

Week 1:



Introduction to Public Speaking



Chapter 1: Introduction to Public Speaking



“Communication is not simply sending a message. It is creating true understanding—swiftly, clearly, and precisely.”

~Slogan of the Hitachi Corporation

The Speech Communication Process



- **Public speaking-** speaking to a group of people in a structured, deliberate manner with the intent to persuade, inform, or entertain the listeners
- Speech communication process has seven distinct components
- Process is often dynamic
- Speaking and communicating are not the same thing
 - (You can speak to a listener, but if the listener does not understand your message in the way it was meant to be understood, you have failed to communicate.)

The Speech Communication Process



- **Speaker-** the source of a message that is transmitted to a listener
 - Important question for the speaker to ask him/herself: “Am I getting through to my listeners?”
- **Listener-** the recipient of the message sent by the speaker
 - True test of communication is whether the message is accurately received by the listener

The Speech Communication Process



- **Message-** whatever the speaker communicates to the listener
 - Message is sent in forms of symbols: verbal or nonverbal
 - ✦ Verbal symbols- words
 - ✦ Nonverbal symbols- what is conveyed with the tone of voice, eyes, facial expressions, gestures, posture, and appearance
 - Nonverbal symbols should reinforce verbal symbols
 - As a speaker, use symbols that are clear and specific

The Speech Communication Process



“Don’t smoke because smoking may cause you a lot of trouble.”

What immediately comes to your mind?

The Speech Communication Process



Instead, say “Don’t smoke because smoking is the leading cause of lung cancer.”

The Speech Communication Process



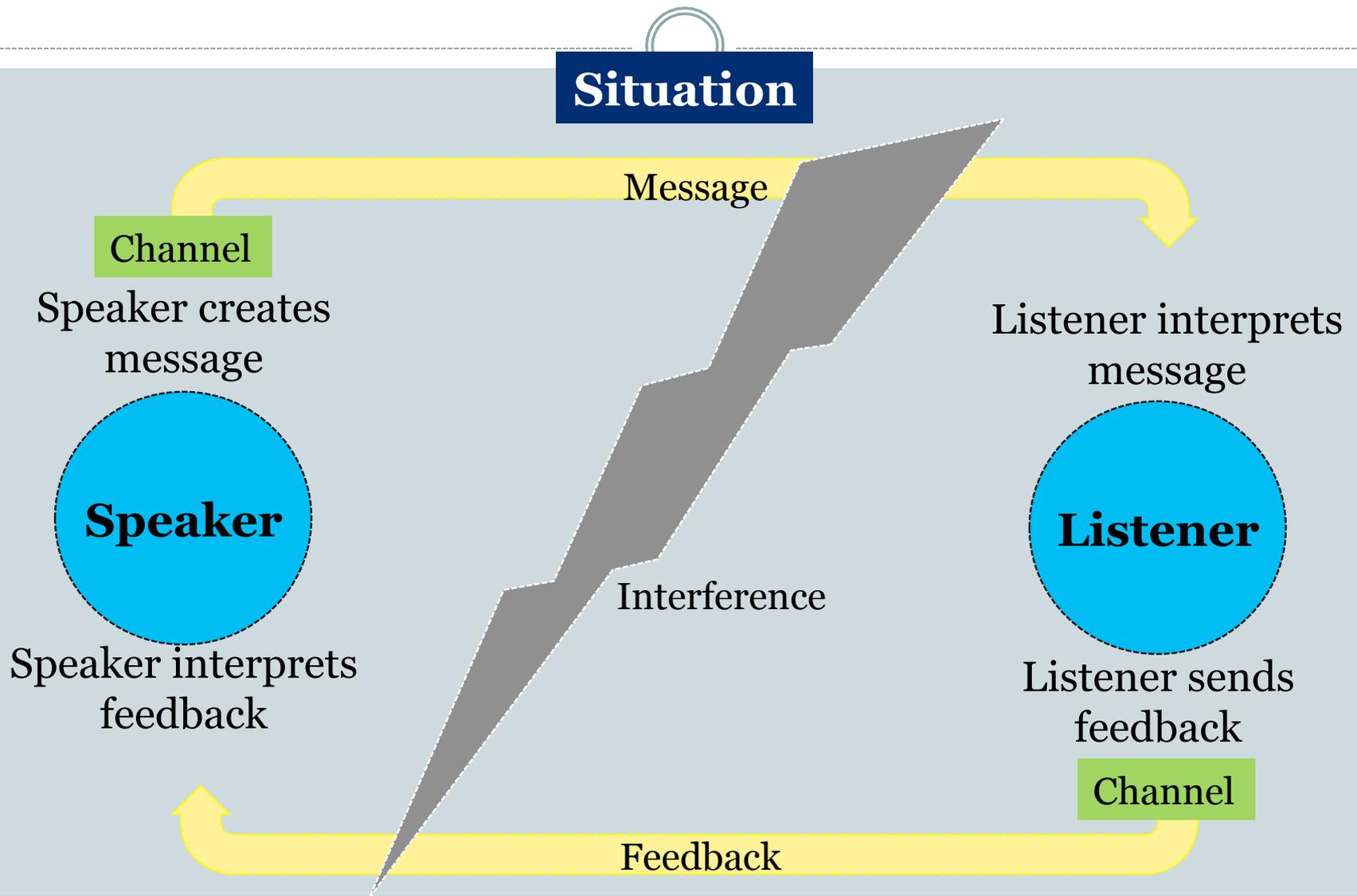
- **Channel-** medium used to communicate the message
 - Everyday life channels- television, phone, internet, direct voice communication
 - Public speaking channels- auditory (voice) and visual (gestures, facial expressions, visual aids)
 - ✦ Others are taste, smell, touch, and physical activity
- **Feedback-** response that the listeners give the speaker
 - Verbal (speaker asks a question and listener responds)
 - Nonverbal (smiling, nodding their head, arms folded, frowning, yawning)

The Speech Communication Process



- **Interference**- anything that blocks or hinders the accurate communication of a message
 - External- outside the listener (someone coughing, loud noise from the hallway, broken air-conditioner that leaves listeners hot)
 - Internal- within the listener (hungry, tired, sick, daydreaming, worrying about a problem)
 - Speaker-generated- distract listeners with unfamiliar words, confusing concepts, or bizarre clothing
- **Situation**- context (time, place, and circumstances) that communication occurs

The Speech Communication Process



Speaker's Responsibilities



- Maintain high ethical standards
 - (Ethics- standards of conduct and moral judgment that are generally accepted in a society)
 - Ethics (public speaking)- how speakers handle their material and how they treat their listeners
 - 3 Ethical Responsibilities:
 - ✦ Never distort information
 - ✦ Respect your audience
 - ✦ Reject stereotyping and scapegoating

Speaker's Responsibilities



- Enrich listeners' lives
 - (Instead of considering a speech an ordeal, look at it as a chance to enrich the lives of your listeners)
- Take every speech seriously

Quick Guide to Public Speaking: Preparation



- Audience
- Topic
- Purposes and central ideas
 - General purpose: To persuade
 - Specific purpose: To persuade my listeners to take good care of their teeth and gums
 - Central idea: Keeping your mouth healthy can contribute to your overall health. (What you want your listeners to remember if they forget everything else.)
- Finding materials

Quick Guide to Public Speaking: Preparation



- Organization
 - Devise two or three main points that explain or prove the central idea
- Transitions (use transitional phrases)
- Introduction
 - Grab the listeners' attention and make them want to listen to the rest of the speech (attention-getters: fascinating stories, intriguing questions, and interesting facts or statistics)
- Conclusion
 - Summarize key points
 - Close with a clincher (quote or story)

Quick Guide to Public Speaking: Preparation



- Speaking notes (brief notes based on the outline; should be the only cues taken to the lectern)
- Practice (rehearse several times)
 - Don't memorize the speech, but rehearse ideas
 - Trim speech if in danger of exceeding the time limit

Quick Guide to Public Speaking: Delivery



- Self-confidence
 - Develop a positive attitude about yourself, your speech, and your audience
 - Use nervousness as a source of energy
- Eye contact
 - Look at all parts of the audience
 - Avoid staring at the wall or looking out the window
- Speaking rate (not too fast or too slow)
- Expressiveness and enthusiasm (sound as animated as it does during a conversation with a friend)

Quick Guide to Public Speaking: Delivery



- Clarity and volume
 - Pronounce your words clearly
 - Avoid verbal fillers, such as *uh, ah, um, er, okay, ya know*
- Gestures and movement (should add to the message, not distract from it)
- Posture and poise
 - Stand up straight (do not lean on the lectern)
- Use of notes
 - Glance at the notes, but do not read or stare at them



Guesstures



The class will be divided into two teams. One member from each team tries to convey the word on the card before it falls. There are two choices of words worth different amounts of points. Set up your words from easiest to hardest (left to right). Your team gets points for the words that are guessed correctly. NO speaking or noises are allowed. If they guess correctly, they receive a point. Teams will alternate and a different person will present each time. The game is over once all students have presented. The team that has the most points wins.

Guesstures



Answer the following questions.

1. What did you learn from playing charades?
2. Did the game keep your attention? How?
3. Did you learn how much information can be shared without actually speaking?

Chapter 1 Review



With a partner, answer the following questions.

1. What are the seven elements of the speech communication process?
2. Why is speaking not necessarily communicating?
3. If communication fails, who is to blame?
4. What are the two types of symbols the message can be delivered?
5. What two channels are most used for public speaking channels?
6. What are the three types of interference?
7. What are three parts of public speaking preparation?
8. What are three parts of public speaking delivery?