



المسلك: الانجليزية

الفصل: الأول

الوحدة: 18

المادة: Public Speaking & Debating

الفوجين: 1 و 2

الأستاذ: المصطفى زنزون

### Public Speaking

Tasks to initiate students to public speaking through short presentations

- 1- Write about yourself and present it briefly to your class.
- 2- Talk about a piece of news/ everyday activities/ your university/ your plans for the future/
- 3- Talk about someone (family member, famous star, politician, poet, writer....)

**Task 1** (First day of class)

Have students introduce themselves, name their hometowns, identify their intended major and career goals, provide special characteristics about themselves



## Public Speaking

### Outline

#### **Introduction** (Objectives: why study public speaking)

#### **Chapter 1:**

- What is public speaking?
- Similarities and differences between public speaking and conversation.
- What is communication? What is non-verbal communication?

#### **Chapter 2: Preparing a speech**

- Developing a speech (Choosing a topic, gathering material)
- Organizing a speech (Introduction, body, conclusion)

#### **Chapter 3: Delivering a speech**

- Types of presentations (informative, persuasive, entertaining)
- How to overcome speech anxiety and develop confidence
- Body language
- Tools used (visual aids, PowerPoint)

#### **Conclusion:**

- Tips for Public Speaking
- Do's and Don't's

#### **Sharing Best Practices (Good models)**

## **Introduction**

For many people and, particularly, for language students, public speaking may seem challenging, but with practice, it can bring enormous benefits. The idea of giving a speech or a presentation or even the idea of standing up in front of people makes you feel scared and nervous. If you feel this way, you are not alone. This course will look at some ways to help students overcome the difficulties in giving a speech and explore some techniques for making their speeches as impressive as possible.

### **Why study public speaking?**

Effective oral communication skills can improve your life in three crucial areas: personal relationships, college classes, and professional careers (Ford & Wolvin, 1993; Kramer & Hinton, 1996; Wolvin, 1998a, 1998b; Wolvin, Berko, & Wolvin, 1999).

You will need to stand up and speak in front of a group of people to present your project, explain a point of view, have a college or a job interview....

Teaching students the necessary skills for these situations will enable them to gain confidence and a marked sense of achievement.

As you study public speaking, you will learn and practice strategies for effective delivery and for overcoming stage fright. You will learn how to gather information from print and electronic sources, and how to develop, organize and present a speech using the right body language.

Acquiring important skills in preparing and presenting effective public speeches may benefit you throughout your college career and may help you succeed in your professional career. Communication skills, including public speaking, are among the most prized assets job recruiters look for when hiring college graduates.

## **Chapter 1**

### **What is public speaking?**

Public speaking is the process of speaking in front of a group of people in a structured and deliberate manner.

As a form of communication, public speaking can be a powerful tool to use for purposes such as motivation, influence, persuasion, informing. In fact, the three major goals of public speaking are (1) to persuade people to do something you feel is right, (2) to inform people about things they don't know, and (3) to entertain people and make them happy and good about themselves.

### **Similarities and differences between public speaking and conversation.**

#### **Similarities**

In casual conversation, you use communication skills which are the most important skills you will need for public speaking. Public speaking requires the same skills used in ordinary conversation. These skills include the following:

- a- Organizing your thoughts logically
- b- Tailoring your message to your audience
- c- Telling a story for maximum impact
- d- Adapting to listener feedback

#### **Differences**

The roles of public speakers and audiences are clearly defined. The audience members rarely interrupt or even talk to speakers, except for some contexts where the speaker deliberately invites the audience to interact.

Public speaking is more highly structured. It imposes strict time limitations on the speaker. It demands more detailed planning and preparation than ordinary conversation. A public speaker may spend hours and even days planning and practicing his or her speech.

Public speaking requires more formal language. The slang or informal language and sometimes the bad grammar we often use in conversation are not appropriate for public speaking. Audiences expect speakers to use standard English, grammar, and vocabulary.

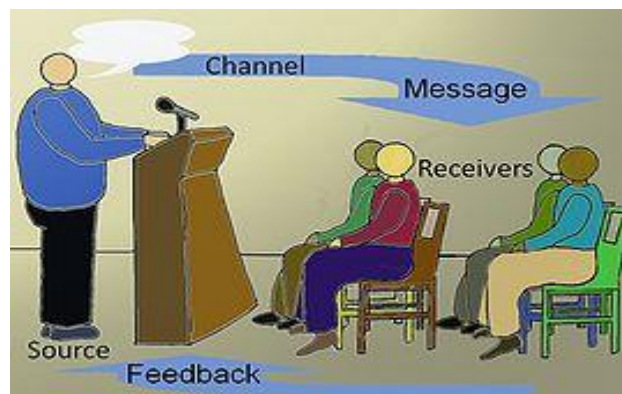
Public speaking requires a different method of delivery: effective public speakers adjust their voices to be heard clearly. They adopt an upright posture and avoid distracting mannerisms and verbal habits such as vocalized pauses (e.g. 'uh,' 'er,' 'um').

### **What is communication? What are some other means of communication?**

Communication is the process of exchanging information and ideas with others. It is a human activity that occurs through speech (language) and non-verbally (non-verbal communication).

The goal of communication is the transmission of messages to one or more other persons by means of symbols.

As human beings, we communicate in order to share our thoughts, ideas and information about ourselves and about current events. This may occur through spoken or written words, symbols, facial expression and body movements.



#### **- Basics of communication**

Basic communication theory involves four basic components for the successful completion of transmitting information; the sender (source), the message, the medium by which the message/information is sent (Channel) (e.g., written, oral, audio, visual), and the receiver or target of the communication information. Any disruption at any point of that communication sequence could result in the failure of a successful communication.

To these components, three more elements are added as they affect the communication act: *feedback, interference, and situation.*

### **What is non-verbal communication?**

Verbal communication includes the words we say but non-verbal communication involves how we communicate what we say. It takes place constantly. Non-verbal communication includes gestures, facial expression, eye contact, posture, and dress.



## Chapter 2: Preparing a speech

### I- Developing a speech

#### a. Choosing and narrowing a topic

##### - Choosing a topic

The first task that you face is to select a topic on which to speak, and which you need to narrow to fit your time limits. Consider the audience: An important question to ask while searching for potential speech topics is: *what interests and needs do the members of this audience have in common?* The choice of topic should be relevant to the interests and expectations of your listeners. The topic should also take into account the knowledge listeners already have about the subject. Try to choose topics that are of interest both to you and to your listeners. These are some strategies for choosing a topic:

- **Brainstorming:** This technique can be used to generate ideas for speech topics as well.

- **Listening and reading for topic ideas:** You can discover topics in news stories, in one of your other classes, or simply in discussions with friends. In other words, try to write down topic ideas that you get from media, class lectures, or informal conversations.

- **Scanning web directories.** You might find the Internet a useful source for finding a topic of your interest.

##### - Narrowing the topic

Usually the topic chosen is so broad that you find yourself overwhelmed with information. How can you cover all aspects of a topic as large as, for example, “television” in ten/ fifteen minutes? The solution is to narrow your topic so that it fits within the time limits set by your assignment.

#### b. Determine your purpose

**General Purpose:** The general purpose of any speech is either to inform, to persuade, or to entertain. The speeches you give in class will generally be either informative or persuasive.

**Specific Purpose:** The specific purpose depends directly on the topic you choose. You should think in precise terms of what you want your audience to be able to do at the end of your speech. Limit the specific purpose to a single idea. If your statement of purpose has more than one idea, you will have trouble covering the extra ideas in your speech. Make sure your specific purpose meets the interests, expectations, and knowledge level of your audience.

### **c. Gathering material**

Depending on the topic that you choose, you may use different sources for working on your speech.

- **Personal knowledge and Experience.**

Personal knowledge often has the additional advantage of heightening your credibility in the minds of your listeners.

- **The Internet.**

In just a few short years, the Internet has gone from a last-resort resource to the first place most people turn when faced with a research task. When searching, you may find these directories and search engines useful: Google, Alta Vista, Lycos, Yahoo, and Argus Clearinghouse.

Try to evaluate Web resources by finding out what individual or organization is responsible for the Website.

- **Library Resources.**

Despite the rapid development of the World Wide Web, you should not rely solely on Internet resources to support your speech. The more traditional holdings of libraries remain rich sources of supporting material. These include books, periodicals (magazines and professional journals), newspapers, and reference resources (encyclopedias, dictionaries, and atlases)

## **II- Organizing a speech (Introduction, body, conclusion)**

Organizing your ideas involves identifying the main points you want to cover in your speech and putting them in a logical order: introduction, body, and conclusion.

### **Introduction: The central idea**

The central idea is usually a one-sentence of the speech. It is also called the thesis statement, and like the purpose statement, it restates the speech topic. But whereas a purpose statement focuses on audience behavior, the central idea focuses on the content of the speech.

How to write your central idea?



- *Ask yourself before writing a speech.* “What is my point?” Be able to state that message in a single clear sentence.

-*The central idea should be a complete declarative sentence-* not a phrase or clause, and not a question.

-*The central idea should use direct, specific* language rather than qualifiers and vague generalities.

-*The central idea should be a single idea.*

With the **introduction**, you gain your audience’s attention, encourage listeners to focus on your ideas by gaining their attention with

- startling statistics,
- engaging quotes, rhetorical questions,
- brief anecdotes, or
- vivid visual materials that are relevant to your topic.

Preview your main points in your thesis statement

- or in a separate preview statement. *Example:* “The two campus services I’ll cover today are the university credit union and the computer recycling program.”
- c. Once you’ve introduced your speech, you’ve set the
- stage for the body of your speech.

### **Body: The main ideas**

Another step is to decide how to subdivide your central idea into two, three, or four main ideas.

To generate main ideas, it is essential to ask these three questions:

- Does the central idea have logical division?
- Can you think of several reasons the central idea is true?
- Can you support your central idea with a series of steps or a chronological progression?
- The body of your speech includes all your main
- points organized in some logical way.

Each of your main points acts as a type of argument, and you need to support each argument by developing each main point. Developing the body of your speech is simply a

matter of breaking each main point down into smaller pieces of information, called subpoints.

Organizing and dividing the information this way provides the audience with a clear framework by which to understand your ideas.

### **Connectors**

Transitions act as a type of bridge between two ideas. They make it possible for the audience to move from one point to the next and to understand how these points are related. Sometimes single words or short phrases can act as transitions, for example:

and

in comparison

more importantly

another

therefore

but

in contrast

on the other hand

likewise

in addition to

- The next point I'd like to make is...
- Moving right along...
- That brings us to...
- In conclusion...
- My first point is...
- In fact...
- Not only ...
- As you can see from these examples...
- First....second.... third...
- Finally...
- Now that we have established...
- Keeping these points in mind...
- Now that we understand...

Let's begin with...

- My next example is...
- Likewise...
- In the same way...
- In a like manner..
- In addition to...
- Contrast that with...
- At the same time...
- Now let's consider...
- However...
- Nevertheless...
- Furthermore...

In your conclusion, you'll summarize the main points and let your audience know you've finished.

*Example:* Signal that you're finishing your speech  
by saying something like,

- To summarize
- the most important aspects of . . .

End with a memorable statement.

*Example:*

- Now you've met Bailey—political science major,  
entrepreneur, and future mayor of this city....

## **Conclusions**

Just as an introduction is the first impression, your conclusion is the last impression on the audience. In your conclusion, you'll summarize the main points and let your audience know you've finished by saying something like, "To summarize, the most important aspects of . . ."

For an effective conclusion :

**Don't give new information in the conclusion.**

The conclusion is not the place to bring up new information - do that in the body of the

speech. If you bring up new points and ideas in the conclusion, then the audience will not have a sense of closure.

**Only review points, do not add to them.**

Again, develop all your points in the body of the speech.

**Refer to your introduction.**

Reminding them of your introduction adds a sense of completion and is a very natural way to provide closure.

**End with a bang, not a whimper.**

End strong, or your audience will be left with a less than optimal final impression.

**Connectives, introductions, and conclusions** play a vital part in effective speaking.

Connectives link your ideas together and without them your speech can get choppy and disjointed. The introduction provides the audience with their first impression of you as a speaker, and it's important to start off strong. Finally, the conclusion is your last chance to make a good impression, and to provide the audience with a sense of closure.

## **Delivering a speech**

- **How to overcome speech anxiety? How to acquire confidence and face an audience?**

**Techniques to combat stage fright and overcome the fear of public speaking.**

The following five steps can help you turn speech anxiety into an advantage.

**1. Acknowledge your fears, but recognize that you can overcome them.** Remind yourself that your listeners are not hostile; if anything, they will be supportive and sympathetic, especially for a beginning speaker. Also remind yourself that you have something valuable to say, that you know what you are talking about and that it's important to share your ideas with the audience. This positive approach can convert nervous energy from a source of anxiety to a source of motivation.

**2. Think about what you are going to say and the effect you want to have on your audience.** The more you concentrate on your topic and on your relationship with the audience, the less anxiety you will feel—and the more likely you will do well. Becoming familiar with your outline through frequent practice will help boost your confidence.

**3. Act confident, even if you/feel apprehensive.** Walk decisively to the front of the room, pause

a moment to size up the audience, begin on a strong note, and maintain eye contact with your listeners. You may think of this as putting on a show, but remember that the audience has no idea how nervous you are. By acting confident, you will help listeners to feel positive about you, which, in turn, will help you feel more comfortable.

***4. Work carefully on the introduction so that you can start the speech on a strong note.*** If you have written out the first few sentences of your speech and know exactly what you are going to say, this will propel you into the body of the speech. As you get into the speech and focus on what you are saying, your nervousness will probably subside.

***5. End the speech on a strong note, and pause for a second before returning to your seat.*** Even if you want to rush back to your seat, present a well-prepared conclusion in a deliberate manner; then pause to let your closing thoughts sink into the listeners' minds before you return to slowly to your seat.

### **Body language and its importance in delivering a good speech.**

What you say and how you say it; that is, both content and delivery contribute to speaking effectiveness. Considerable research supports the claim that delivery plays an important role in influencing how audiences react to a speaker and his or her message.

The way you hold your notes, your gestures and stance will contribute to the overall effect of your speech. Nonverbal communication is communication that creates meaning for someone. Nonverbal factors such as your eye contact, posture, vocal quality, and facial expression play a major in the communication process.

Effective speech delivery includes using a natural, conversational tone. It also includes having good eye contact with your listeners, and using appropriate gestures, avoiding distracting mannerisms such as jingling change in your pockets or unconsciously playing with your hair. Effective delivery also means your voice has a natural varied inflection (rather than a droning monotone.)

### **Characteristics of Effective Delivery.**

There are six categories of nonverbal behavior that are considered to be the major characteristics of a good speech delivery. These are: eye contact, gestures, movement, posture, facial expression, and vocal delivery.

#### **Eye contact.**

Eye contact with your audience opens communication, makes you more believable, and keeps your audience interested.

### **Gestures.**

Notice how people use their hands and bodies to communicate. Important points are emphasized with gestures. You also gesture to indicate places, to enumerate items, and to describe objects.

Your gestures should flow with your message.

### **Posture.**

The way you carry your body communicates significant information. Try to avoid slouched shoulders. Your posture should reflect your interest in the speaking event and your attention to the task at hand.

### **Facial Expression.**

Your face plays a key role in expressing your thoughts, and especially your emotions and attitudes. Your audience sees your face before they hear what you are going to say.

### **Vocal Delivery.**

As a public speaker, your voice is one of your most important delivery tools in conveying your ideas to your audience. To be understood, you need to consider three aspects of vocal delivery: volume, articulation, and pronunciation.

## **Tips for Public Speaking**

- 1. Know your material.** Pick a topic you are interested in. Know more about it than you include in your speech.
- 2. Practice. Practice. Practice!** Rehearse out loud with all equipment you plan on using. Revise as necessary. Work to control filler words; Practice, pause and breathe. Practice with a timer and allow time for the unexpected.
- 3. Know the audience.** Greet some of the audience members as they arrive. It's easier to speak to a group of friends than to strangers.
- 4. Know the room.** Arrive early, walk around the speaking area and practice using the microphone and any visual aids.
- 5. Relax.** Begin by addressing the audience. Pause, smile and count to three before saying anything. ("One one-thousand, two one-thousand, three one-thousand. Pause. Begin.") Transform nervous energy into enthusiasm.
- 6. Visualize yourself giving your speech.** Imagine yourself speaking, your voice loud, clear and confident. Visualize the audience clapping – it will boost your confidence.
- 7. Realize that people want you to succeed.** Audiences want you to be interesting, stimulating, informative and entertaining.
- 8. Don't apologize for any nervousness or problem** – the audience probably never noticed it.
- 9. Concentrate on the message – not the medium.** Focus your attention away from your own anxieties and concentrate on your message and your audience.
- 10. Gain experience.** Mainly, your speech should represent you — as an authority and as a person. Experience builds confidence, which is the key to effective speaking. A Toastmasters club can provide the experience you need in a safe and friendly environment.

## **Presentation Skills Objectives**

- ◆ Improve the Quality of Presentations
- ◆ Enhance the Quality of Verbal and Non-Verbal Skills
- ◆ Engage Audiences Mentally and Physically
- ◆ Use a Presentation Framework to Ensure Audience Engagement
- ◆ Generate Immediate Interest in Presentations
- ◆ Use Creativity to Maintain the Interest of Audience Members
- ◆ Use Visual Aids in a More Effective Manner
- ◆ Give Group or Team Presentations

## **Presentation Skills Topics - Customizable Workbook & Leader's Guide**

- ◆ Understand the Two Key Roles of Effective Presenters
- ◆ Develop Your Voice
- ◆ Use Eye Contact, Gestures, Posture and Movement for Maximum Impact
- ◆ Prepare Concise, Hard-Hitting and Memorable Presentations
- ◆ Define Meaningful Objectives for Presenter and Audiences Alike
- ◆ Create Opening Statements that Grab the Audience
- ◆ Design the Body to Support Your Objectives and Opening Statements
- ◆ Successfully Close the Presentation
- ◆ Handle Questions from the Audience
- ◆ Effectively Use Visual Aids
- ◆ Identify Blocks to Successful Performance

## ***Bibliography***

*Confident public speaking* by Deanna D. Sellnow, 2005, 2<sup>nd</sup> ed. (Wadsworth: Belmont)(an e-book)

*The Art of public speaking* by Stephen E. Lucas (1998), 6<sup>th</sup> ed. (McGraw-Hill: Boston)