

Anatomy of Public Speaking from

The Public Relations Practitioner's Playbook

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Portions from Prof. Keith Forest

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Giving Yourself Permission

“If you’re not failing every once in a while,
you’re living life too cautiously.”

- The Natural Speaker

“Your training in public speaking might just
change your perception of you are.”

- The Natural Speaker



Taking Chances...

- “If you’ re never scared or embarrassed or hurt, it means you never take any chances.”
- Julia Sorel, Author



Introduction to Public Speaking

- Define Public Speaking
- Discuss Public Speaking Anxiety
- Extemporaneous Speaking Style
- The Natural Speaker
- Assess your Communication Competence



Public Speaker

- A person who prepares and delivers a presentation to a group that listens, **generally without interrupting** the flow of ideas.



Examples of Public Speaking

- Camp Counselor telling stories to kids
- Kayak Instructor teaching beginners
- Wedding Toast
- Announcements
- Reports
- Briefings
- Show and Tell
- Job Interview
- Client Presentation
- Family Gatherings



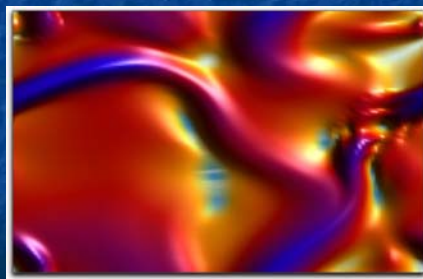
What Will We Learn?

- Planning Speeches
- Presenting Speeches
- Evaluating Speeches
- Managing Anxiety



Change Your Thinking

- This is not your parents' public speaking class.



Cut the Cord



Kill the Lectern/Podium



You Won't Pass Out



It's Okay: Everyone is Afraid



Assessment Planning

- What should students be able to do after successfully completing the program?
- How do students learn how to do this? What class work and assignments help them to learn this? What courses?
- How will you assess how well your students have learned this?
- What kinds of benchmarks or standards will you use to interpret your results?
- When do you expect to begin collecting this assessment information?



The Academic Assessment Process

- Clarifies learning needs of students
- Determine and make public academic goals and expectations for student learning
- Implement instructional and co-curricular activities
- **Gather, analyze, and interpret evidence to determine the degree to which student learning outcomes meet these expectations**
- Agree on ways to use this evidence to improve student learning



We Will

- Act as a **team**.
- Build a learning **community**.
- Deliver speeches **extemporaneously**.
- Work from an **outline**, not a verbatim script.
- Use **emotion**.



We Will

- Talk about subjects we **care** about.
- Learn how to **critique** our speeches and other people's speeches effectively.
- **Enjoy** the experience.
- Learn a set of **procedures** for preparing a speech and set of **skills** for delivering a speech that we can use in any public speaking situation.
- **Enjoy** the experience.



We Won't

- Stand at a **lectern/podium**.
- Make **boring** presentations.
- **Pass out** during a speech.
- Write a **script** out in advance.
- Talk about subjects we **don't care** about.



Strengths and AFI's

- Strengths: these are areas that you did well on in a speech. It doesn't mean they're perfect. There is always room for growth.
- **Areas For Improvement**: we won't use the word "weakness" in this class. Public speakers are always evolving. There is no such thing as a "perfect" speech.



It's the Non-Verbal

- Much – even most – of the information an audience receives from you is nonverbal.



Communicators are not Born

Principles of Communication

1. You are always communicating
2. Communication is irreversible
3. Communication is a process
4. Communication is learned
5. Communication is cultural



Getting Better

- The key to becoming an effective speaker is learning from each speech. If you apply the critique from the professor and your peers to your next speech, you will keep getting better.



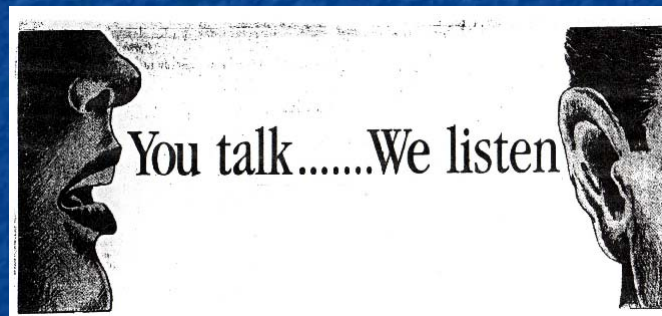
Communication Majors

- Employers want three skills from college graduates:
 1. Writing skills
 2. Speaking skills
 3. Problem-Solving skills

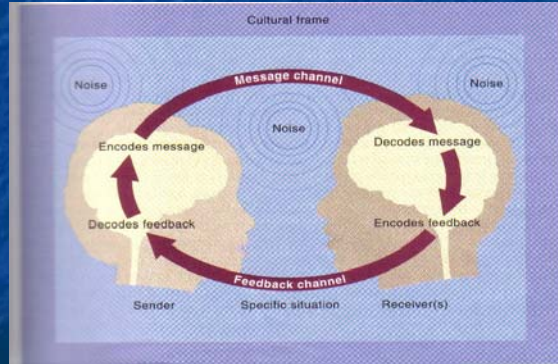


Communication Majors

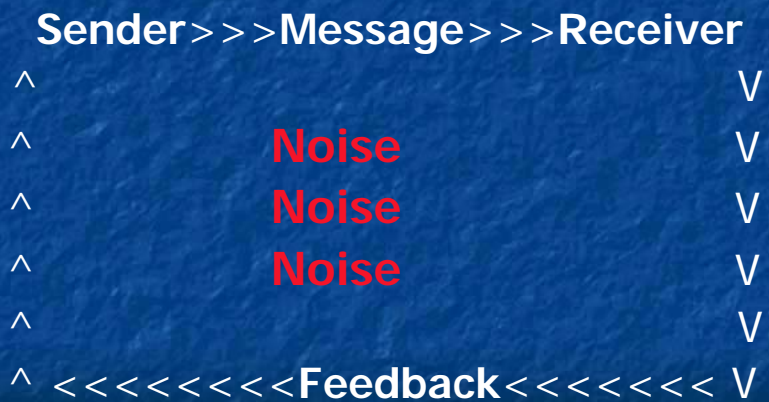
- Write more effective cover letters and resumes.
- Perform better in interviews.
- Every industry needs people who can communicate effectively.



Transactional Model of Communication




Two-Way Communication Model




MAC Triad

M=Message A=Audience C=Channel
P=Purpose T=Timing



MAC Triad Plus

M=Message **A**=Audience **C**=Channel
P=Purpose **T**=Timing



Who are book authors?

- Professor Litwin will supply most of the information and proven research you will need via Blackboard and other handouts.



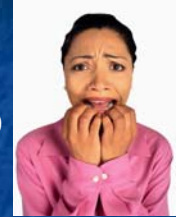
Why Does Public Speaking Matter?

- 98% of personnel interviewers identified both verbal and written communication skills as significant factors in hiring decisions.



What is Public Speaking Anxiety?

- Fear or dread specifically related to speaking in public.
- A National Communication Association poll found that 13% of 18-24 year olds feel confident about their public speaking skills.
- For a class of 25 that means 3 students.



What are the Symptoms of Public Speaking Anxiety (PSA)?

- Sweat
- Upset Stomach
- Stutter
- Hands shake
- Blotchiness
- Cotton Mouth
- Speech rate increases



What Can I Do about PSA?

- Proper **attitude**
- **Experience**
- **Preparation**
- Body **Movement**
- Proper **breathing**



What Can I Do about PSA?

- **Concentrate**
- Audience **won't** notice all your symptoms
- Audience wants you to **succeed**
- Audience **Analysis**
- **Visualization**



Extemporaneous Style

- Should feel like a **conversation**.
- You will work from an **outline**.
- **No memorized** texts allowed.
- Keep your **eyes focused** on the audience most of time, simply glancing down at their outline when necessary.
- **Best** speaking style for most public speaking situations.



The Natural Speaker

- Success using **your own** personality.
- We will emphasize topics that are **personal** to you.
- Learn to use **emotion**.
- You will make **mistakes**.



What is My Communication Competence?

- The ability to communicate appropriately and successfully.

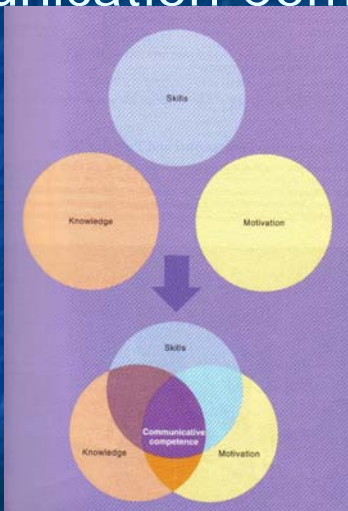
What is your level?

1. Skills
2. Knowledge
3. Motivation



One positive adjective to describe yourself. Who are you as a person? Something you would like to change about yourself. This will help determine who are as a speaker.

Communication Competence



Review

- Public Speaking includes a wide range of situations.
- In this course, you will learn how to plan, present, evaluate speeches and how to manage anxiety.
- Extemporaneous Style and The Natural Speaker.
- Communication Competence.



Anatomy of Public Speaking

Questions???

Questions???

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