

# **EFFECTIVE ORAL COMMUNICATION**

## **UHB 3052**

# **PUBLIC SPEAKING**

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# PUBLIC SPEAKING

## What is Public Speaking?

**Public speaking is:**

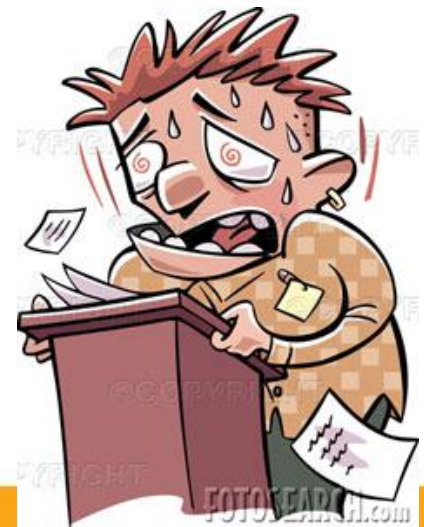
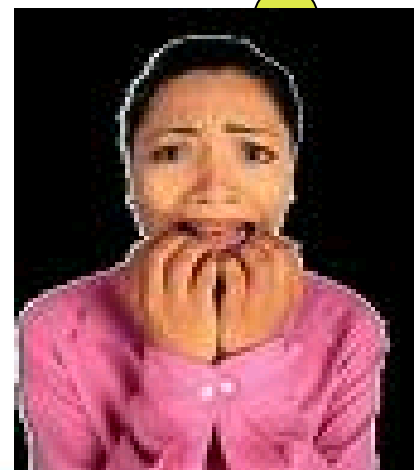
**(1) delivering a speech (2) to a group of people (3) in a structured, deliberate manner. It is a (4) form of communication that (5) adds to the knowledge and wisdom of the listeners, or that (6) influences their attitudes or behaviour**



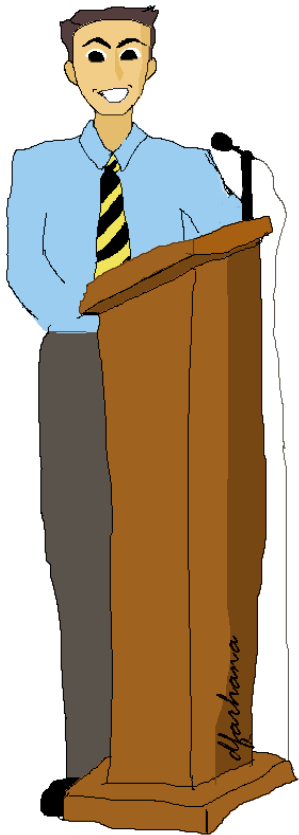
# PUBLIC SPEAKING SHOULD NOT BE.....



**Public Speaking should not be these!!!**



# PUBLIC SPEAKING SHOULD BE.....



# ELEMENTS IN PUBLIC SPEAKING

1. **Sender – encoder (Speaker)**
2. **Message**
3. **Channel and Medium**
4. **Receiver – decoder (Listener)**
5. **Feedback**

**These 5 elements can easily be expressed by:**

***"who is saying what to whom utilizing what medium with what effects?"***

# PRINCIPLES OF EFFECTIVE PUBLIC SPEAKING

1. **Knowledge**
2. **Organisation**
3. **Advanced Preparation**
4. **Honesty**
5. **Vocabulary**
6. **Rate of Delivery and Volume**
7. **Gestures**

# REHEARSALS IN PUBLIC SPEAKING

## **1. Rehearsing for presentation**

- 1. To present effective presentation**
- 2. To deliver the speech within the time allocation**

## **2. Guide to speech rehearsal**

- 1. To have friends as listeners who can comment and suggest improvement to the speech and who can ask relevant questions based on the speech**
- 2. To tape your own voice- you can time your speech, listen to your speech again and correct your mistakes.**

## **3. Purpose of rehearsal**

- 1. To familiarise yourself with the material and its organization**
- 2. To check and assess the timing of the delivery**
- 3. To improve delivery style and language use**
- 4. To spot mistakes and correct them**

# OUTLINING YOUR SPEECH

An outline acts as your **GUIDE DURING YOUR SPEECH.**

Components of your speech outline:

## I. INTRODUCTION

- ✦ Greetings
- ✦ Personal Introduction
- ✦ Topic of paper or speech
- ✦ Outline of talk/ speech

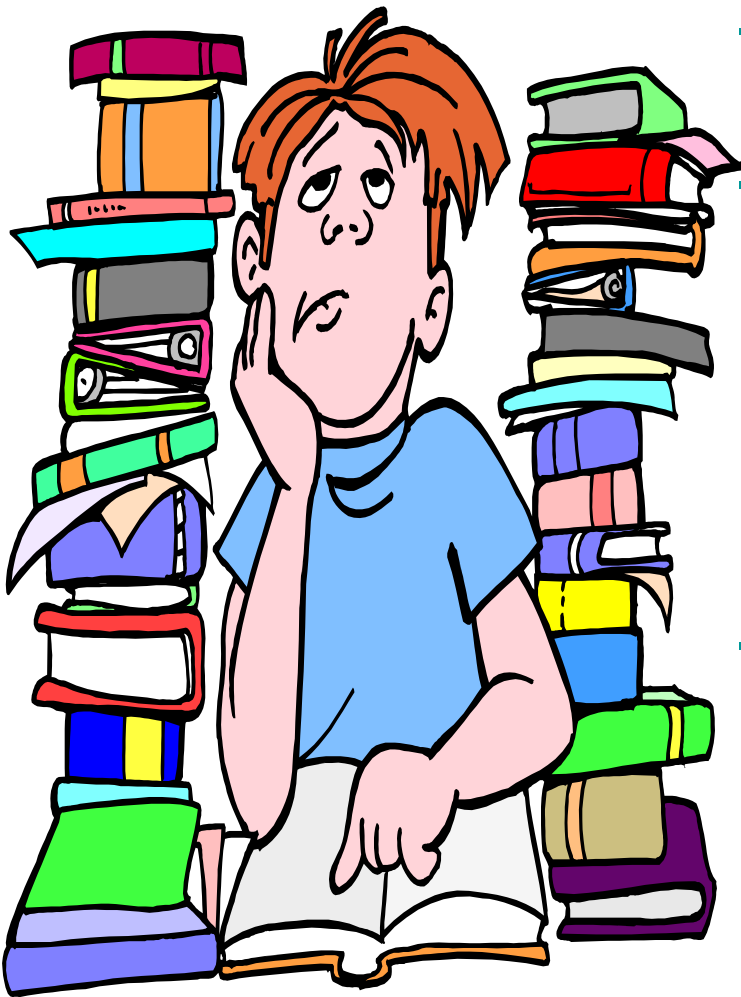
II. **BODY OF THE SPEECH**- Discussion of the topic of the speech

III. **CONCLUSIONS**- Recommendations, suggestions on actions to be taken, statement of progress

IV. **GENERAL COMMENTS**



# INTRODUCTION TO YOUR SPEECH



- ✿ **The MOST IMPORTANT part**
- ✿ **It is when you let the audience know who you are, what you are going to be presenting about, why and what you hope to achieve by the end of the presentation.**
- ✿ **You have a few seconds in which to make a positive impact and good opening impression, so make sure you have a good, strong, solid introduction. Smiling helps.**

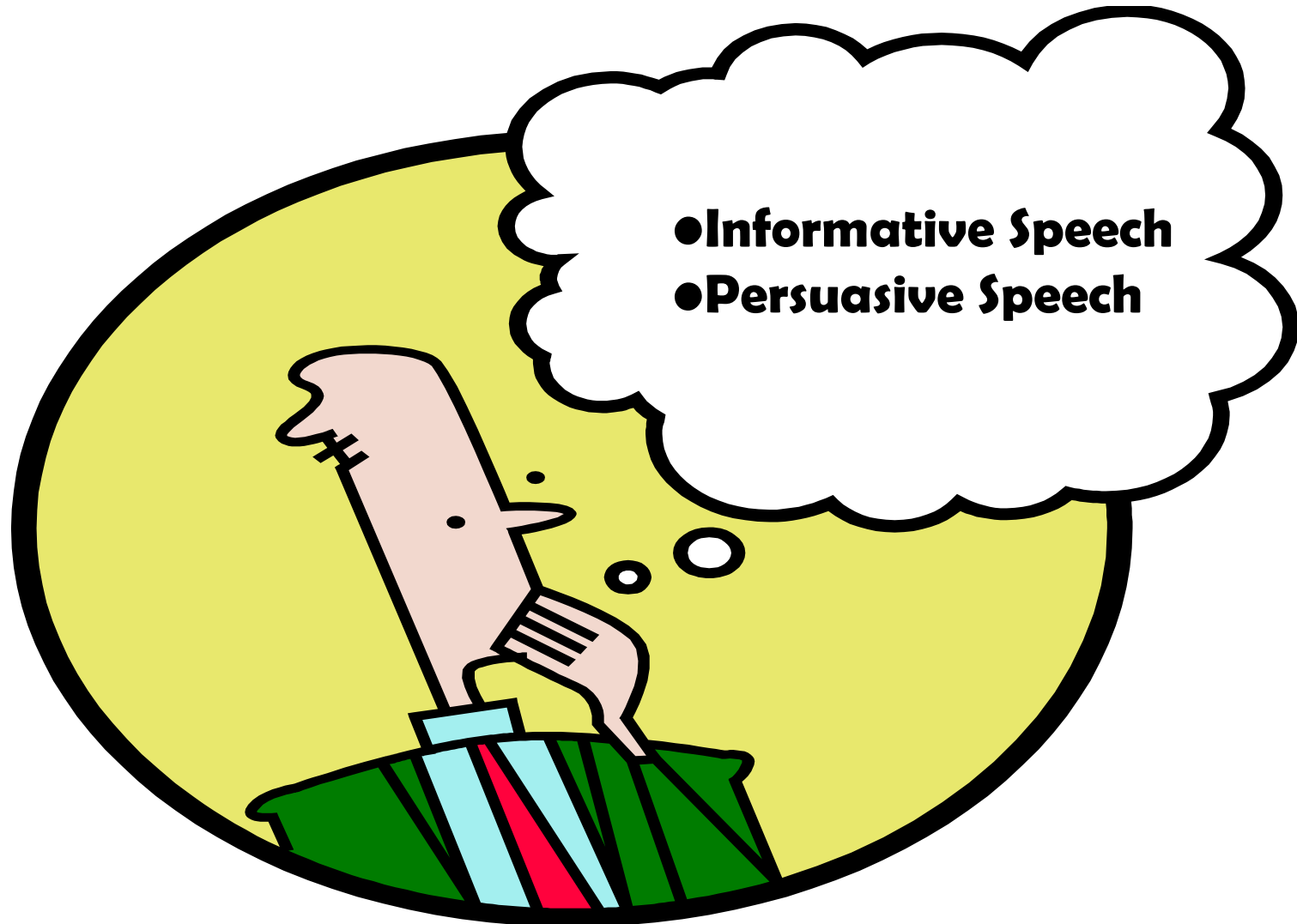
# INTRODUCTION TO YOUR SPEECH



## You can start with:

- ✿ referring to the date
- ✿ asking (rhetorical) questions
- ✿ using imagery
- ✿ using quotations
- ✿ telling stories or role-playing
- ✿ stating statistics

# VARIETIES OF PUBLIC SPEECH



# VARIETIES OF PUBLIC SPEECH

**I. INFORMATIVE SPEECHES**-speech delivered to inform the audience about something. They include:

- i. Speeches about objects
- ii. Speeches about processes
- iii. Speeches about events
- iv. Speeches about concepts

**II. PERSUASIVE SPEECHES**- speech given to persuade the audience to agree/ accept information being delivered. They include:

- i. Speeches on questions of fact
- ii. Speeches on questions of value
- iii. Speeches on questions of policy

# Informative Speeches

## Speeches About Objects

- **Objects include anything visible, tangible and stable in form**
- **You need to be selective when making an informative speech and know the purpose of the delivery.**
- **The order of presentation can be organized chronologically, spatially and topically**
  - **Chronological**- to explain the history of evaluation of your subject
  - **Spatial**- to describe the main features of your subject
  - **Topic**- to describe the main topics of your subject

# Informative Speeches

## Speeches About Processes

- **A process is a systematic series of actions that lead to a specific result/ product. It explains how something is made, done or how it works.**
- **When informing about a process, you will usually arrange your speech in chronological order, explaining the process step-by-step.**
- **You can also focus on the major principles or techniques involved in performing the process.**

# Informative Speeches

## Speeches About Events

- **Events are anything that happens or is regarded as happening**
- **Example of the opening and the ending of a speech about Event**

***Good afternoon ladies and gentlemen. Before I start off my speech today, allow me to ask you a question. Have you ever encountered something in your life that changed you as an individual? In my speech today, I would like to share with you an event that took place several years ago which has changed my attitude towards life. From being such a carefree person without much care about the world, this event that I will relate to you today changed my life to become someone who is sensitive to the surrounding.....***

***.....With that I end my speech with one word of advice; the next time you want to do anything, look before you leap. Thank you.***

# Informative Speeches

## Speeches About Concepts

- **Concepts are more abstract than objects, processes or events. They include beliefs, theories, ideas, principles and the likes.**
- **When explaining concepts, a speaker needs to consider several points. They include:**
  - **Avoiding technical language**
  - **Defining terms clearly and precisely**
  - **Using examples and comparisons to illustrate the concepts.**



# Persuasive Speeches

## What is Persuasive Speech?

### **Purpose:**

- **To persuade the audience to agree/ accept the information delivered.**

### **Types:**

- **Speech of Question of Fact**
- **Speech of Question of Value**
- **Speech of Question of Policy**

### **I. Speech on Question of Fact**

- **refers to a question about the truth or falsity of an assertion**
- **The speaker acts as an advocate where he/ she presents a view and persuade the audience to agree to his/ her contention.**

# Persuasive Speeches

## **II. Speech on Question of Value**

- **It refers to a question about the worth, rightness, morality of an idea or action**
- **This speech demands value judgment based on a person's beliefs about what is right or wrong, good or bad, moral or immoral.**
- **The speaker needs to justify his claims.**

# Persuasive Speeches

## **III. Speech on Question of Policy**

- **refers to a question about whether a specific course of action should or should not be taken.**
- **It goes beyond questions of fact or value.**

# Special Occasion Speeches

## **Characteristics:**

- **Delivered on special occasions. Can be prepared or impromptu.**
- **The primary aim of this speech is to entertain.**
- **These speeches include speech of introduction, speech of presentation, speech of acceptance, after-dinner speeches, award presentations and official openings, weddings, graduations, retirement dinners and so forth.**
- **The aim is primarily to entertain**
- **The speech will last between 10-15 minutes only**

# Special Occasion Speeches

## **I. Speech of Introduction**

**Purpose: To introduce a speaker to the audience**

**You need to accomplish 3 purposes in your introduction.**

- **Build enthusiasm for the upcoming speaker**
- **Build enthusiasm for the speaker's topic**
- **Establish a welcoming climate that will boost the speaker's credibility**

### **Guidelines for Speech of Introduction**

- **Focus**
- **Accuracy**
- **Remarks to the Occasion**
- **Remarks to the Audience**
- **Sense of Anticipation**

# Special Occasion Speeches

## **II. Speech of Presentation**

**Purpose:** The speech is given when someone receives recognition or an award

**Focus:** To acknowledge the achievement of the recipient.

## **III. Speech of Acceptance**

**Purpose:** To express your gratitude for a gift, an award or something that you received

**Guidelines for Speech of Acceptance**

- ✿ **Brevity**
- ✿ **Humility**
- ✿ **Graciousness**

# Special Occasion Speeches

## **IV. Commemorative Speech**

**Definition:** A speech of praises or celebrations

**Purpose:** To pay tribute to a person, a group of people or an institution

**Characteristics:**

- ✿ Give the audience information about the subject and why your subject is praiseworthy
- ✿ Give examples to illustrate the achievements

## **V. After-Dinner Speech**

**Characteristics:**

- ✿ Delivered after-dinner
- ✿ Restricted to one main subject area only
- ✿ Subject should be divided into several sections
- ✿ Speech should be entertaining

# Planning and Preparing a Speech



- **Choose a Topic**
- **Determine the Overall Purpose of the Speech**
- **Analyse the Audience and Situation**
- **Organise the Speech**
  - **Opening**
  - **Body**
  - **Conclusion**
- **Practise before Delivery**



## Reference

1. **Metcalfe, S. (2004). Building a Speech. Belmont, USA. Thomson Learning**
2. **Sahirah Marzuki, Abdul Halim Abdul Raof, Fatimah Puteh, Haliza Jaafar, Noor Zainab Abdul Razak (2006). Towards Effective Oral Communication. Pearson-Prentice Hall.**