

Pertemuan-6

Public Speaking



Adapted from materials provided by Allyn and Bacon

TUGAS

- Melakukan Public Speaking dalam melakukan PR Campaign
- Presentasi / Praktik Public Speaking
- Pendalaman Materi mengenai praktik *Public Speaking*

Public Speaking Produces Anxiety in Most People

People's Biggest Fears

3. Death

2. Snakes

1. Public Speaking



Overcoming Speech Anxiety

- Acknowledge Your Fear
- Act Confident
- Channel Nervous Energy



Overcoming Speech Anxiety (con't)

- Practice, Practice, Practice
- Simulate Setting at Home
- Ask Friends to Be Practice Audience

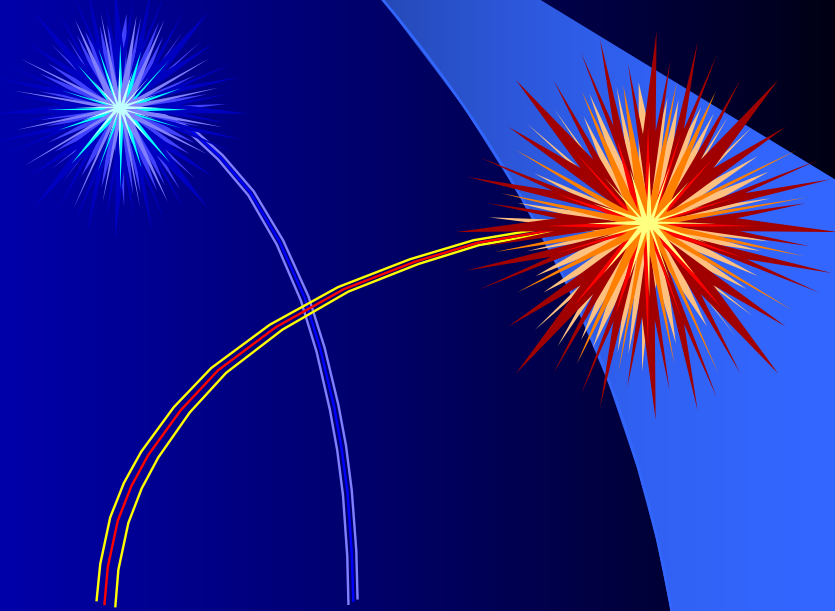
Overcoming Speech Anxiety (con't)

- Visualize Your Success
- Use Deep-breathing Techniques
- Focus on Message, not Fear
- Give Yourself a Mental Pep Talk



Understand Audience and Listening

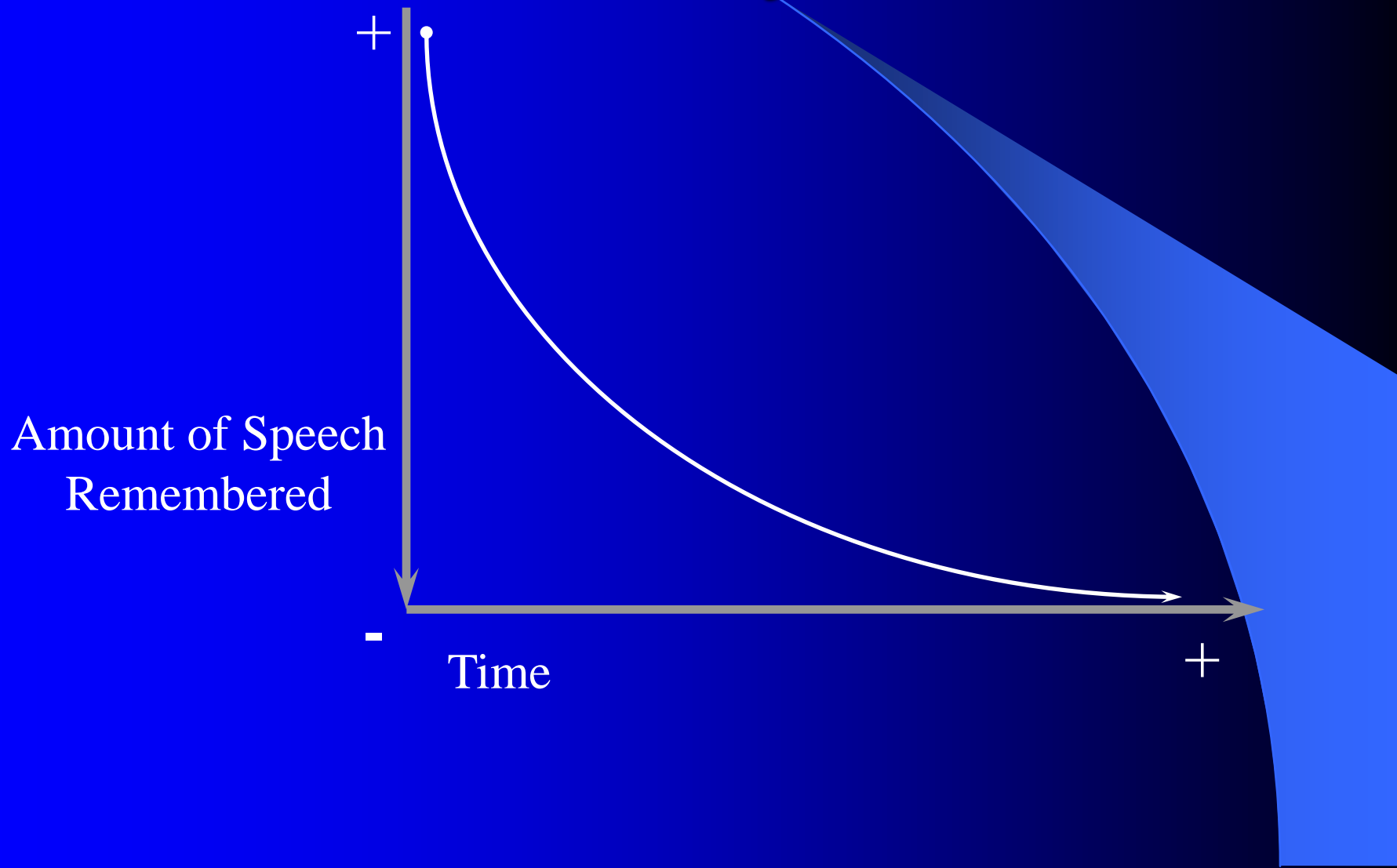
- People Think Faster Than Hear
- Have Short Attention Span
- Jump to Conclusions
- Easily Distracted



Listening Remedies

- Keep Speech Focused
- Divide Speech into Compact Segments
- Analyze Audience Carefully
- Adapt to Situation

Understand Audience Memory



Understand The Speech Context

- 
- Audience
 - Setting

Context –



The Audience

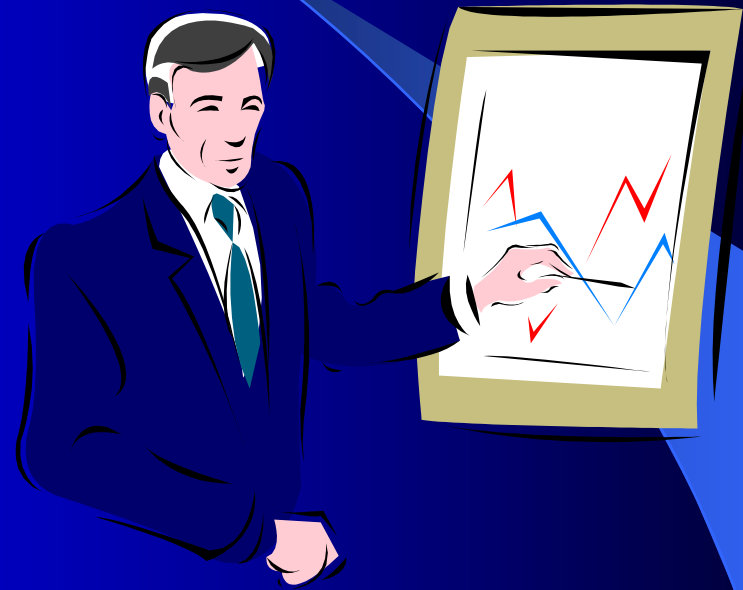
- Size
- Demographics
- Beliefs and Values
- Receptive/Antagonistic

Context - The Setting

- Indoor/Outdoor
- Size and Shape of Room
- Arrangement of Seating
- Equipment Available
- Lighting
- Acoustics

Understand & Define Your Purpose

- Inform
- Inspire / Persuade
- Entertain
- Introduce
- Accept
- Pay Tribute



Understand the Speech Making Process

- Choosing/Narrowing a Topic
- Researching Topic
- Organizing Your Speech
- Developing an Outline
- Rehearsing Speech
- Delivering Speech

Choosing an Appropriate Topic

- Is It Important to You?
- Is It Important to Your Audience?
- Will It Hold Audience's Attention?
- Is It Manageable in the Time Available?
- Is It Appropriate for Oral Presentation?
- Is It Clear?

Develop Central Idea

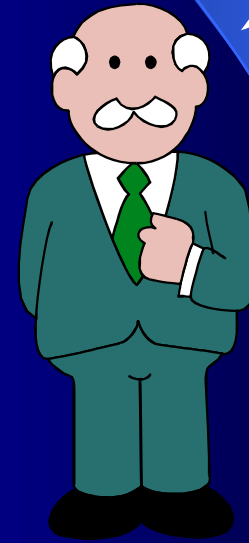
Write a one sentence summary of speech.

Georgia 4-H provides us with the skills we need to be successful in life.

Generate Main Idea

- Does It Have Logical Divisions?
- Are There Reasons Why It Is True?
- Can You Support It?

A...
B...
C...
Because...



Narrowing a Topic - Example

Protecting the Environment

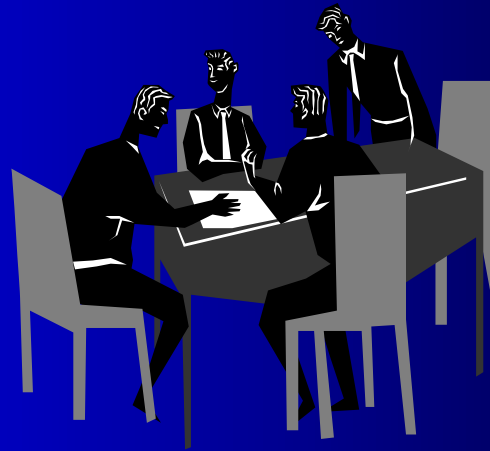
Water Quality in My State

Well Water Problems

Utilizing Home Well Assessments to Reduce
Contamination Risk

Getting Topic Feedback

- From Members of Potential Audience
- From Friends
- From Family
- From 4-H'ers



Researching Topic and Finding Supporting Material

- Sources of Supporting Material
- Types of Supporting Material
- Tests of Supporting Material



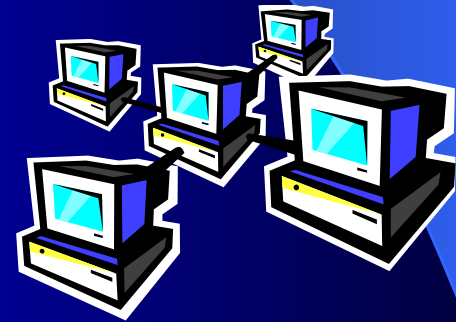
Sources of Supporting Material

- Libraries
 - Books
 - Periodicals
 - Newspapers
 - Reference Materials
 - CD-ROM Data Bases
 - Government Documents



Sources of Supporting Material (con't)

- The Internet/World Wide Web
 - Search Engines
 - Infoseek
 - Yahoo
 - Lycos
 - HotBot
 - Google, etc.
 - Online Libraries



Types of Supporting Material

- Common Knowledge
- Direct Observation
- Examples & Illustrations
- Explanations & Descriptions
- Documents

Tests of Supporting Material

- Is Information Specific?
- Is Source an Expert?
- Is Source Unbiased?
- Is Information Timely?



Tests of Supporting Material (con't)

- Is Information Relevant to Point Made?
- Does Information Support the Point?
- Is Information Timely?

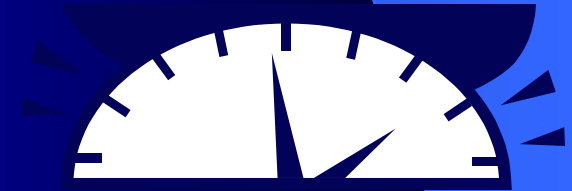
Special Considerations for Online Information

- In Physical Print, Quality Is Controlled by Experts
 - Journals - Peer Review
 - Periodicals - Editors
 - Published Texts - Editors, Librarians
- Online, Must Do Own Quality Control
 - Beware! Everything On the Web Is Not ALL True



Organizing Your Speech

- Chronological
- Topical
- Spatial
- Cause-Effect
- Problem-Solution
- Comparison- Contrast



Types of Outlines

- Preliminary Outline (Rough-Draft)

- Main points to research

- ☐ Preparation Outline

- ☐ Title & Topic

- ☐ Purpose

- ☐ Introduction

- ☐ Main and Sub-Points

- ☐ Transitions

- ☐ Conclusion

- ☐ Support/Evidence



Types of Outlines

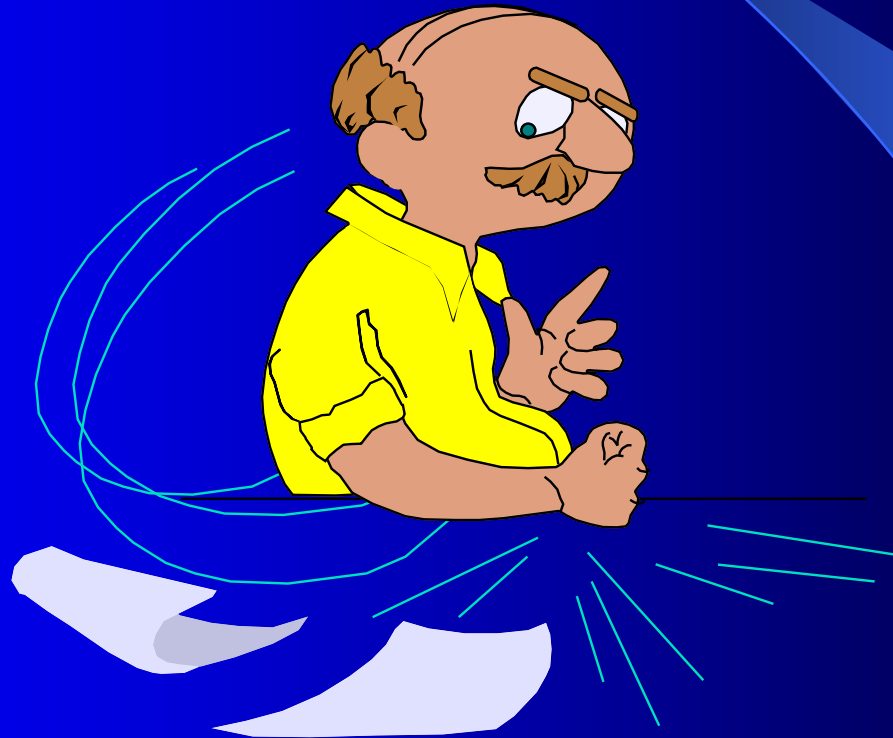
- Speaker's Outline
 - Introduction
 - Main Point
 - Support
 - Transitions
 - Conclusion



Ethics in Speech Preparation - Researching

- Take Accurate Notes When Researching
- Record Complete Source Citations
- Credit Source of Ideas
- When in Doubt, Cite Source

Don't Use Someone Else's Speech!



Introductions



Types

Functions

Types of Introductions

- Identification with Audience
- Reference to Situation
- Statement of Purpose
- Statement of Importance of Topic
- Surprise Audience with Claim or Statistic

Types of Introductions (con't)

- Anecdotal Story
- Rhetorical Question
- Quotation
- Humor

“So there I was at the summit of Mt. Killimanjaro, and I turned to the guide and said...”

Functions of Introductions

- Get Attention
- Introduce Topic
- Provide Motivation
- Establish Credibility
- Preview Speech



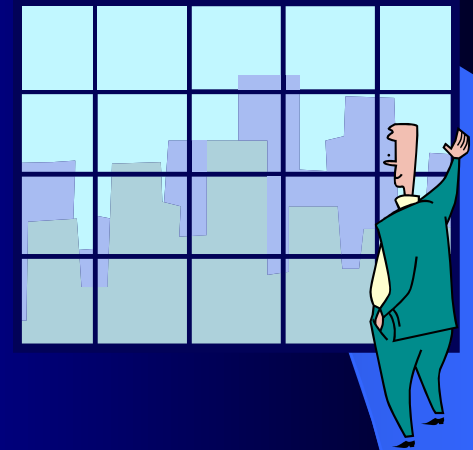
Conclusions

Types

Functions

Types of Conclusions

- Summary
- Quotation
- Personal Reference
- Challenge to Audience
- Offer Vision of the Future



Types of Conclusions

- Anecdotal Story
- Rhetorical Question
- Quotation
- Humor

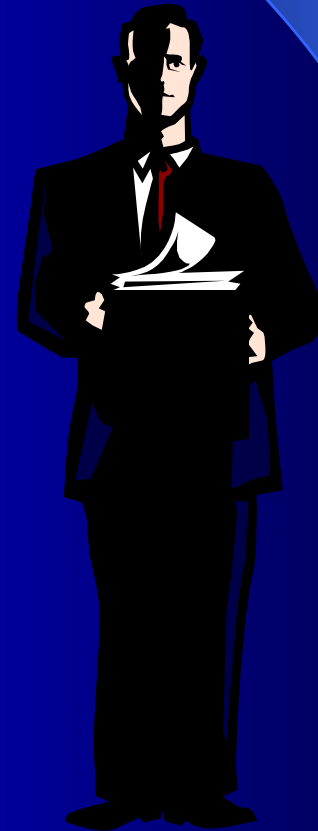
Remember what Dwight D. Eisenhower once said: “Things are more like they are now, than they have ever been before.”

Functions of Conclusions

- Summarize Speech
- Reemphasize Main Idea
- Motivate Response
- Provide Closure

Methods of Delivery

- Manuscript Reading
- Memorized
- Impromptu
- Extemporaneous



Delivering Speech - Beginning

- Walk Calmly with Confidence to Front
- Establish Eye Contact
- Smile Naturally
- Deliver Introduction



Delivering Speech - During

- Use Effective Eye Contact
- Use Effective Language
- Use Effective Gestures
- Be Enthusiastic
- Use Conversational Style
- Use Notes As Needed

Delivering Speech - Ending

- “Frame” the Speech
- Pause before Returning to Seat
 - But Don’t Ask for Questions
- Accept Applause Graciously



Elements of Vocal Delivery

- Speech Rate and Pauses
- Volume
- Inflection and Pitch
- Quality of Voice
- Pronunciation and Articulation

Elements of Physical Delivery or Body Language

- Appearance
- Posture
- Facial Expression
- Eye Contact
- Movement
- Gestures



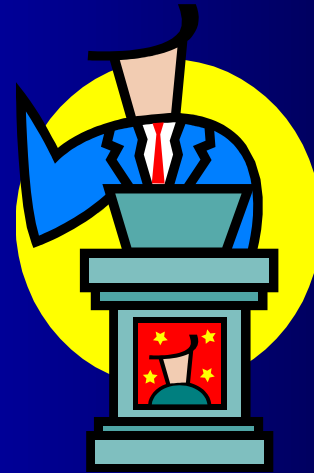
Rehearsing Speech

- Recreate Setting
- Practice Without Memorizing
- Time Speech



Rehearsing Speech

- Practice Out Loud
- Practice Standing Up
- Watch Yourself



Rehearsing Speech

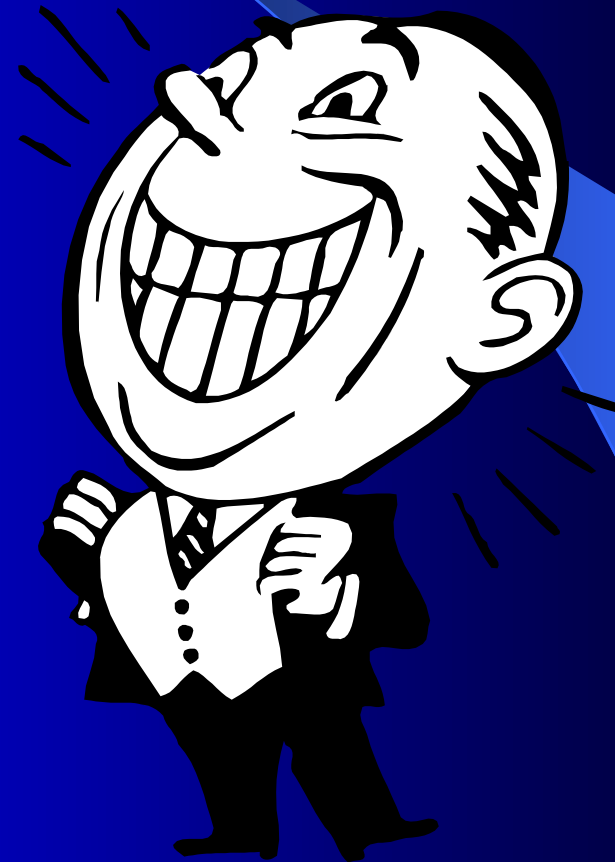
- Practice Gestures
- Practice Eye Contact
- Practice Volume



Plan, Prepare, Polish, Practice, Present

The better you know
your material the less
anxious you'll be
about presenting it.

Smile and act natural.
Don't apologize for
being nervous. No one
will know you're
nervous unless you
call attention to it.



REMEMBER!!!!

- The 4-H Motto is “To Make the Best Better” and the 4-H Way is “Learn by Doing”!
- Keep these in mind as you prepare your speeches!



Practice takes you from this..



To this....

