THE ART OF PUBLIC SPEAKING

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ABSTRACT

This paper deals with the art of public speaking which has become a common phenomenon to most of the public at this age. As we knew that public speaking is an art, the paper has portrayed the key factors, essentialities and additional key areas for being successful orator. Everyone wants to become a famous persona where public speaking is a best way of it. Public speaking has been an art for many centuries. Most of the great men and women are being known for their art of public speaking solely. None can say that this is public speaking and that must be like that. Every writer comments and views the art according to their understanding and guessing. But this paper has come out, out of our
experience. When speakers realize what is public speaking and what are the necessary key factors they should keep it in mind while they prepare their mind and other supporting key areas been mentioned in this paper, then the public speaking will be a successful. The paper has analyzes from the common man point of view instead of experts which will pay a way to an influencing oration.

**KEYWORDS:** elements; fright; physical practice; mental practice; positive energy; outlook; assets; core idea and contents; basic tracks; profits; look inside; deter; raw material stage; finished product; cold ideas; shine; radiate; proclaim; rough; willing; key factors; essentialities.

**INTRODUCTION**

Public speaking is a process which involves speaking to a group of people to inform, influence or entertain the listeners in a structured and deliberate manner. The basic elements of public speaking can be expressed as “who is saying what to whom using what medium with what effects?” Public speeches are often made to motivate people to act, to transfer information or simply to tell a story. Apart from informing the listeners, good orators should be able to change the emotions of their listeners.

Interpersonal communication as well as public speaking has several components which include motivational speaking, leadership, personal development, large group communication, and mass communication and customer service. In case of motivation, influence, translation, persuasion, informing, it can be used as a powerful tool.
FEAR OF PUBLIC SPEAKING

Surveys show that about 99.99% of the adults suffer from the fear of public speaking. Audience fright is useful in limited amounts. When one notices that his pulse is beating faster, he should not panic. If this reaction is held within limits, he will be capable of thinking faster, talking more fluently with greater intensity, because his body is then more alert than under normal circumstances. It has been observed even the world’s greatest speakers could never completely lose all their audience fright as it is always present before they speak and it may even persist for the first few sentences. One more possibility can also be there. It is simply that the person had never had been speak in public before. He is not used to face such a huge amount of audience. The only solution to this problem is practice. Only practice can make a person perfect.

The important key factors for overcoming this public fear can be achieved by developing confidence, otherwise the person die each time when he will going to face public. This confidence can be achieved by knowledge and experience. And practice brings experience. Practice can be done in two ways- Physical and psychological. Physical practice includes one’s posture, gesture, body animation, tone, expressions etc whereas psychological practice is related to feeling, thoughts, nervousness and beliefs of the person who is talking in front of the audience. The person has to practice a lot to overcome nervousness and stage fear. Nervous energy brings nervousness. The person should feel that he can do it. He should bring positive energy inside him; this positive energy can easily defeat nervous energy. This positive energy serves as the strength of the person.
KEY FACTORS OF THE ART

I) CONFIDENCE

Fear can defeat people more than anything in the world. So it is very necessary to control the fear and this can be overcome by confidence. We should not lead a life by facing a small death out of fear and feeling of inferiority. People admire and respect only strong people. So it is very necessary to develop confidence. Confidence can be achieved through knowledge, experience and practice.

II) KNOWLEDGE

Thorough knowledge on the topic in which you can answer for what, when, where, why, whom, how etc. helps to increase your confidence level. So in order to deliver a good public speech, one should have a clear out look and thorough knowledge on the topic he is going to present in front of public.

III) EXPERIENCE

Experience makes man perfect. A person cannot drive the vehicle without trying to do it. Similarly, one cannot learn public speaking until he speaks in the public again and again. Utilize every opportunity of public speaking. This is one of the main reasons that people are asked to deliver a speech in front of the audience after most of the sessions held for improving communication skills.
IV) PRACTICE

You can be a very good public speaker if you follow three steps, i.e., practice, practice and practice. Through practice you can understand your positive and negative assets. You can improve the way of presenting and make it in a best way. So never give up any opportunity of practice. You can overcome your fear completely by the practice you need. You can change your posture, gestures, body languages, facial expressions, voice, tone, breathing, core idea and contents, examples and experiences you share, your speech structuring etc. and modify it in a best way. You will be able to know what happens inside you through practice.

ESSENTIALITIES OF PUBLIC SPEAKING

One can never fail in a public situation once he adhere the following rules. A person has to develop his own style of public speaking after each performance. A person should create an enthusiasm in the public while he delivers his speech. This enthusiasm lifts his attitude up and ultimately gives a good performance. But this is not possible without basic tracks. The very important first good performance can be achieved by following the below rules following like parliamentary language, time management, stick to the title, organization of information, format of presentation etc.

I) HUMANIZE YOUR TALK.

Audience never expects big lectures. No one can enjoy it. So try to connect it with daily life and make the speech livelier. Try to interact with people by throwing simple questions
which make them think or try to co-relate with some incidents or through stories. Then, they will surely listen to it gladly, remember it and profits it.

II) PERSONALIZE YOUR TALK.

Audience will be tremendously interested in the speaker’s background. Do not hesitate yourself to share your personal experience to make the session more lively. This is one of the surest means of getting attention. Besides this, the most important fact is you can deliver a more confident speech if you share your own personal experience than giving a second hand experience.

III) LOOK INSIDE YOURSELF FOR TOPICS.

A beginner public speaker will be more nervous, so one can deliver a better performance by speaking from heart instead of taking from notes. An interesting experience that happened in the childhood or any achievements can be formulated in the form of speech. And you will be able to deliver it in a confident way without keeping the public bored.

IV) RESTRICT SUBJECT TO FIT IN THE TIME.

Make your speech clear, brief and crisp. Never try to tell history on the topic which will make public bored. Time management is one of the most important aspects of public speaking. If we don’t keep the time then we have listen to the audience while they are shouting to deter.
V) ARRANGE YOUR IDEAS IN SEQUENCE.

The core ideas and the related content should be arranged and presented in a sequential way based on the priority. Talk should begin at the raw material stage and should end in finished product.

VI) SPEAK WITH CONTAGIOUS ENTHUSIASM

Try to present the talk with feelings than cold ideas. The spirit should shine in your eyes, radiate in your voice, and proclaim itself in the way which makes the talk more interactive. You must be convinced before convincing others. It will create an enthusiasm in the audience also.

VII) BEGIN IN A FRIENDLY WAY.

The talk should begin in a friendly way rather than being so formal and reserved. Friendly start of speech will keep eagerness in your speech. Friendly start helps us be cool and continue in that until the end of it. One can manage any sort of rough situation at any time while orating. Friendliness makes the audience and speaker to connect within each other’s sprit and soul which makes the audience to willing while the orator makes mistakes though.

VIII) WAIT! WAIT! WAIT!

Never be in a hurry to start the speech when you face the public. Be confident and stand on both legs. Pause and start your talk with a pleasant smile. Never strain on your voice and maintain your breathing. Mind the body language. Talk should never be started with an
apology and one should not talk when he is tired. Also, never be in a hurry to leave after completion of your take. Give a big smile; get the acknowledgement from the public, then leave.

IX) FOUR P’S (THE PRESENTATION GUIDELINES)

The four P’s will help one to give a wonderful public speech. During a presenting one should follow 4p’s. these are called guidelines of presentation. –

   a. Plan!
   b. Prepare!
   c. Practice!
   d. Present!

   a) PLAN

Firstly describe your audience (who, what, when whom) with a focus on their knowledge method means and goals. Get an understanding regarding why the talk is done and the outcome you expect from the audience.

   b) PREPARE

   It is important to establish a positive Mind-Set. One must Value the message that he tends to express. Enact how you would respond to your audience. Give yourself prep talks that make you confident about the talk.

   One of the most important parts of a speech is the opening as this is what grabs the audience’s attention. There are many ways by which you can make a great opening. A very
effective mechanism is to use a question related to audience need. Even a sincere compliment is effective. Relating with relevant events from one’s own experience will also help to connect with the audience. Arousal curiosity among the audience is also a great method to grab the crowd’s attention. Diagrammatic representation will also help to enhance the quality of the speech. Usage of poems, stories, quotations will also serve as an important tool in grabbing audience’s attention. Illustration of evidences and incidents are also important. Opening as well as the memorable close is also very important. Throwing challenge towards the audience will increase their excitement. For motivating the audience, use any motivating sentence. Finally the summary should be more convincing.

c) PRACTICE

One should have to build confidence and effectiveness inside for establishing oneself. He should have to think that why only he have earned the right to deliver his talk, why he is too much eager and excited to share the subject with the audience. Speaker should have to practice a lot before speaking in front of audience for clarity, visibility, eye-appeal etc. He can practice in front of mirror, video etc. He can practice within his family members and friends also. This will provide him feedback and coaching too. He even can observe distracting mannerisms which arise while communicating with the audience. These practices methods provide him clarity in key points, logical flow and credible evidence.

d) PRESENT

We all are very well aware from the quote-“first impression is the last impression”. This quote is very true and has an effective role during speaking in front of audience. This first impression should be positive. For making this positive impression speaker should be well groomed and relaxed. He should stand erect. This will show that he have confident body
language. He should establish eye-contact with the audience to grab their attention. Establishing smile is also necessary, rude behavior may annoy audience.

Involving audience with the talk is the duty of the speaker for building rapport with the audience. He should talk according to public’s interest. “Be sincere” is the most important key point. He should use pronoun like “we” instead of “you”. This will show that the speaker is also the one among the audience.

Speaker should be enthusiastic for grabbing audience’s attention. His voice should not be monotonous, no voice modulation should be there, and he should have an upbeat voice. He should express himself more concisely and clearly. His gesture and body language should be in a proper manner. He should have to emphasize on the key points, for this he can use vivid words too.

And then at last he should analyses his strengths and drawbacks. Then only he come to know that how will he improve his next talk. This will also help him to identify his success measure.

**ADDITIONAL KEY AREAS FOR BEING SUCCESSFUL ORATOR**

Be well informed of the topic and earn the right to speak about it in front of an audience through your direct experience. Talk about something that you’re excited about and eager to tell the audience. Don’t write out your thoughts or memorize it word to word but make sure to make a mention of the interesting facts that you would like to present. Include diagrams and figures in your talk as it grabs the crowds’ attention. Make that you rehearse your talk in front of your friends so that you are comfortable with the topic that you are
going to speak on. Don’t worry about the delivery of your speech and don’t imitate others in order to make the delivery of the speech perfect.

Then, it is very important to know ones audience. On knowing ones audience one will be able to predict the reaction and will be able to compose the speech in such a manner as to favor the audience. It is also important that your speech must contain a specific key message. Care should be taken not to divert from the topic. In a perfect situation this message must encourage the audience to think differently or to perform a particular action.

It is important that you first compose the script of the speech first before you make the slides that go with it. This helps make the slides more efficient and also it helps to save time. Always ensure that there are facts to explain, emphasize and entertain your audience.Slides are particularly very useful for this. It is also very important to know the subject of the speech. This will make you less nervous and will help you deliver your speech in a smoother and efficient way and this will also help to convince your audience. It is also important to practice your breathing. This will enhance voice quality and also will help to keep you calm and composed. It is also very important to keep direct eye contact with the audience at all times. This will help in finding out the crowd’s reaction to your speech and will also help to boost ones confidence. It is also sometimes very useful to do some sort of physical exercise before you deliver a speech as this will improve the body’s chemistry. Some experts have come to a conclusion that chewing mint is also very useful as this helps to reduce adrenaline and also prevents the occurrence of a dry mouth.

Many world famous speakers have considered a speech like flying an aero plane. Firstly one needs to ground oneself before takeoff and then it is important to have a smooth take off. Then steer through the skies with a clear destination in front of you. Face all the disturbances on the way. When you see you destination it is important to make a safe and smooth landing. After all this you again ground yourself.
CONCLUSION

Every person has the ability of giving speech in public in a good and excellent way. They have to realize it and need to practice well to be a good speaker. By following the methods and rules for effective public speaking and practicing it, one can deliver a good speech. They just have to look into their personal life and their surroundings and feel confident. Not only that, the best news of all is that soft skills can be developed and honed on an on-going basis through good training, insightful reading, observation and of course, practise, practise, practise.

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