

INTRODUCTORY CLASS

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CONTENT

- ✖ Benefits of Public Speaking
- ✖ Features of Public Speaking
- ✖ You as a public speaker
- ✖ You as an ethical speaker
- ✖ You as an ethical listener
- ✖ Goals of communication
- ✖ Similarities and differences between public speaking and conversation
- ✖ Critical thinking
- ✖ References

BENEFITS OF PUBLIC SPEAKING

- ✖ Personal Benefits: (Osborn and Osborn, 2002, p. 5-7)
- Growth as a Public Speaker:
 - ✓ Encourages you to look inside yourself and explore what really matters to you so that you can share these convictions and concerns.
 - ✓ What personal experiences can you draw upon to make them come alive for listeners?
 - ✓ How can you build a base of knowledge so that you can speak responsibly

BENEFITS OF PUBLIC SPEAKING

- How to find a worthwhile topic
- How to search it to strengthen your message
- How to structure and order your presentation
- How to use language that will etch your thoughts on the mind of listeners
- How to present a speech that commands attention

BENEFITS OF PUBLIC SPEAKING

✖ Practical Benefits:

- ✓ We spend 75% of each day communicating with others. Of this time, we spend 30% in speaking.
- ✓ Corporate Managers report that they spend 60% of their day communicating face-to-face.
- ✓ Wisconsin Office of Academic Affairs study identified oral communication skills as a basic factor in the evaluation of job candidates. These skills correlate highly with success at work.
- ✓ American Council on Education report, 'Employment Prospect for College Graduates' advises readers that "good oral and written skills can be your most prized assets" in getting and holding a desirable position.

FEATURES OF PUBLIC SPEAKING

- ❑ Speaker and listeners' roles are clearly defined
- ❑ Successful public speaking offers carefully planned messages
- ❑ The medium can affect the message
- ❑ The communication environment changes

YOU AS A PUBLIC SPEAKER

✖ Five essential ingredients:

- Commitment : You must want to succeed and willing to work toward that goal. You **MUST** determine that you will learn the art of public speaking.
- Experience: You must give speeches frequently and learn from the constructive suggestions of your classmates and instructor.
- Instructor
- Supportive Audience
- Textbook

YOU AS AN ETHICAL SPEAKER

- ✖ When we speak of ethics, we mean the moral dimensions of human conduct, how we treat others and wish to be treated in return
- ✖ Ethics is the branch of philosophy that deals with issues of right and wrong in human affairs
- ❖ Respect for the integrity of ideas
 - ❖ Responsible knowledge
 - ❖ Knowing the main points of concern
 - ❖ Understanding what experts believe about these points
 - ❖ Being aware of the most recent events and discoveries about these points
 - ❖ Realizing how these points directly affect the lives of your listeners
 - ❖ Carefully using communication techniques
 - ❖ Avoiding plagiarism
 - ❖ Concern for listeners
 - ❖ Avoiding 'marker's and applying universal values

YOU AS AN ETHICAL SPEAKER

- ✗ Guidelines for ethical speaking (Lucas, 2001, p. 36 - 46)
 - + Make sure your goals are ethically sound
 - + Be fully prepared for each speech
 - + Be honest in what you say
 - + Avoid name-calling and other forms of abusive language
 - + Avoid plagiarism
 - ✗ Global: stealing a speech entirely from a single source
 - ✗ Patchwork: stealing ideas or language from two or three sources
 - ✗ Incremental: Failing to give credit for particular parts of a speech that are borrowed from other people

YOU AS AN ETHICAL LISTENER

- ✖ Guidelines for ethical listening (Lucas, 2001, p. 47-49)
 - + Be courteous and attentive
 - + Avoid prejudging the speaker
 - + Maintain the free and open expression of ideas
- ✖ Overcoming barriers to effective listening (Osborn, 2002, p. 73-81)
 - + External sources
 - ✖ Environmental problems
 - ✖ Message Problems
 - ✖ Presentation problems
 - + Internal sources
 - ✖ Reaction to words
 - ✖ Personal concerns
 - ✖ Attitudes
 - ✖ Habits

See: Differences between good and poor listeners (Osborn, p. 81)

GOALS OF COMMUNICATION

✕ To Inform

- + about facts; for example, news presenting

✕ To Persuade

- + motivating/insisting others about your opinion/view about something; for example, debate

✕ To Entertain

- + to amuse the audience; for example, anchoring a show

SIMILARITIES BETWEEN CONVERSATION & PUBLIC SPEAKING

Subject	Public Speaking	Conversation
Targeting same goal	In classrooms, teachers inform about academic topics; politicians persuade citizens about plans & policies; anchors hosting the show	Informing parents about results in last trimester; persuading the prospective blood donors to donate blood; cutting jokes/make fun while gossiping/clubbing
Organizing thoughts/ideas logically	Teachers come into the class prepared with what to teach in that class, how to teach a certain topic	Before persuading prospective blood donors, advantages of donating blood is described logically
Tailoring message to audience	A certain topic is taught differently according to students level of knowledge	Sharing a family problem to elder and younger brother needs different method and language
Adapting to listeners feedback	Teachers teach according to the feedback given by the students during class	If your older family member gets annoyed with your way of talking, you change it suitably to avoid further annoyance

DIFFERENCES BETWEEN CONVERSATION & PUBLIC SPEAKING

Subject	Public Speaking	Conversation
Structure	Highly structured; for example, a teacher teaches a topic in sequential order for better understanding	Does not maintain proper structure; for example, while clubbing friends do not focus to only one topic
Language	Formal language and standard pronunciation required; for example, a teacher tries to be polite and use correct pronunciation in the class	Informal language as acceptable; for example, taboo words/expressions, slangs are used among friends
Method of Delivery	Formal method of delivery required; for example, using the space, adapting to the situation, not doing anything that reduces the goodwill of the speaker	Informal method of delivering speech is acceptable; for example, friends can talk without making eye contact, lying on the bed, unstructured turn taking

CRITICAL THINKING

- ✖ Being able to spot weaknesses in other people's arguments and to avoid them in your own
- ✖ Being able to see clearly the relationship among ideas
- ✖ Distinguishing fact from opinion
- ✖ Judging the credibility of the statements
- ✖ Assessing the soundness of evidence

REFERENCES

- Required Texts:
 1. The Art of Public Speaking (7th Edition) by Stephen E. Lucas
 2. Public Speaking (4th Edition) by Michael Osborn & Suzanne Osborn