



THE BIGGER QUESTIONS OF PUBLIC SPEAKING

Today's Agenda

- ▶ Why Public Speaking Matters
- ▶ The Role of Ethics and Credibility in Communication
- ▶ (Maybe) Speaking with Confidence

First...

- ▶ What is “public speaking?”
 - ▶ *“The process of designing and delivering a message to an audience.”*
- ▶ What does “public speaking” look like?

Public Speaking

- ▶ Good public speakers know they must plan, organize, and revise their material in order to develop an effective speech
- ▶ Public speaking aims to:
 - ▶ Inform
 - ▶ Persuade
 - ▶ Entertain
 - ▶ What else?

Benefits of Public Speaking

- ▶ Oral/written communication skills are two top skills that employers look for
- ▶ Practice and praxis of public speaking helps to:
 - ▶ Develop critical thinking skills
 - ▶ Enhance verbal and nonverbal skills
 - ▶ Overcome general anxiety for presentations
 - ▶ Develop leadership skills
 - ▶ Influence the world around you

The Ethics of Communication

- ▶ What are **ethics**?
- ▶ Four universal standards for ethical communication
 - ▶ Clarity
 - ▶ Honesty
 - ▶ Efficiency
 - ▶ Respect

Ethics in Communication – The Ideal Communicator

- ▶ Ethical communicators:
 - ▶ Honest and truthful
 - ▶ Respect the views of others
- ▶ Why do ethics in public speaking matter?

Ethics and Credibility

- ▶ **Credibility:** how believable you are, or how willing your audience is to believe you
- ▶ To be credible, one must be ethical
 - ▶ Clarity – includes clear citations of reliable, relevant, current sources
 - ▶ Honesty – includes not misleading audiences with inaccurate or inadequate information
 - ▶ Efficiency – includes thoroughly researching all aspects of a topic being discussed
 - ▶ Respect – includes showing the audience how to connect the dots within a speech and between its contents and their daily life

Determining Credibility

- ▶ Your Credibility – how ethical, reliable, and accurate you are
 - ▶ Experience
 - ▶ Education
 - ▶ Words vs. Actions and Behaviors
 - ▶ Adherence to Ethical Standards
 - ▶ Biases
 - ▶ Approach
 - ▶ Communicative Competence

Perceiving Credibility

- ▶ Perceived Credibility – how credible others think you are
- ▶ Three primary types:
 - ▶ Prior – the credibility a speaker has before they begin
 - ▶ Reputation & qualifications
 - ▶ Derived – credibility generated during a speech
 - ▶ Stems from **what** is presented and **how** it is presented
 - ▶ Terminal – the credibility a speaker has at the end
 - ▶ The judgment of an audience that they can take home

Ethical Quandaries

- ▶ Scenario #1

- ▶ “A speaker is giving a presentation about a health issue. They include statistics that exaggerate the severity of the issue to persuade the audience to take action.”

- ▶ Is it ever acceptable to exaggerate data for a good cause?
- ▶ How could this harm the speaker's credibility or the audience's trust if discovered?
- ▶ What should the speaker do to present accurate but compelling data?

Ethical Quandaries

- ▶ Scenario #2

- ▶ “A student is delivering a speech in class and uses several phrases and ideas from a famous TED talk without giving credit.”

- ▶ Why is it important to attribute sources in public speaking?
- ▶ How can the speaker properly incorporate others' ideas into their speech?
- ▶ What are the potential consequences of plagiarism in professional or academic settings?

Ethical Quandaries

- ▶ Scenario #3
 - ▶ “A charity fundraiser speaker uses highly emotional, graphic images and stories that may upset the audience to encourage donations.”
- ▶ When does appealing to emotion cross the line into manipulation?
- ▶ How could the speaker balance emotional appeals with ethical communication?
- ▶ How does manipulating an audience's emotions affect trust and credibility?