



PUBLIC SPEAKING

Instructor: Ho Thi Nhu

THE CONTENT OF THIS COURSE



Introduction to public speaking

Attendance (10%)

Group presentations (30%)

Individual presentations (60%)

YOUR REFERENCE

- [1] Tran, T.T.S. (2006). Public speaking: A course outline. Hue University (selected materials for English classes at Hue University only).
- [2] Beebe S. A & Beebe,S. J. (2015). Public speaking handbook (5thEd.). New York: Pearson.
- [3] Hamilton, C. (2015). Essentials of public speaking (5thEd.). Stamford, CT: Cengage Learning.
- [4] Lucas, S. (2007). The art of public speaking. Boston: McGraw-Hill.
- [5] Griffin, C. (2018). Invitation to public speaking. Boston: Cengage Learning.
- [6] Nelson, P., Titsworth, S., & Pearson, J. (2009). iSpeak : public speaking for contemporary life. Boston: McGraw-Hill.
- [7] TED talks website: <https://www.ted.com/talks/browse>
- [8] Websites for free PowerPoint presentations: canva.com/ slidesgo.com



Lesson 1

An introduction to
Public Speaking



Lesson 2

Discussion and
practice



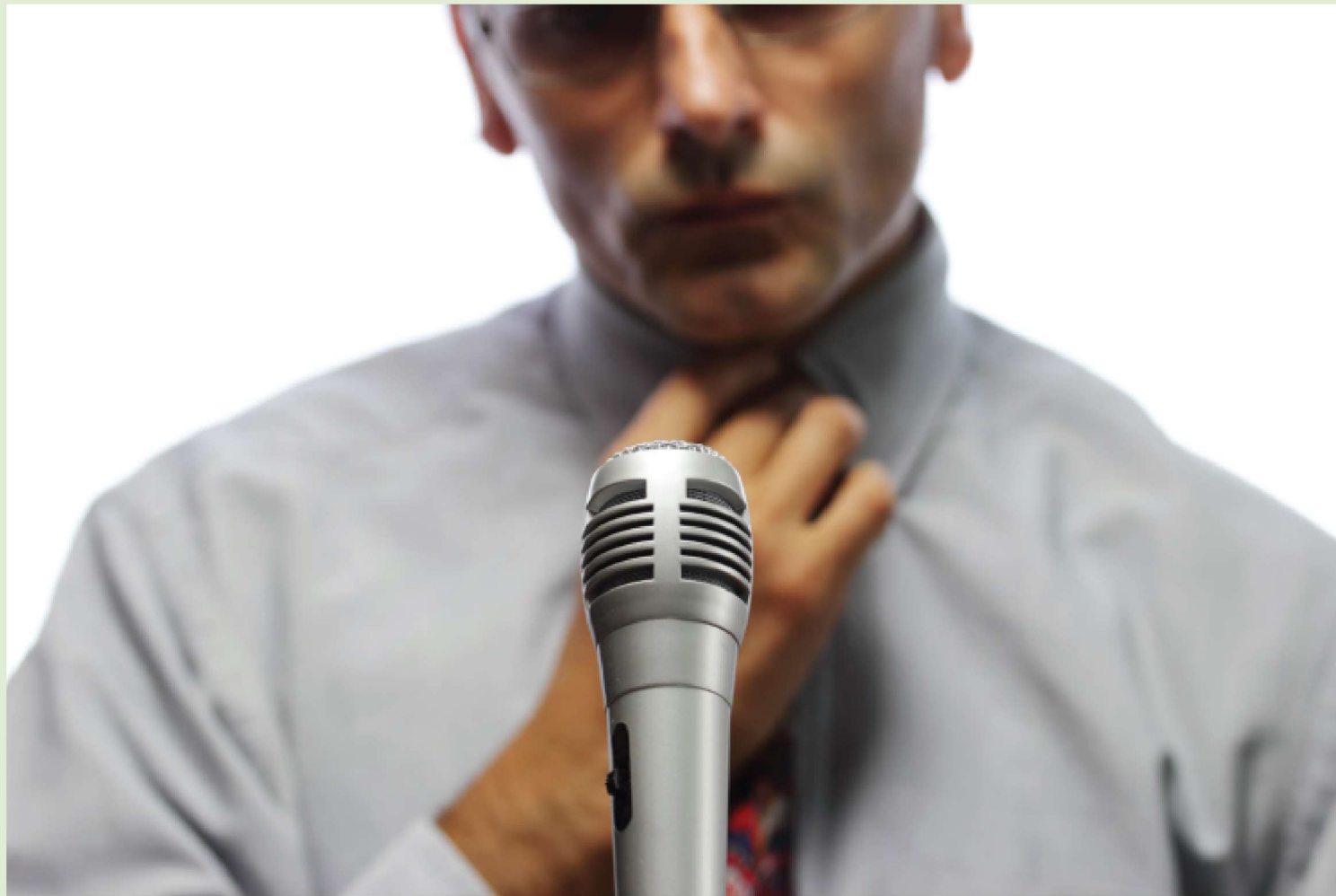
Lesson 3

Group
presentation
(30%)



Lesson 4

Group
presentation
(30%)



“The mind is a wonderful thing. It starts working the minute you’re born and never stops . . . until you stand up to speak in public.”

—George Jessel

LESSON 1: AN INTRODUCTION TO PUBLIC SPEAKING



01

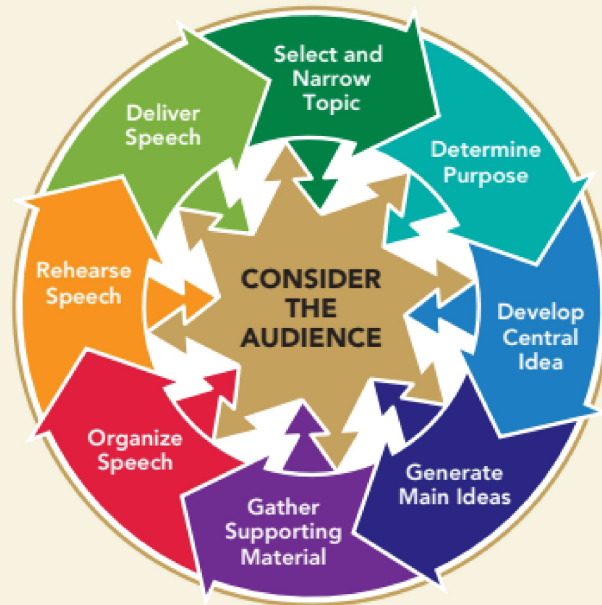
What and Why?



02

Main components

Introduction



What is public speaking?

Why study public speaking?

What is public speaking?

Compare the differences between public speaking and conversation

What is public speaking?

Compare the differences between public speaking and conversation

Public speaking is more prepared than conversation

Public speaking is more formal than conversation.

Public speaking involves more clearly defined roles for the speaker and audience than conversation.

Why study public speaking?

Why are you taking this course? What do you expect from it?

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gain long-term advantages related to empowerment and employment.

**To be empowered:
the resources,
information,
and attitudes
--> allow you to take action to
achieve a desired goal.**

**Skills most sought by employers:
how to ethically adapt
information to listeners, organize
your ideas, develop your critical
thinking
persuade others,
and hold listeners' attention**

Components of public speaking

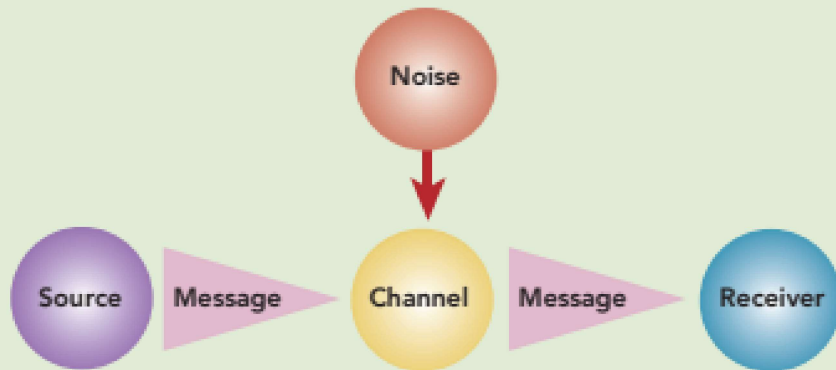


Figure 1.1 A Model of Communication as Action

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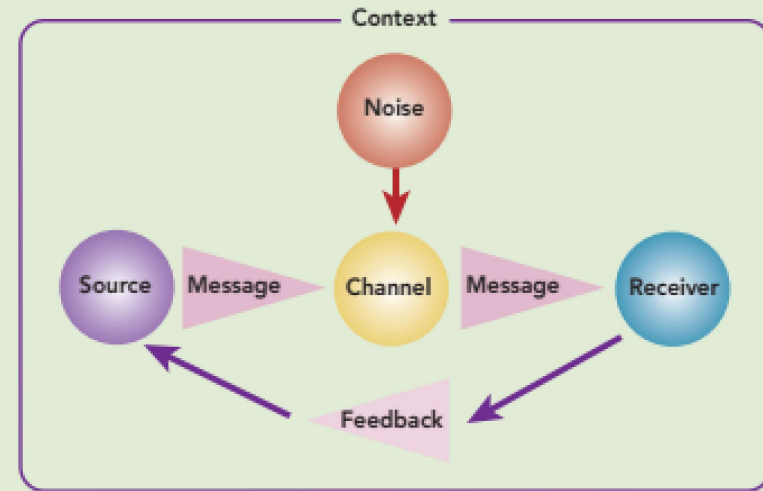


Figure 1.2 An Interactive Model of Communication



Figure 1.3 A Transactive Model of Communication

Quick check

The Communication Process

audience and speaker send messages simultaneously. The process includes these elements:

- the..... is the source of information.
- the.....is the speech.
- the message is transmitted through visual and auditory
.....
- thedecodes the message.
- (external or internal) interferes with the message.

Presenting Your First Speech



“If all my talents and powers were to be taken from me by some inscrutable Providence, and I had my choice of keeping but one, I would unhesitatingly ask to be allowed to keep the Power of Speaking, for through it, I would quickly recover all the rest.”

—*Daniel Webster*

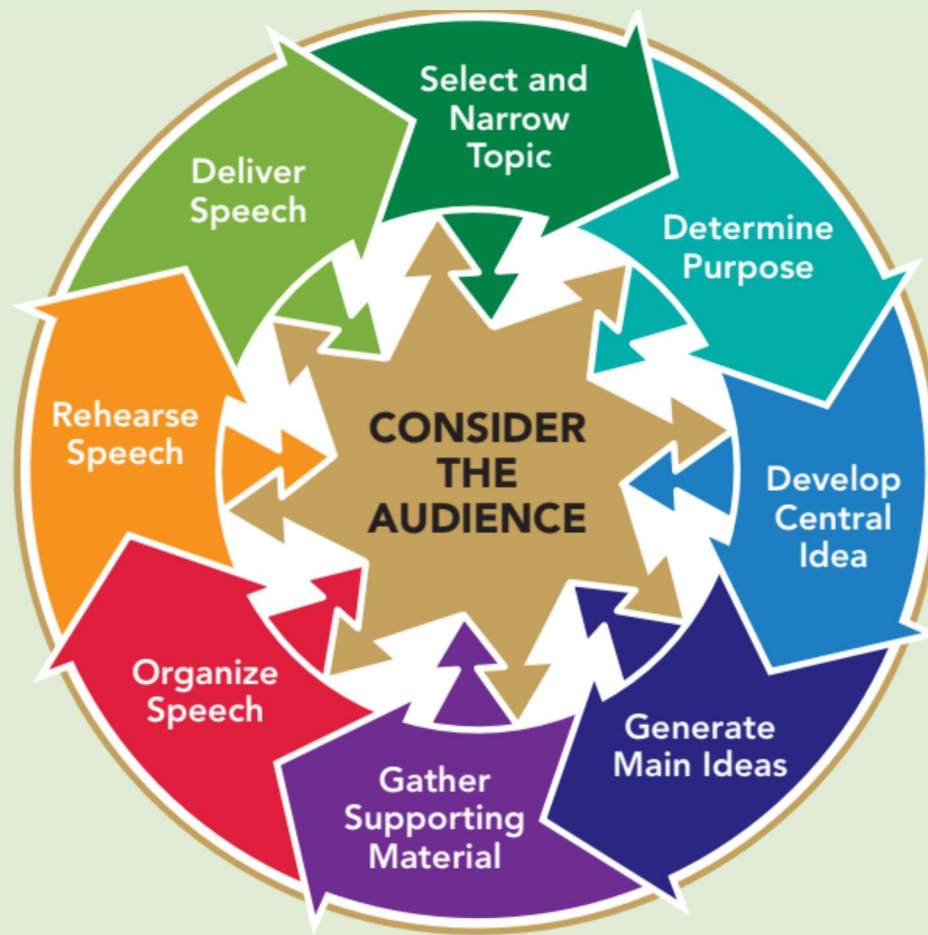


Figure 3.1 This model of the speechmaking process emphasizes the importance of considering your audience as you work on each task involved in designing and presenting a speech.

1. Analysing your audience

Demographic analysis

age

gender

occupation

religion

political background

ethnic or cultural

background

educational background

Situation

What is the occasion?

What do the audience members have in common?

What is the physical location of the speech?

How long should you speak?

What comes before and after your speech?

Attitudes

Practice:

Prepare two brief introductions (1 minute each) of your best friend. One is to be given to an older person and the other is to a classmate. Present the introductions to the class and explain why you prepared each as you did.

Browse Tedtalks for a while and choose a topic that you think might interest most of your classmates. Explain your choice. Watch the talk for some minutes and give some feedback.

Select and Narrow Your Topic

**With a time limit and type of speech (informative, persuasive, or entertaining), you need to choose your own topic
--> the success of your speech may rest on your decision.**

But how do you go about choosing an appropriate, interesting topic?

Consider the audience

Table 7.1 Sample Audience-Centered Topics

Audience	Topic
Retirees	Prescription drug benefits
Civic organization	The Special Olympics
Church members	Starting a community food bank
First graders	What to do in case of a fire at home
Teachers	Building children's self-esteem
College fraternity	Campus service opportunities

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Consider the occasion

Consider yourself

Determine Your Purpose

General Purposes for Speeches

To inform: To share information with listeners by defining, describing, or explaining

a thing, person, place, concept, process, or function

To persuade: To change or reinforce a listener's attitude, belief, value, or behavior

To entertain: To help listeners have a good time by getting them to relax, smile, and laugh

Table 6.1 Audience-Centered Adaptation

Consider Your Audience

- To whom am I speaking?
- What does my audience expect from me?
- What topic would be most suitable for my audience?

Consider Your Speech Goal

- What is my objective?

Consider Your Speech Content

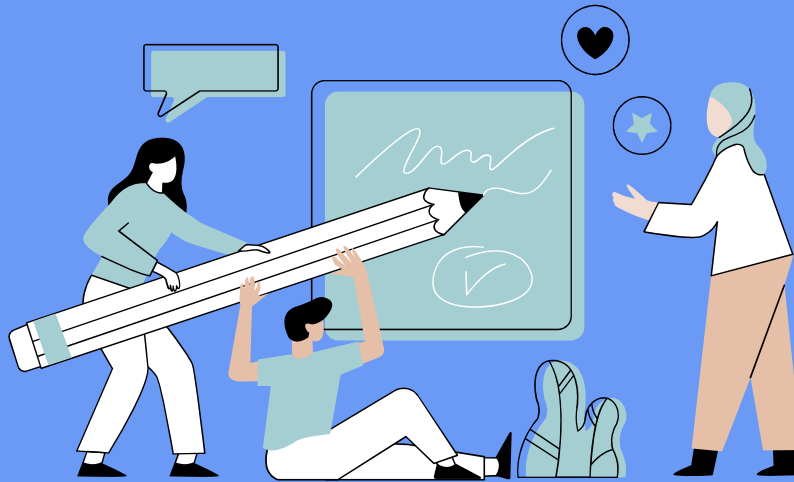
- What kind of information should I share with my audience?
- How should I present the information to them?
- How can I gain and hold their attention?
- What kind of examples would work best?

Consider Your Delivery

- What language or linguistic differences do audience members have?
- What method of organizing information will be most effective?

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Lesson 2: Outline plan and structure



Imagine you are going to present your topic in front of your class, how would you deliver your talk? How many parts would it have?





Beginning	Short introduction	<ul style="list-style-type: none">• welcome your audience• introduce your subject• explain the structure of your presentation• explain rules for questions
Middle	Body of presentation	<ul style="list-style-type: none">• present the subject itself
End	Short conclusion	<ul style="list-style-type: none">• summarise your presentation• thank your audience• invite questions
Questions and Answers		

How to open a presentation?



Ways to start a presentation

- Simply state the purpose of your presentation ("Today I'm going to show you how to increase productivity and improve your customer service....")
- Ask a real question requiring a show of hands or an answer from the audience. ("I wonder how many of you have been experienced.....". "Could you please raise your hand if you have.")
- Ask a rhetorical question
- Use a quotation
- Tell a story ("When I was 5 years old,....")
- Tell a joke
- Show a short video

Ways to present the body of your talk???



Ways of arranging points

Handout 2

Multiple patterns

General Purpose: To inform

Specific Purpose: the purpose of this speech is to increase my classmates' understanding of a new form of dancing - street dancing.

Logical sequence

Chronological sequence

Classification

Logical sequence

Body

- I. History of street dancing
 - A. Development of street dancing in the South Bronx
 - B. Popularization through movies
- II. Types of street dancing
 - A. Breaking
 - B. Electric Boogie
- III. Why is street dancing so popular?
 - A. It is a form of recreation
 - B. It is a nonviolent way for setting scores
 - C. It provides entertainment for viewers.

The conclusion

- Should inform the audience you are about to close.
- Should summarise your main points.
- Should leave the audience with an idea to remember or make a call to action.



Signposting	
Function	Language
Introducing the subject	<ul style="list-style-type: none"> • I'd like to start by... • Let's begin by... • First of all, I'll... • Starting with... • I'll begin by...
Finishing one subject...	<ul style="list-style-type: none"> • Well, I've told you about... • That's all I have to say about... • We've looked at... • So much for...
...and starting another	<ul style="list-style-type: none"> • Now we'll move on to... • Let me turn now to... • Next... • Turning to... • I'd like now to discuss... • Let's look now at...
Analysing a point and giving recommendations	<ul style="list-style-type: none"> • Where does that lead us? • Let's consider this in more detail... • What does this mean for ABC? • Translated into real terms...
Giving an example	<ul style="list-style-type: none"> • For example,...

	<ul style="list-style-type: none"> • A good example of this is... • As an illustration,... • To give you an example,... • To illustrate this point...
Dealing with questions	<ul style="list-style-type: none"> • We'll be examining this point in more detail later on... • I'd like to deal with this question later, if I may... • I'll come back to this question later in my talk... • Perhaps you'd like to raise this point at the end... • I won't comment on this now...
Summarising and concluding	<ul style="list-style-type: none"> • In conclusion,... • Right, let's sum up, shall we? • I'd like now to recap... • Let's summarise briefly what we've looked at... • Finally, let me remind you of some of the issues we've covered... • If I can just sum up the main points...
Ordering	<ul style="list-style-type: none"> • Firstly...secondly...thirdly...lastly... • First of all...then...next...after that...finally... • To start with...later...to finish up...

Practice

2. Select one of the following topics and use the organizational pattern in parentheses to prepare a two-to- three- minute speech. The speech should have a brief introduction, which includes your purpose statement, and a conclusion, which summarizes your main points.
 - a. Describe the biggest problem you faced this week and tell how you solved it. (Problem solution)
 - b. Explain why your grades in a class went up and down. (Cause and effect)
 - c. Explain what you do during a typical day. (Chronological)
 - d. Describe a room in your home. (Spatial)
 - e. Explain how you spend your entertainment dollars. (Either logical or classification)
 - f. Describe people in your school according to their year in school. (Classification)
3. Using one of the following topics:
 - a. What is your favourite restaurant and why?
 - b. What would you do with a \$1000 gift?
 - c. If you could take an expense-paid trip anywhere, where would you go and why?
 - d. What person has influenced you the most and why?

Tb

Thank you!