



# English Public Speaking

樊小琴 [越] Duong Huu Duc 著

## 英语大众演讲实训研究in Action

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# English Public Speaking

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# **Preface**

This book provides the most essential information about public speaking. It is designed to provide theories, basic techniques and frameworks of public speaking. It may serve as an effective training guide to those who desire to be advanced and successful speakers. It is also designed to be a useful source to college students who are interested in training themselves to be effective public speakers based on the proposed theories and strategies. The writers believe that readers and students will find this book to be a very useful guide in your process of learning and developing to be great public speakers you want to be.

This book is divided into four major parts and twelve chapters. The first part of the book provides fundamental knowledge about public speaking through which readers will have an overview of what public speaking is all about. In the second part, readers will be familiar with the process of speech making as they follow steps of speech making, and empower their speech by using relevant rhetorical devices or avoiding common fallacies.

The third part of this book focuses on the practical application of making and presenting various speeches for different occasions of public speaking. Particularly, the focus of the application will be on speech presentation in educational settings and public speaking contests as readers can gradually master the steps of effective delivery, applying debate activity in classroom and contests. In the last part of this book, the writers wish to provide some important guidelines in selecting and training potential candidates for public speaking contests. Importantly, practical strategies and the applications of these strategies to improve oral performance are carefully examined, analyzed and explained.

In each chapter, sample speech and a related speech for different occasions are provided so that readers, learners or public speakers can study and practice these speeches for personal enrichment and development. Famous speeches are classified and analyzed based on the theories or framework discussed in each chapter so that readers can have more opportunities to master the concepts and to apply these concepts in preparing for their public speaking.

In writing this book, the writers are greatly indebted to the generous supports of many leaders of Shanghai Second Polytechnic University for making the project of writing this book a reality. Thanks are also given to the

encouragements of our co-workers from Faculty of Foreign Languages, and many of our dear students from Shanghai Second Polytechnic University.

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In developing this book, the writers do want to express our sincere gratitude to Foreign Language Teaching and Research Press, “FLTRP Cup National English Debating Competition,” trainers, adjudicators, as well as many of the debaters for many valuable ideas which contribute to the completion of this book.

Luke, our little handsome boy has brought us much joy and inspiration in the process of writing this book. He learned to play or study on his own when mom and dad were so busy at the computers to write and rewrite the scripts for this book. We love you and we are very proud of you.

And to our Almighty God, whom we believe and worship, thanks be to Thee for the wisdom and strength.

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## **Part I**

# **Fundamentals in Public Speaking**





## Why Public Speaking?

### I . Insights

What was your first reaction when you were assigned to give a speech in your class during your college days? How do you feel when you are called to give an impromptu speech to a group of teachers and managers whom you have never met before? Do you still remember your first response when you are given an invitation to give a lecture to a group of professional people whom you know little about? How about speaking in front of a camera? The first natural response of majority of people to those assignments or invitations is a facial expression of worry, scare or panic. Some will automatically murmur, "Oh my God, what I am going to do?" Others choose to decline the invitation plainly "Sorry, I cannot do that." or "Please, ask others. I have other appointments on that day."

When it is a must to present a topic to the public, speakers carry out a thorough search on the web pages, or books, hoping to find a ready-made speech which is related to the topic assigned to them. At the moments of delivery, many speakers find that their legs are shaking, hands are trembling, hearts are beating harder, breath is hard to grasp, lips are tight, and sweats are pouring all over the body. As they begin their presentation, speakers might not understand what they read in the written speech, but they keep reading. They might not see how many audiences there are, and all they need to know is to finish the speech. Feeling embarrassed to keep eye-contacts with the audiences is quite an awkward experience. Those phenomena are very common to beginners, and indeed every speaker goes through that very first experience. This is what Ralph Waldo Emerson, an American essayist, philosopher, poet, and great orator, meant when he said "All the great speakers were bad speakers at first."

Yet as the speakers keep moving on with their speeches, and as their experiences in public speaking are increasing, they find that their fears subsided, and keeping eye-contacts to audiences is not something so hard that they cannot do. Confidence is being built and perspectives are being widened. In light of the above discussion, one cannot help asking, "What are the potential benefits public



speaking may bring to high school pupils, college students, or professional people in various disciplines or walks of life?" In this session, the researchers will first define public speaking. In the following parts, purposes and benefits of public speaking are discussed.

## A. What Is Public Speaking?

### 1. Definitions

Public speaking is simply a presentation of a speaker's ideas to a target group of audiences to facilitate mutual understanding and appreciation. Stephen Lucas (2006) saw public speaking as a way of making ideas public—of sharing them with other people and of influencing other people. Wikipedia provides a clearer definition of public speaking as a process of speaking to a group of people in a structured, deliberate manner intended to inform, influence, and entertain the listeners. Public speaking is expected to be well structured, well planned to accomplish the purposes of a speaker in delivering his or her speech to his or her intended audiences.

Public speaking is also defined as an integrated skill of conversation, rhetoric and performance. It is an integrated skill as a speaker utilizes the four macro-skills of reading, writing, listening, and speaking in making and presenting a speech in public. Rhetorical skill is also employed as speaker should be selective in using the language which creates literary effect as well as emotional responses from the audiences. In addition, public speaking also requires the art of acting in his or her performance to effectively convey the message through facial expressions, gestures and postures.

According to Benjamin (2005), public speaking is the art of having something to say, and saying it well. His definition points out three major elements of public speaking: firstly, public speaking is a creative process through which a speaker works to develop his art of public speaking; secondly, public speaking includes a message that a speaker wants to say; thirdly, it includes the need to communicate effectively with the audience.

Public speaking, in its professional sense, is a planned process to skillfully deliver a contextualized message by a trained speaker to an intended group of audiences for a planned purpose or planned purposes. This definition emphasizes the crucial fact that the speech is to be planned, the message should be relevant to the situation, the manner of delivery is to be motivating, the speaker should be well prepared, the target audiences should be analyzed, and the speaker's purposes are to be accomplished. This definition is further elaborated and explained in *Basic Elements of Public Speaking* below.



## 2. Basic Elements of Public Speaking

From the above definition, six basic elements of public speaking can be drawn namely: the planned process, the speaker, the message, the target audience, the manner of delivery, and the expected outcomes. Wikipedia describes these basic elements in a very creative phrase: “*who* is saying *what* to *whom* using what *medium* with what *effects*.” This phrase can be paraphrased as a speaker should know well the *message* to be delivered to certain *audiences* in using *manner of delivery* to accomplish the *purposes*. To be effective in public speaking, a speaker, thus, should carefully take consideration of these six basic elements in planning, composing, developing, revising, practicing and delivering his or her speech.

### a. The Planned Process

Public speaking is not just a matter of delivering a prepared message to a group of audiences. Since public speaking requires mutual understanding and appreciation from the audiences toward the speaker, as well as the accomplishment of the speaker's purposes, it is difficult to achieve these aims without careful planning. A speaker has to budget every minute to accomplish his or her purposes in a given time. In the process of writing his or her message, a speaker should take into consideration of the content of the speech, words' choice, relevant illustrations to facilitate comprehension from the audiences. Prior to the delivery, a speaker should visualize his or her entire speech so that he or she is able to figure out ways how to get audiences' attention right from the very beginning of the speech, how to open audiences' minds for understanding, and how to capture their heart for their responses. In other words, a speaker should be able to control his or her process of building his or her message to reach the intended purposes.

### b. The Speaker

As a speaker, it is his or her responsibility to be well-prepared for a speech since he or she is the provider or source of knowledge on a given area which the audiences want to know or learn more about. He or she is the main actor who leads the audiences to go through a series of new discoveries with excitement, thus the speaker is expected to be a leading authority in the area of knowledge he or she presents. In order to achieve the marks of a great speaker, they should also identify their areas of limitations or weaknesses so that they keep on improving themselves. Public speaking is not merely a performance of facial expressions, gestures, postures, and voice variations, it is a presentation of ideas, knowledge, and experiences, thus a speaker should try hard to master the discussed or the presented subjects. No one is perfect and no one dares to claim