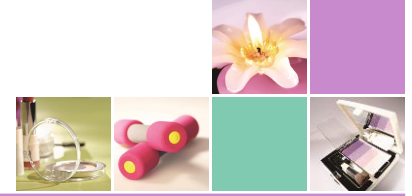


CHAPTER 6.

THE ART OF PUBLIC

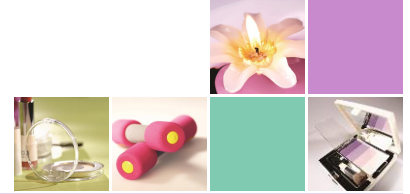
SPEAKING

Vocabulary



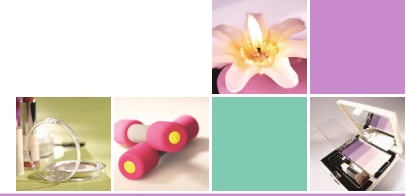
- **familiar surrounding: môi trường thân thuộc**
- **reverse culture shock: sốc ngược văn hoá**
- **a couple of weeks: 2 tuần**
- **Euphoria (n): niềm hạnh phúc**
- **Adjustment: sự điều chỉnh**
- **(to) adjust and adapt to sth: điều chỉnh và thích nghi với cái gì đó**
- **physical and emotional discomfort: sự khó chịu về thể chất và tinh thần**
- **personal choice: sự lựa chọn mang tính cá nhân**
- **(to) seek out resources: tìm kiếm nguồn thông tin**
- **educational settings: môi trường giáo dục**
- **Refugee: người tỵ nạn**
- **Marginality: mặt trái**
- **To distract: bỏ lỡ**
- **Re-entry travel shock: sốc du lịch tái nhập cảnh**
- **Phenomenon (n): hiện tượng**

Vocabulary



- **Overwhelmed (a):** choáng ngợp
- **Disgusted (a):** ghê tởm
- **Pickpocket:** kẻ móc túi
- **rude server:** phục vụ thô lỗ
- **wide-eyed tourist:** du khách tròn xoe mắt
- **Syndrome (n):** hội chứng
- **To make up:** tạo nên, tạo ra
- **To take up:** nhặt lên, lấy lên
- **To cut down on:** cắt giảm
- **To throw away:** ném đi, vất đi
- **To get + triệu chứng:** get headache, get cold

I. SPEAKING IN PUBLIC

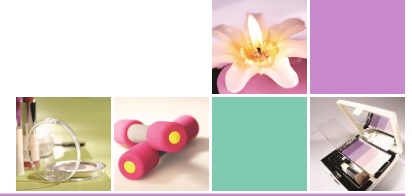


1. The power of public speaking

* *Benefits of public speaking*

- ❖ Securing a great promotion and open up numerous opportunities
- ❖ Boosting one self-confidence
- ❖ Developing one's communication skills and overall fluency.

2. The traditional of public speaking



The formal study of public speaking began approximately 2,500 years ago in Greece and Rome to train citizens to participate in society.

* Aristotle (384-322 BCE), the most famous Greek Scholar, defined rhetoric as the “faculty of discovering the possible means of persuasion in reference to any subject whatever.” He divided the “means of persuasion” into three parts logical reason (logos), human character (ethos), and emotional.

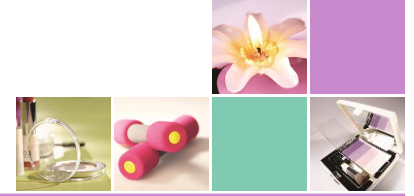
* Cicero (106-43 BCE), one of the most significant rhetoricians of all time, developed the five canons of rhetoric, a five-step process for developing a persuasive speech that we still use to teach public speaking today.

* Quintilian (c. 35-95 CE) argued that public speaking was inherently moral. He stated that the ideal orator is “a good man speaking well”.

* American Revolution – The rhetorical studies of ancient Greece and Rome were resurrected as speakers and teachers looked to Cicero and others to inspire defense of the new republic. John Quincy Adams of Harvard advocated for the democratic advancement of the art of rhetoric.

* Throughout the 20th century, rhetoric developed as a concentrated field of study with the establishment of public speaking courses in high schools and universities.

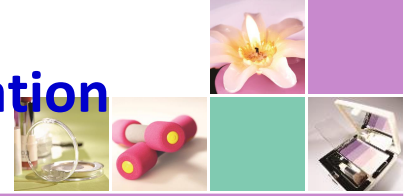
2. The traditional of public speaking



** History of public speaking*

- ❖ - The Classical Period (500 BCE – 400 BCE)
- ❖ - The Romans: Cicero and Quintilian
- ❖ - The Medieval Period (400 CE – 1400 CE)
- ❖ - The Renaissance (1400-1600 CE)
- ❖ - The Enlightenment (1600 – 1800 CE)
- ❖ - New School — 1900s and 2000s through today

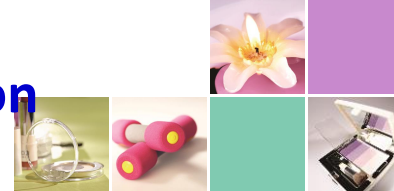
3. Similarities between public speaking and conversation



How much time do you spend each day talking to other people? The average adult spends about 30 percent of her or his waking hours in conversation. You may not realize it, but you already employ a wide range of skills when talking to people. These skills include the following:

- ❖ - Organizing your thoughts logically.
- ❖ - Tailoring your message to your audience.
- ❖ - Telling a story for maximum impact.
- ❖ - Adapting to listener feedback.

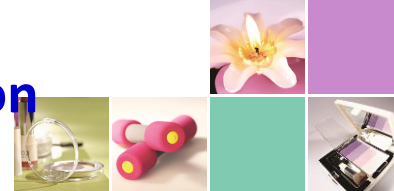
4. Differences between public speaking and conversation



Three major differences between conversation and public speaking:

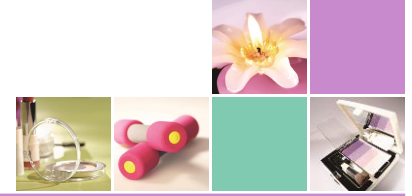
- 1. Public speaking is more highly structured.** It usually imposes strict time limitations on the speaker. In most cases, the situation does not allow listeners to interrupt with questions or commentary. The speaker must accomplish her or his purpose in the speech itself. In preparing the speech, the speaker must anticipate questions that might arise in the minds of listeners and answer them. Consequently, public speaking demands much more detailed planning and preparation than ordinary conversation.
- 2. Public speaking requires more formal language.** Slang, jargon, and bad grammar have little place in public speeches. Listeners usually react negatively to speakers who do not elevate and polish their language when addressing an audience.

4. Differences between public speaking and conversation



3. Public speaking requires a different method of delivery. When conversing informally, most people talk quietly, interject stock phrases such as "like" and "you know," adopt a casual posture, and use what are called vocalized pauses ("uh," "er," "um"). Effective public speakers, however, adjust their voices to be heard clearly throughout the audience. They assume a more erect posture. They avoid distracting mannerisms and verbal habits.

5. Developing confidence: your speech class

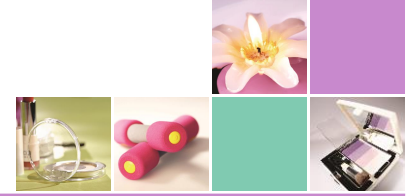


** Nervousness is normal*

Here are six time-tested ways you can turn your nervousness from a negative force into a positive one.

- ❖ - Acquire speaking experience
- ❖ - Prepare, prepare, prepare
- ❖ - Think positively
- ❖ - Use the power of visualization
- ❖ - Know that most nervousness is not visible
- ❖ - Don't expect perfection

6. Public speaking and critical thinking

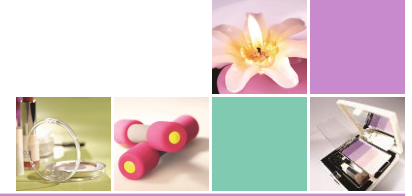


In the broadest sense, critical thinking is focused, organized thinking the ability to see clearly the relationships among ideas.

Organizing a speech is not just a matter of arranging the ideas you already have. Rather, it is an important part of shaping the ideas themselves. The skills you learn in your speech class can help you become a more effective thinker in a number of ways.

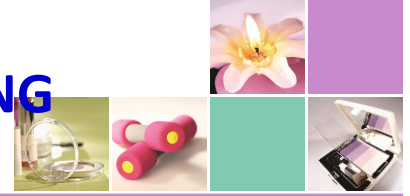
As you work on expressing your ideas in clear, accurate language, you will enhance your ability to think clearly and accurately. As you learn to listen critically to speeches in class, you will be better able to assess the ideas of speakers (and writers) in a variety of situations.

II. SPEECH PREPARATION: GETTING STARTED



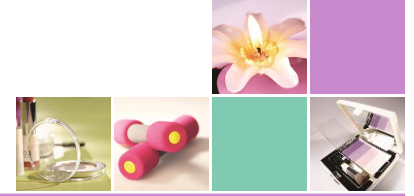
- ❖ **Preparing for a speech or presentation is an important step that can make you feel more confident in your delivery.**
- **Types of public-speaking events: seminar, conference, virtual event, award ceremony, special occasion.**
- **How to prepare for a public-speaking event: Know your audience, familiarize yourself with the environment, outline the main points, have someone review your speech, practice on your own, incorporate your hands, use a mirror, record yourself practicing, rehearse in front of someone, make use of the stage, anticipate questions and prepare answers, prepare your technology, set a practice limit.**

III. SPEECH PREPARATION: ORGANIZING AND OUTLINING



- 1. The first step in developing a strong sense of speech organization is to gain command of the three basic parts of a speech—introduction, body, and conclusion and the strategic role of each.**
- 2. Number of main points**
- 3. The main points are the central features of your speech. You should select them carefully, phrase them precisely, and arrange them strategically.**
- 4. Written in outline form, the three main points might be:**
- 5. Specific Purpose: To inform my audience of the basic steps in making topic.**
- 6. Central Idea: There are main steps in making topic.**

IV. PRESENTING THE SPEECH



1. Using language accurately

2. Using language clearly

** Use the familiar words*

** Choose concrete words*

** Eliminate clutter*

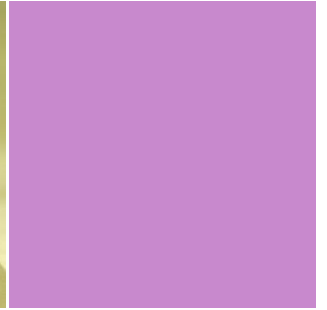
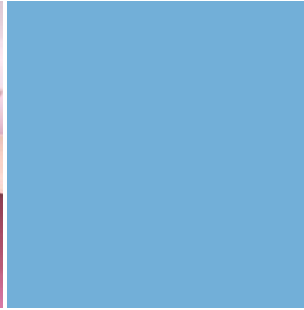
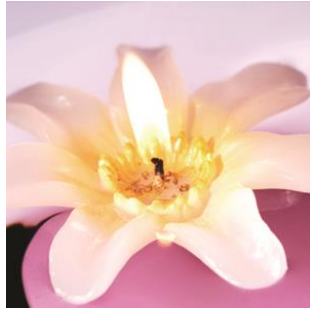
3. Using language vividly

** Imagery*

** Metaphor*

4. Using language appropriately

5. A note on inclusive language



COMPANY NAME

Thank You!

