

Delivery/Chapter 15

- **Speech Apprehension.** It is the level of fear a person experiences when anticipating or actually speaking to an audience.
- It varies from individual to individual
- There are three types of **symptoms**:
 1. Cognitive symptoms [negative self talk]
 2. Physical symptoms [stomach upset, sweating, shaking, rapid heartbeats, stuttering and vocalized pauses]
 3. Emotional symptoms

Phases of Public Speaking Apprehension

1. **The anticipation phase** - the anxiety we experience before giving the speech, both while preparing it and waiting to speak.
2. **The confrontation phase** is the surge of anxiety we feel as we begin delivering the speech.
3. **The adaptation phase** is the period during which our anxiety level gradually decreases.

So it's normal to feel nervous before you speak and, when managed effectively, can result in a better speech than having no nervousness at all.

Management Techniques

- There are certain techniques that can be used to manage public speaking apprehension:
 1. **Communication orientation Motivation:** It is a technique that helps to reduce anxiety.
- By knowing the difference between **performance orientation** and **communication orientation** . Pg. 311

Visualization

2. Visualization is a method to reduce apprehension by developing a mental picture of yourself giving a masterful speech.

By visualizing themselves speaking effectively, people seem to lower their general apprehension and report fewer negative thoughts when they actually speak (Ayres, Hopf, & Ayres, 1994). So, you will want to use visualization activities as part of your speech preparation.

Cognitive Restructuring

3. Cognitive restructuring is designed to help you systematically rebuild your thoughts about public speaking by replacing anxiety arousing negative self-talk with anxiety-reducing positive self-talk.

The process consists of four steps:

1. To change your negative thoughts, you must first identify them. Write down all the fears that come to mind when you know you must give a speech.

2. Consider whether or not these fears are rational. (Most are irrational because public speaking is not life threatening.)

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3. Develop positive coping statements to replace each negative self-talk statement.
4. Incorporate your positive coping statements into your life so they become second nature. You can do this by writing your statements down and reading them aloud to yourself each day, as well as before you give a speech. The more you repeat your coping statements, the more natural they will become (see Figure 15.2; pg. 313).

Public speaking skills training

Public speaking skills training is the systematic teaching of the skills associated with preparing and delivering an effective public speech, with the intention of reducing public speaking apprehension.

Skills training is based on the assumption that some of our anxiety about speaking in public is due to not knowing how to be successful—we lack the knowledge and behaviors to be effective.

- Research has shown if we learn the processes and behaviors associated with effective speech making, then we will be less anxious.

Characteristics of Effective Delivery Style

- Delivery is how a message is communicated **orally** and **visually** through the use of **voice** and **body**.
- Importance of **conversational style**
- Role of **spontaneity** in conversational style
- Importance of being **animated** while adopting conversational style fig 15.3, pg.314
- Use of voice and body to achieve effective conversational and animated delivery

Use of Voice

- Proper use of voice requires one to be: pg. 314- 316
 1. Intelligible [understandable]
 2. Articulate
 3. Have clear pronunciation
 4. Have a good accent
 5. Varied Vocal expression
 6. Avoid monotone
 7. Include pauses as required

Use of Body

- Body language elements that affect delivery are:
 - 1. Appearance:** Three guide lines that can help you decide how to dress for your speech:
 - Consider the audience and occasion
 - Consider your topic and purpose
 - Avoid extremes while selecting the attire
 - 2. Posture:** It is the positioning of the body
 - 3. Poise:** It is the graceful and controlled use of your body

Use of body

- 4. Eye contact:** Effective eye contact involves looking at people in all parts of the room (including the camera if being recorded throughout the speech)
- Maintaining eye contact helps audience concentrate on the speech
 - Maintaining eye contact promotes the speaker's ethos (credibility)
 - Maintaining eye contact with the audience helps the speaker to be alert and gauge the audience response to his speech.
 - **Audience Contact** is in fact a process that consists of creating a sense of looking at listeners in the eye even though you actually cannot.

Use of body

5. Facial expression

- **Non verbal immediacy:** It refers to the speaker's ability to change facial expressions in accordance with his feelings.
- This in fact presents him/her as “personable and likeable” (pg. 318)

6. Effective Gestures: These are gestures of the speaker's hands, arms and fingers, while explaining ideas, referring to presentational aid or clarifying structure.

Motivated Movement: movement with specific purpose pg. 320, fig 15.5