

PUBLIC SPEAKING

Lecture 2: Speaking with Confidence

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Learning Objectives

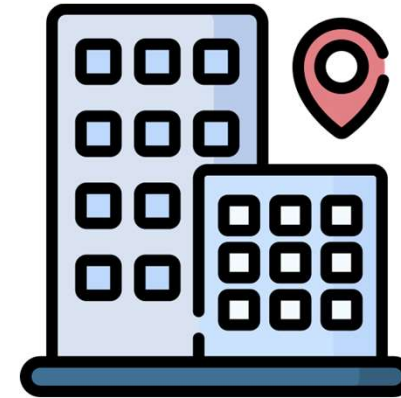
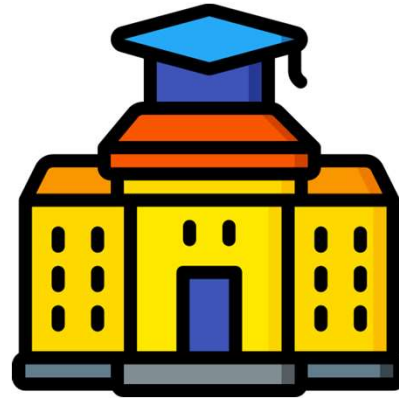
Understand your
nervousness

Build your
confidence

Public Speaking as a Form of Communication

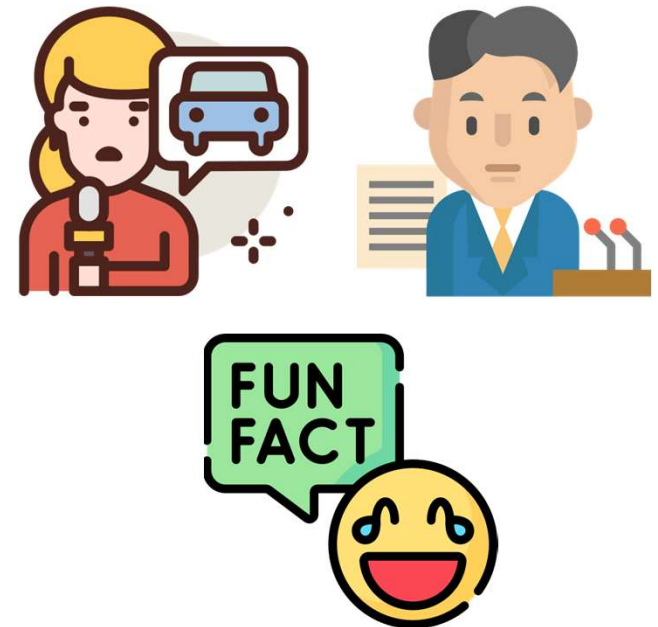


Public Speaking is one form of communication in human life. Public Speaking is the process of delivering a spoken message to an audience, in small or large numbers of people.



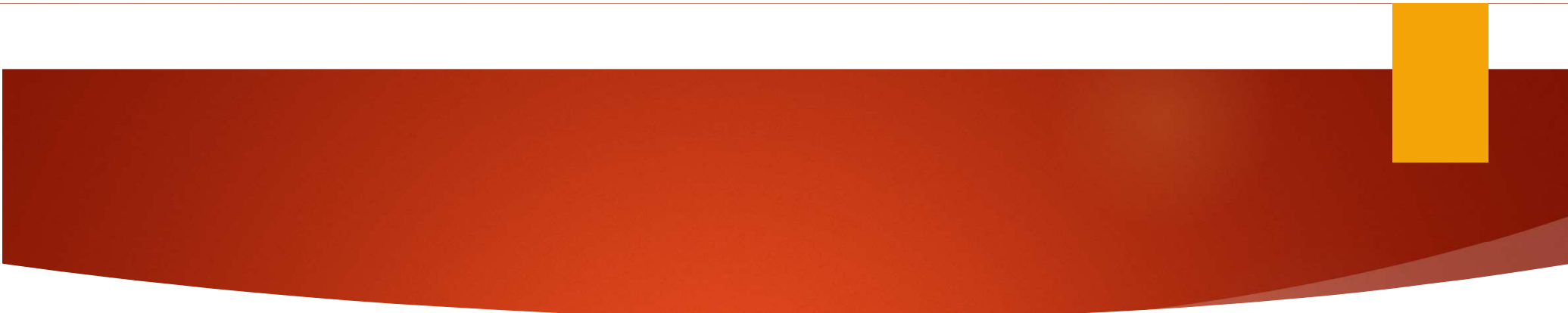
Public speaking can be a very frequent and important activity in the school, the university, and the workplace. The acts of expressing opinions and ideas, persuading others to think or act in a particular manner and simply providing information occur in all aspects of our daily life.

- ▶ You hear speeches almost every day.
 - ▶ When watching a newscast on TV.
 - ▶ When some politician delivering a speech.
 - ▶ When a comedian delivering a monologue.



- ▶ Even if you have done thousands of conversations everyday, you may still be afraid of talking in front of many people. You are not the only one that has this fear because according to a research that examined the fear of public speaking, all public speakers are afraid, and public speaking is one of the top ten American fears and considered more common than the fear of death.

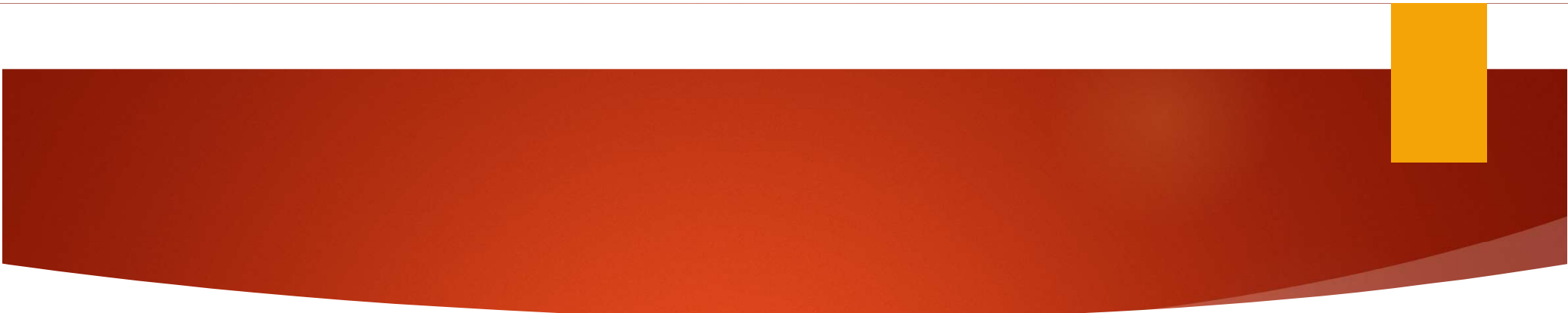




Worries about public speaking are greatest immediately before speaking or during the first moments of a presentation. This is because public speaking triggers various fears that lead to increased anxiety. Simply saying, speaking in front of people will make you afraid and feel anxiety. The most frequent causes of it are a fear of being judged boring, not speaking fluently, being too brief, and not having important or original things to say.

This is so normal because public speaking is more than just a conversation.



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- ▶ Fear of public speaking is a common form of anxiety.
 - ▶ It can range from slight nervousness to paralyzing fear and panic.
 - ▶ Many people with this fear avoid public speaking situations altogether, or they suffer through them with shaking hands and a quavering voice.

The Causes of Public Speaking Anxiety

Fear of humiliation

Concern about not being prepared

Worry about one's looks

Pressure to perform

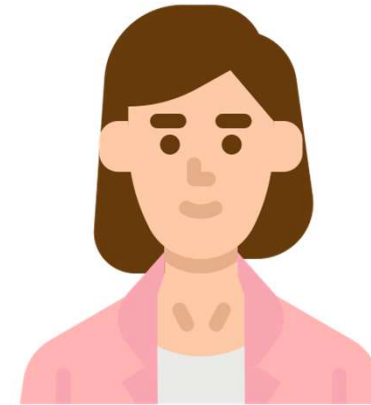
Personal insecurity

Concern that the audience wouldn't be interested

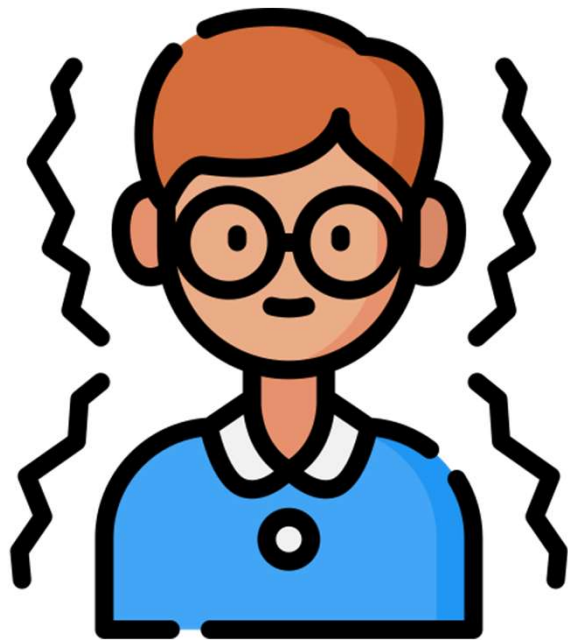
Lack of experience

Fear of making mistakes

Fear of failure



Another study found that men are likely to experience more anxiety than women are when speaking to people from a culture different from their own. There is also evidence that being a perfectionist may be linked to increased apprehension when speaking to others. The intention to be perfect makes the speaker even more afraid and anxious imagining himself making mistakes during the speech or presentation.



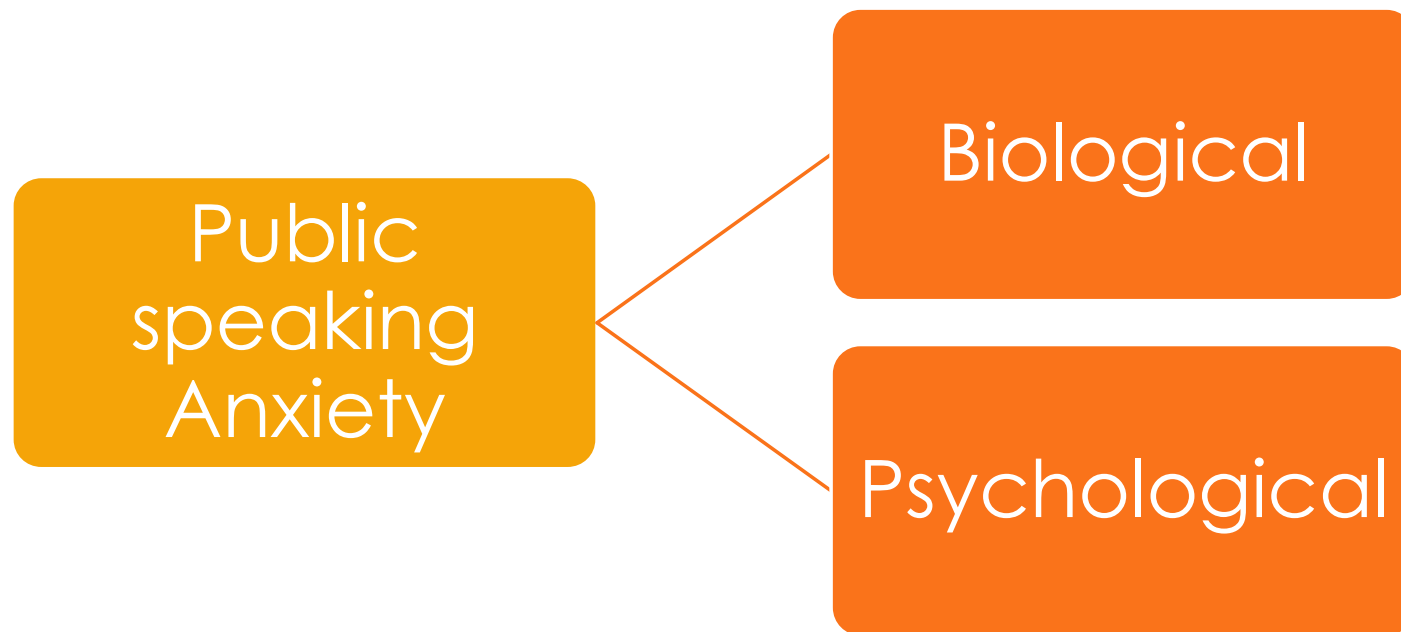
Most people feel some nervousness when they speak before others. Being the lucky number one is not always that lucky if it is in terms of public speaking. People tend to prefer to speak after the others in order to observe the situation, the vibe or the crowd. It will give them more time to prepare themselves better and overcome the obstacles that might happen.



About the video

- ▶ Michael Bay is a great film director and producer. He was invited to share his thoughts about the most advanced TV at the time. Unfortunately during his presentation, he got blank because his prompter suddenly got an error and he finally left the stage because he could not control his nervousness.
- ▶ So, why do people feel anxious about public speaking? Understanding why you and many others may experience apprehension can give you insights into how to better address your anxiety.

Why do people feel anxious?



Biological factor

- ▶ Researchers are concluding that communication apprehension may have a **genetic** or **biological** basis. Some people may inherit a tendency to feel anxious about speaking in public. Some researchers point out that public-speaking apprehension can involve both a trait, a characteristic or general tendency that you may have, and also a state, anxiety triggered by the specific incidence of giving a speech to an audience.
- ▶ “So if I have a biological tendency toward states of nervousness, is there anything I can do to help manage my fear?” The answer is yes. You may not be able to change your genetics, but you can enhance your public-speaking skills and learn strategies to help you feel calmer when speaking in public.



Psychological factor

- ▶ Your view of the speaking assignment, your perception of your speaking skill, and your self-esteem all interact to create anxiety.
- ▶ You want to do well, but you're not sure that you can or will.
- ▶ Facing this in-mind conflict, your brain signals your body to switch to its default fight-or-flight mode



Psychological factor

- ▶ You can either fight to respond to the challenge or flee to avoid the cause of the anxiety. Your body responds by summoning more energy to respond to the challenge. Your breathing rate increases, you pump more adrenaline, and you rush more blood through your veins.
- ▶ You are experiencing physiological changes because of your psychological state, which explains why you may have a more rapid heartbeat, shaking knees and hands, a quivering voice, and increased perspiration.
- ▶ You may also experience butterflies in your stomach because of changes in your digestive system. As a result of your physical discomfort, you may make less eye contact with your audience, use more vocalized pauses (such as “Um,” “Ah,” or “You know”), and speak too rapidly.



Keep in your mind!



You are going to feel more nervous than you look

You can't make it go away

You can rename anxiety to reduce it

Keep in your mind!

- ▶ You are going to feel more nervous than you look. You probably will be surprised when your classmates or other great public speakers reveal that they felt shaky while giving their speeches. If you worry that you are going to appear nervous to others, you may, in fact, increase your anxiety. Your body will exhibit more physical changes to deal with your self-induced state of anxiety. Instead, consciously remind yourself that your audience cannot see evidence of everything you feel.
- ▶ You can't make anxiety go away. It is unrealistic to try to eliminate speech anxiety. Instead, your goal should be to manage your nervousness so that it does not create so much internal noise that it keeps you from speaking effectively.
- ▶ You can rename anxiety to reduce it. Speakers who label their increased feelings of physiological arousal as "nervousness" are more likely to feel anxious and fearful. But if you can label the same physiological feelings as "enthusiasm" or "excitement," the extra adrenaline, increased blood flow, pupil dilation, increased endorphins to block pain, increased heart rate, and other physical changes can all improve your energy level and help you to function better than you might otherwise





How to Build

YOUR CONFIDENCE

Know Your Audience

- ▶ Learn as much about your audience as you can. The more you can anticipate the kind of reaction your listeners will have to your speech, the more comfortable you will be in delivering your message. As you are preparing your speech, periodically visualize your listeners' response to your message. Be audience-centered rather than speaker-centered; consider their needs, goals, and hopes.
- ▶ You may also want to know the demographics of your audience, like age, gender, education, occupation, language, ethnicity, culture, background knowledge, needs and interests, and previously held attitudes, beliefs, and values. Knowing your audience's demographics will help you to tailor your message fit with your audience. All good public speakers consider the demographic characteristics of their audience, as well. It is the fundamental stage of preparing for your speech.
- ▶ Don't keep telling yourself how nervous you are going to be. An audience centered speaker focuses on connecting to listeners rather than focusing on fear.



Don't Procrastinate

- ▶ One research study confirmed what you probably already know: Speakers who are more apprehensive about speaking put off working on their speeches, in contrast to speakers who are less anxious about public speaking. The lack of thorough preparation often results in a poorer speech performance, furthermore it is strengthening the speaker's perception that public speaking is difficult. Realize that, if you fear that you'll be nervous when speaking, you'll tend to put off working on your speech. Take charge by tackling the speech assignment early, giving yourself every chance to be successful. Don't let your fear freeze you into inaction. Early preparation is the best thing a speaker or presenter could do.



Select an Appropriate Topic

- ▶ You will feel less nervous if you talk about something which you are familiar with or about something you have some personal experience with. Pick the right topic that is relevant and current. You can observe what topic is trending on mass media and of interest to both you and your audience. As a speaker if you are genuinely interested in your speech topic, it makes researching, writing, and delivering it so much more enjoyable. Talking about something you are passionate about can boost your motivation and help you to manage your fear. Your comfort with the subject of your speech will be reflected in your delivery.



Be Prepared

- ▶ There is one formula that applies to most speaking situations you are likely to experience: **the better prepared you are, the less anxiety you will experience.** Being prepared means that you have researched your topic and practiced your speech several times before you deliver it. To prepare your speech, you can ask friends to be your audience, or practice in front of a mirror. Be sure to use a timer to help you pace your speech.
- ▶ You can also prepare visual aids to help your audience memorize your message. The main goal of visual aids is to help the audience understand what is being said, and reinforce the points of a speech in unique and interesting ways.
- ▶ Also, you can prepare a note in your pocket to anticipate if the prompter goes wrong. The situation that happened with Michael Bay in the previous video could be anticipated if he prepared a note. Making every single thing prepared and anticipated will help you to reduce your anxiety. One research study found clear evidence that rehearsing the speech reduces the speaker's apprehension.



Be Organized

- ▶ Being prepared also means that you have developed a logically coherent outline, rather than one that is disorganized and difficult to follow. Communication researcher Melanie Booth-Butterfield has found that speakers' anxiety about a speech assignment decreased and their confidence increased when they closely followed the directions and rules for developing a speech, including following a clear outline pattern. So to help manage your apprehension about speaking, listen carefully to what the specific assignment is, ask for additional information if you're unclear about the task, and develop a well-organized message.
- ▶ Without speech organization, your audience will either wonder what your core message is or they will lose interest in you entirely. It would be great if you organize your speech in a logical sequence, starting from the opening, main points, and lastly the summary.



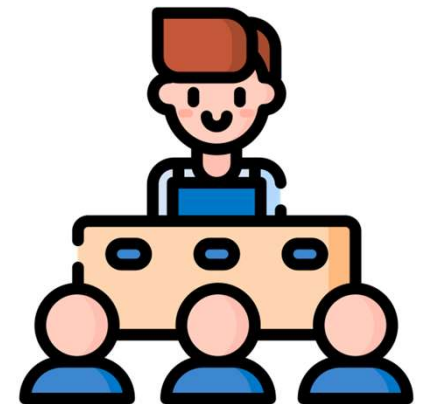
Know Your Introduction and Your Conclusion

- ▶ You are likely to feel the most anxious during the opening moments of your speech. Therefore, it is a good idea to have a clear plan for how you will start your speech. I am not suggesting that you memorize your introduction word for word, but you should have it well in mind. Being familiar with your introduction will help you to feel more comfortable about the entire speech. If you also know how you will end your speech, you will have a safe harbor in case you lose your place. If you need to end your speech, a well-delivered conclusion can permit you to make a graceful exit.



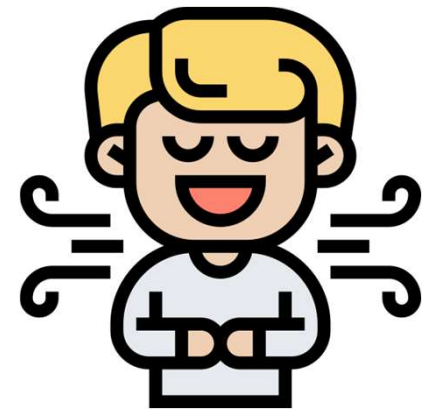
Make Practice Real

- ▶ When you practice your speech, imagine that you are giving the speech to the audience you will actually address. Stand up. Picture what the room looks like or consider rehearsing in the room in which you will deliver your speech. What will you be wearing? You can even practice with the dress or suit you will wear at the event. Practice arising from your seat, walking to the front of the room, and beginning your speech. Practice aloud rather than just saying the speech to yourself. A realistic rehearsal will increase your confidence when your moment to speak arrives.



Breathe

- ▶ Nervous speakers tend to take short and shallow breaths. To help break this anxiety induced breathing pattern, consider taking a few slow, deep breaths before you rise to speak. No one will be able to detect that you are taking deep breaths if you just slowly inhale and exhale. Besides breathing deeply, try to relax your entire body. Deep breathing and visualizing yourself as successful will help you to relax.



Channel Your Nervous Energy

- ▶ Take control by channeling that energy
- ▶ As you are waiting to be introduced, focus on remaining calm.
- ▶ Act calm to feel calm.
- ▶ Give yourself a pep talk; tense and release your muscles to help you relax.



Visualize Your Success

- ▶ Studies suggest that one of the best ways to control anxiety is to imagine a scene in which you exhibit skill and comfort as a public speaker. As you imagine giving your speech, picture yourself walking confidently to the front of the room and delivering your well-prepared opening remarks. Visualize yourself giving the entire speech as a controlled, confident speaker. Imagine yourself calm and in command.
- ▶ Positive visualization is effective because it boosts your confidence by helping you to see yourself as a more confident and accomplished speaker.
- ▶ What's important is that, as you look at the image, you imagine that it's you confidently giving the speech. There is some evidence that, simply believing that a technique can reduce your apprehension, may in fact, help reduce your apprehension.



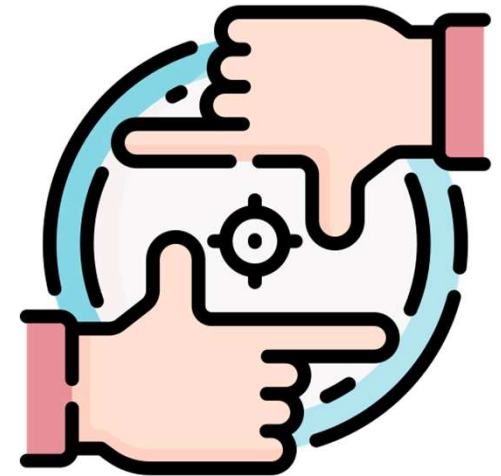
Give Yourself a Mental Pep Talk.

- ▶ Silently giving yourself a pep talk can give you confidence and take your mind off your nervousness. Giving yourself a positive message such as “I can do this” can be a productive way to manage your anxiety. Here’s a sample mental speech that you could deliver to yourself right before you speak:
- ▶ “I know this stuff better than anyone else. I’ve practiced it. My message is well organized. I know I can do it. I’ll do a good job.” Research provides evidence that people who entertain thoughts of worry and failure don’t do themselves any favors.



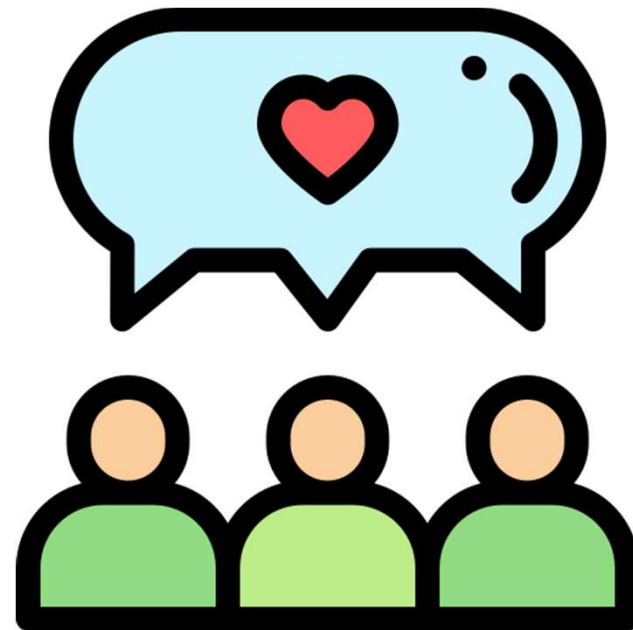
Focus on Your Message, Not Your Fear

- ▶ The more you think about being anxious about speaking, the more you will increase your level of anxiety.
- ▶ Instead, think about what you are going to say.
- ▶ In the few minutes before you address your listeners, mentally review your major ideas, your introduction, and your conclusion. Focus on your ideas rather than on your fear.



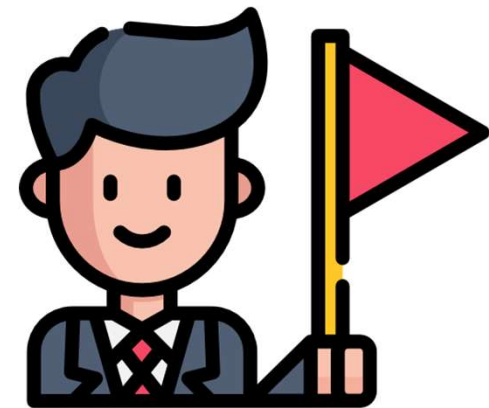
Look for Positive Support

- ▶ Evidence suggests that if you think you see audience members looking critical of you or your message, you may feel more apprehensive and nervous when you speak.
- ▶ But, when you are aware of positive audience support, you will feel more confident and less nervous.



Focus on Your Accomplishment, Not Your Fear

- ▶ When you finish your speech, tell yourself something positive to celebrate your accomplishment.
- ▶ Say to yourself, “I did it! I spoke, and people listened.”
- ▶ There is evidence that as you continue to gain experience presenting speeches you will gain confidence and have a greater willingness to communicate. So when you finish your speech, congratulate yourself on having achieved your goal, knowing that your success is likely to result in more success in the future.



Seek Speaking Opportunities

- ▶ The more experience you gain as a public speaker, the less nervous you will feel. This course in public speaking will give you opportunities to enhance both your confidence and your skill through frequent practice. Researchers have found that speakers who were the most nervous at the beginning of a public speaking class experienced the greatest decreases in nervousness by the end of the class.
- ▶ Another research study found that students who took a basic public speaking course reported having less apprehension and more satisfaction about speaking than students who had not taken such a course. As you develop a track record of successfully delivering speeches, you will find that you have more confidence.

Conclusion

- ▶ Genetic traits, as well as several specific reasons, can cause anxiety. Some beginning public speakers feel nervous at even the thought of giving a speech.
- ▶ Speakers can also experience different patterns of anxiety. Physical symptoms, such as a racing heart, are signs your body is trying to support you. Remember that almost every speaker experiences some nervousness and that some anxiety can be useful.
- ▶ Specific suggestions to help you manage your apprehension include being prepared and knowing your audience, imagining the speech environment when you rehearse, and using relaxation techniques, deep breathing, and focusing thoughts away from your fear. Experiencing and celebrating your successes as a speaker can also help build confidence.



Thank you

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