




PUBLIC SPEAKING

Lecture 1: INTRODUCTION

LECTURE'S NOTES

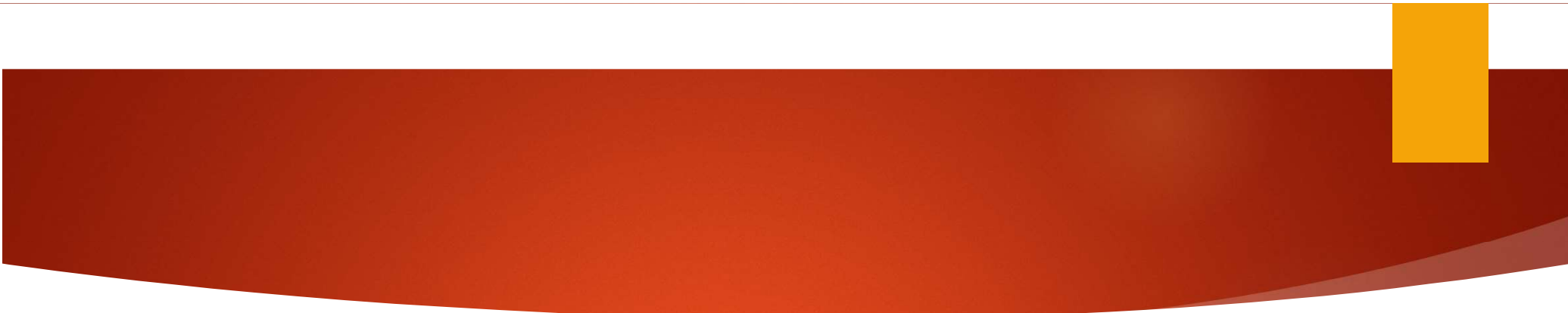
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- ▶ Human communication will be proven as one of the most useful skills that you have to master.
 - ▶ Your communication skills will be a key success to live your effective life, both in personal and professional lives.

Introduction of Public Speaking

Human communication is a vast subject area and one that is likely new to you. In this chapter we will look at:

- ▶ The nature of human communication
- ▶ Elements of communication
- ▶ Principles of communication
- ▶ The characteristics of a competent communicator

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- ▶ Human communication can vary from one-person communication to communication with millions.
 - ▶ Communication within one-person can be found when you are talking to yourself internally reflecting to what other people are saying about you, you are considering a decision, or you are choosing which filter on Instagram looks good on you.
 - ▶ You can also communicate with small and large number of people using mass communication, computer-mediated communication, or public speaking.

The Forms of Human Communication

Intrapersonal

Interpersonal

Interviewing

Small-group

Organizational

Public

Computer-
mediated

Mass

Forms of Human Communication

1. Intrapersonal Communication

- ▶ Intrapersonal communication is communication you have with yourself. Through intrapersonal communication you talk with, learn about, and judge yourself. You persuade yourself of this or that, reason about possible decisions to make, and rehearse messages that you plan to send to others.
- ▶ In intrapersonal communication you might, for example, consider how you did in an interview and what you could have done differently.

Forms of Human Communication

2. Interpersonal Communication

- ▶ Interpersonal communication is communication between two persons or among a small group of persons.
- ▶ Most often, the communication emphasized in the study of interpersonal communication is communication of a continuing personal (rather than temporary and impersonal) nature; it's communication between or among intimates or those involved in close relationships—friends, romantic partners, family, and coworkers, for example.



3. Interview

- ▶ Interviewing is communication that proceeds by question and answer. Through interviewing you learn about others and what they know; you counsel or get counseling from others; or you get or don't get the job you want and ultimately the career you're preparing for in college.

Forms of Human Communication

4. **Small Group Communication**

- ▶ Small group communication is communication among members of groups of about five to ten people.
- ▶ Small group communication serves relationship needs such as those for companionship, affection, or support as well as task needs such as balancing the family budget, electing a new chairperson, or designing a new ad campaign.

Forms of Human Communication

5. **Organizational Communication**

- ▶ Organizational communication is communication that takes place within an organization among members of the organization.
- ▶ Conferencing with colleagues, working in teams, talking with a supervisor, or giving employees directions are just a few examples of organizational communication.
- ▶ The study of organizational communication offers guidelines for improving your own formal and informal communication in an organizational setting.

Forms of Human Communication

6. **Public communication**

- ▶ Public speaking, also termed public communication or presentational speaking, is communication between a speaker and an audience, which may range in size from several people to hundreds, thousands, and even millions.
- ▶ Through public communication, others inform and persuade you. And you, in turn, inform and persuade others—to act, to buy, or to think in a particular way.

Forms of Human Communication

7. Computer-mediated Communication

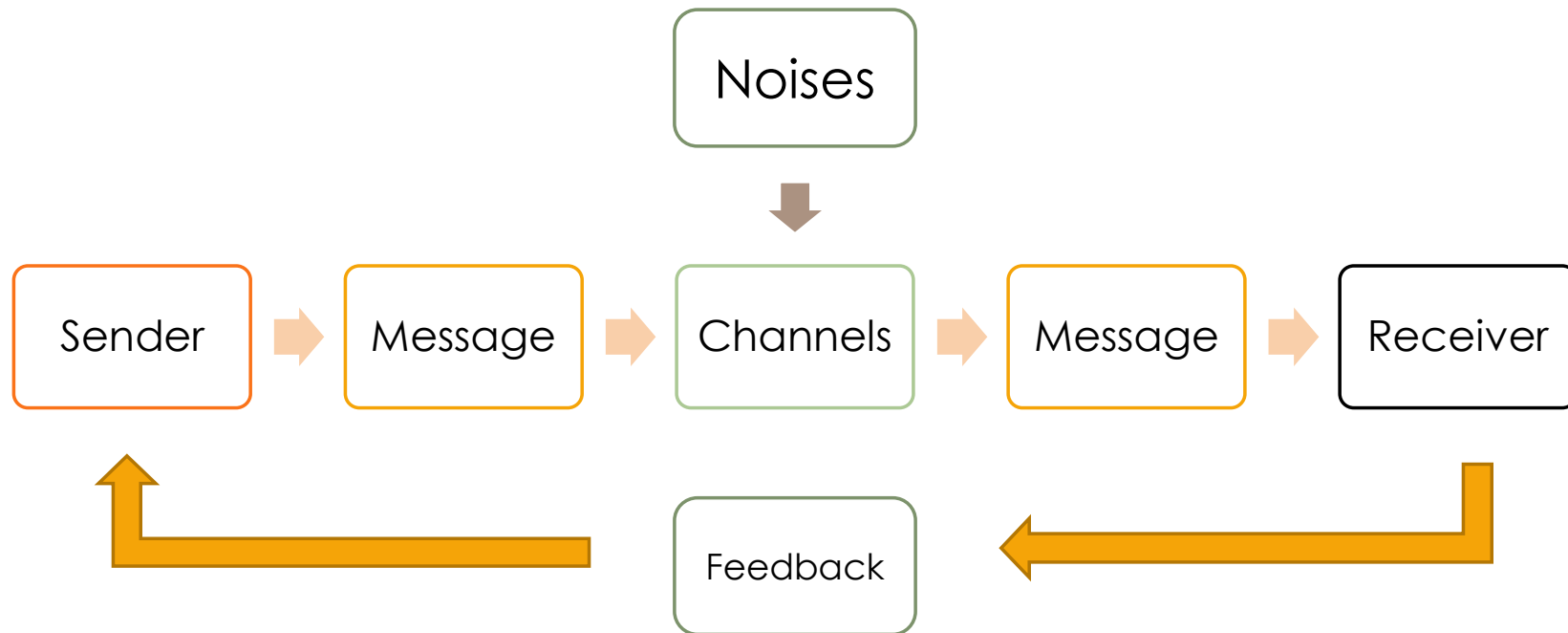
- ▶ Computer-mediated communication (CMC) is a general term that includes all forms of communication between people that take place through some computer, electronic, or Internet connection, for example, e-mail, texting, blogging, instant messaging, tweeting, networking on LinkedIn, or connecting on social network sites such as Facebook or Instagram.
- ▶ All of these computer-mediated forms, like their face-to-face counterparts, are used both socially and in the world of business.

Forms of Human Communication

8. Mass Communication

- ▶ Mass communication is communication from one source to many receivers, who may be scattered throughout the world.
- ▶ Mass communication takes place via at least the following media outlets: newspapers, magazines, television, radio, film, and video.

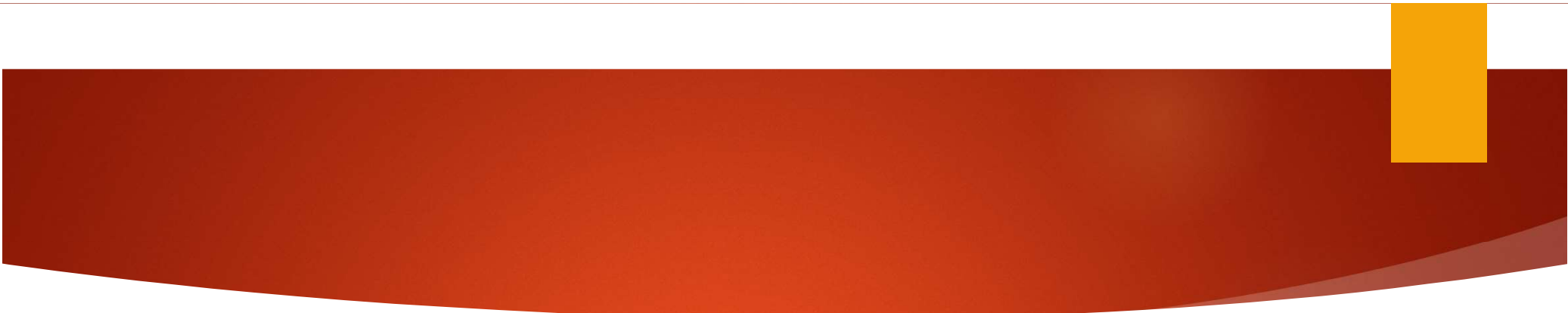
The Elements of Communication



Elements of Communication

- ▶ Communication occurs when one person (or more) sends and receives messages that are distorted by noise, occur within a context, have some effect, and provide some opportunity for feedback.
- ▶ In all communication acts, whether it is intrapersonal, interpersonal, small group, public speaking, or mass communication—or whether face-to-face, by telephone, or over the Internet, here are the main presented elements: **(1) sender, (2) messages, (3) channels, (4) receiver, (5) noise, (6) feedback.**

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- ▶ When you are talking with your friends face-to-face, you are **sending messages** through verbal and non-verbal to your friends. Your language, tone of voice, facial expression are your **channels** to send your message to your friends. Your friends will **receive** the messages and create their perception, and send back their **feedback** to signify their perception.
 - ▶ Sometimes, this process is interfere with noises that can reduce the quality of message delivery. Anything that interrupts the process of communication is categorized as **noise**. For example, bad network will disturb your phone call or traffic can make you difficult to listen to your friend talking.

Principles of Communication

1. **Communication is multi-purposeful**

- ▶ Communication is purposeful
- ▶ You communicate for a purpose; some motivation leads you to communicate.
- ▶ When you speak or write, you're trying to send some message and trying to accomplish some goal.
- ▶ Generally, we communicate to learn about others, the world, and yourself; to relate and interact with others as individual; to help others by listening and offering solutions; to influence people by modifying their attitudes or behaviors; and to enjoy the experience of the moment.

Principles of Communication

2. **Communication is transactional**

- ▶ Communication is transactional, which means that the elements in communication are always changing, are interdependent (each influences the other), depend on the individual for their meaning and effect, and result in each person in the communication act being both speaker and listener.

Principles of Communication

3. **Communication is a package of signals**

- ▶ Communication behaviors, whether they involve verbal messages, gestures, or some combination thereof, usually occur in “packages.”
- ▶ Usually, verbal and nonverbal behaviors reinforce or support each other. All parts of a message system normally work together to communicate a particular meaning.

Principles of Communication

4. **Communication is ambiguous**

- ▶ Communication usually contains ambiguous messages that have more than one potential meaning. Sometimes this ambiguity occurs because we use words that can be interpreted differently.
- ▶ Informal time terms offer good examples; soon, right away, in a minute, early, late, and similar terms often mean different things to different people.

Principles of Communication

5. **Communication is inevitable, irreversible, and unrepeatable**

- ▶ Communication is a process that is inevitable, irreversible, and unrepeatable.
- ▶ Communication messages are always being sent (or almost always), can't be reversed or uncommunicated, and are always unique and one-time occurrences.
- ▶ You can stop talking with your friend, but you can't stop sending your nonverbal messages. Your action and even your silent treatment will represent meaning and can be interpreted by your friend.

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What is Public Speaking?

- ▶ As explained earlier that public speaking is one form of human communication.
- ▶ Public speaking is the process of presenting a spoken message to an audience, small or large.
- ▶ You hear speeches almost every day. Each day when you attend class, an instructor lectures.
- ▶ When watching a newscast on TV or via the Internet, you get a “sound bite” of some politician delivering a speech.
- ▶ When you hear a comedian delivering a monologue on a late-night talk show or the Comedy Channel, you’re hearing a speech designed to entertain you.

Public Speaking is beyond a conversation

- ▶ People talk and have conversation everyday. But, public speaking is different to a conversation.
- ▶ Public speaking is more prepared than a conversation. You can talk with your neighbor incidentally and have a flowing conversation. But, you may have to prepare a topic and practice your speech before you speak in front of your friends for a welcoming speech in an event.
- ▶ Public speaking occurs in a more formal occasion. Conversational language usually is not appropriate to be used in a speech. You have to use standard and proper grammars for most of speech, except you speak to entertain people.

Public Speaking is beyond a conversation

- ▶ Public speaking involves more clearly defined roles for speaker and audience than conversation.
- ▶ During a conversation, there is typically interaction between speaker and listener. But in public speaking, the roles of speaker and audience are more clearly defined and remain stable.
- ▶ You as the speaker has the opportunity to speak because you are invited and the audience present because they want or are invited to listen to your presentation, and this role remain stable until your speech is over.

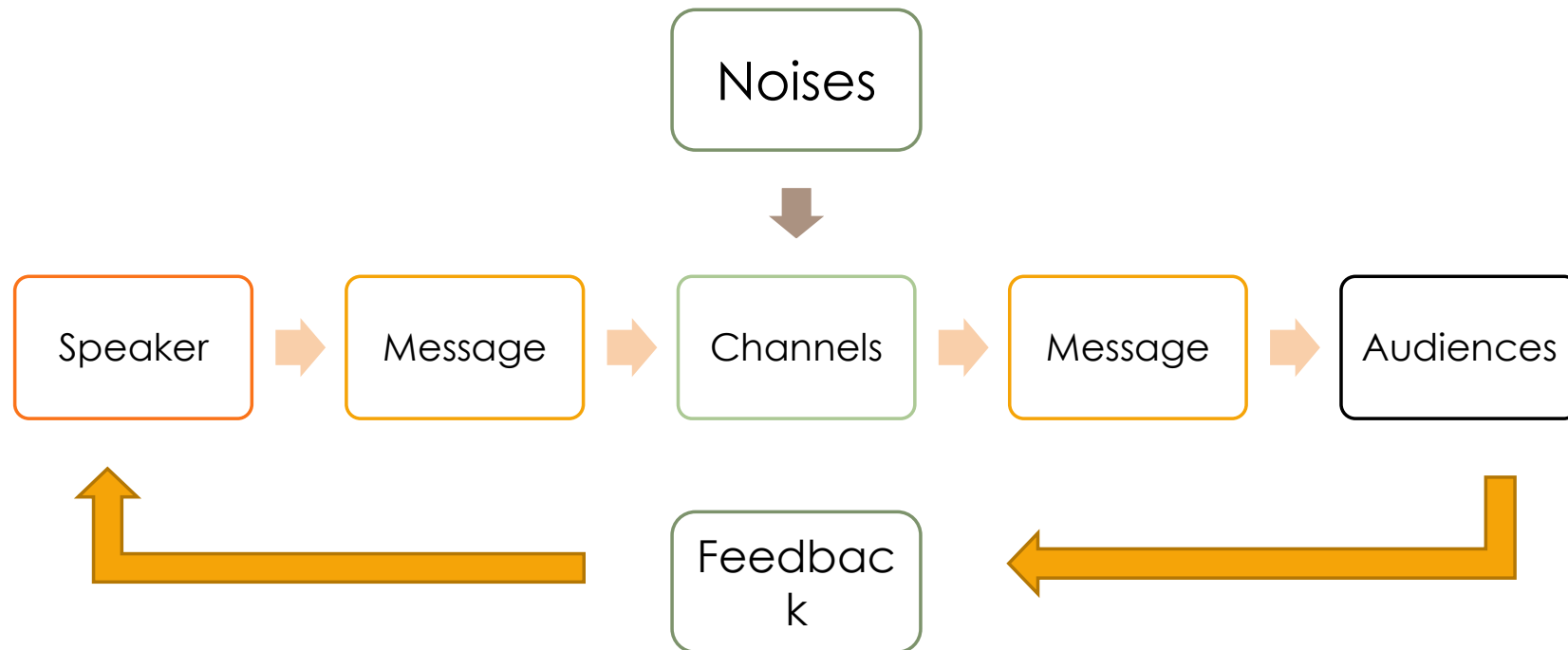
Why study Public Speaking?

- ▶ Mastering public speaking has benefited many people in the world. Top CEOs in the world have a magnificent skill in presenting business ideas that makes them more trustworthy and influencing.
- ▶ By studying public speaking you will gain long-term advantages related to empowerment and employment.
- ▶ You will undoubtedly be called on to speak in public at various times in your life: as a student participating in a seminar class; as a businessperson presenting to a potential client; as a concerned citizen addressing the city council's zoning board.
- ▶ To be empowered is to have the resources, information, and attitudes that allow you to take action to achieve a desired goal. Being a skilled public speaker will give you an edge that less skilled communicators lack—even those who may have superior ideas, education, or experience. It will position you for greater things by enhancing your overall communication skill.

Why study Public Speaking?

- ▶ If you can speak well, you possess a skill that others value highly. You will enhance your career and leadership opportunities.
- ▶ Whether you're currently employed in an entry-level position or aspire to the highest rung of the corporate leadership ladder, being able to communicate effectively with others is key to success in any line of work.
- ▶ The skills you learn in a public-speaking course, such as how to ethically adapt information to listeners, organize your ideas, persuade others, and hold listeners' attention, are among the skills most sought after by any employer.

Public Speaking as a Communication Process



Public Speaking as a Communication Process

- ▶ As have been mentioned earlier, communication takes place within one-self or in a small or large number of people.
- ▶ As a communication process, public speaking also deals with all the elements of communication.
 - ▶ The speaker is the source of information.
 - ▶ The message is the speech.
 - ▶ The channels are the visual and auditory media that aid the speech.
 - ▶ The audience decodes the message.
 - ▶ Noise (external or internal) interferes with the message.
- ▶ The public speaker acts as the source of information to deliver the speech/message through its verbal channels, like language and text in a presentation aid; and nonverbal channels, like gestures, eye contact, and stage position. The audience will receive and decodes the message to create interpretations. The speaker's nervousness, lack of practice can make your audience got a hard time to absorb you message.

The Purposes of Public Speaking

- ▶ Great public speakers do not waste their time and energy to speak for nothing. They use public speaking for a specific purpose.
- ▶ Generally, there are three purposes of public speaking: **informative, persuasive, and entertaining.**
- ▶ **Informative speaking** is intended to share a knowledge to other people. This kind of speech presents a specific information for the audience to learn about. For example, a lecturer explaining how to prepare a speech to the students.
- ▶ **Persuasive speaking** is to persuade and encourage people to do an action. This kind of speech usually uses scientific facts and data to drive the audience opinion toward an issue. For example, a campaign manager presenting the urgency to prevent climate change to society.
- ▶ **Entertaining speaking** is a type of speaking to make people feel happy and entertained. This usually occurs in special occasions like a party, an awarding night, a wedding, or a funeral. For example, the best man shares his friendship with the bride in a wedding party.

Keys to a Successful Public Speaking

Most of successful public speaking share the similar key points. There are four keys to preparing a successful public speaking:

- ▶ Plan and organize the topic and material. Public speaking is intended to deliver a specific message to a specific audience, so selecting topic that fits to the audience will be crucial. Prepare a topic that is relevant to your audience and use visual aids to make your audience easy to absorb your message.
- ▶ Know your audiences. Audiences are the people whom you are going to influence. To succeed your speech and make them influenced, you need to identify and analyze your audience as detail as you can, based on their demography such as gender, age, education, and social economy status.
- ▶ Adjust your materials based on your audience. Connect and engage with your audience by adjusting your speech content based on the audience. You have to use a proper language that is relevant to the audience. Do not use scientific words to the 5th grader or deliver how to prepare a pension fund to the retirees. Deliver values to your audience through your speech.
- ▶ Practice your speech. Successful public speakers prepare and anticipate anything. They do not want to waste the opportunity to get remembered by the audience. Therefore, they prepare their speech very well. They practice the script, they know when to use gesture and keep eye contact, and they set the stage area. Make yourself prepared by practicing your speech.

Conclusion

- ▶ Human communication varies from one-person to mass communication.
- ▶ The elements of communication are sender, receiver, message, channel, noise, and feedback.
- ▶ Communication is purposeful, transactional, packaged, ambiguous, irreversible, inevitable, unrepeatable.
- ▶ Competent communicators know how to deliver effective messages that fit the audience using proper channels,



Thank you

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