

A photograph of a man in a tan suit giving a presentation to a group of people seated at a table. He is standing next to a whiteboard, holding a green marker. The people at the table are looking towards him. The background is a plain blue wall.

Introduction to Public Speaking

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Public Speaking

Agenda

- Analyzing your audience and purpose
- Introductions & Conclusions
- Rehearsing for success

Success depends upon
previous
preparation,
and without
such preparation
there is sure to
be
failure



Confucius

Preparation

- There is no replacement for effective **preparation**, and **rehearsing** of a presentation
- Few speakers can pull off a good speech without investing the time





There is no growth without pain.
Envision a seed sprouting from the ground to start anew.

Getting Started

Analyzing
your
audience
and
purpose



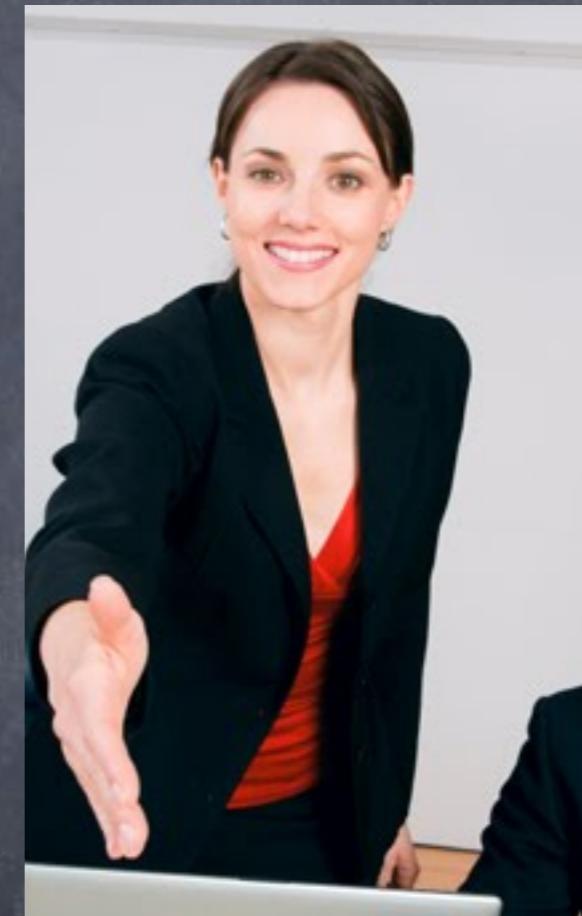
Who is your audience?



Peers



Management



Clients

Purpose



Instruct



Market



Persuade



Inform



Social

Understanding the Speech Setting

- What are the special expectations for the speech?
- What is the appropriate length?
- How large will the audience be?
- Where will the speech be given?

Purpose

- Transfer critical knowledge
- Retention of content

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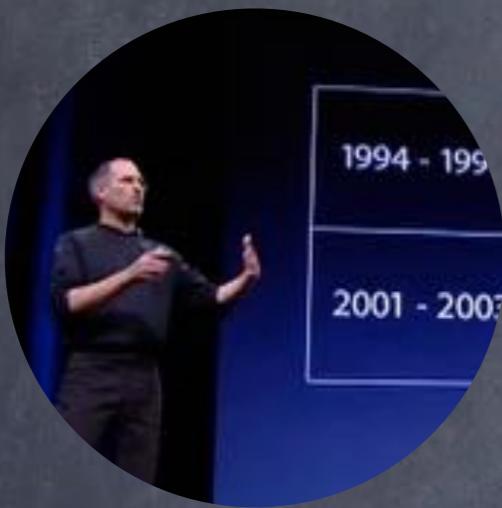


Instruct

Purpose

- Promote firm or product
- Increase reputation

•
•
•



Market

Purpose



Persuade

- Convince or reaffirm beliefs
- Align audience with position

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Purpose

- Share information
-
-
-
-



Inform

Purpose

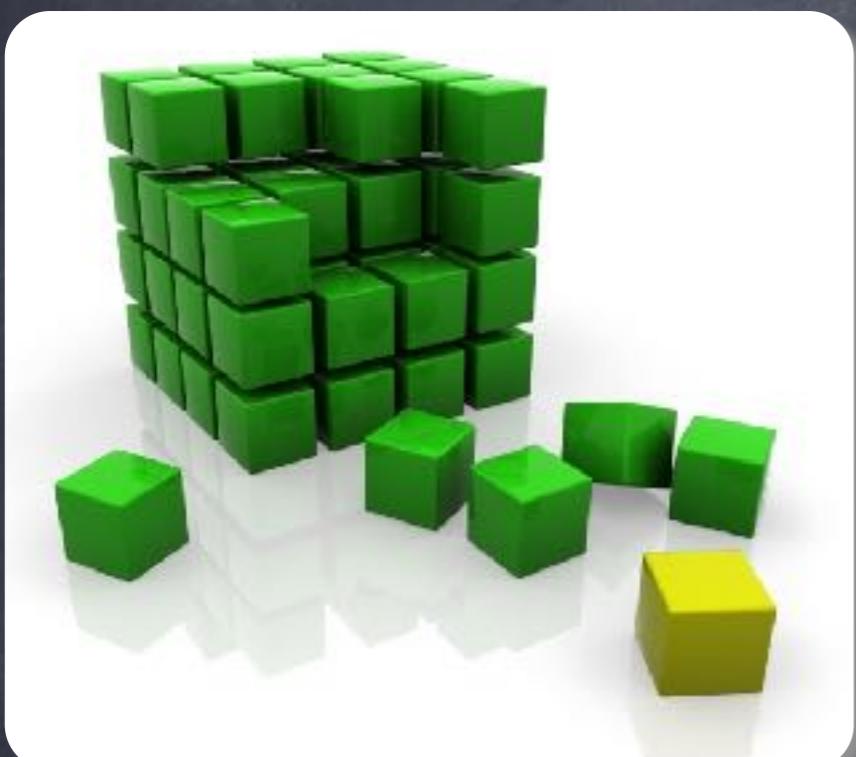
- Express sediments
- Perform social task

•
•
•



Social

Speech Organization



Organize and develop material
as best suited to your
Audience & Purpose

- ✓ Preparing the introduction & conclusion
- ✓ Outlining the body of the speech



Begin at the
beginning
and go on till
you come to
the end; then
stop.

- Lewis Carroll

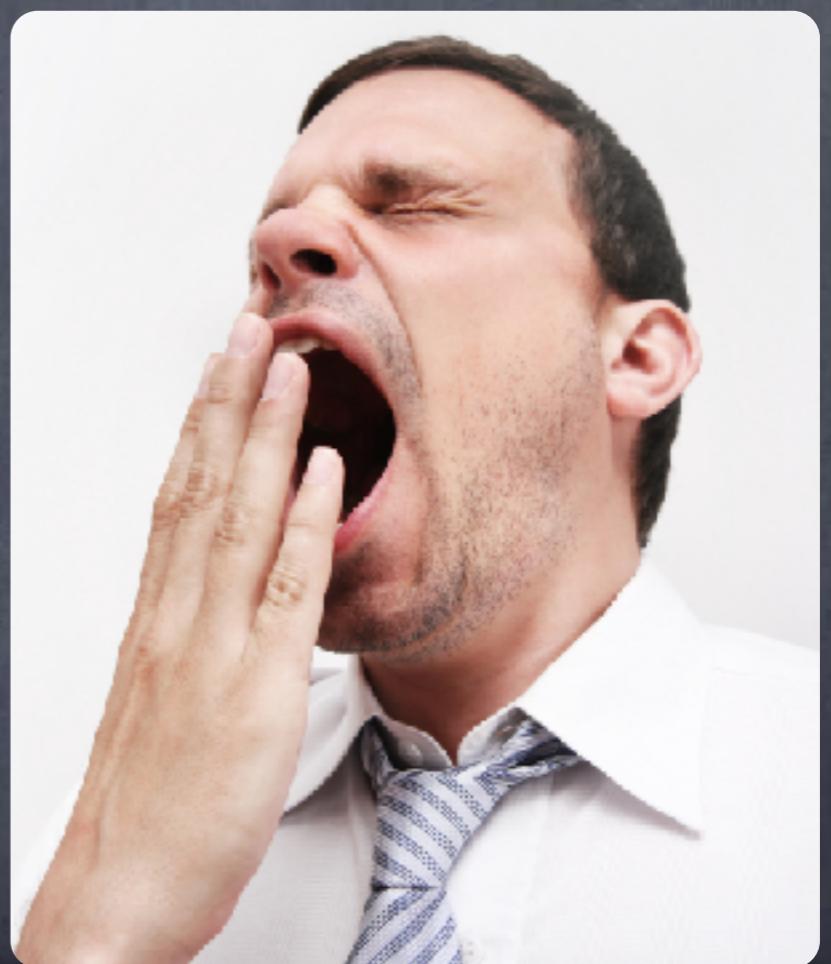
The introduction



- Get the **attention** of the audience
- **Introduce** yourself and the topic
- Establish **credibility**

The introduction

- Give the audience a reason to listen
 - Set the tone for the topic
 - Introduce the thesis
 - Preview the presentation



Types of Introductions

- Startling Statements
- Rhetorical Questions
- Stories
- Personal References
- Quotations
- Suspense

“

Tell me and I'll forget;
show me and I may
remember; involve me
and I'll understand.

Chinese Proverb

Aspects of poor introductions

- Fail to introduce speaker
- Jump right into the body (no thesis statement)
- Too formal or informal for the occasion
- Inappropriate tone or language for the audience
- Purpose of attention getter unclear
- Poor use of humor
- Main points not previewed

Starting Strong

- Your audience's attention is **voluntary** and **transient** - keep them interested
- Speaking is an interaction, not a performance



Starting Strong



- Maintain eye contact
- **Don't read**
- Be relaxed
- Make the audience feel comfortable (break the ice)

Finishing Strong

“ Make sure you have finished speaking before your audience has finished listening.

Dorothy Sarnoff

- Summarize What You Have Just Said
- Emotionally Impact Audience Members

Types of Conclusions

- Summary
- Story
- Emotional Impact
- Appeal to Action



Tips for conclusions

Do's

- Review main points
- Repeat the thesis
- End with a strong closing statement
- Appeal for action/
Give a challenge

Don't

- Introduce any new information
- Have two conclusions
- Have no conclusions
- End with a weak statement



Dive
INTO THE
SPEECH BODY

Take
your
audience
on a
journey



Main Points

Write main points as complete sentences

Main points should be

- Clear
- Parallel in Structure
- Meaningful

“ Without goals and plans
to reach them, you are
like a ship that has set
sail with no destination.

Fitzhugh Dodson

Main Points

- Focus on a **limited** number of main points
- Consider time expectations for the amount of content you can adequately cover without rushing

Content

Time



Be a
good
guide

Conclusion

Fort Mason
Cafe
Towel

Kensut Island



Blair Creek

Introduction

old green

Being a good guide



- Give your audience the **map** to your presentation with a solid introduction and ordering your main points in a manner they can follow

Ordering Main Points

Topic order

- Organizes main points by categories or divisions of a subject

Time/Chronological order

- Follows a sequence of ideas or events
- Focuses on what comes first, second, etc.

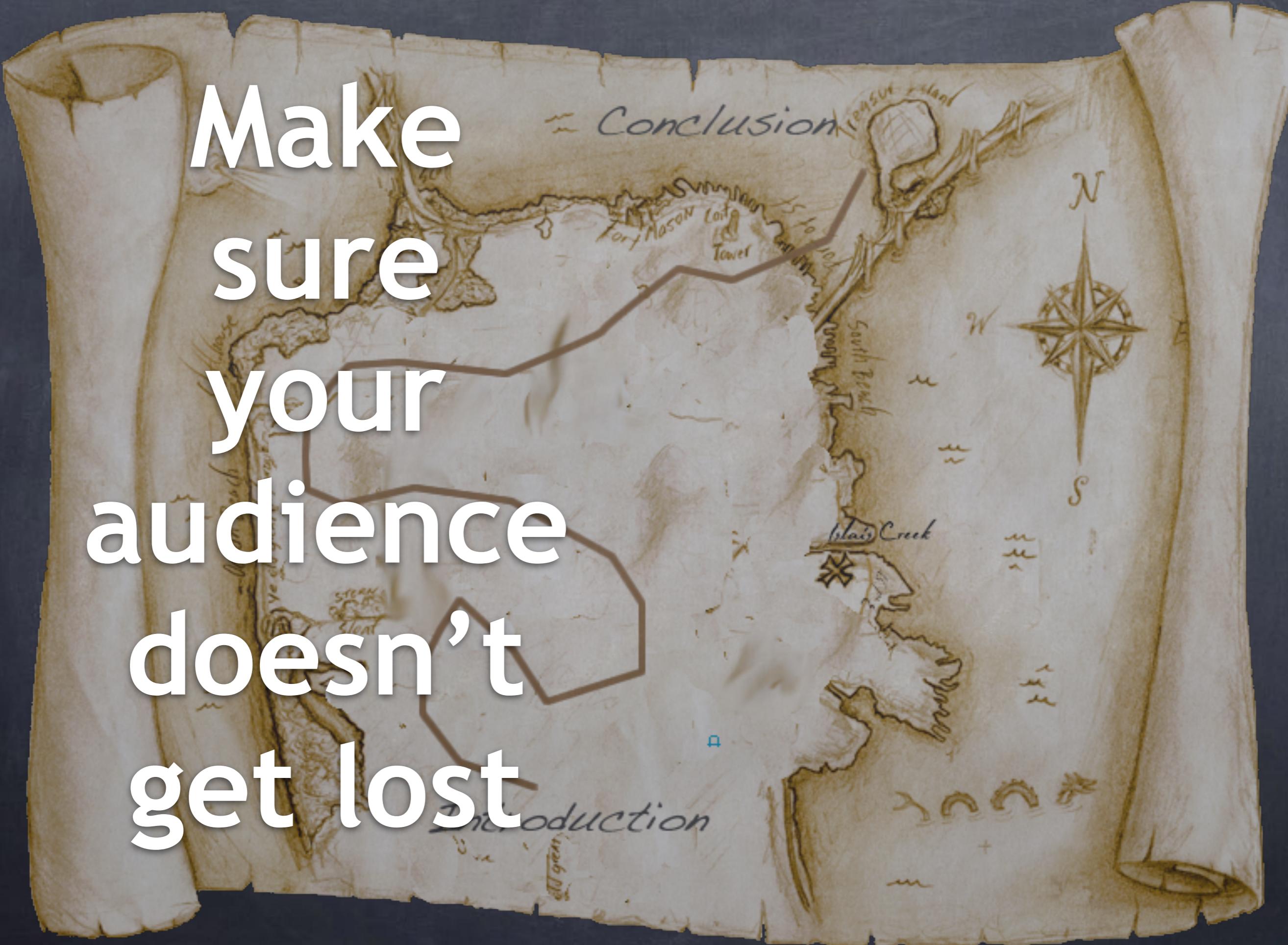
Logical Reasons Order

- Why the audience should believe in something or behave in a particular way

Organizing and Outlining Main Points

- Write the thesis statement
- Highlight 2-5 specific ideas in thesis
- Review main points as a group
- Decide how to order the main points
- Write main points in order

Make
sure
your
audience
doesn't
get lost



Selecting and Outlining Supporting Material

- ⦿ Develop supporting points
- ⦿ Organize supporting material

Note: the outline lists the supporting material; it does not include all of the development

Content Balancing



- Develop material as best suited to your **Audience & Purpose**
- Details & ordering may make sense to you, ensure they make sense to the audience as well

Use
sign
posts
to
guide
them



Transitions



- **Transitions** are words, phrases, or sentences that show a relationship between or bridge ideas
- Help audience follow the flow of the speech
- Important in helping audience retain information
- Tell'em rule

Audience This Way

Signposts

- ⦿ Lead your audience with **signpost statements**
- ⦿ Emphasize your main points
- ⦿ Provide evidence/support for each point
- ⦿ Show connections between your main points

Stay
on
the
path

Conclusion

Fort Mason
Cove
Towel

Kensut Island



Blair Creek

Introduction

old green

Staying on the path

Avoid

- Tangents
- Too much or few details
- Not making connections between main points
- Jumping ahead

Do

- Transition
- Signpost
- Emphasize

Keep your
audience's
attention

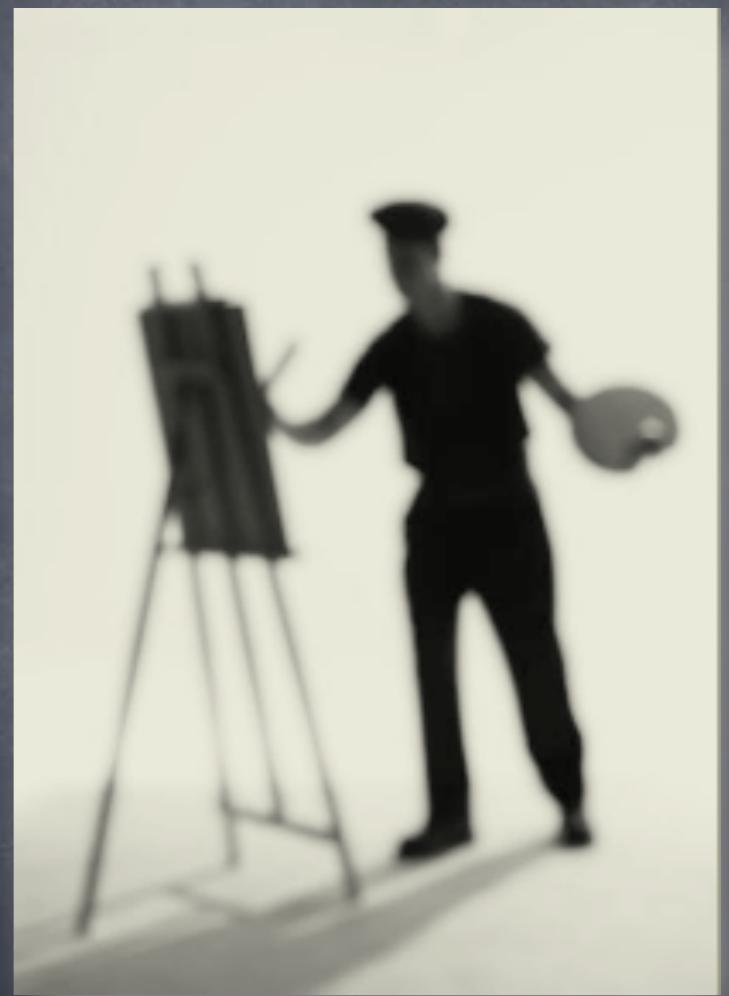
The background image is a hand-drawn map on aged paper. A path is drawn from the word 'Introduction' at the bottom left to 'Conclusion' at the top center. The map includes labels like 'Cottage', 'Ocean Beach', 'Stonet', 'Stream', 'Blair Creek', 'Towel', 'Fort Mason', and 'Yerba Buena'. A compass rose indicates North, South, East, and West.

Introduction

Your audience's
attention is
voluntary &
transient

Developing Verbal Vividness and Emphasis

- ⦿ Vivid and Emphatic Wording
- ⦿ Use Metaphors and Similes
- ⦿ Avoid Trite Clichés
- ⦿ Emphasis Gives Force or Intensity Words or Ideas by
 - ⦿ Proportion
 - ⦿ Repetition
 - ⦿ Transitions



“ According to most studies, people's number one fear is public speaking. Number two is death. Death is number two.

Does that seem right? That means to the average person, if you have to go to a funeral, you're better off in the casket than doing the eulogy.



Jerry Seinfeld



Delivery
is
everything



Delivery
is
execution

Delivery

*takes
practice*



Delivery

*can't be
taken
for
granted*



Churchill's Wisdom

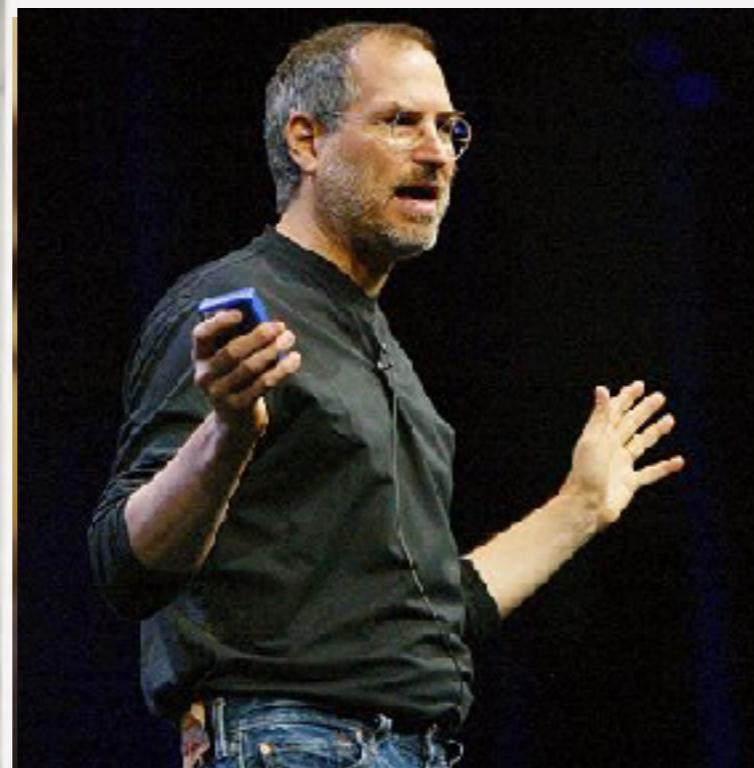
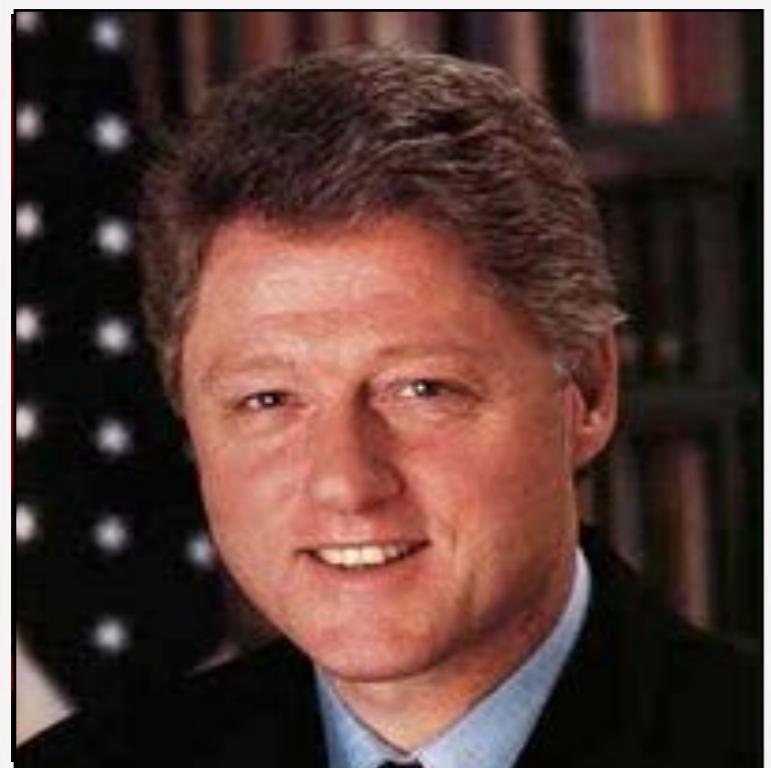


“what matters most is who you are, then how you say what you want to say, and

Churchill's Wisdom



The messenger
matters
The performance
matters



Effective Speakers

Great speakers are

- Not born, it takes:
 - Preparation
 - Practice, Practice, Practice
 - Role models
 - Knowledge of topic/material

Delivery



Voice

- ⦿ Articulation
- ⦿ Pronunciation
- ⦿ Problems with
- ⦿ Pacing
- ⦿ Tone
- ⦿ Volume

Articulation

Delivery



Voice

- ⦿ Enthusiasm

Why should I be interested if you sound uninterested?

- ⦿ Vocal Expressiveness

Monotone is boring to listeners

- ⦿ Fluency

Awkward pauses, mispronunciations of words

Verbally Adapting to Your Audience

- Establish Common Ground
- Build and Maintain Audience Interest
- Adjust to the Audience's Knowledge

Establishing Common Ground

- Use Personal Pronouns
- Ask Rhetorical Questions
- Share Common Experiences
- Personalize Information

Delivery

Body Language



- ⦿ Facial Expression
- ⦿ Gestures
- ⦿ Movement
- ⦿ Poise
- ⦿ Posture

Delivery



Eye Contact

- Helps audience concentrate on speech
- Increases audience's confidence in you
- Helps you gain insight into audience's reaction to speech

Delivery



Appearance

- ⦿ Clothing
- ⦿ Grooming

Preparing Speaking Notes

- Speech notes
 - Outline of Speech
 - Quotations
 - Statistics
- Do not write the entire speech on note cards and read it!

Rehearsing FOR SUCCESS



Guidelines for Effective Rehearsing

- ④ Audio or Video Record Practice Sessions
- ④ Read Through Outline Twice
- ④ Make Practice Session Similar to Real Thing

Guidelines for Effective Rehearsing

- Write Down Time You Begin
- Begin Speaking...Keep Going
Despite Mistakes
- Write Down Time You Finish



Practice Handling Visual Aids

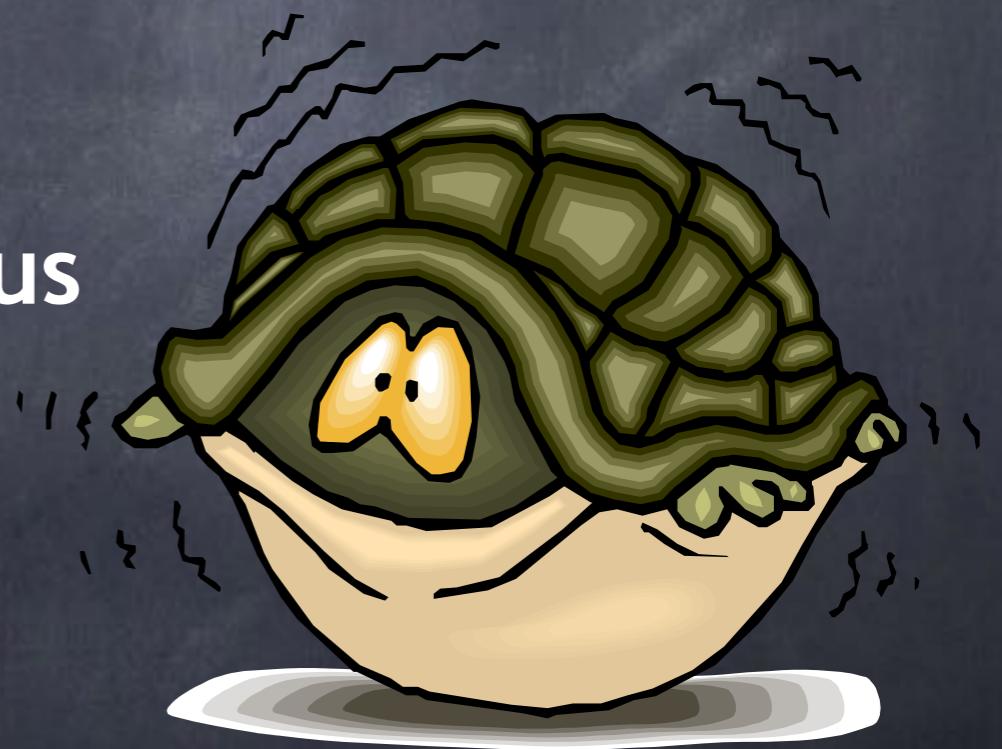
- ➊ Describe specific aspects of visual aid
- ➋ Display visual aids so all can see
- ➌ Talk to audience, not visual aid
- ➍ Avoid passing objects around

Practice Handling Visual Aids

- ➊ Carefully plan when to use visual aids
- ➋ Consider audience needs carefully
- ➌ Display visual aids only when talking about them

Public Speaking Apprehension

- The Fear is not an Either-Or Matter, it is a Matter of Degree
- It Helps to Be a Little Nervous



Public Speaking Apprehension

Symptoms

- Anticipation Reaction
- Confrontation Reaction
- Adaptation Reaction

Causes

- Negative Feedback
- Underdeveloped Skills

Managing Apprehension

- ➊ Recognize that Despite Nervousness, You Can Make it Through Speech
- ➋ Realize Listeners May Not Perceive Your Nervousness or Anxiety
- ➌ Understand Careful Planning and Rehearsing will Decrease Apprehension

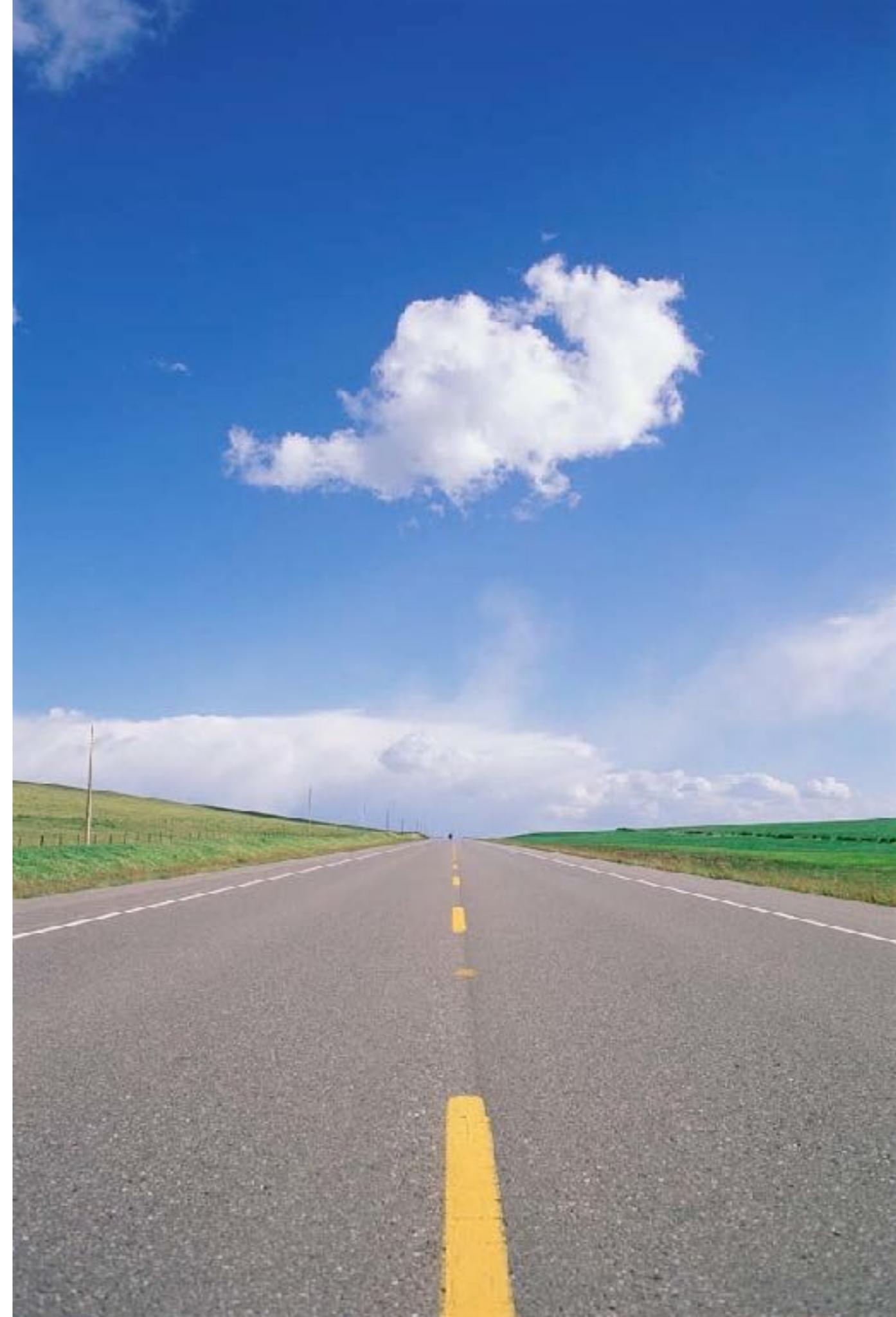
Techniques for Reducing Apprehension

- Visualization Techniques
- Systematic Desensitization
- Avoid caffeine
- Practice, Practice, Practice



Informative Speech

**Preparing
for the
informative
speech
assignment**



Advice for your informative speech

- ➊ Choose a topic which you are
 - ➋ knowledgeable or very interested
 - ➋ passionate
- ➋ Be sure the topic can be covered in 5 minutes
- ➋ Avoid big topics / controversy
- ➋ Preparation is the key to your success

Possible topics

- A place you like to visit
- A hobby or sport you enjoy
- A favorite thing to do or place to eat
- A cause or charity you support
- or any other topic you can get approved