search engines. Here are some of the major search engines currently in operation:

- Yahoo! (<http://www.yahoo.com>)
- AltaVista (<http://www.altavista.com>)
- Google (<http://www.google.com>)
- InfoSeek (<http://infoseek.go.com>)
- HotBot (<http://www.hotbot.com>)
- Northern Light (<http://northernlight.com>)
- FastSearch (<http://www.alltheweb.com>)
- Excite (<http://www.excite.com>)
- About.com (<http://www.about.com>)

Sometimes browsing some information through a search engine will take so much time. Don't give up and keep trying because you can use metasearch engines. Metasearch engines are the search engines of search engines. By

using a metasearch engine you can scan a dozen or more search engines simultaneously. Here are some of famous metasearch engines:

- Dogpile (<http://www.dogpile.com>)
- Inference Find (<http://www.infind.com>)
- InvisibleWeb (<http://www.invisibleweb.com>)
- Ixquick Metasearch (<http://www.ixquick.com>)
- MetaCrawler (<http://www.metacrawler.com>)
- SavvySearch (<http://savvysearch.com>)
- ProFusion (<http://www.profusion.com>)
- Cyber 411 (<http://cyber411.com>)

## SUPPORTING YOUR IDEAS

**Supporting your ideas with facts, statistical data, or even testimonies is very crucial since you have to convince your audience that you do not only tell them some non-sense things.** In that way you will demonstrate a mature and good speechmaking. You can make use of at least three variations of supporting materials: examples, statistics, and testimony.

### Examples

An example is a specific case used to illustrate or to represent a group of people, ideas, conditions, experiences, or the like. There are three kinds of example: 1) brief example, 2) extended example, and 3) hypothetical example. A brief example is a specific case referred to illustrate a point. The following excerpt uses a brief example to illustrate the nature of recent advances in creating artificial limbs for accident victims (Lucas, 2001:166):

*Changes in technology have made it possible for doctors to work wonders that once seemed impossible. Roger Charter, for example, lost both his feet when they were crushed in a truck accident. Now, he has new feet-made of a springy plastic alloy that duplicates a normal arch. Not only can Roger walk normally, but he can run and play sports again!*

An extended example is usually in the forms of a story, narrative, or anecdote developed at some length to illustrate a point. Here is an example from a student speech about the amazing similarities identical twins can have (Lucas, 2001:167):



*After 40 years of separation from his identical twin, James Lewis began his search for his long-lost brother. They had been separated a few weeks after birth and were adopted by different families. Their reunion took place at the home of the other twin-James Springer. Upon meeting, they found that they had more in common than their first names.*

*Both had married a woman named Betty, been divorced, and remarried a woman named Sally. Both had similar jobs as deputy sheriffs. McDonald's employees, and gas station attendants. Both liked to build wood furniture in their basement workshops. Both put on 10 pounds as teenagers and lost it later. Both had the same favorite subjects in school, were bad spellers, and suffered from migraine headaches and sleeping problems. All in all, they shared 27 matching characteristics.*

Instead of simply saying “identical twins are a lot alike”, the description with an extended example conveys this message more vividly. Finally, a hypothetical example is an example that describes an imaginary or fictitious situation. Here is an example how a student speech describes and illustrates the need for college students to protect themselves against crime (Lucas, 2001:167):

*You're tired; you're hungry. You've just spent a long day at College Library and you can't wait to get back to your room. Glancing outside, you remember how quickly it becomes dark. You don't think much of it, though as you bundle up and head out into the gusty wind. Not until you spy the shadows on the sidewalk or hear the leaves rustling beside you do you wish you weren't alone. You walk quickly trying to stop your imagination from thinking of murderers and rapists. Only when you are safely inside your room do you relax and try to stop your heart from pounding out of your chest.*

*Can you remember a time when you felt this way? I would be surprised if you never have. The FBI reported last year that there were three murders, approximately*

Statistics are numerical data. The data are used to provide valid and accurate evidences on a certain point. However, statistical data can jeopardize your speech if they are taken from unreliable sources or it turns out that your data are already old fashioned. Here is an example how statistics can be used to clarify or strengthen a speaker's point:

*To illustrate the Indonesian teacher shortage: “As stated by the Department of Culture and Education, 200,000 new teachers will need to be hired each year for the next 5 years to keep pace with the growing number of students.*

Three main questions must be taken into consideration when you decide to use statistics to illustrate your point: 1) are the statistics representative?, 2) are statistical measures used correctly?, 3) are the statistics from a reliable source? Only if you mind these criteria, you can convince your audience with your statistics display. To make you even more skillful in using statistics, here are some tips:

- ✓ Use statistics to quantify your ideas.
- ✓ Use statistics carefully.
- ✓ Identify the sources of your statistics.
- ✓ Explain your statistics.
- ✓ Elaborate and sharpen complicated statistics.
- ✓ Use visual aids to clarify statistical trends.

## Testimony

Testimony is quotations or paraphrases used to support a point. **There are three kinds of testimony:** 1) expert testimony, 2) peer testimony, 3) testimony from direct quotation. Expert testimony is a testimony from people who are recognized experts in their field. When you want to convince that Lapindo mud should not be dumped to the sea because it contains poisonous substances, you can quote some experts' research statements about the composition of these dangerous substances. The statements of scientist who have made thorough investigation on this will make your speech more persuasive. While peer testimony is a testimony from ordinary people with firsthand experience or insight on a topic, and direct quotation is a testimony that is presented word for word. For example, if you want to communicate the barriers faced by people with physical disabilities, you need to invite statements from people with firsthand experience, such as the following (Lucas, 2001:181):

*Itzhak Perlman, the world-renowned violinist whose legs are paralyzed, once said: "When you are in a wheelchair, people don't talk to you. Perhaps they think it is contagious, or perhaps they think crippled legs mean a crippled mind. But whatever the reason, they treat you like a thing."*

The statements from Itzak Perlman above is presented as a direct quotation. In addition to this way, testimony can also be paraphrased. So, you can just present the gist of the person's ideas in your own words. Here is the example:

*Writing in Audobon magazine, Dr. Peter Bourne, president of Global Water, a non-partisan educational group in Washington D.C. said most Americans do not yet realize the extend and urgency of the water problem. At the present rate, he says, we are headed for a crisis that will change the way we live in every part of the nation.*

Inserting testimony in your speech can be one of the effective ways to influence people since most people tend to respect the opinions of people who have special knowledge or experience on the topic at hand. Recognizing this tendency, well-experienced public speakers often use an expert testimony as a fallacy, taking an expert's judgment as the justification for making an argument advanced by the speaker sound. To ease your way in using testimony, **here are some tips:**

- ✓ Quote or paraphrase accurately.
- ✓ Use testimony from qualified sources.
- ✓ Use testimony from unbiased sources.
- ✓ Identify the people you quote or paraphrase.

## **PART III: SPEECH PREPARATION: ORGANIZING AND OUTLINING**

### **6. ORGANIZING THE SPEECH**

**Introduction/ Beginning**

**Body**

**Ending**

## **Introduction/ Beginning**

First impression is important. Developing an impressive introduction helps you open up your way to a successful presentation. What could be more encouraging than watching and listening to an enthusiastic, charming, and inspiring presenter? In most situations, you can set up an impressive introduction if you include the following objectives:

- **Get the attention and interest of your audience/attention-getting openers**
- **Reveal the topic of your speech**
- **Establish your credibility and goodwill**
- **Preview the body of your speech**

We'll discuss further each objective above, while here are some more tips to warm up your beginning.

- ✓ Audiences will quickly decide whether they are going to like or listen to a presenter. This is influenced by the way the presenter dresses up, speaks, and manages his eye-contact during the first utterance.
- ✓ It's much better to speak slowly but sure at the beginning and then you can speed up your speaking as you have eventually calmed yourself down.
- ✓ It is normal to begin your speech with a smile. Smiling can also reduce the level of your nervousness and anxiety.
- ✓ The presenter's job is to speak before the audience, so no apology should be necessary.
- ✓ Keep your introduction brief and relevant to the presentation and don't give any other information beyond your topic.

- ✓ With a small audience you should encourage ‘interruption’. Tell your audience not to hesitate to interrupt you at any stages of your presentation. By doing so, you try to build a good communication with them. With a large audience you can encourage them to keep all the question until your presentation is over.
- ✓ Telling jokes is risky. If you want to attract your audience by making jokes, you must be careful not to make jokes on sensitive issues, such as religion, beliefs, ethnicity, race, etc.

### **Get the Attention and Interest of Your Audience**

“Unless a speaker can interest his audience at once, his effort will be a failure.” So said the great lawyer, Clarence Darrow. This statement emphasizes the importance of working on an impressive introduction. If the topic of your presentation is not one of any interest, you should find out your own way to make your presentation stand. And coming up with a real opening breakthrough can make your introduction unforgettable. Here are the methods used most often.

- Relate the topic to the audience

People pay attention to things affect them directly. If you can relate the topic of your listeners, they are much more likely to be interested in it.

*Writing in Audobon magazine, Dr. Peter Bourne, president of Global Water, a non-partisan educational group in Washington D.C. said most Americans do not yet realize the extend and urgency of the water problem. At the present rate, he says, we are headed for a crisis that will change the way we live in every part of the nation.*

- State the importance of your topic

Often most speakers think that the topic of their presentation is important without stating its importance to their audiences. Here is the example taken from ‘The Art of Public Speaking’ by Stephen E. Lucas:

*Thank you for giving me the opportunity to tell you about the United States Postal Service ....*  
*We are a huge enterprise-40.000 locations staffed by about 800.000 full-and part-time employees, with income and expenses exceeding \$40 billion this year .... We faithfully complete an enormous task by delivering 535 million pieces of mail every day, six days a week. We deliver 41 percent of the world’s mail volume and we do it faster and at postage rates that are up to 50 percent less expensive than, say, the postal services of Great Britain and Germany.*

- Preparing attention-getting opener

At the beginning of your speech, it is very important to capture and grab your audience’s attention. There are **4 (four) different ways to prepare attention-getting introduction:**

1. Ask your audience a series of rhetorical questions.

Rhetorical questions are used only for stimulating your audience's attention, and therefore, no answer is expected. If you decide to ask several rhetorical questions to initiate your speech, you don't have to waste time to wait for any answers coming up. Here are some examples:

*What can be with you as long as you live?  
Have you ever treasured the luxury and the joy of staying in a five-star hotel?*

2. Tell a brief story

Most people love to listen to a story. Telling a story can be one of the effective ways to attract your audience's attention. This story was used to open a speech about the Gold Museum in Bogota, Colombia (taken from Dale and Wolf, 2000: 80):

*A guard took me into a square room with no lights. The room was so black I couldn't even see my own feet. All of a sudden a hidden electric wall closed behind me. There was no way out. I thought I was in a tomb. All at once bright lights came on. I was surrounded by gold on all four sides!*

3. State a surprising fact

You can also promote current news and facts to get your audience's attention.

*What can be more devastating than the earthquake hitting us last month? This earthquake devastated thousands of houses and buildings and took more than 20,000 lives.*

*I read an interesting fact in the newspaper yesterday: the average American teenager watches five to six hours of television every day. Can this much television be good for anyone?*

4. State a well-known quotation

Another way to arouse the interest and attention of your audience is to start with an attention-getting quotation. You can quote words, statements of public figures, famous speakers or writers, quotations from songs, poems, wisdom words, and even television shows. Here is one example of a quotation used by one student to introduce a speech about the role of women in the United States space program (taken from Stephen E. Lucas, 2001: 219):

*"Space-the final frontier. These are the voyages of the Starship Enterprise. Its five-year mission: To explore new worlds. To seek out new life and new civilizations. To boldly go where no man has gone before."*

And here is the quotation from William Shakespeare's Hamlet that was used to open a speech about the disadvantages of borrowing:

*Neither a borrower nor a lender be, for loan of loses both itself and friend.*

## 5. Telling an anecdote

For example:

*Yesterday evening I took a bus home from work, as I usually do. I had had a good day at work, and was looking forward to a relaxing evening with my family. Well, the trip usually takes twenty minutes, but yesterday it took me tired, hungry, and angry. And why was I in such a terrible mood? Because of traffic! This experience made me realize how traffic problems affect all of us. Today, I'd like talk to you about three ways of improving the traffic problem in our city. First, I'll talk about banning parking in the city; second, about banning cars from the center of town; and the last, about improving public transportation.*

### **Reveal the Topic of Your Speech**

As you are creating and uttering your attention-getting opener, don't forget to state clearly the topic of your speech. This is done to remind your audience about the topic of your sentence.

*Every student in this room has something in common with famous public figures, actresses, actors, athletes, and the rest of others people in the world. It's a common disease affecting people a minute before performing a play on stage, running on athletic laps, speaking before classmates, and so on. A disease that causes pain, suffering, and distress. Can you guess what it is? Yes, right, stage fright. **Today, I would like to discuss the four major facts about stage fright.***

### **Establish Your Credibility and Goodwill**

Soon after you're on stage, it is a must for you to build and establish credibility and goodwill. **Credibility is your audience's positive perception of whether**

**you are the right person, the person whose expertise and competence are not in question, to speak on a given topic.** However, your credibility is not

necessarily built based on your expertise and competence. It can come from your thorough study, from reading, from classes, from your experiences, or from hobbies. What you have to do is just to let your audience know why and how you can be their reliable source to talk about the given topic. Here are some examples:

*Using some of my experience, I would like to share with you the fastest and practical ways to developing teaching materials.*

*I have been interested in the analysis of critical thinking for several years, and I have conducted some thorough studies on how to apply the teaching of critical thinking across curriculum.*

In that way, you can gain your audience's goodwill; your speech has acquired the best interests of the audience in mind.

### **Preview the Body of Your Speech**

The last step you must cover to construct an inspiring introduction is to prepare a preview. You should tell your audience in brief what you're going to cover before you go on in details with the body of your presentation. Here is the example:

*My purpose today is to share with you what to do in the event of a tsunami. I will cover three major areas: First, what to do for saving your life. Second, what safety steps to take during a tsunami. Third, what to do after the tsunami is over.*

In short, here is the example of introduction steps you can do to open your presentation (Goodale, 1998:15):

*Steve Parker:*

*Hello everyone. I know most of you already, but for those of you I don't know and haven't had a chance to meet yet, I'm Steve Parker and I'm in charge of the office move and before moving here I was responsible for the setting up of our new branch in France. (Introduction: Say hello and say who you are)*

*I'm here today to tell you ... explain about the office move and to answer any questions that you may have, so please do feel free to interrupt me at any point. My presentation will last about 20 minutes and I've some handouts here that I've prepared, that I will distribute at the end. (Introduction: Give purpose and main points, give schedule, inform handout, and arrange questions)*

*Right, I think we should make a start and I'd like to begin by asking you a question. How many of you have moved house in the last fifteen years? Can I have a show of hands? Most of you, good. Now, does any ... of you know the last time our organization moved? Any guesses? (Introduction: Attention-getting opener by asking some questions)*

*Member of audience: About 20 years ago?*

*Steve Parker:*

*That's right-21 years ago*

*Well, again I'm standing here to share with you about our office move. I've divided my presentation into four parts: why, where, when, and who. And I hope to be able to clear away some of this cloud of smoke before the end of my presentation. (Introduction: Provide preview)*

## **The Body of Your Speech**



The structure to lay out the content/ body of your presentation should follow the suitable organizational pattern of your speech that reflects the purpose of your presentation. If your purpose is to inform, you have to make sure that your audience understands your ideas. Your main concern is to help others comprehend and remember the essential ideas you present.

There are several organizational patterns you can follow to arrange the logical order of your presentation:

### ***Alphabetical Order***

For this type of organization, you can simply arrange the points of your presentation in the alphabetical order. This organization suits best to topics that are easy to divide, such as places, products, etc.

### ***Cause-Effect***

You can use this pattern to describe a particular situation and its causes. The cause is why something happens and the effect is what happens. For example:

- I. The effects of smoking on pregnant women
- II. The effects of smoking on passive smokers

### ***Chronological***

Use this pattern to describe processes, personal experiences, events, or activities that need a sequential order. For example, when speaking about the steps of preparing a good speech, you can organize your organization using this pattern:

- I. Choosing a topic
- II. Gathering information
- III. Making an outline
- IV. Presenting the speech

### ***Problem Solution***

This organization starts with a problem and proceeds with the solutions to the problem. Here is the example:

Problem: How to find a good study program in overseas universities

Solutions:

- I. Read the websites or handbooks of several different study programs of your interest.
- II. Compare and contrast the study program of your interest in some different universities offering it.
- III. Talk to people who have experienced attending your designated study program.

### ***Location***

Use this pattern to talk about a division of different geographical locations. For example, when speaking about different customs in Indonesia, you might use the following sequence:

- I. Customs in celebrating Ramadhan in Yogyakarta
- II. Customs in celebrating Ramadhan in East Java
- III. Ramadhan celebration in Jakarta

### ***Related Subtopics***

This pattern is to arrange the order of a topic into different related parts, or subtopics. For example:

- I. Commercial break on TV
- II. Printed ads on written media
- III. Ads on radio

### ***Advantage-Disadvantage***

You can use this pattern when you want to figure out the good and bad points of one perspective. For example:

- I. Advantages of death sentence
- II. Disadvantages of death sentence

When the purpose of your presentation is to persuade, one important thing to do is to prepare enough evidence to convince your audience concerning your judgment or your perspective. Those evidences will be the basis of your reasoning. Putting a series of arguments logically and systematically helps you make yourself more persuasive.

## **Ending**

This is the time for you to end your speech astonishingly. As Longfellow said about a great art, "Great is the art of beginning, but greater the art is of ending." If you want to rush your presentation, rushing on this stage is not a wise decision. You can simplify the body of your presentation, but not your ending. This is because the ending part of your presentation accommodates at least two functions:

- **To indicate that you are about to end your presentation.**
- **To strengthen the ideas you have presented.**

**A good ending comprises 2 (two) parts:**

- **Summary/ conclusion of the presentation**
- **Memorable concluding remarks**

The function of summary is to provide the brief outlines of what has been said. The outline serves as a reminder; to remind and reinforce what your audience has understood. While, conclusion provides the short overview of the presentation as well as highlights your personal points of view or perspectives in conjunction with the topic of your presentation. Here are the examples of summary and conclusion (Lucas, 2001: 229-230):

**Summary** *As we have seen, color psychology is a fascinating subject that is not yet totally understood by researchers. What I have tried to do, through information from books and articles, is to explain why different color affect people in certain ways and how this knowledge is being used in advertising, interior decorating, and health care. I hope this will help you understand how seemingly minor things such as the color of our clothes, our homes, and even of the food we eat can have such an important impact on our daily lives.*

**Conclusion** *So, think again of your father or mother suffering a heart attack, your grandmother or grandfather dying of pneumonia, or your close friend stricken with AIDS. If they chose to be buried or cremated in traditional fashion, their physical minds and bodies would be destroyed. That is absolutely certain. By contrast, being cryonically frozen offers some small chance that they may be revived in the future. Even if that chance is small, it's more than no chance at all.*

Memorable concluding remarks, just like attention-getting opener, serve as a great leap to leave your audience with strong final impression. A quotation is one of the most common and effective devices to conclude a speech. Here is the example (Dale & Wolf, 2000: 106):

### **Memorable Concluding Remarks**

*You can stand on the same spot where China's most powerful emperors have stood. Your eyes will see the same green mountains they saw. The spectacular scenery, cool breezes, and striking sounds will amaze you. You will find your trip was worth the time and money you spent to get there. So, see your travel agent and make plans to visit Chengde, China, soon!*

The following is once again the steps in closing your speech/ presentation:

**Signaling the conclusion:** *In conclusion, ....*  
*In summary, ....*  
*To summarize, ....*  
*Before I end, let me say ....*

**Summarizing/ concluding your presentation:**

*I hope I've convinced you to make your next vacation Chengde, China.*

*Remember:*

- 1. Chengde is a very inexpensive place to visit.*
- 2. You'll never get bored because there is so much to see and do.*
- 3. In the unlikely event you need it, excellent medical care is available.*

**Providing memorable concluding remarks:**

*You can stand on the same spot where China's most powerful emperors have stood. Your eyes will see the same green mountains they saw. The spectacular scenery, cool breezes, and striking sounds will amaze you. You will find your trip was worth the time and money you spent to get there. So, see your travel agent and make plans to visit Chengde, China, soon!*

**Asking/ offering questions to your audience:**

*Now it's time for me to have a pleasure in answering your questions.*

*Do you have any questions or comments?*

*I'll be happy to answer any questions you may have.*

Last but not least, here are some more worth-remembering points about the ending of your presentation:

- ✓ The ending of your presentation should be memorable. So, you can memorize it if necessary.
- ✓ Remember that you should not rush through the ending since your audience remembers this part more than the others.
- ✓ Relate your ending with the beginning of your presentation.
- ✓ A summary before you conclude helps your audience to remember your main points.

## **PART IV: PRESENTING THE SPEECH**

### **7. USING LANGUAGE**

**The Importance of Language**

**Common Expressions in Speech**

## **The Importance of Language**

Language is your tool to be in harmony with your audience. As a good speaker you must decide the best language for your audience. Be aware always of the level of your audience' English proficiency. Make sure that you explain any technical terms you use for your presentation. The bottom line is you should use words accurately, correctly, clearly, vividly, and appropriately. If you are unsure about the meaning of your words, don't be lazy to look it up in a dictionary. Don't make any hasty generalization that your audience can grasp clearly what you exactly want to mean with your words. You can assure yourself to avoid making this flaw by choosing concrete and familiar words over abstract and technical ones. Concrete words refer to words describing tangible objects. While, abstract words show ideas or concepts. Using language vividly helps you visualize your speech into a real life portray. You can take advantage of such concrete language as simile and metaphor. A simile and a metaphor are a figure of speech that compares two unlike things. Similes use the words 'like' or 'as' to make the comparison; while, a metaphor doesn't use the words 'like' or 'as' to make the comparison.

The next important point is using language appropriately. This means adapting to the particular occasion, audience, and topic at hand. You can set up your own language and style in accordance with the occasion, audience, and topic instead of simply adapting other speakers' style. Finally, don't spoil the glory of your presentation by stating sexist language, the language that indicates

gender bias. Refrain yourself from stereotyping jobs and social roles by gender, and discarding unnecessary gender labels.

In short, here are some practical points about language you should remember:

- ✓ The aim of a presentation is to communicate. So, using words that your audience may not understand does not help.
- ✓ Using jargon is fine if your audience understands the words you are using. If not, you are obliged to explain those jargons or technical terms.
- ✓ Use accurate, correct, clear, vivid, and appropriate words, and avoid using sexist language.
- ✓ In normal conversation, we tend to use simple words. Think of your presentation as a conversation.

## **Common Expressions in Speech**

This part exemplifies some common expressions that you may utter in your presentation. These examples are only examples. They are outlined here not as an end. You are free to create your own versions to deliver your message at every stage of your presentation. The examples are categorized in accordance with the stages of a presentation: opening, body, and closing.

### ***Examples of Opening***

Here are some examples of expressions you can say for opening:

- First of all I'd like to extend my sincere gratitude to the organizing committee who has given me this opportunity to deliver a speech on ....
- It is a great pleasure for me to be given the opportunity to deliver speech on the subject of ....
- May I tell you first, how pleased I am to have an opportunity to stick here and deliver a speech before you. My speech title is ....
- I am greatly honored and grateful for the opportunity given to me in addressing a speech on ....

### ***Examples of Expressions for Introduction***

Here are some examples of expressions you can say for introducing yourself, your topic, and dealing with questions:

1. Introducing yourself.
  - Good morning ladies and gentlemen
  - Good afternoon everyone
  - I'd like to begin by introducing myself. My name is .... And I come from ....
  - I work for .... as ....

## 2. Introducing the topic

- Today, I'd like to talk about ....
- The subject of my presentation today is ....
- I have divided my speech into five sections ....
- I have put the subject into four sections ....
- I've divided my presentation into .... parts.
- First, I'd like to talk about ....
- First of all, I'll give you a short history of ....
- I'd like firstly to talk about ....
- The first point I'm going to make concerns ....
- In the third part, I deal with ....
- My fourth part of my talk will concern ....
- The fourth part of my talk will concern ....
- My fourth point deals with ....
- Then, I'll move on to ....
- After that, I'll say something about ....
- Next, I'd like to talk about ....
- Finally, I'll describe ....  
I'd like to consider ....
- Finally, I'd like to talk a little about ....
- And, finally allow me to raise briefly the issues of ....

## 3. Dealing with questions

- If you have any questions, please feel free to interrupt, and ....
- If you don't mind we'll leave questions till the end, but ....

### ***Expressions Used in the Body of Speech***

Here are some examples of expressions you can say for elaborating the body of your speech:

#### 1. Expressions used in opening the main part of the speech.

- Let me start by asking you the following questions ....
- Let me start by posing the question ....
- I'd like to begin by suggesting that ....
- I'd like to start by drawing your attention to ....
- Let me begin by noting that ....
- Let me begin by telling you an anecdote ....

#### 2. Expressions used in bringing to the next part.

- Let me now turn to ....
- Let me now turn to the issue of ....
- Can we now turn to ....
- Now, let's see another part of our talk
- I would now focus on ....



- Let's start by looking at ....
- First of all let's look at ....
- Now let's move on to ....
- This leads me to my next point ....
- Finally, I'd like to discuss ....
- This brings me to my final point ....

### 3. Expressions used in developing an idea.

- Let me speak this more detail.
- I'd like to look at this in a bit more detail.
- Let me elaborate on this point.
- Let's look at this problem in a bit more detail.

### 5. Expressions used in postponing a topic to be discussed later.

- I'll discuss it later.
- I'll be returning to this point later.
- As I'll show later.
- I'll come on this later.
- Later, I'll come on to ....
- In the following part, we'll come on to it.

### 6. Expressions used for coming back to a point.

- As I mentioned earlier ....
- As I said earlier ....
- As I discussed analytically earlier ....
- As I was saying ....
- As we saw earlier ....
- Can I now go back to the question I posed to at the beginning?
- I'd like now to return to the question ....
- Coming back to what I was saying ....
- Perhaps I could resume ....
- If I may just go back to the point I was making ....
- If I could continue ....
- Your question leads us back to ....
- To return to ....

### 7. Emphasizing the main point.

- The interesting thing about .... is ....
- The significant thing about .... is ....
- The most important thing about .... is ....
- The thing to remember is ....
- What we have to realize is ....
- What I find most interesting about .... is ....

### 8. Showing that something is enough to discuss and move to the other thing.

- Right
- Well now,

- Okay
- Good
- Now
- Now then,
- Well
- Right
- Then,
- So,

#### 9. Referring to visuals and handouts

- As you can see from this chart ....
- If you look at this graph you can see ....
- This table/ diagram shows ....

#### 10. Referring to common knowledge

- As you know ....
- As I am sure you know ....

#### 11. Giving an example

- Let me give an example ....
- To illustrate this point, let us consider ....
- A case in point is ....

#### 12. Preventing an interruption

- Perhaps I could return to that point later on ....
- If I might just finish ....
- With your permission, I'd rather finish what I was saying.
- With respect, I should like to finish the point I was making ....
- If you would allow me to continue ....
- If you would be so kind as to let me finish ....

#### 13. Balancing

- On the one hand ....., but on the other hand ....
- Although ....., we mustn't forget ....
- Whereas ....., we have to remember ....
- In spite of ....., I still think ....
- Despite the fact that ....., I ....

#### 14. Generalizing

- On the whole, ....
- In general, ....
- Generally speaking, .....
- By and large, ....
- All in all, ....
- All things considered, ....

#### 15. Stating preferences

- I'd rather .... than ....
- I prefer .... to ....
- I tend to favour .... as opposed to ....

- .... has an advantage over .... in that ....
- The main advantage of .... is that ....

#### 16. Correcting misunderstanding

- I'm afraid there seems to have been a slight misunderstanding.
- We seem to be talking at cross purposes.
- I think you've misunderstood me.
- With respect, that is not what I said.

#### 17. Re-phrasing

- Perhaps I haven't made myself clear. Basically what I'm trying to say is ....
- Sorry, I'm probably not making myself clear. Let me put it another way.
- Perhaps I should make that clearer by saying ....
- Allow me to rephrase that.
- To be more specific, ....
- Put simply, ....

In a presentation/ speech we sometimes need to convince, to instruct, to inform, or to stimulate. Here are some examples of the expressions:

#### 1. Expressions used to convince.

- I am convinced that ....
- I believe that .../ I think, suppose, guess, presume, assume, doubt, expect, know, simply can't believe that ....
- I am sure that ....
- It is a certain thing that ....
- It appears to me that ....
- I would firmly say that ....
- I feel very certain that ....
- To the best of my knowledge, it is possible that ....  
it is likely that ....  
it is probable that ....
- We must consider the possibility that ....

#### 2. Expressions used to instruct.

- I would invite you to .../ advise/ recommend that you should ....
- It will be better if you ....
- Allow me to request you to ....
- All we have to do is that ....
- There is no other way but we have to ....
- You shouldn't have forgotten your rights ....
- We should review our plan to ....., otherwise we will ....
- It's a good idea to .../ It's best to ....
- You had better .... than ....
- Would it be all right if we ....?
- It is advisable that ....

- It would seem wise to ....

### 3. Expressions used to inform.

- I would like to say that ....
- According to the researchers, ....
- In accordance with the state ideology, ....
- In line with the newest treaty, ....
- Getting along with the agreement, ....
- Referring to the rule of the game, ....
- Further studies show us that ....
- Our data confirm that .....
- The result of the recent research suggested that ....
- It has been reported in the previous study that ....
- It is widely known that .... / recognized / acknowledged ....
- Generally speaking ....

### 4. Expressions used to actuates/ stimulate

- I do hope that .... / I am hopeful that ....
- I am optimistic about .... / I am an optimist that ....
- There is a reason to believe that ....
- I wish you good luck / I hope you succeed.
- Let this illustration encourage you.
- It is what I hope that you can learn something from this experience.
- Please don't despair of making your English improved!
- Please don't despair of asking your children to do reading!
- There is no need to despair of being old, it's only a matter of time.

### **Expressions Used in the Closing**

Here are some examples of expressions you can say for closing:

- In conclusion, I would like to express ....
- In conclusion, I'd just like to say ....
- I would like to conclude my speech by ....
- Well, that brings me to the end of my presentation.
- Finally, I would like to ....
- As a final remark, I just would like to say ....
- The main points that have been made are ....
- In conclusion, I should just like to say ....

### **Examples for Dealing with Questions**

Here are some examples of expressions you can say for responding to questions:

- That's a good point.
- That's an interesting question.
- I'm glad you asked that question.

- Can I get back to you? I don't have the information just now.
- I'm afraid I can't discuss that. It's confidential.
- I'm afraid I don't know the answer to that. I'll find out for you.

## **8. DELIVERY**

**What is Good Delivery?**

**Methods of Delivery**

**The Speaker's Voice**

**Nonverbal Communication**

**Appreciating the Impact of Clothes and General Appearance**

**Practicing Delivery**

**Answering Audience Questions**

## **What is Good Delivery?**

The power of your speech counts on what you say and how you say it. These two factors are actually inseparable. However, your speech can turn out into a deadly boring one if you ignore an effective delivery. On the contrary, your speech seemingly look good, though the content is totally careless, if your delivery can convince your audience. There are some factors contributing to an effective presentation: methods of delivery, the speaker's voice, nonverbal communication, the impacts of clothes and general appearance, practicing delivery, and answering audience questions. We will discuss each point more thoroughly below.

### **Methods of Delivery**

Four basic methods of delivering a speech are applied in public speaking: 1) reading from a manuscript, 2) reciting from memory, 3) speaking impromptu, and, 4) speaking extemporaneously.

#### ***Reading from Manuscript/Notes***

A manuscript speech is a speech that is written out word for word and read to the audience. This speech must be spoken as it is written on the manuscript since every single word counts for public's attention and will be analyzed by the press, by colleagues as well as by enemies. For example, the speech by a President, a Pope, a Minister, and so on.

### ***Reciting from Memory***

This speech is done by reciting or memorizing. It takes so much talent to do so. That is why this method of delivery is no longer customary. Some types of short speeches, such as award speeches, congratulatory remarks, wedding speeches, farewell speeches, and the like still rely on this practice though.

### ***Speaking Impromptu***

At any points of your life you might have been experienced to deliver a speech without having any chance to prepare yourself. Your speech is called an impromptu speech. When suddenly this situation comes to you, you have to stay calm and don't panic. No body expects you to have a perfect performance. Quickly make a mental sketch on the main points you want to say. Don't forget to figure out your beginning and ending of your spontaneous speech. It is difficult for the first time. But, once you have been standing before your audience, you will go with the flow of your speech.

### ***Speaking Extemporaneously***

In practice, 'extemporaneous' is similar with 'impromptu'. But, of course, they are different. An extemporaneous speech is a carefully prepared and rehearsed speech that is presented from a note. Thus, this speech has been prepared well and even rehearsed. Only that the presentation covers the main points on the note and those main points are practiced over and over. The wording is, therefore, chosen at the moment of delivery. So, it will be different from one practice to others. In short, if you want to choose this method of your delivery, by your big day, you have found the systematic pattern of your speech, and this way has been rooted in your mind so as to enable you to convey your message spontaneously.

## **The Speaker's Voice**

The quality of your voice determines very much to the success of your speech. If by any chance, you don't have a microphone to help you, you must be able to project your voice to the back. Make sure that every participant can hear you well. Otherwise, you will jeopardize your speech and you may lose your audience. What aspects of voice should you manage to control in your speech? They are volume, pitch, rate, pauses, vocal variety, pronunciation, articulation, and dialect.

Volume is the loudness or softness of your voice. In today's practice, most speakers will be helped by electronic amplification. However, at any time, they can't be so lucky. If you are dealing with such a situation, you have to adjust your voice to the acoustic of the room, the size of your audience, and the level of background noise. Inspect the situation of your audience at any time of your speech, whether or not they can hear you. If their faces look confused and they start leaning on their seats, so you must beware and make any necessary adjustment.

Pitch is the highness or lowness of the speaker's voice. It is important to color your speech by producing pitch since it makes different your important and unimportant points. When you change your pitch from high to low and on the contrary, you produce inflections. Inflections are changes in the pitch or tone of your speech.

Rate refers to the speed at which a person speaks. Rate enables you to vary the speed of your words. If you want express happiness, surprise, fear, or anger, you can speak a bit quickly. While, you want to describe the feelings of sadness, you can set your voice in a slow rate.

When you have spoken for some time, you may need to pause for a moment. Pause is a momentary break in the vocal delivery of a speech. At the time you feel that you need to do pause, make sure you pause at the end of thought units and not in the middle. Thus, being able to adjust the volume, pitch, rate, and pause of your voice is a good effort to create your vocal variety.

Last but not least, pronunciation, articulation, and dialect will also influence whether your message will successfully be delivered. By trying to pronounce any single word correctly, you have been in your attempt to demonstrate the accepted standard of sound and rhythm for your words. A clear articulation will even strengthen the clarity of your pronunciation so as to enable you to avoid misinterpretation of any words coming out of your mouth. This will even be much better if you can free yourself from the influence of your dialect. Start thinking in English now. In doing so, you will eventually release your speech production from the interference of your accents, native vocabulary and grammar.

## **Nonverbal Communication**

Good delivery is also influenced much by nonverbal communication aspects. Such aspects as appearance, posture, gesture, eye contact, facial expressions, and other linguistic factors bring significant impacts to a presentation. Here are some points to ponder:

- ✓ Posture: stand up straight, feet slightly apart, one foot slightly in front of the other.
- ✓ Gestures, such as use of hands, body movements, and facial expressions hold an audience's attention.
- ✓ Eye contact: look at and continually move around the whole audience equally.
- ✓ Hands: one palm holding the other hand is relaxed, confident position.
- ✓ Physical mannerism to avoid: playing with pens, pointers, or papers; jingling money in pockets; fiddling with hair; and avoiding eye contact.

One study about the impact of the elements of speech delivering on an audience found that of three elements-content of speech, tone of voice, and body language, 93% of the impact is how we say things; 55% is the body language; 38% is the tone of voice. Only 7% of the impact is what we actually say. However, this 7% is still very important because if what you say is not relevant or well-prepared, there will not be much of a message communicated. So, the visual



side of communication is very important, and what makes it important? Here are some facts stressing this point:

- People tend to believe what they see rather than what they hear. If you look confident, people will believe what you say. If our body language is not congruent (doesn't match) with what you are saying, people will take more notice of what you look like.
- People often remember more of what they see than what they hear. By using visuals and looking good you will reinforce your message and people will remember it. Some people respond much more readily to visual messages than to verbal ones.
- People are often distracted by visual signals. Speakers are often unaware of how they look, and of the signals they are sending by their own body language. These signals are subtle but very powerful. Irritating mannerisms can totally distract an audience from what you are trying to say.

### **Appreciating the Impact of Clothes and General Appearance**

What kind of clothes should you wear? Essentially, you should wear clothes appropriate for your audience. This sounds like stating the obvious, but let's illustrate it with some examples. If you are talking to an audience of sporting people or sports centre managers, then wear a blazer rather than a dark suit (for males) and don't dress up too smartly (for females). For an audience of social or voluntary workers, a blazer or a suit of Armani won't be down to earth because it will separate you socially from the working life of your audience. In brief, you must adapt the way you put on your clothes with the nature and spirit of your audience. Here are some clothing tips for you:

- ✓ Avoid wearing anything brand new.
- ✓ Wear clothes you feel comfortable in whilst looking smart.
- ✓ Don't wear anything unusual which will distract the audience. This is not the occasion to wear your fancy and fashionable clothes. Wear something simple but elegant; something that shines you and reflects your audience's spirit.

### **Practicing Delivery**

You must be familiar with this famous saying "Practice Makes Perfect". It is truly of any help to you if you put your best effort to practice and rehearse your presentation properly. A rehearsal is very important because you need a run through to check timing and to see how the audio-visual aids work. Here are the steps you can go through:

#### **Step 1**

Check your preparation outline. Take a look once again each item on the outline. Is the purpose clear? Is the topic specific? What are the main points? Is the attention-getting opener stimulating? Has the outline provided the conclusion? Is the closing remarks inspiring and motivating? As you check through these details, you can always make a revision.

### Step 2

Talk through your speech and time it. Follow your speech outline though you can be quite flexible in making any adjustment.

### Step 3

Speak out your speech several times. Make sure you also talk through the examples and all the supporting data, quotations, or statistics. If you need to use visual aids, use them as you practice. You might experience several mistakes in your rehearsal. Don't worry it's just perfectly normal. Keep on trying and practicing. After several trials and errors, you will be able to speak extemporaneously.

### Step 4

Now, it's time for you to look at yourself and your audience. This time you can practice your presentation in front of your mirror. Notice your body language to convince your audience. If necessary tape record your speech, so you can be alert on your own voice, volume, rate, pitch, intonation, pause, pronunciation, dialect, and vocal variety. Invite several friends to be your audience when you have gained your confidence. They will not only be a good audience, but also evaluate your speech. Some comments and feedback from them will absolutely be worth-listening and doing.

### Step 5

If everything has been OK with your speech preparation, it is nothing wrong if you try it out once again with putting on your real dress that you will wear. Practice once again for the final polish. Make sure that all the visual aids you have prepared have been arranged in a good order. Good luck and now you are ready for your real big day.

## **Answering Audience Questions**

Answering your audience's questions need real first hand experiences. However, you need not to worry about it since we will discuss how to handle the nitty-gritty of audience feedback in this section. Before you jump into the question-answer session, you may need to decide beforehand to take questions during your presentation or to ask people to wait until the end. Sometimes, spontaneous questions during your presentation can be constructive since it indicates your audience's high interest. However, it can be destructive if you cannot manage it. If not careful, you can be drawn on and on in an irrelevant argumentation. Here are some points to bear in mind when answering questions.

- The question you can't answer.

If you can't answer the question, say "I'm sorry, I can't answer that question, but I can refer you to ...". You can simply be honest, but provide alternative solutions to answer the question. Never bluff your way out of it or make up any answers. In that way you jeopardize your credibility as a good speaker. Another way to deal

with this situation is to return the question back to your audience, “That’s a very interesting question. Would anyone in the audience like to make a comment?”

- The irrelevant question

If the question is totally beyond your point and of no interest to anyone else, ask that person to see you personally after your presentation. In that way, you show that you are still willing to answer his question without sacrificing the other’s time to listen to your real points.

- The personal attack

Beware of this kind of question. This usually takes the form of a question like “Do you really think that you are qualified to speak on this subject when you have no experience in handling food shortage?” This kind of attack can influence other people. Be wise, stay cool, and try to find the best answer to counter this question.

- The loaded question

The loaded question is a question made to attack you. This question is generated from the reverse point of your presentation topic. For example, if the topic of your presentation is about domestic violence, you might have such a question as ‘When did you last beat your wife?’ In dealing with this kind of question, first you have to refute or rebut the assumption that you have beaten your wife. Then, you can proceed to your further points of your presentation.

- The point of information

At any stages of your presentation, you may encounter some corrections from your audience. In response to this, nothing else you can do but to accept the point proposed by your audience and thank them.

In general, here are some tips for dealing with questions:

- ✓ Don’t get pompous and flaunt your knowledge.
- ✓ Listen carefully and ask the person to repeat the question if necessary. If you don’t understand the question, then ask for clarification.
- ✓ Don’t focus only on the person who asks a question, but also give an equal attention to other audience.
- ✓ Never lie.
- ✓ Answer the question only and don’t start a new subject.
- ✓ If the question turns out to be a statement, interrupt and ask the person what exactly the question is. If you don’t want to encourage free debate you will have to do this.
- ✓ Watch out for people with their hands up who have not had a chance to put a question.
- ✓ Ask for the questioner’s name before replying or ask all questioners to give their name first.
- ✓ If you invite questions from the audience and are met with a deep silence, then ask them a question. You can always be someone who is primed to ask a particular question.

## **9. USING VISUAL AIDS**

**Advantages of Visual Aids**

**Kinds of Visual Aids**

**Guidelines for Preparing and Presenting Visual Aids**

## **Advantages of Visual Aids**

A presentation is never complete and interesting without being supported by visual aids. Indeed, visual aids offer several great advantages to speakers. The first advantage is clarity. When you work on your slides, pictures, charts, graphs, and the like, you actually do not only help yourself, but also your audience in keeping up with your elaboration. The visualization you have prepared makes your explanation more vivid and well-pictured in your audience's mind. Moreover, we live in a visual age. The use of visual aids has been widely used in many aspects of life. Even little children now have been familiar with the use of several gadgets and computers.

The second advantage is that visual aids offer interest. Any visual aids you use to support your presentation will absolutely attract your audience's attention. It arouses interest and attention to patiently keep on listening to your presentation. Suddenly, your audience feels that time runs so fast that your presentation is about to end. So, it is true that your visual aids will shift your audience away from you. It is of benefit to you since you can feel much more comfortable because many eyes are not directly staring at you.

The third advantage of the use of visual aids is retention. Visual aids can make your audience store the information in their mind better than simply verbal words. This is because you have created a schemata that enables them to be able to recall the information they have gained much better and faster. When we listen to a verbal presentation about how miserable the condition of the

earthquake victims, we will just understand about it. But, if we are shown the pictures of the condition of the victims while we are listening to the presentation, our understanding will also touch our heart so as to rise our deep sympathy to them. On top of that, the presentation will last longer in our mind.

To sum up, it has well proven that the use of visual aids is of great value to support your speech. It helps you defeat your stage fright, enhance your audience interest, shift your audience attention away from you, gain greater self-confidence for you as the speaker, and make your presentation much more interesting, alive, and inspiring.

## **Kinds of Visual Aids**

### ***Objects***

Real objects and even living things can make your presentation more dramatic and inspiring. When you come to your informative speech on the advantages of sun cream, for example, you can bring the real sun cream to the class. What can be more dramatic and interesting than bringing a real snake when you talk about the different kinds of snakes. In this case, of course you have to make sure that you can really handle them very well during your presentation so that you don't put your audience in danger.

### ***Models***

Model is an object, usually built to scale, that represents another object in detail. Model is usually used to explain things that cannot be brought into the venue of your presentation. For example, in a persuasive presentation on the new design of an apartment, a mini model of the designed apartment will be in need to support your presentation.

### ***Photographs***

Photographs can be a good alternative for your visual aids if you can manage it. The size of photographs is too small to be seen, unless, you can oversize their enlargements.

### ***Drawings***

Such drawings as diagrams, sketches, and the like can be the simplest visual aids you can prepare. When you need to describe a particular thing the picture of which is difficult to find, you can just draw it right away on the provided whiteboard.

### ***Graphs and Charts***

Graph is a visual aid used to show statistical trends and patterns. While, chart is a visual aid that summarizes a large package of information, usually in list form. Graph can ease your way in explaining your sophisticated statistical explanation. In that way, your explanation will be understood better since your graph has help your audience form vivid visualization in their mind. When you want to simplify some elaborated pieces of information, you can prepare a chart in which all those information is packed in the form of a list.

### ***Slides and Videotapes***

Slides and videotapes are an effective choice if you really want to enliven your speech. When you want to persuade a fund sponsor because your orphanage under your management is badly in need of fund to rebuild the building after the earthquake, you need to prepare slides or videotapes viewing the situation and condition of your orphanage. Your slides and videotapes not only arouse their attention, but also move and touch their heart so as to enable you to get the fund. However, slides and videotapes can be very distracting when they are not well managed. It can steal the allocated time for your presentation because the careless preparation of the needed equipment and system takes so much time.

### ***Computer-Generated Graphics***

Computer-generated graphics are graphics, diagrams, or charts that are created with the help of a computer. You can design your computer-generated graphics to explain the rate of inhabitants infected HIV AIDS, for example. To view your computer-generated graphics, you can utilize an overhead projector or a computer.

### ***Transparencies***

At this moment transparencies can be regarded as the simplest visual aids. You can simply type your points on a piece of paper and copy it on a transparency. A set of OHP needs to prepare as the template to view the transparencies. When preparing your transparencies, you have to be sure that you have arranged the transparency order of presentation. Don't keep your audience waiting when you are busily arranging them during your session.

### ***Multimedia Presentation***

Multimedia presentation is a speech that uses special computer software to combine several kinds of visual and/ or audio aids in the same presentation. It is therefore important in preparing a presentation the topic of which is in need support of audio visual media. Business presentations usually make use of a multimedia presentation to win a business deal. When you manage to use this kind of visual aid, you are required to be able to operate the devices you need.

## **Guidelines for Preparing and Presenting Visual Aids**

The use of visual aids needs a careful management. Visual aids will be effective if they can go along with your presentation. Unless you plan and prepare them well, they turn out into a disaster. To avoid this disaster, here are some tips for preparing and managing your visual aids.

- ✓ Prepare visual aids in advance
- ✓ Keep visual aids simple
- ✓ Make sure your visual aids are large enough
- ✓ Keep your visual aids interesting and legible
- ✓ Use fonts that are easy to read
- ✓ Use a limited number of fonts
- ✓ Use color effectively
- ✓

These ones are the tips for presenting visual aids:

- ✓ Avoid using the chalkboard for visual can see them
- ✓ Avoid passing visual aids among the audience
- ✓ Display visual aids only while discussing them
- ✓ Talk to your audience, not to your visual aids
- ✓ Explain visual aids clearly and concisely
- ✓ Practice with your visual aids

## **PART V: VARIETIES OF PUBLIC SPEAKING**

### **10. SPEAKING TO INFORM**

### **11. SPEAKING TO PERSUADE**

### **12. SPEAKING TO ENTERTAIN**



## **SPEAKING TO INFORM**

An informative speech is a speech designed to convey knowledge and understanding. The purpose is obviously to state ideas clearly and interestingly. Informative speech is divided into several kinds, i.e. speeches about objects, speeches about processes, speeches about events, and speeches about concepts. To help you prepare an informative presentation, here is the example of how to outline this kind of speech. The outline covers these components: attention-getting opener, preview, body, summary, and memorable concluding remarks. Notice carefully how transition signals are used to connect the components.

### **Sample: Outline of an Informative Speech/Presentation**

#### **Attention-Getting Opener**

Every student in this room has something in common with famous astronauts, Olympic athletes, actors, politicians, and business executives. It's a common affliction that causes pain, suffering, and distress. Can you guess what it is? I'll tell you. It's called stage fright.

#### **Preview**

Today, we will be learning four major facts about stage fright.

- I. The physical symptoms of stage fright
- II. The causes of stage fright
- III. Famous people who have had stage fright
- IV. What can be done about stage fright

**Transition:** OK, let's get started on our investigation of stage fright by first looking at its major symptoms.

### Body

- I. Physical symptoms of stage fright
  - A. Rapid breathing
  - B. Rapid heart rate
  - C. Dry mouth
  - D. Butterflies in stomach
  - E. Increased perspiration
  - F. Trembling hands

**Transition:** Now you understand the symptoms of stage fright. Let's continue our investigation by examining the causes of stage fright.

- II. Causes of stage fright
  - A. Many people worry that they'll forget what they want to say.
  - B. Others are afraid that they'll look silly.
  - C. Some people think that the audience won't like them.
  - D. International students might worry that their English isn't very good.

**Transition:** Now you are aware of some of the causes of stage fright. Let's continue our inquiry into stage fright by looking at a few famous people who have suffered from this affliction.

- III. Famous people who have had stage fright
  - A. Winston Churchill once said that he thought there was a block of ice in his stomach each time he made a speech.
  - B. Julio Iglesias has revealed that he is nervous about his pronunciation when speaking English.
  - C. Jane Fonda has admitted to having "tremendous fear".
  - D. Olivia Newton-John admits to shaking and crying before a performance.

**Transition:** As you can see you are in good company with famous people who have had stage fright. Now, let's investigate what you can do to overcome this common problem.

- IV. Solutions for stage fright
  - A. Short-term solutions
    1. Be thoroughly prepared and practice before a presentation.
    2. Take your time before you start to speak.

- a) Gently put your notes on the speaker's stand.
  - b) Establish eye contact with your audience before beginning.
  - c) Take several deep breaths before beginning.
- B. Long-term solutions
- 1. Remember that stage fright is normal.
  - 2. Get as much as experience as possible.
  - 3. Talk about stage fright with friends.

**Transition:** Now that you understand what you can do to reduce stage fright, our investigation is complete.

### Summary

You should now understand four important facts about stage fright.

- I. The physical symptoms of stage fright.
- II. The causes of stage fright
- III. Famous people who have had stage fright.
- IV. What can be done about stage fright.

### Memorable Concluding Remarks

In conclusion, stage fright is like a lion in a cage. It's only dangerous if it's allowed to roam free! Now that you know how to deal with stage fright, you'll be able to keep this beast under control. Remember, as long as you are in control of it, your stage fright, like the lion, will be unable to harm you! (Taken from Dale & Wolf, 2000: 82-86)

Now, using the informative speech preparation worksheet and checklist below, prepare notes for your informative presentation.

### Informative Speech Preparation Worksheet

1. Choose three topics that interest you.
  - a) \_\_\_\_\_
  - b) \_\_\_\_\_
  - c) \_\_\_\_\_
  
2. Narrow each topic.
  - a) \_\_\_\_\_
  - b) \_\_\_\_\_
  - c) \_\_\_\_\_
  
3. Choose the topic that interests you the most. Divide them into three or four subtopics.
  - a) \_\_\_\_\_
  - b) \_\_\_\_\_
  - c) \_\_\_\_\_
  - d) \_\_\_\_\_

## Informative Speech Preparation Checklist

Name : \_\_\_\_\_ Topic: \_\_\_\_\_

Due Date: \_\_\_\_\_

\_\_\_\_\_ Chose narrow specific achievable topic.

\_\_\_\_\_ Consulted outside sources:

\_\_\_\_\_ Interviews

\_\_\_\_\_ Books

\_\_\_\_\_ Magazines

\_\_\_\_\_ Newspapers

\_\_\_\_\_ Dictionaries

\_\_\_\_\_ Encyclopedias

\_\_\_\_\_ Encyclopedic dictionaries

\_\_\_\_\_ Professional journals

\_\_\_\_\_ Internet

\_\_\_\_\_ Chose organizational pattern.

\_\_\_\_\_ Prepared outline.

\_\_\_\_\_ Prepared body.

\_\_\_\_\_ Prepared preview.

\_\_\_\_\_ Prepared attention-getting opener.

\_\_\_\_\_ Prepared summary.

\_\_\_\_\_ Prepared memorable concluding remarks.

\_\_\_\_\_ Prepared transition after introduction.

\_\_\_\_\_ Prepared transition before summary.

\_\_\_\_\_ Prepared transitions in body.

\_\_\_\_\_ Prepared visual aids.

\_\_\_\_\_ Prepared speech with visual aids at least three times.

## **SPEAKING TO PERSUADE**

Most of us actually have done a certain amount of persuading every day. Whether we may realize it or not, we often try to convince friends, parents, husbands, or wives on a particular topic. Speaking to persuade before public is just an extension of day after day's persuasion. It is a speech designed to change or reinforce the audience's beliefs or actions. So, the general goal of persuasive speaking is to convince your listeners to change something—a belief, an opinion, or their behavior. The following is further discussion on each of these specific purposes of a persuasive speech.

### **To Change Audience's Belief (That Something Is True or False)**

This specific purpose leads to the construction of arguments to convince your audience that:

- a reported fact is true or false
- something will or won't happen
- an event was represented accurately or inaccurately

Examples:

- Yogyakarta is no longer the center of education and the city of students.
- Capital punishment is (or is not) a deterrent to a crime.

- Social fatigue to the government's political will to solve various national problems has slowly but sure shown among Indonesian citizens.

### **To Change Audience's Opinion (About Something's Value)**

This specific purpose aims at convincing the audience that something is one of the following:

- good or bad
- important or unimportant
- fair or unfair
- better or worse
- helpful or not helpful

Examples:

- Sidoarjo mud should (or should not) dumped into the sea.
- Elective certified courses are useful (or useless) to the students of English Education study program, Faculty of Language and Arts, State University of Yogyakarta.
- Lombok is cleaner and more interesting than Bali now.

### **To Change Audience's Behavior**

In this case, your specific purpose is to convince your listeners to either:

- do something they are not doing now
- stop some behavior they currently practice

Examples:

- University students in Indonesia should learn how to transform themselves into independent and active learners.
- Children should not watch TV a lot.
- Smoking is dangerous for your health

Here is the sample of a persuasive speech outline to help you better prepare. The outline of a persuasive speech covers the following components:

- Opener building on areas of agreement

Creating a high level of persuasiveness is very important in a persuasive public speaking. In order to convince your audience, you have to successfully make them trust you and see you as a credible individual and the right person to speak. To do so, you can begin your speech by building a common area of agreement by issuing:

- common goals
- common problems
- common experiences

Example: "Capital Punishment Should Be Legal"

I'm sure everyone here is concerned about crime in our community. Many of us know that it isn't always safe to go out alone at night or even to walk

through a dark parking lot to get to our car. All of us want to feel safe in our homes, in our cars, and on the streets. We would all like to see the amount of crime reduced.

- Statement of purpose

In your area of agreement you have shown to your audience that you are such a sensible person who shares their values and beliefs. Now, it is the time to show that you want to stand on a clear position by stating the specific purpose of your speech.

Example: "Capital Punishment Should Be Legal"  
Legalizing capital punishment can help prevent crime.

- Body
- Summary
- Memorable concluding remarks

## **Sample: Outline of a Persuasive Speech**

### **Opener Building on Areas of Agreement**

Have you ever wanted to go on vacation somewhere exciting but worried that it would cost too much or that you might be bored once you got there? We all have these concerns when planning a vacation.

We all want adventure, excitement, great food, and nice hotels without spending a lot of money!

### **Statement of Purpose**

Plan a trip to Chengde, China, for your next vacation!

**Transition:** Many of you may be worried that such a vacation will cost too much. You will be amazed to learn this is not the case.

### **Body**

- I. A trip to Chengde, China, is very inexpensive.
  - A. Many airlines offer off-season discounts.
  - B. The best hotel costs twenty-five dollars a night for a double room.
  - C. You can eat three delicious meals a day for less than five dollars.
  - D. Local transportation is extremely inexpensive.
    1. A rickshaw anywhere in the city costs fifteen cents.
    2. You can rent a bicycle for pennies a day.

**Transition:** You might think that Chengde is ugly and you'll be bored there. Let me assure you that this is not the case.

- II. There are many things to see and do in Chengde.
  - A. See the most beautiful and unusual temples in the world.
    - 1. The Lamaist Temple of Universal Tranquility
      - a) It was built by Emperor Qian Long in the 18<sup>th</sup> century.
      - b) It has the largest wooden image of the Buddhist Goddess of Mercy, Guanyin.
    - 2. The Temple of Universal Joy
      - a) It was built in 1766.
      - b) It has an incredible terrace.
      - c) It has a fabulous double roof of yellow tiles.
    - 3. The 18<sup>th</sup> century Temple of Universal Love
  - B. Photograph the most beautiful gardens in China.
  - C. Rent a rowboat and ride on one of Chengde's magnificent lakes.
  - D. Go on a shopping spree.
    - 1. Visit a unique shop or department store.
    - 2. Chengde is famous for several products.
      - a) Silk
      - b) Furs
      - c) Wood carvings
      - d) Handmade Oriental rugs

**Transition:** Some people fear getting ill and not finding a doctor if they travel to a small city in China. This should not be a concern either.

- III. Medical care in China is excellent.
  - A. Chinese hospitals and doctors provide excellent care.
  - B. There are many local clinics in all cities.
  - C. A variety of medicines are available.
    - 1. Standard antibiotics
    - 2. Herbal medicines

### **Summary**

I hope I've convinced you to make your next vacation Chengde, China. Remember:

- 1. Chengde is a very inexpensive place to visit.
- 2. You'll never get bored because there is so much to see and do.
- 3. In the unlikely event you need it, excellent medical care is available.

### **Memorable Concluding Remarks**

You can stand on the same spot where China's most powerful emperors have stood. Your eyes will see the same green mountains they saw. The spectacular scenery, cool breezes, and striking sounds will amaze you. You will find your trip



was worth the time and money you spent to get there. So, see your travel agent and make plans to visit Chengde, China, soon!  
(Taken from Dale & Wolf. 2000: 104-109)

Now practice to make a persuasive speech outline. Use and complete the preparation worksheet to guide you.

### Persuasive Speech Preparation Worksheet

1. Choose three controversial topics that interest you.  
a) \_\_\_\_\_  
b) \_\_\_\_\_  
c) \_\_\_\_\_
2. Determine your purpose for speaking about each of the topics above.  
a) \_\_\_\_\_  
b) \_\_\_\_\_  
c) \_\_\_\_\_
3. Formulate a specific statement of purpose for each of the topics above.  
a) \_\_\_\_\_  
b) \_\_\_\_\_  
c) \_\_\_\_\_
4. Choose one topic, purpose, and specific persuasive claim.  
Topic \_\_\_\_\_  
Purpose \_\_\_\_\_  
Specific Persuasive Claim \_\_\_\_\_
5. Write three reasons why people might be indifferent or opposed to your topic.  
a) \_\_\_\_\_  
b) \_\_\_\_\_  
c) \_\_\_\_\_
6. Prepare an opener building on areas of agreement.  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
7. State your persuasive claim.  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Name : \_\_\_\_\_ Topic: \_\_\_\_\_

Due Date: \_\_\_\_\_

\_\_\_\_\_ Chose topic about which the audience is indifferent or opposed.  
\_\_\_\_\_ Consulted outside sources:

Interviews Books Magazines

Here are some other checklists to help you better prepare before, during, and after your presentation:

### Checklist for the Overall Presentation Preparation

<b>PREPARATION CHECKLIST</b>		
Subject of presentation	<input type="text"/>	
My objectives	Educate/ train <input type="checkbox"/>	Inform/ explain <input type="checkbox"/>
	Persuade <input type="checkbox"/>	Give instructions <input type="checkbox"/>
	Sell something <input type="checkbox"/>	Entertain <input type="checkbox"/>
Introduction and attention-getting opener		

<b>PREPARATION CHECKLIST (Continued)</b>		
Timing	Length of presentation	<input style="width: 100px;" type="text"/> minutes
	Time for questions	<input style="width: 100px;" type="text"/> minutes
Handouts	Yes	No
Do I need handouts	<input type="checkbox"/>	<input type="checkbox"/>
Have they been prepared?	<input type="checkbox"/>	<input type="checkbox"/>
Questions		
What questions might be asked by the audience?	<div style="border: 1px solid black; height: 70px;"></div>	

## Checklist for Delivering a Presentation

Do my audience understand what I am saying?  
Am I speaking too quickly?  
Do they look interested?  
Are they bored?  
Have I talked for too long without showing a visual?  
Do I need a change of emphasis?  
Are they getting tired?  
Am I keeping to the time?

## Checklist for Evaluating a Presentation (How Good was My Presentation)

### EVALUATION CHECKLIST: HOW GOOD WAS MY PRESENTATION

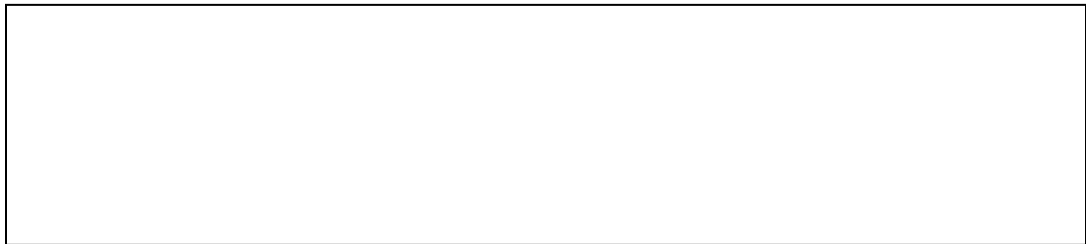
Purpose/ objectives

Did I achieve my objectives	Yes	<input type="checkbox"/>
	No	<input type="checkbox"/>
	I don't know	<input type="checkbox"/>

Did the audience like the presentation	Very much	<input type="checkbox"/>
	Yes	<input type="checkbox"/>
	A little	<input type="checkbox"/>
	No	<input type="checkbox"/>
	I don't know	<input type="checkbox"/>

What went well?

<b>EVALUATION CHECKLIST: HOW GOOD WAS MY PRESENTATION</b>		
Questions	Yes	No
Did I deal well with the questions?	<input type="checkbox"/>	<input type="checkbox"/>
Visuals	Yes	No
Did I explain them well	<input type="checkbox"/>	<input type="checkbox"/>
Timing		
Did I time the presentation well	<input type="checkbox"/>	<input type="checkbox"/>
Did I have time to say everything	<input type="checkbox"/>	<input type="checkbox"/>
My performance		
Did I make myself understood?	Yes	<input type="checkbox"/>
	I think so	<input type="checkbox"/>
	Not very well	<input type="checkbox"/>
	I don't know	<input type="checkbox"/>



The following is a checklist you can use to evaluate your friend's performance as well as to help you prepare the elements of speech you have to rehearse.

## Evaluating Oral Presentations Checklist

### 1. Structure

- logical
- identifiable beginning, middle, and end
- indicated moves to new stages
- clear to audience
- important points emphasized
- didn't get bogged down with detail
- minimal repetition
- not too long

### 2. Content

- relevant
- fact versus opinion distinguished
- interesting
- focused on important points
- raised questions to think about
- answered questions
- provided useful information
- understandable to the audience

### 3. Presentation/ Delivery

#### a. Audience

- awareness of the audience
- reaction to presenter's body language
- appropriate positioning of the audience and visual aids
- relationship between speaker and the audience
- enthusiastic
- were questions answered appropriately?
- were answers related to the content?
- were complex questions broken down into parts?
- will the audience consider the presentation as a memorable event?

#### b. Language

- understandable language used
- written (like a report)
- oral (like a conversation)
- sentences long and complex/ short and simple
- vocabulary over-technical or suitable for audience
- transition words appropriate

c. Voice

- fluent/ hesitant?
- calm/ nervous?
- audible/ inaudible?
- too fast/ too slow?
- monotonous/ varied?
- clear? Unclear?
- enthusiastic/ dull?

d. Body language/ non-verbal skills

- confident
- relaxed
- hand and body gestures
- posture
- eye contact with audience

e. Use of notes

- independent/ over-dependent
- referred to/ read

f. Timing

- too long/ too short?

g. Visual aids

- clear/ unclear?
- attractive/ plain?
- explained well/ glossed over?
- relevant/ irrelevant

**General Comments:** .....

## **SPEAKING TO ENTERTAIN**

Not all kinds of speech always deal with a serious and hard topic. This possibility is represented by entertaining speeches. This kind of speech delivers good will and spreads cheerful and happy atmosphere on special occasions. Though it usually lasts in a short time, it is still expected to have a more immediate effect on the audience. A more personal approach will usually enliven the situation. The you-attitude, the attitude that views the event from the audience's perspective rather than from your own viewpoint, hopefully can build a feel-good situation. To do so, you can make use of emotional appeals to stress



your sincere willingness to share the same values and interests with your audience. Here are some points you need to know in regard to entertaining speeches:

- ✓ Entertaining speeches must be designated to your audience's needs and wants.
- ✓ The speech must also follow a clear thesis and method of organization.
- ✓ "Entertaining" doesn't necessarily mean humorous; avoid humor unless you're comfortable with it.
- ✓ Prepare it well since there will be no second chance to repeat your speech.
- ✓ Building your goodwill is important, and it can be done by using the you-attitude and emotional appeals to accomplish it.

## **Kinds of Entertaining Speeches**

### ***Graduation Speech***

On this occasion everyone is happy. Parents are relieved after paying so much tuition fee. Students are eagerly welcoming their real future, and Professors are glad the noble job is over in September. So, don't spoil the good feelings by having a long speech. A 10 to 15 minute speech is more than enough to color the graduation day. Choose a topic that is relevant to what new and fresh university graduates need. What else, but such topics as finding a good career, how to pass through an interview test, and the like will be of any interest to them. Remember to always keep your remarks short and snappy.

### ***Presenting an Award***

Presenting an award is an interesting job to do. On this occasion you will invite and take somebody deserving an award on the stage. To prepare your speech you need to seek for materials from people who love him and know this person's life. Then, share with the audience your research sincerely, telling your audience why the honoree deserves to get the presented award.

### ***Receiving an Award***

When you are assigned to receive an award, of course you can't flee from delivering your short speech to express your gratitude. Follow these steps to make your speech sound sincere and elegant:

- Thank and praise the giver of the award.
- Acknowledge the help you got from others.
- Explain how much the award means to you, and why.
- Speak directly and to the point so the audience doesn't become restless.
- Explain the positive values you see in the award.

## ***Speaking at Birthdays and Anniversaries***

Speaking on this occasion is a real challenge since you can explore the depth of your bond and your friendship with your friend celebrating his/ her birthday. You can speak from your experiences when you have spent a good time and how the ups and downs make your relation even stronger.

***Speaking at Reunions***

This kind of speaking can also rely on experiences shared by everyone attending a reunion. If you are invited to speak, you can dig some stories about the old time in which everyone has a deep bond on them. In so doing, you can recall shared events that can make your togetherness full of friendly and warm atmosphere.

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