

Public speaking- Lecture 2 (Pr. El Hadari)

The trinity of persuasion by Aristotle:

1. **Ethos** : (Ethics) This principle of “Ethos” simply means that a public speaker should be honest and reliable. It has to do with the credibility of the speaker. To clarify more, you cannot persuade an audience if you are a liar and if you don’t bring credibility to the subject you are communicating.
2. **Logos** : (Logic) This principle means that what you say in a public speech should be logical. That is to say, the facts and ideas you include in your speech should be logically presented and justified.
3. **Pathos** : (emotions) this principle can be explained by making a reference to what Daniel Goleman calls “emotional intelligence”. this means that a successful public speaker should have the capacity to connect his (or her) heart to the hearts of his (or her) audience.

To recapitulate, according to Aristotle, in order for a speech to be convincing, public speakers should be ethically (Morally) reliable and trustworthy. They should also be logical in their reasoning and argumentation. One more thing, they should have the ability to establish an emotional connexion with their target audience. All these principles reflect the ethical, emotional and human dimension of Aristotle's view about persuasion in the process of communication.

Cicero’s five principles (canons) of rhetoric:

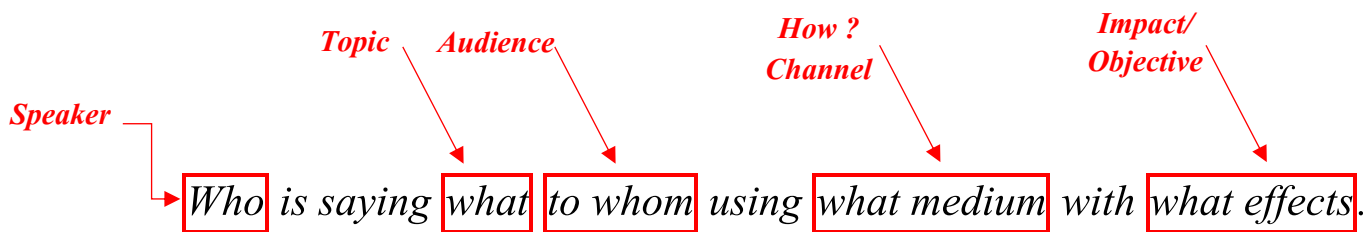
1. **Invention**: It is the principle of coming up with new, original ideas and data to the audience. bringing already known thoughts can lead to the failure of your speech.
2. **Arrangement**: (Organising) This principle means arranging ideas and data in a coherent whole. If your speech is not organised and the ideas are scattered, it will be a total fiasco.
3. **Elocution**: (Style) this principle has to do with the way you deliver your speech at the level of words and symbols.

4. **Memory:** This principle simply refers to the process of learning and memorising a speech to the extent that it looks natural.
5. **Delivery:** This principle refers to the process of delivering speech in front of an audience. It involves effective use of voice and body language.

To recapitulate, according to Cicero, effective communication involves creation of new ideas, organisation, appropriate style, a good memory and effective delivery.

The basic elements (tenets) of a public speech:

The basic tenets of a public speech can be summed up as follows:



Types of public speeches:

1. **Impromptu speech:** (unplanned speech)

It is the speech which is prompted by occasion and not planned in advance.

2. **Manuscript speech:**

This speech is written as a manuscript and delivered word for word and every word is important and meaningful.

3. **Extemporaneous speech:**

It is the speech in which the speaker can make changes depending on the type of audience he (or she) is addressing and on the circumstances.

Communication anxiety:

It can be simply defined as the feeling of panic in front of an audience. It is also called "Glossophobia". For some individuals, being on stage is just horrible and unbearable.

Glossophobia has some psycho-physical symptoms such as:

- ✓ *Heart beating.*
- ✓ *Dry mouth.*
- ✓ *Sweaty palms and face.*
- ✓ *Quivering legs.*
- ✓ *No eye-contact.*
- ✓ *Lack of movement.*

To get rid of glossophobia, the following tips can help:

1. *We need to see glossophobia as something normal and natural and human.*
2. *We can also have a positive self-talk.*
3. *Everything in life is a matter of perspective. For more people, stress and anxiety are unwanted feelings, but for some others they are motivators.*
4. *Have a good starter, warm-up, ice breaker.*
5. *Focus on what you want to say and not on the body and emotions.*
6. *Try to have a visual picture of how the speech will be delivered.*
7. *Deep breathing.*
8. *KISS the speech: **Keep It Simple and Sincere!***
9. *Organise your speech around two or three key points.*