

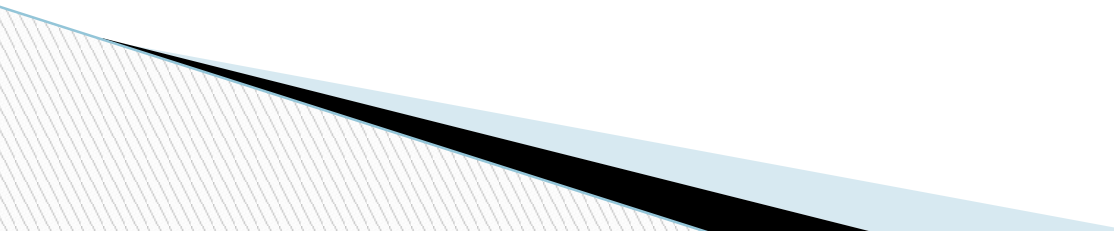
Public Speaking: An Overview

- Why should you develop public speaking skills?
 1. Personal Advantage
 2. Professional Advantage

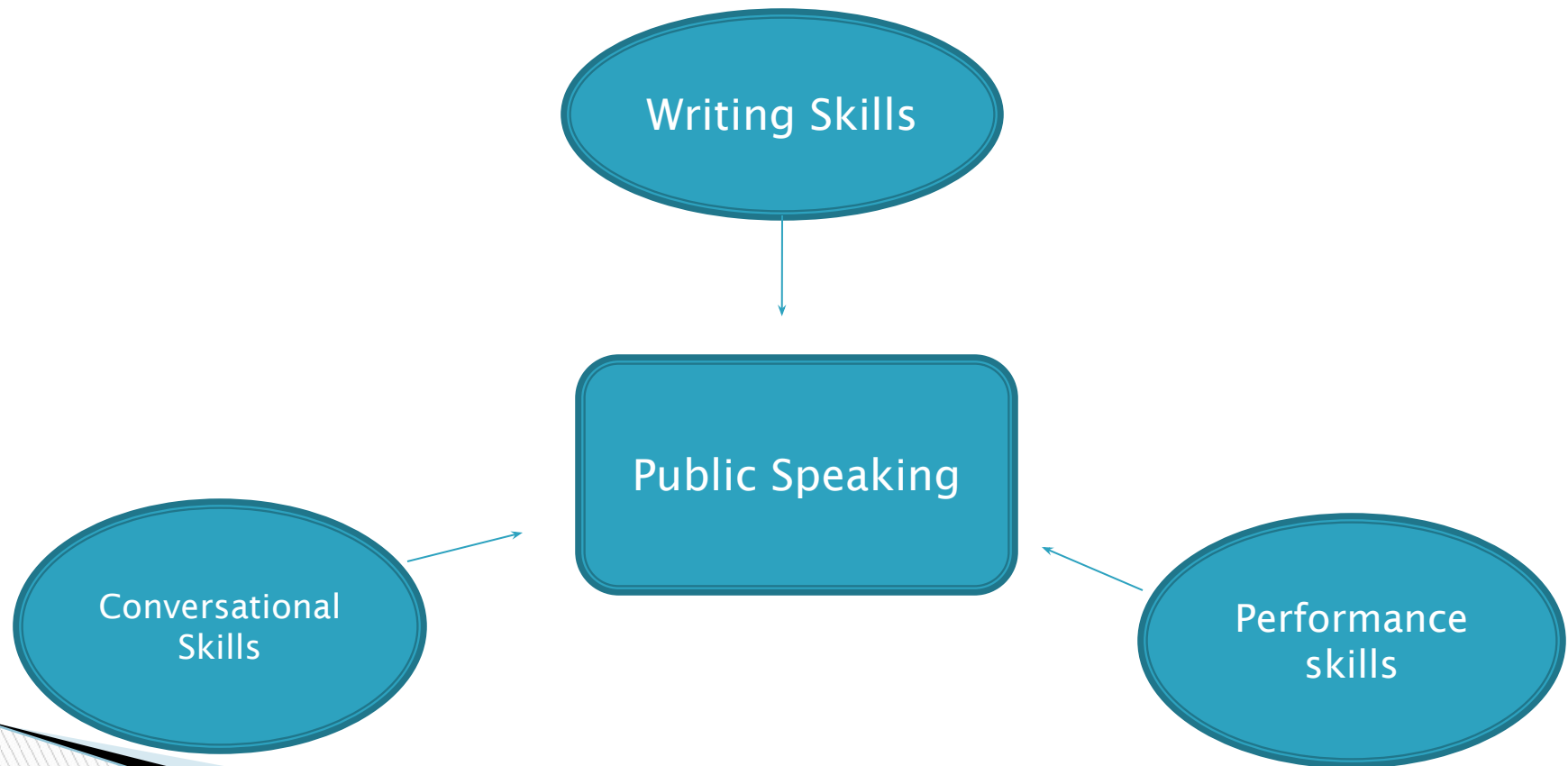
(Prof. Shalini Upadhyay. 2018)



Similarity and Difference Between Public speaking and Conversation

- ▣ Similarity: Organization of thought, Tailoring of message to the listener, Adaptation to the feedback.
 - ▣ Difference: Level of responsibility, Structure, Time, Preparation and Planning Level of Formality, Use of verbal and non verbal language.
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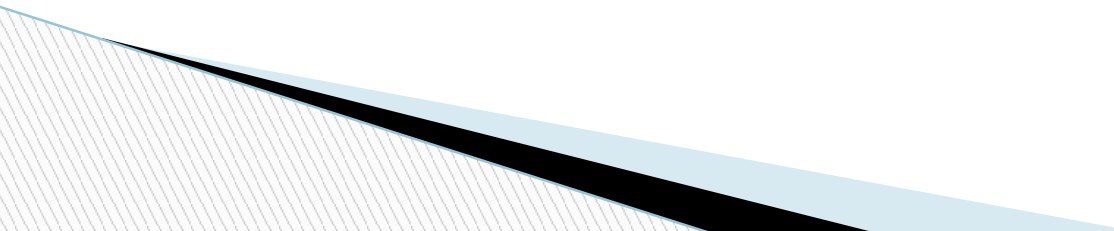
Approach to Public Speaking



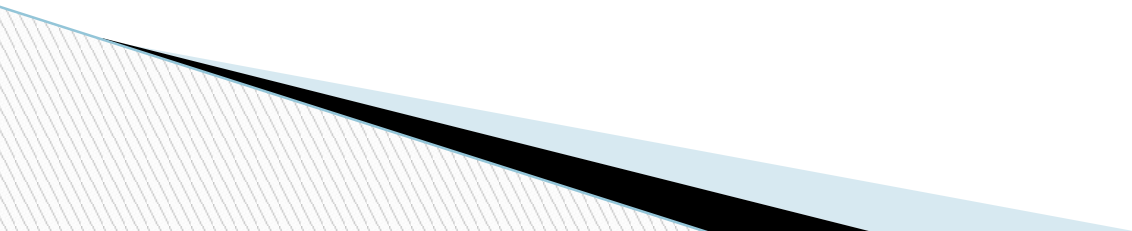
Dos and Donts

- Combine some features of all the resources
- Avoid relying exclusively/excessively on anyone of these resources.

Conversational Resource

- a. Uneconomical use of language
 - b. Spontaneous blunders
 - c. Failure to control delivery habits that might be distracting
 - d. Disorganization and repetitive points
 - e. Tendency to go off on tangents and lose focus
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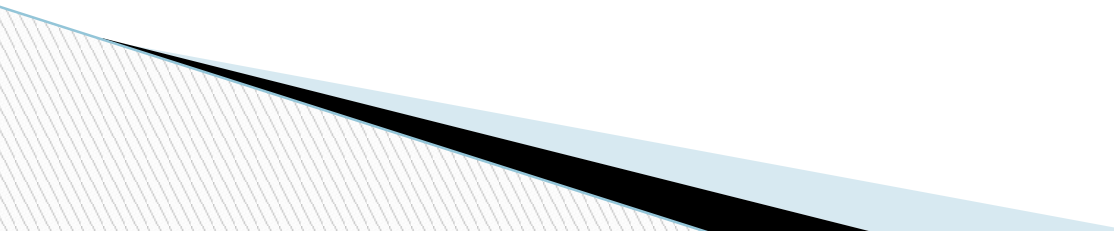
Writing Resource

- a. Unnatural use of language
 - b. Lack of flexibility and adaptability
 - c. One way communication
 - d. Focus on general audience
 - e. Inevitable tendency to read/memorize text.
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Performance Resource

- ❑ Opening for stage fright
- ❑ Egocentric and melodramatic exhibition
- ❑ Loss of credibility.

Role of Consciousness

- Unconscious Incompetence
 - Conscious incompetence
 - Conscious Competence
 - Unconscious Competence
- 

Questions



Greatest Fears	%
A party with strangers	74
Giving a speech	70
Asked personal question	65
Meeting a date's parents	59
Victim of a practical joke	59
1 st day on a new job	56
Talking with somebody in authority	53
Job interview	46
Blind date	42

Communication Apprehension



COMMUNICATION APPREHENSION IS THE FEAR OR ANXIETY ASSOCIATED WITH REAL OR ANTICIPATED COMMUNICATION WITH OTHERS.

Forms of Communication Apprehension



- Trait like CA
- Audience-based CA
- Situational CA
- Context-based CA

Why do we experience public speech anxiety?



1. Socialized Patterns of thinking and feeling

- a. Modeling
- b. Reinforcement

2. Preferred Learning Style

3. Self Talk

Tools to Reduce Anxiety



1. Systematic Desensitization

- a. Progressive Relaxation Activities
- b. Progressive Visualization Activities
- c. Progressive Experiential Activities

2. Cognitive Restructuring

- a. Create a negative self talk list
- b. Identify irrational beliefs and cognitive distortions

Cognitive Distortions



- **The Perfectionist:** If I make even one mistake, I'll be a failure.
- **The Self Effacing Phony:** If someone compliments me, they are just being nice. That was not really me because I am not that good.
- **The Thin Skinned:** They looked bored; I must be bad.
- **Over generalizer:** I got nervous, getting nervous is bad so I was bad.
- **Psychic:** My audience will be bored so I'll be bad. I always forget my speech, so I'll forget and be bad again. I always get nervous, so I'll get nervous and be bad.
- **The Negativist:** Even though I got many compliments I forgot one part so I am unworthy.



3. Develop Positive Coping Statements

4. Practice your coping statements until they become your second nature.

Personal Report of Communication Apprehension



- **DIRECTIONS:** The statements mentioned below concern feelings about communicating with other people. Please indicate the degree to which each statement applies to you by marking whether you (1) strongly agree, (2) agree, (3) are undecided, (4) disagree, or (5) strongly disagree. Work quickly and record your first impression.
- 1. I dislike participating in group discussions
- 2. Generally, I am comfortable while participating in group discussions.
- 3. I am tense and nervous while participating in group discussions.
- 4. I like to get involved in group discussions.
- 5. Engaging in a group discussion with new people makes me tense.
- 6. I am calm and relaxed while participating in group discussions.
- 7. Generally, I am nervous when I have to participate in a meeting.
- 8. Usually I am calm and relaxed while participating in meetings



9. I am calm when I express an opinion at a meeting.
10. I am afraid to express myself at meetings.
11. Communicating at meetings usually makes me uncomfortable.
12. I am very relaxed when answering questions at a meeting.
13. While participating in a conversation with a new acquaintance, I feel very relaxed.
14. I have no fear of speaking up in conversations.
15. Ordinarily I am very tense and nervous in conversations.
16. Ordinarily I am very calm and relaxed in conversations.
17. While conversing with a new acquaintance, I feel very relaxed.
18. I'm afraid to speak up in conversations.
19. I have no fear of giving a speech.
20. Certain parts of my body feel tense and rigid while I'm giving a speech.
21. I feel relaxed while giving a speech.



- 22. My thoughts become confused when I am giving a speech.
- 23. I face the prospect of giving a speech with confidence.
- 24. While giving a speech, I get so nervous I forget facts I really know.

SCORING PATTERN



Score for a particular statement is the number that you marked against it i.e. (1), (2), (3), (4) or (5). The total score is divided into 4 sub scores

Subs-core Desired	Scoring Formula
Group Discussion	18+ (scores for items 2,4 & 6)-(for 1,3 and 5)
Meetings	18+ (scores for items 8,9 & 12)-(for 7,10 and 11)
Interpersonal conversations	18+ (scores for items 14,16 & 17)-(for 13,15 and 18)
Public speaking	18+ (scores for items 19,21 & 23)-(for 20,22 and 24)

SCORING PATTERNS CONTD..



- Total score should range between 24 and 120. If score is either less than 24 or more than 120, then an error has been made in computing the score.
- Group Discussion Score: _____
- Interpersonal Score: _____
- Meetings Score: _____
- Public Speaking Score: _____
- To obtain your total score for the PRCA, simply add your sub-scores together.

- Scores can range from 24-120. Scores below 51 represent people who have very low CA. Scores between 51-80 represent people with average CA. Scores above 80 represent people who have high levels of trait CA.

Personal Report of Public Speaking Anxiety



DIRECTIONS: The statements mentioned below concern feelings about communicating with other people. Please indicate the degree to which each statement applies to you by marking whether you (1) strongly agree, (2) agree, (3) are undecided, (4) disagree, or (5) strongly disagree. Work quickly and record your first impression.

1. While preparing for giving a speech, I feel tense and nervous.
2. I feel tense when I see the words *speech* and *public speech* on a course outline when studying.
3. My thoughts become confused when I am giving a speech.
4. Right after giving a speech I feel that I have had a pleasant experience.
5. I get anxious when I think about a speech coming up.
6. I have no fear of giving a speech.
7. Although I am nervous just before starting a speech, I soon settle down after starting and feel calm and comfortable.



8. I look forward to giving a speech.
9. When the instructor announces a speaking assignment in class, I can feel myself getting tense.
10. My hands tremble when I am giving a speech.
11. I feel relaxed while giving a speech.
12. I enjoy preparing for a speech.
13. I am in constant fear of forgetting what I prepared to say.
14. I get anxious if someone asks me something about my topic that I do not know.
15. I face the prospect of giving a speech with confidence.
16. I feel that I am in complete possession of myself while giving a speech.
17. My mind is clear when giving a speech.
18. I do not dread giving a speech.
19. I perspire just before starting a speech.
20. My heart beats very fast just as I start a speech.



21. I experience considerable anxiety while sitting in the room just before my speech starts.
22. Certain parts of my body feel very tense and rigid while giving a speech.
23. Realizing that only a little time remains in a speech makes me very tense and anxious.
24. While giving a speech I know I can control my feelings of tension and stress.
25. I breathe faster just before starting a speech.
26. I feel comfortable and relaxed in the hour or so just before giving a speech.
27. I do poorer on speeches because I am anxious.
28. I feel anxious when the teacher announces the date of a speaking assignment.
29. When I make a mistake while giving a speech, I find it hard to concentrate on the parts that follow.
30. During an important speech I experience a feeling of helplessness building up inside me.



- 31. I have trouble falling asleep the night before a speech.
- 32. My heart beats very fast while I present a speech.
- 33. I feel anxious while waiting to give my speech.
- 34. While giving a speech, I get so nervous I forget facts I really know.

SCORING PATTERN



Score for a particular statement is the number that you marked against it i.e., (1), (2), (3), (4) or (5). To determine your score on PSA, complete the following steps.

Step 1: Add the scores for the items, 1, 2, 3, 5, 9, 10, 13, 14, 19, 20, 21, 22, 23, 25, 27, 28, 29, 30, 31, 32, 33 and 34.

Step 2: Add the scores for the items, 4, 6, 7, 8, 11, 12, 15, 16, 17, 18, 24, and 26.

Step 3: Complete the following formula:

$$\text{PSA} = 132 - (\text{Total from Step 1}) + (\text{Total from Step 2})$$

Total Score should range between 34 and 170. If score is either less than 34 or more than 170, then an error has been made in computing the score.

SCORING PATTERN



Score	Anxiety about Public Speaking
120-170	Very high
111-119	Moderately high
93-110	Moderate
85-92	Moderately low
34-84	Low

Audience Analysis



Audience Analysis

Why analyze audience ?

Audience analysis reduces anxiety :

- It ensures that the topic is relevant to the audience.
- You can address the expectations and motivations of audience
- You are not talking to strangers.

What is Audience Analysis?

It is the process of making generalizations about the audience based on certain characteristics.

Demographic Characteristics

- Age
- Sex /Gender
- Group affiliations
- Socio economic factors
- Socio-cultural Background



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Psychological Characteristics

- **Needs**
- **Rhetorical Appeals**
 - a. Ethos
 - b. Pathos
 - c. Logos
- **Learning Style**
 - a. Converger
 - b. Diverger
 - c. Assimilator
 - d. Accomodator

Environmental Characteristics

- Chronemics
- Physical Setting
- Occasion

Methods For Audience Analysis

- Direct Method
 1. Interview
 2. Survey/Questionnaire

- Indirect Method
 1. Observing Audience
 2. Asking about Speakers
 3. Reading Written Resources



Successful Impromptu Speaking

Techniques

- P.R.E.P(suitable for business meetings/conference calls/interviews)

Point: Make a clear point on the subject

Reason: Why you are speaking on the subject

Example: Give a few examples to bring life to your story

Point: End with a conclusive wrap up

Pros and Cons (Positive /Negative Method)

Suitable for business meetings/conference calls/everyday settings

- Address pros first
- Cons second
- Finish by giving your recommendations

Replacing the speaker

- Start by sharing a personal story
- Act as a moderator, i.e. involve your audience into questions and answers

Problem-Solution-Benefit Method

(Opportunity-Steps- Benefits)

Start with the issue/problem/opportunity

State ways of solving it/ steps of achieving it

Benefits of solution

“What-So what-Now what” Method

- What it is?
- Why it is important?
- What are the steps?

Or

Who they are?

Why they are important?

So what do we do with them?

Delivering Impromptu Speech

- Practice in real time
- Don't stress on being a perfectionist
- Avoid rambling
- Draft an outline

Structured information increases process
fluency

“People process structured information 40%
more efficiently than the unstructured
information.....”