

Public Speaking

Prezentační dovednosti

Public Speaking

■ “Talk is cheap”

– Not anymore, a well organized, thoughtful talk makes many people a very lucrative wage

■ Henry Kissinger

■ Barbara Walters

■ Colin Powell

Speaking Opportunities

■ At work

- Selling your ideas
- Technical presentations
- Customer Presentations and Reviews

■ Daily Life

- School Board Meetings
- Town Zoning Board Meetings
- PTA Meetings
- Boy and Girl Scout Meetings

Similarities between PS and Conversation

- Organize your thoughts
 - Giving someone directions to your house
- Tailor your message to the audience
 - Your 5 year old asks you where babies come from
 - Your 14 year old asks you where babies come from
 - Your 22 year old asks the same question
- Telling a story for maximum impact
 - Don't tell the "punch line" of a story first
- Adapting to listener feedback
 - Watch for non-verbal feedback – looks of confusion, looks of pain or hurtfulness

Differences between PS and Conversation

- PS is more structured
 - Usually time limited
 - Questions not allowed to interrupt the speech,
 - usually left for at end (time permitting)
- PS requires more formal language
 - No slang, jargon or bad grammar
 - Speeches should be something special so that they qualify as life events and are remembered
- PS requires a different method for delivery
 - More formal delivery
 - No vocalized pauses – “uh”, “ah”, “um”
 - Don't use stock phrases repeatedly – “you know”, “basically”, “I mean”

The Speech Communication Process

- Speaker - speech communication starts here
- Message - whatever is communicated
- Channel – means by which a message is communicated
- Listener – the receiver of the communicated message
- Feedback – comes in many forms and must be understood
- Interference - anything impeding the communication of the message
- Situation – the time and place of occurrence

Listening

■ Listening is important

- Over our lives we will listen to many more speeches than we will deliver
- Helps develop critical thinking
- Many Fortune 500 companies provide employees with listening training
- Studies show a direct link between academic success and the ability to listen
- Listening and hearing are two different things

Listening and Critical Thinking

■ There are four types of listening:

- Appreciative
 - Listening for pleasure or enjoyment
 - Music, movies, comedy, plays...
- Empathetic
 - Listening to provide emotional support for speaker
 - A shrink listens to a patient; you listen to a friend's rant
- Comprehensive
 - Listening to understand the speakers message
 - Direction to a friend's house; in a class or seminar
- Critical
 - Listening to evaluate a message
 - A campaign speech; a peer's research paper

■ Critical Thinking

- Comprehensive and Critical Thinking require you to think and evaluate while listening, this helps develop Critical Thinking skills

Causes of Poor Listening

■ Not Concentrating

- Daydreaming, mind wandering, dozing

■ Listening Too Hard

- Trying to remember every fact, no matter how minute

■ Jumping To Conclusions

- Putting words into the speakers mouth; interrupting speaker, anticipating what speaker will say/do next

■ Focusing On Delivery Instead Of Message

- Speakers accent, clothes, stuttering, presentation tools

Better Listening

- Take Listening Seriously
 - Like any skill it takes practice and self-discipline
- Resist Distractions
 - When you catch your mind wandering make a conscious effort to pull it back on track; try to anticipate what the speaker will say/do next
- Don't be Diverted by Appearance or Delivery
 - Lincoln and Gandhi were strange in appearance but were excellent speakers
- Suspend Judgment
 - “a closed mind is an empty mind”
- Focus Your Listening
 - Listen for main points
 - A good speech only has a few
 - Listen for evidence
 - Is it accurate
 - Are the sources objective
 - Is it relevant
 - Is it sufficient to support the speakers claim
 - Listen for technique
 - Study the speakers technique as a learning tool

Analyzing the Audience

- Good speakers are audience-centered
 - Primary purpose of a speech is to get a desired response
- Keep the audience foremost in mind at every step of preparation and presentation
 - To whom are you speaking?
 - What is it you want them to know, believe or do as a result?
 - What is the most effective way to compose and present your speech to accomplish those ends?

The Psychology of Audiences

- It's up to the speaker to make the audience choose to pay attention.
- Every speech contains two messages:
 - One from the speaker
 - One received by the listener
 - “People hear what they want to hear and disregard the rest.” – Paul Simon's *The Boxer*
- People are egocentric
 - Egocentrism – the tendency for people to be most interested in themselves, their own problems and the way to solve them.
 - They pay closest attention to what affects their own values, beliefs and well being.

Demographic Audience Analysis

■ Look for observable audience traits

- Identify the general features
- Gauge their importance to the situation

■ Traits

- Age
 - Whatever your age, you're a product of your world
- Gender
 - Old stereotypes no longer apply
 - Avoid sexist language and references
- Racial, Ethnic or Cultural Background
 - Be aware of differences and be able to adapt
- Religion
 - Highly charged emotional issue, be sure to consider the religious orientation or you might end up being embarrassed.
- Group Membership
 - Guilt by association – people judge you by the company you keep

Situational Audience Analysis

- Builds on demographic analysis ; identifies traits unique to the speaking situation
 - Size
 - Physical Setting
 - Disposition toward the Topic
 - Interest
 - Knowledge
 - Attitude
 - Disposition toward the Speaker
 - Disposition towards the Occasion

Adapting to the Audience

■ Before the Speech

- Assess how the audience is likely to respond
- Adjust what you say to make it
 - Clear
 - Appropriate
 - Convincing

■ During the Speech

- Things may/will not go exactly as you plan
- Don't panic, remain calm and adapt
- Remember:
 - Who am I speaking to?
 - What do I want them to know, believe or do?
 - What is the best way to accomplish this?

■ Practice, practice, practice

Organizing a Speech – Main Points

■ Main Points

- Number of main points
 - It is better to be remembered for covering 3 or 4 points well than to leave the audience confused and sorting out 7 or 8 points you made.
- Strategic Order of Main Points
 - Chronological Order
 - Spatial Order
 - Casual Order
 - Problem Solution Order
 - Topical Order

Main Points (cont.)

- Each main point should be independent of the other main points.
- Use the same pattern of wording for each main point
- Balance the amount of time spent on each main point.

Organizing a Speech – Supporting Materials

■ Supporting Materials

- The “flesh” that fills out the skeleton of your speech
- By themselves main points are only assertions.
- Listeners need supporting materials to accept what the speaker says
- Three major types of supporting materials:
 - Examples
 - Statistics
 - Testimony
- Always provide sources to give credibility to the supporting materials

Organizing a Speech

■ Connectives

– Transitions

- Words or phrases that indicate speaker has finished one thought and is moving to another:

- “In addition” , “also” , “Not only” , “That brings me to the next topic”

– Internal Previews

- Lets the audience know what the speaker will take up next

- “now that we realize the seriousness, I will address three solutions”

– Internal Summaries

- Remind the audience of what they have just heard

- “Let me reiterate...”

– Signposts

- Brief statements that let you know where you are in the speech

- Numerate – “First this..., second this ...”

- Introduce a main point with a question – “What make this so...”

- Simple phrase – “The most important thing to remember...”

Beginning and Ending

- Get Attention and Interest
 - Reveal the Topic
 - Establish Credibility and Goodwill
 - Preview the body of the speech
-
- Signal the End of the speech
 - Reinforce the central idea

Use of Language

■ Language is Important

- How well do you use language?
 - Do you confuse the use of good/well?
 - Do you use phrases like “terrible disaster” or “a good benefit”?
 - Do you use “in the eventuality” instead of “if”?
 - Do you clutter your speech with meaningless words as “you know”, “like”, “basically”, “man”, and really”?
- Classics:
 - “Dean of Students promises to stop drinking on campus.”
 - “For Sale: Unique home in downtown Craigsville. Large lot. Many trees. One you would enjoy living in.”
 - Headline: “Lost sisters reunited after 18 years at grocery checkout counter.”

Meanings of Words

- Words have two kinds of meanings:
 - denotative
 - the literal or dictionary meaning of a word or phrase.
 - connotative
 - the meaning suggested by the associations or emotions triggered by a word or phrase
 - give words their intensity and emotional power
 - the same words may have completely different effects on different audiences

More things to remember...

- Use language accurately
 - “say what you mean”
- Use language clearly
 - Use familiar words
 - Choose concrete words
 - Eliminate clutter
- Use Language vividly
 - Imagery
 - Concrete words
 - Simile
 - Metaphor
 - Rhythm
 - Parallelism
 - Repetition
 - Alliteration
 - Antithesis

Use Language Appropriately

- To the occasion
- To the Audience
- To the topic
- To the speaker

Use Nonsexist Language

■ Sexist Language

- Language that promotes the stereotyping of people on the basis of gender.

■ Nonsexist Language

- Language that does not stereotype people on the basis of gender

■ Avoid:

- generic use of “he”
- use of “man” when referring to both men and women
- stereotyping job or social roles based on gender
- unnecessary or patronizing labels

Speech Delivery

■ Types of Delivery

- Read from manuscript
 - only done when absolute accuracy is required
- Reciting from memory
 - seldom done, if done rehearse until you're very comfortable doing it
- Impromptu
 - speaking with little or no preparation
 - avoid unless you are extremely comfortable with the subject
- Extemporaneously
 - carefully prepared and delivered from a brief set of notes

■ Should sound spontaneous even if it has been rehearsed extensively

Vocalization

- Volume – loudness or softness
 - adjust to the situation (electronically if necessary, don't yell)
- Pitch – highness or lowness of the voice
 - use inflections in your voice to avoid “monotone”
- Rate speed at which you speak
 - 120-150 wpm is normal, too slow leaves people hanging on your words, too fast and they get confused and miss information
- Pauses – momentary breaks in your speaking
 - takes experience to know when to pause, pause at the end of thought units
 - avoid vocalized pauses (“uh”, “er”, “um”...)
- Variety
 - vary the loudness, pitch and rate to make the speech sound more natural and interesting
- Pronunciation – use correct pronunciation of common words
 - genuine, arctic, theater, err, nuclear, February, library
- Articulation – physical production of speech sounds
 - we habitually chop, slur and mumble, rather than enunciating
 - “ought to”, “didn't”, “for”, “don't know”, “ask”
- Dialect – variety of language distinguished by variations of accent, grammar or vocabulary

Nonverbal Communications

- kinesics – the study of nonverbal body motions as a systematic node of communication
- People trust their ears less than their eyes.
 - when a speaker's body language is inconsistent with their words the listeners will tend to believe their eyes
- Other aspects of nonverbal communications
 - Personal appearance
 - Body action
 - Gesticulation
 - Eye contact

Visual Aids

■ Kinds of visual aids

- Objects
- Models
- Photographs
- Drawings
- Graphs
- Charts
- Slides and Videotapes
- Computer-Generated Graphics
- Transparencies
- Multimedia

Visual Aid Preparation

- Prepare them well in advance
- K.I.S.S. – Keep It Simple Stupid
- Make sure they are large enough
 - should be able to be seen by “all” viewers when presented, not just those “up front”.
- Use easy to read fonts – there is a reason for Times-Roman
 - non-serif fonts are harder to read
- Use a limited number of fonts
- Use color effectively
 - highlighting
 - used well proven color schemes, what colors work well together is a tough choice for most people