

Topic- Public Speaking

BY- MS. PRERNA MALHOTRA

ASSISTANT PROFESSOR

MAHARAJA AGRASEN SCHOOL OF MANAGEMENT

MAHARAJA AGRASEN UNIVERSITY



CONTENT

- **COMMUNICATION- CONCEPTS AND PRINCIPLES**
- **STEPS AND METHODS OF SPEECH PREPARATION**
- **ETHICS IN PUBLIC SPEAKING**
- **EFFECTIVE LISTENING**
- **THE LISTENING PROCESS**
- **TYPES OF LISTENING**

What is Public Speaking?

- ▶ Public speaking, also called oratory or oration, has traditionally meant speaking in person to a live audience. Today it includes speaking, formally or informally, to an audience through technology – live, pre-recorded, or at a distance.
- ▶ Basically, it's a presentation that's given live before an audience. Public speeches can cover a wide variety of different topics. The goal of the speech may be to educate, entertain, or influence the listeners. Often, visual aids in the form of an electronic slideshow are used to supplement the speech. This makes it more interesting to the listeners.

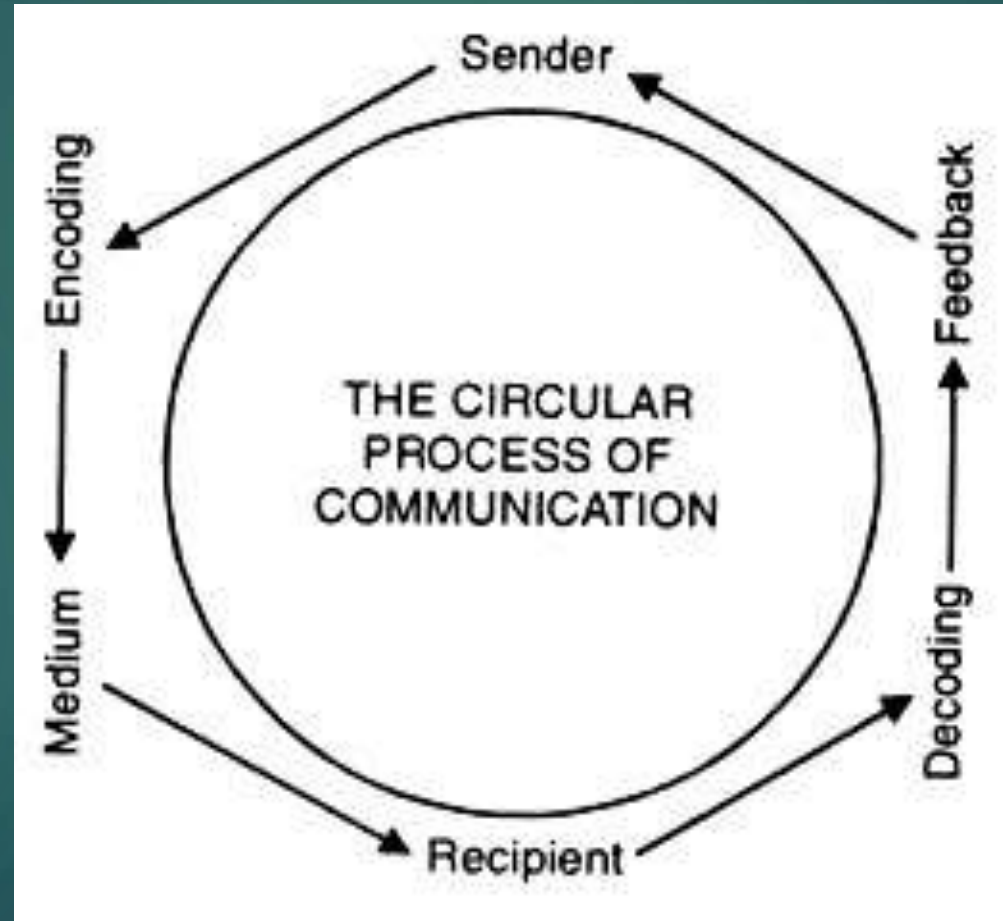
Importance of Public Speaking

- ▶ If you ask most people, they'll probably say they don't like public speech. They may even admit to being afraid of it since fear of public speaking is a very common fear. Or they may just be shy or introverted. For those reasons, many people avoid speaking in public
- ▶ Over the years, public speaking in communication has played a major role in education, government, and business. Words have the power to inform, persuade, educate, and even entertain. And the spoken word can be even more powerful than the written word in the hands of the right speaker.
- ▶ Whether you're a small business owner, or a student, you'll benefit from improving your public speaking skills. Some benefits to speaking in public include:
 - improves confidence
 - better research skills
 - stronger deductive skills
 - ability to advocate for causes
 - and more

Communication-Concepts and Principles

- ▶ Communication might be defined as follows:
- ▶ Communication might be defined as the transfer of – facts, information, ideas, suggestions, orders, requests, grievances etc. from one person to another so as to impart a complete understanding of the subject matter of communication to the recipient thereof; the desired response from the recipient to such communication.
- ▶ “Communication is a way that one organisation member shares meaning and understanding with another.” -Koontz and O'Donnell
- ▶ (2) “Communication is the process of passing information and understanding from one person to another.” -Keith Davis

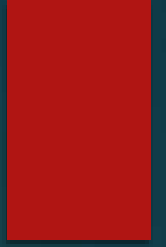
Process Of Communication



Principles Of Communication

In order to be effective and meaningful, the managerial function of communication must be guided by the following principles:

- ▶ (i) Principle of Understanding
- ▶ (ii) Principle of Attention
- ▶ (iii) Principle of Brevity
- ▶ (iv) The Principle of Timeliness
- ▶ (v) The Principle of Appropriateness (Or Rationality)
- ▶ (vi) Principle of Feedback
- ▶ (vii) Principle of the Constructive and Strategic Use of Informal Groups



(i) Principle of Understanding:

- ▶ Communication must be such, as transmits understanding of the communication message to the recipient as per the intentions of the sender. A practical application of this principle requires that the message must be clearly expressed whether made orally or in writing.
- ▶ Further, the message must be complete – leaving no scope for any doubts likely to confuse the recipient and compel him towards a misinterpretation of the message.

(iii) Principle of Brevity:

- ▶ The message to be communicated must be brief; as usually the recipient, specially an executive, would not have much time to devote to a single piece of communication. However, brevity of the message must not be sought at the cost of clarity or completeness of the message. The sender must strike a balance among these three factors -brevity, clarity and completeness.

(iv) The Principle of Timeliness:

- ▶ The communication must be timely i.e. it must be made at the high time, when needed to be communicated to the recipient. An advance communication carries with it the danger of ‘forgetting’, on the part of the recipient; while a delayed communication loses its purpose and charm, and becomes meaningless, when the right time for action on it has expired.



(v) The Principle of Appropriateness (Or Rationality):

- ▶ The communication must be appropriate or rational, in the context of the realization of organizational objectives. Communication must be neither impracticable to act upon; nor irrational, making no contribution to common objectives.

(vi) Principle of Feedback:

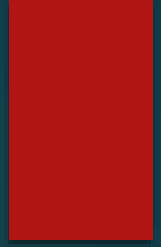
- ▶ Communication must be a two-way process. The feedback (or reaction or response) of the recipient to the message, must be as easily transferable to the sender, as the original communication made by the sender.
- ▶ The idea behind emphasizing on the feedback aspect of communication is that it helps the sender to modify his subsequent communications in view of the reactions of the recipient – making for better and improved human relations.



(vii) Principle of the Constructive and Strategic Use of Informal Groups

- ▶ The management must not hesitate in making a constructive and strategic use of informal groups, for ensuring and facilitating speedier communication in emergency situations. Such a use of informal groups would also help develop good human relations by upgrading the status of informal groups and their leaders.

Steps and Methods Of Speech Preparation



Starting With Your Audience

- ▶ Be clear on the occasion.
- ▶ Pick a topic that will interest your audience
- ▶ Set a goal.
- ▶ Always keep your audience in mind

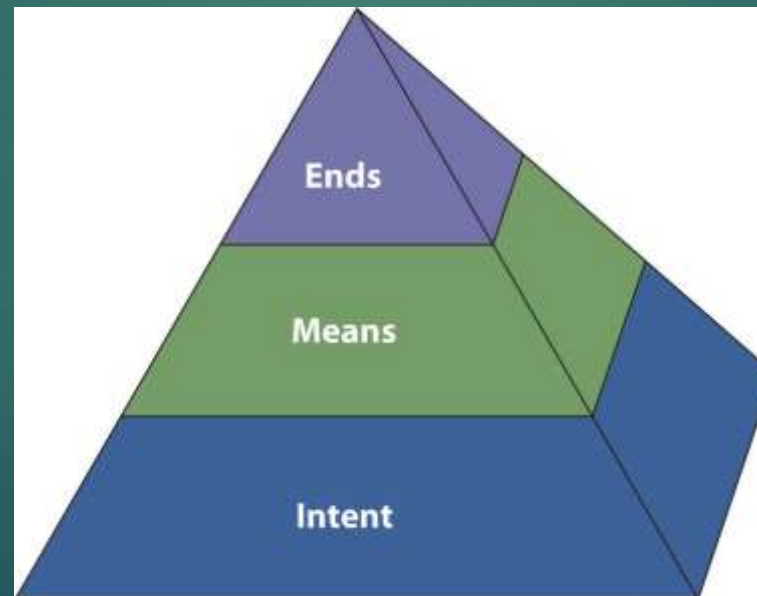
Researching and Writing Your Speech

- ▶ Know your subject
- ▶ Do broad research
- ▶ Avoid plagiarism

Ethics In Public Speaking

- ▶ Ethical Speaking
- ▶ Every day, people around the world make ethical decisions regarding public speech, for example, is it ever appropriate to lie if it's in a group's best interest? Should you use evidence to support your speech's core argument when you are not sure if the evidence is correct? Should you refuse to listen to a speaker with whom you fundamentally disagree? These three examples represent ethical choices that speakers and listeners face in the public speaking context.

- One way to talk about ethics is to use the ethics pyramid. What is the ethics pyramid? Elspeth Tilley, a public communication ethics expert from Massey University, proposes a structured approach to thinking about ethics (Tilley, 2005). Her ethics pyramid involves three basic concepts: intent, means, and ends.



Intent

- ▶ According to Tilley, intent is the first major concept to consider when examining an issue's ethicality. To be an ethical speaker or listener, it is important to begin with ethical intentions. For example, if we agree that honesty is ethical, it follows that ethical speakers will prepare their remarks with the intent to tell the truth to their audiences. Similarly, if we agree that it is ethical to listen with an open mind, it follows that ethical listeners will intend to hear a speaker's case before forming judgments.
- ▶ Individual corporations such as Monsanto, Coca-Cola, Intel, and ConocoPhillips have ethical guidelines for how their employees should interact with suppliers or clients.

Means

- ▶ Tilley describes the means you use to communicate with others as the ethics pyramid's second concept. According to McCroskey, Wrench, and Richmond, “means are the tools or behaviors we employ to achieve a desired outcome” (McCroskey, Wrench, & Richmond, 2003). Some means are good and some bad.
- ▶ For example, suppose you want your friend Marty to spend an hour reviewing your speech. What means might you use to persuade Marty to do you this favor? You might explain to Marty that you value his opinion and will gladly return the favor when Marty prepares his speech (good means), or you might inform Marty that you'll tell his professor that he cheated on a test (bad means). While both of these means may lead to the same end—Marty agrees to review your speech—one is clearly more ethical than the other.

Ends


- ▶ Ends is the ethics pyramid's third concept. According to McCroskey, Wrench, and Richmond (McCroskey, Wrench, & Richmond, 2003), “ends are those outcomes that you desire to achieve.” Ends might include the following:
 - Persuading your audience to make a financial contribution for you to participate in Relay for Life.
 - Persuading a group of homeowners that your real estate agency would best meet their needs.
 - Informing your fellow students about newly required university fees.
- ▶ Whereas the means are the behavioral choices we make, the ends are the results of those choices.

Guidelines For Ethical Speaking

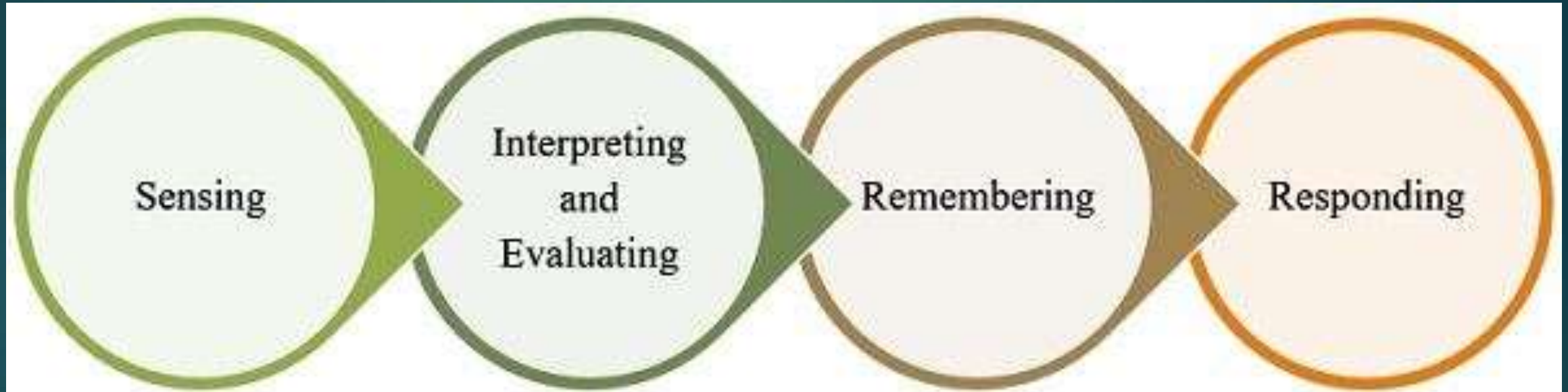
1. **Make sure your goals are ethically sound.** Are you asking your audience to do something you yourself do not believe in, do not think is good for the audience, or would not do yourself?
2. **Be fully prepared for each speech.** Don't cheat the audience by just winging it. If you calculate the money each person in your audience makes during the time you speak, do you want to waste that much of their time and money? As speakers we have a solemn responsibility to make that time worthwhile.
3. **Be honest in what you say.** Speechmaking rests on the assumption that words can be trusted and that people will be truthful. Without this assumption, there is no basis for communication and no reason for one person to believe anything that another person says.
4. **Avoid name-calling and other forms of abusive language.** Names leave psychological scars that last for years. Name-calling defames, demeans, or degrades. These words dehumanize people, all of whom should be treated with dignity and respect.
5. **Put ethical principles into practice.** Being ethical means behaving ethically all the time—not only when it's convenient.

Effective Listening

- ▶ Effective listening is the one that needs openness of the mind, concentration, and a continuous mental classification and association of the message which is heard. For the purpose of listening, we need to train our ears and question ourselves, as to why we want to listen to something or somebody. Listening means paying thoughtful attention to the statement of the speaker.
- ▶ Listening comprises of two stages:
 - **On the speaker's side:** Encoding and transmission of the message.
 - **On the receiver's side:** Decoding and responding with feedback.
- ▶ As per the researchers, a normal human being spends 45% of his communication time in listening, 30% on speaking, 16% on reading, and 9% on writing.

- 
- ▶ Listening involves the act of carefully hearing the speaker. It takes place when the receiver of the message is willing as well as ready to learn or be influenced or changed by the message that the speaker conveys to him.

Process Of Listening



The process of listening involves four stages:

1. **Sensing**: Sensing implies being in tune with the speaker, i.e. the listener is ready and knows that he has to listen. It involves the sensory perception of the sound.
2. **Interpreting and evaluating**: Listening is effective when the receiver transforms the words he hears into ideas. Further, the ideas do or do not make sense. The receiver of the ideas retains the useful information, sets apart the unnecessary or useless information, and remembers the unclear or incomplete information.
3. **Remembering**: Recorded message makes the listening more effective. In other words, one can take notes or create a picture in his/her mind to keep the same in their memory. However, written notes often halt the communication by putting the speaker on alert.
4. **Responding**: Spontaneous response by the listener of the message, which reassures the speaker of the message. Further, to get the required information and also clarity about the picture, the listener may ask various questions.

Types Of Listening



Passive Listening

- ▶ At the lowest level, such a form of listening encompasses the little degree of engagement or intensity of listening, wherein the receiver of the message seems to be listening to the message but without any response. That is to say, the listener does not make any conscious effort to absorb the message. It stops at the hearing. So, the receiver of the message may be physically present but mentally absent.
- ▶ The reason for passive listening may be fatigue, ill health, disregard of the speaker, or lack of interest in the matter.
- ▶ This is a situation of half listening and half thinking or sleeping, i.e. the person may be engrossed in his/her own thoughts.

Responsive Listening

- ▶ Such a type of listening involves verbal or non-verbal signals from the listener that he is paying attention to the message like a head nod or 'oh'. However, the comprehension is low, because the listener cares more about the content and not the feelings of the speaker and does not take part in the conversation.
- ▶ This results in a misunderstanding on the side of the speaker as the listener focuses more on the words spoken.

Selective Listening

- ▶ As the name suggests, in selective listening the listener pays attention to a selective portion of information or words and phrases only. It is partial listening, i.e. people listen to what they want to listen to. This means that the listener concentrates only on that part of the message which interests him and not on the complete message.
- ▶ The listener here tunes himself in and out. It happens when the listener is not in the condition to concentrate. Such listening relies on the objective of the listener.

Attentive Listening

- ▶ Such listening entails asking questions and drawing further information from the speaker. The listener is wholly engrossed in the conversation and interprets the message at a deeper level. Asking questions lets the listener get the desired information relating to something which has value.
- ▶ It is a higher level of listening, as it helps in collecting reliable facts, but it does not pay much attention to the emotions, feelings, and situation of the other person. It can be manipulative and forceful.

Active Listening

- ▶ Such listening involves engaging their intellect along with their emotions while listening to the message. Listeners attempt to understand the content, comprehend in the way it is directed, and draw conclusions. Here questions are not only asked for probing but also for getting the message in a clearer sense.
- ▶ The receiver of the message reflects regard for the speaker, focuses on the message, encourages the speaker, and makes it easier to deliver the message successfully.
- ▶ As the interaction lets the speaker know that he is being heard properly. This may have manipulative motives or tactics.

Emphatic Listening

- ▶ It is the listening at the deepest level, wherein the listener attempts to listen to the message and understand the intent of the speaker. Emphatic Listening not just encompasses understanding the content and the emotion behind the message. But it also empathizes from the point of view of the speaker. It is free from any judgment or personal prejudices.
- ▶ In this, the listener pays attention to the non-verbal signals like:
 1. Tone of voice
 2. Pace
 3. Volume
 4. Style
 5. Emphasis
 6. Body language
 7. Facial expression
 8. Posture