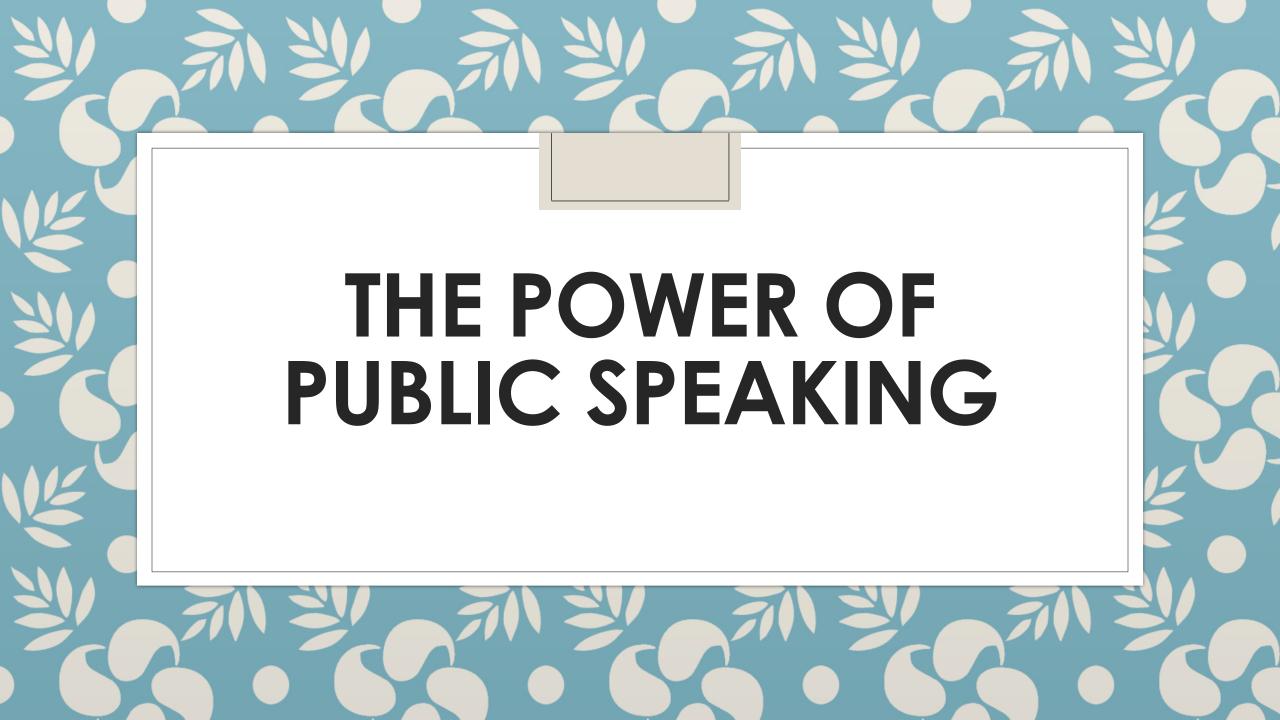


TYPES OF COMMUNICATION

- INTRAPERSONAL
- INTERPERSONAL
- SMALL GROUP
- ORGANIZATIONAL
- PUBLIC
- MASS



- S Situation (psychological) / Setting (physical)
- ∘P Participants
- ∘E Ends
- ∘ A Act sequence
- ∘K Key (Tone)
- ∘ I Instrumentality
- ∘N Norms
- ∘G Genre



What is public speaking?



Public speaking is the process or act of performing a good speech to a live audience. This is also called the art of oratory or oration.

This type of speech is deliberately structured with three general purposes:

- to inform
- to persuade
- to entertain

Speech preparation: getting started

- Selecting a topic and a purpose
- Analyzing the audience
- Gathering materials
- Supporting your ideas

Speech preparation: organizing and outlining

- Organizing the body of the speech
- Beginning and ending the speech
- Outlining the speech

SIMILARITIES BETWEEN PUBLIC SPEAKING AND CONVERSATION

- ORGANIZATION OF THOUGHTS LOGICALLY
- TAILORING MESSAGE TO THE AUDIENCE
- TELLING A STORY FOR MAXIMUM IMPACT
- ADAPTING TO LISTENER FEEDBACK

DIFFERENCES BETWEEN PUBLIC SPEAKING AND CONVERSATION

• PUBLIC SPEAKING IS MORE HIGHLY STRUCTURED

 PUBLIC SPEAKING REQUIRES MORE FORMAL LANGUAGE

 PUBLIC SPEAKING REQUIRES A DIFFERENT METHOD OF DELIVERY

USING LANGUAGE



1. USING LANGUAGE CLEARLY

• USE FAMILIAR WORDS

• CHOOSE CONCRETE WORDS

• ELIMINATE CLUTTER

2. USING RHETORICAL DEVICES

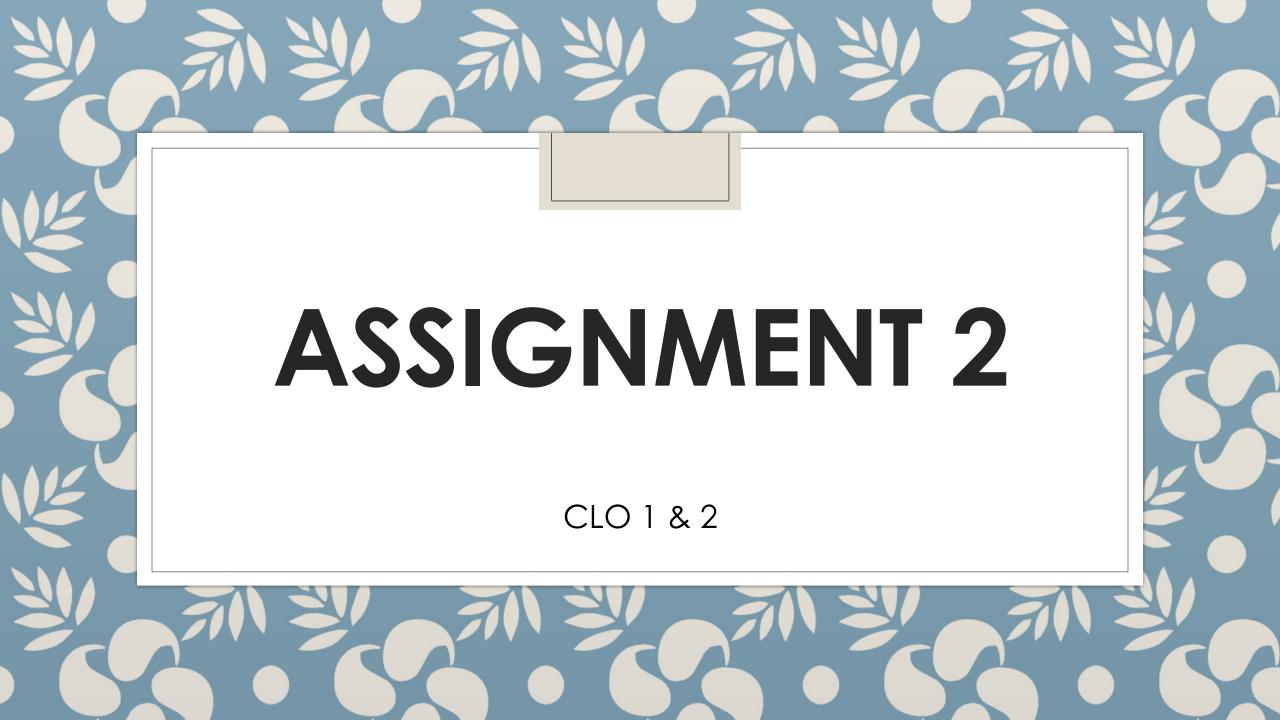
- SIMILE (ex: hungry as a bear; fresh like flower; etc.)
- METAPHOR (ex: you are my sunshine; angry clouds; etc.)
- PARALLELISM (ex: "duty does not trump honesty. duty does not trump common sense. and duty, my friends, does not trump morality.")
- CHIASMUS (MIRROR IMAGE) (ex: "you forget what you want to remember, and you remember what you want to forget.")
- RHETORICAL QUESTION (ex: can poverty ever be eradicated?)
- RULE OF THREE (ex: unity, faith, discipline; work, work, work; etc.)

3. USING LANGUAGE APPROPRIATELY

- APPROPRIATENESS TO THE OCCASION
- APPROPRIATENESS TO THE AUDIENCE
- APPROPRIATENESS TO THE TOPIC
- APPROPRIATENESS TO THE SPEAKER

DELIVERY OF A GOOD SPEECH

- METHODS OF DELIVERY (like; reading from a manuscript, reciting from memory, speaking impromptu and speaking extemporaneously)
- THE SPEAKER'S VOICE (like; volume, pitch, rate, pauses, vocal variety, pronunciation, articulation, dialect)
- THE SPEAKER'S BODY (like; appearance, movement, gestures, eye contact)
- USING VISUAL AIDS
- **OUTPUT** ANSWERING AUDIENCE QUESTIONS



Task

- Select any one TED talk on the area of your own choice of around 8-10 minutes long. Critically analyze speaker's oral communication skills including: tone, style, purpose, verbal, and non-verbal communication. Write an essay of 250 words on your analysis.
- Mention the name of the speaker and the topic you selected.
- Submit in a group of 4-5 members each (write names, roll nos., & section no. in the title page).
- Submit it in Hard copy (Print form).
- Total marks: 5
- Submission date: 11th March, 2021

