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Speaking in Public
Similarities:

- Logically organized thoughts
- Messages tailored to audience
- Stories told for maximum impact
- Feedback adapted to audience
Differences:

- Public speaking more highly structured
- Public speaking requires more formal language
- Public speaking requires different method of delivery
Stage Fright

Anxiety over prospect of speaking in front of an audience
Reducing Speech Anxiety

• Acquire experience
• Prepare, prepare, prepare
• Think positively
Reducing Speech Anxiety

• Use power of visualization
• Know most nervousness is not visible
• Don’t expect perfection
Positive Nervousness

Controlled nervousness that energizes speaker for presentation
Visualization

Picturing oneself giving successful presentation
Developing Speech

- Focus speech to fit time limit
- Develop topic creatively
- Use colorful, descriptive language
Extemporaneous

Carefully prepared, rehearsed speech presented from brief notes
Rehearsing Speech

- Rehearse aloud
- Ask friends, family members for feedback
- Time your speech
• Plant feet, smile to audience
• Gesture naturally
• Establish, maintain eye contact
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Beginning & Ending
Introduction

• Gain attention, interest
• Reveal topic
• Establish credibility, goodwill
• Preview body
Gaining Attention

- Relate topic to audience
- State importance of topic
- Startle audience
- Arouse curiosity
Gaining Attention

- Question audience
- Begin with quotation
- Tell story
Dissolve Ending

Generating emotional appeal by fading to dramatic final statement
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Analyzing the Audience
Audience foremost in mind during speech preparation, presentation
Audience-Centeredness

- To whom am I speaking?
- What do I want them to know, believe, do?
- What is most effective way of accomplishing that?
Identification

Emphasizing common values, goals, experiences
Situational Analysis

- Size
- Physical setting
Adapting Before

• Assess how audience will respond
• Adjust to make speech clear, convincing & passionate.
Adapting During

- Adjust for unexpected circumstances
- Watch for feedback
Kinds of Visual Aids

- Objects & models
- Photos & drawings
- Graphs
- Charts
- Video
- The speaker
- PowerPoint
Photos & Drawings

• Enlarge for audience
• Avoid passing
• Display with PowerPoint
This is what a person with dyslexia might see while reading this sentence.
• Keep short
• Cue to start of clip
• Integrate smoothly
• Avoid low-resolution
Preparing Visual Aids

- Prepare well in advance
- Keep simple
- Make large enough
- Limit amount of text
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Delivery
Nonverbal Comm.

Based on use of voice, body
Methods of Delivery

- Manuscript
- Memory
- Impromptu
- Extemporaneous
Impromptu

Little or no immediate preparation
Speaker’s Voice

- Volume
- Pitch
- Rate
- Pauses

- Vocal variety
- Pronunciation
- Articulation
- Dialect
Volume

Loudness or softness of voice
Rate

Speed at which person speaks
Pauses

Momentary break in vocal delivery
Vocalized Pauses

When speaker says “uh,” “er,” “um,” etc.
Vocal Variety

• Changes in rate, pitch, volume
• Gives voice expressiveness
Articulation

Physical production of speech sounds
Speaker’s Body

- Personal appearance
- Movement
- Gestures
- Eye contact
Preparing Q&A

- Formulate answers to possible questions
- Practice delivery of answers
Managing Q&A

- Approach with positive attitude
- Listen carefully
- Direct answers to entire audience
- Be honest, straightforward
- Stay on track