

# Fundamentals of Public Speaking

## Table of Contents

- I. The Communication Process
- II. Types of Communication
- III. Appealing to Audience
- IV. Types of Delivery
- V. Communication Barriers

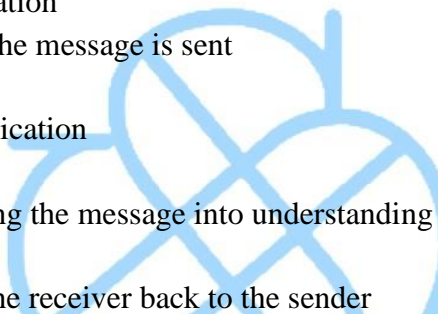


# The Communication Process

**Communication** is the action of transmitting information between two or more people.

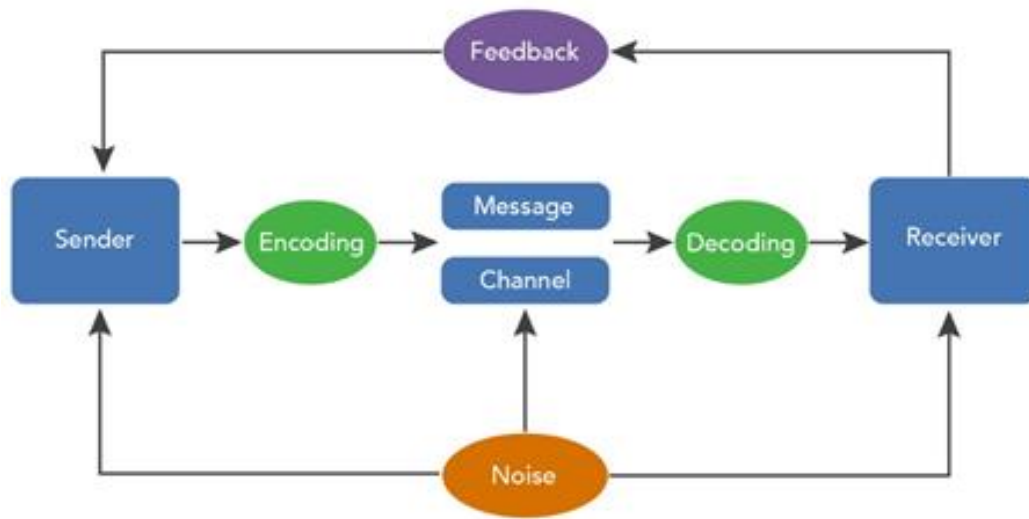
The communication process consists of a series of steps to be taken in order to attain a successful communication.

## Components

- Sender
    - Party that sends the message
  - Message
    - Information to be conveyed
  - Encode
    - Transforming of information into a particular form
  - Channel of Communication
    - Manner in which the message is sent
  - Receiver
    - Target of communication
  - Decode
    - Mentally processing the message into understanding
  - Feedback
    - Message sent by the receiver back to the sender
- 

## Sender

The foundation of this process is placed by the transmitter of the message. This party, known as the sender, is the initiator of the message to be passed on. The sender is the originator for the idea, thought, report, order, etc. to be transmitted to the receiver.



## Message

Message is the heart of communication. This is the content the sender wants to transmit to the receiver. The message can be information in the form of words, signs, pictures, or symbols. It can also be verbal (written and spoken), or non-verbal (pictorial or symbolic).

## Encode

The act of encoding is to put the desired message into appropriate means of expression. This medium is determined by the situation, time, space, and nature of the message that is to be sent. The sender decides what series of words, symbols, or pictures to be communicated to the intended receiver.

## Channel of Communication

The channel refers to the way the message is being transmitted. The channel links the sender with the receiver. It may be oral or written, displayed through a memorandum, a computer, apps, or televisions. Each channel has its advantages and disadvantages, so there must be a proper selection in order to result in effective communication.

## Receiver

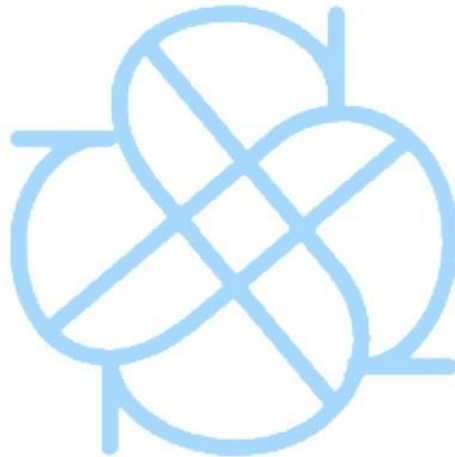
The receiver is the person or group of people the message is meant for. This party is just as important as the sender is in the communication process. The receiver may be a listener, a reader, or a viewer. The receiver needs to comprehend the message sent in the best possible manner.

**Decode**

The act of decoding is to interpret or convert the acquired message into understandable language. Simply put, it means to comprehend the message. The receiver decodes the message and interprets it to understand in the best possible manner.

**Feedback**

Feedback is a vital aspect of the communication process. Feedback refers to the response given by the receiver. Feedback is necessary to ensure that the message has been effective.

**Types of Communication**

There are a wide range of ways in which we communicate. The type of communication is decided during the encoding stage of the communication process. There may be more than one occurring at any given time during the transmission of the message.

## Categories of Communication

- Spoken or Verbal Communication
  - Any communication that uses words to share information with others
- Non-Verbal Communication
  - Includes the usage of facial expressions, tone and pitch of voice, gestures, and body language
- Visualizations
  - Includes graphs and charts, maps, and logos to communicate messages



### Verbal Communication

Verbal communication is the use of words to share information with other people through spoken language. The verbal element of communication entails the words you choose and how they are interpreted. Effective speaking involves what you choose to say, how you say it, and how it is reinforced. These elements all affect the conveyance of your message.

There must be a consideration of word choice. You will likely need to use different words in different situations, even if you are discussing the same subject. You wouldn't tell a story to a close friend the same way you would hold a presentation at a major conference. Your pace and tone of voice are included in how you speak. These aspects help an audience gauge your level of interest and nervousness.

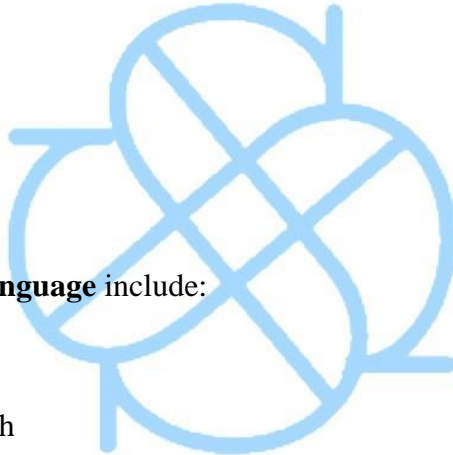
## Non-verbal Communication

Interpersonal communication also includes implicit messages, which are expressed through non-verbal behaviors. Some estimates suggest that around 70-80% of communication is non-verbal. Your facial expressions, tone, and body language often can showcase exactly how you feel without saying a word.

Positive movements and gestures help to reinforce a relationship and with building rapport, making a sender and receiver feel more connected. On the contrary, negative body language may prevent a message from being properly executed.

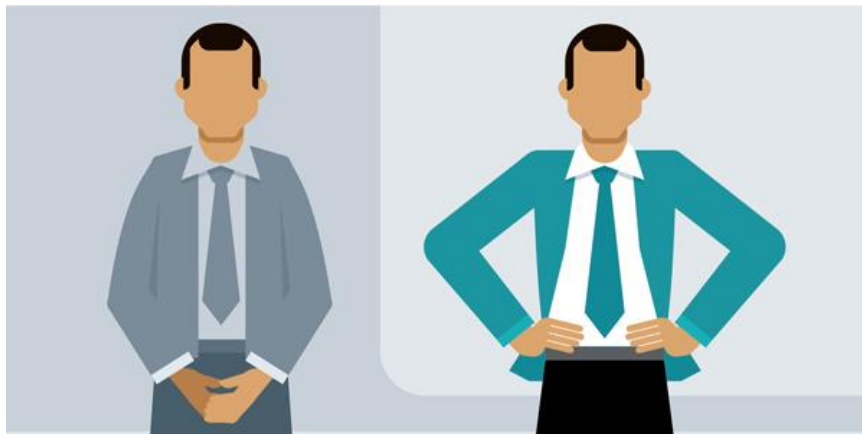
Examples of **positive body language** include:

- Relaxed Posture
- Arms Relaxed
- Good Eye-contact
- Nodding agreement
- Smiling at humor
- Leaning Closer
- Using Gestures



Examples of **negative body language** include:

- Body Tension
- Arms Folded
- Speaking hand to mouth
- Fidgeting
- Yawning



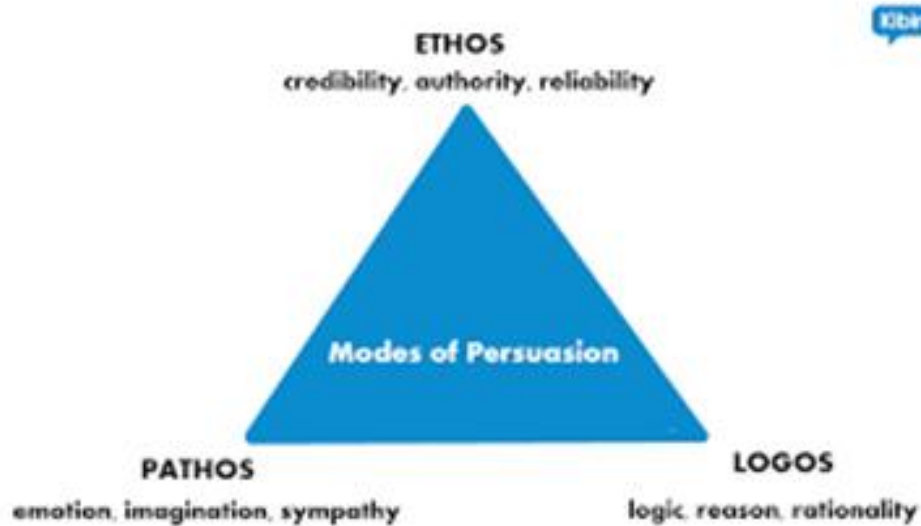
## Visualizations

Good visuals can show just as much as several words. Graphs and charts are the most commonly used types, demonstrating a plethora of information that can aid in the delivery of the message. They help with presentation of data and demonstrate a correlation alongside what you are speaking on. Whichever way it is that you choose to present your data, the saying “a picture is worth a thousand words” always holds true.



## Appealing to Your Audience

In order for anyone to effectively convey a message, they must follow what Aristotle called the modes of persuasion. These three pillars include ethos, logos, and pathos. They are appeals used to convince and persuade audiences.



## Ethos

Ethos, referring to ethics, is an appeal to credibility. It demonstrates the trustworthiness of an experienced speaker. An audience will not accept or truly listen to anything you say until you have convinced them that you are qualified to be presenting your information. When it comes to communication, trust can be built in a variety of ways. Appropriate vocabulary and language as well as proper attire can promote ethos. You can also document and make note of your areas of expertise.

## Pathos

Pathos, referring to emotions, is an appeal to feelings. Your audience is more likely to be receptive to a message given by someone who they can identify with. Pathos can be promoted through emotional tone or emotional metaphors and stories. When you are using pathos, you are causing your audience to act. The majority of people will be aware of when a speaker is trying to touch on their emotions, therefore it is to be done cautiously and in moderation.

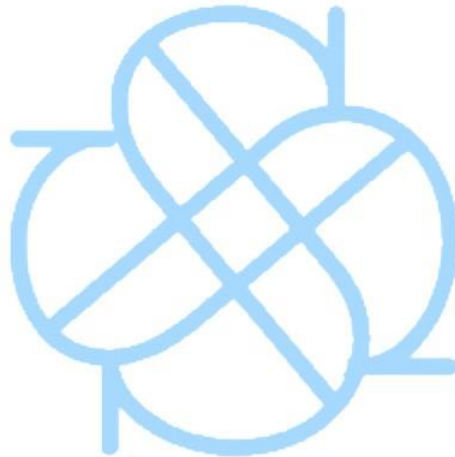
## Logos

Logos, referring to logic, is an appeal to reasoning. Effective arguments almost always include facts and supporting evidence that can be proven. Even though an audience may not



agree with what the speaker is presenting and have a different opinion, facts cannot be refuted. Historical data and recorded information can enhance what you are speaking on.

Use ethos to set the tone for your credibility in order to make your listeners relate to you. Use pathos to touch the internal feelings of your audience members. Use logos to build up your points or support your arguments.



## Types of Delivery

There are four methods of delivery that can help you balance your formality when giving a public speech:

- Impromptu
  - Speaking spontaneously
- Extemporaneous
  - With use of an outline to keep prepared ideas in order
- Manuscript

- Written out material in advance
- Memorized
  - Commit every word to memory with no use of notes or papers

Style of Delivery	Advantages	Disadvantages
Manuscript	Precise wording, phrasing	Creates barrier with audience; limits eye contact/connection
Memorization	Precise wording, phrasing	Sounds recited; a disaster if you lose your train of thought
Impromptu	Helps you think on your feet	Not enough preparation for major presentation
Extemporaneous	Sounds conversational; allows adaptation to time/situation	Requires planning and rehearsal

### Impromptu Method

Impromptu speaking is the presentation of a short message with little to no preparation in advance. This kind of speaking is spontaneous. Impromptu speeches are generally most successful when they are brief and focus on a single point. When you are called upon to give an impromptu speech:

- Take a moment prior to collect your thoughts
- Plan the main point you want to make
- Deliver your message briefly but at a pace your listeners can follow
- Cover topic as adequately as possible

### Extemporaneous Method

Extemporaneous speaking is the presentation of a carefully planned and rehearsed speech. It is presented in a conversational manner with the use of brief notes. The speaker is more likely to be perceived as knowledgeable and credible. When you are given the task to give an extemporaneous speech:

- Write and plan notes rather than a full manuscript

- Maintain eye contact with the audience
- Assess how well the audience is understanding the speech as it progresses
- Restate more clearly any idea you notice the audience seems to have trouble understanding

### **Manuscript Method**

Manuscript speaking is the word-for-word iteration of a written message. In this type of speech, the speaker maintains the majority of their attention on the printed page. It is used for instances when the exact repetition of original words is required. When you are to give a manuscript speech:

- Rehearse the reading as a complete performance
- Make sure your audience is already interested in the material prior to delivery to avoid a boring presentation
- Check for any words or phrases you or your audience may have trouble understanding

### **Memorized Method**

Memorized speaking is the recitation of a written work that the speaker has committed to memory. Memorization allows for the speaker to be able to maintain eye contact with the audience. Being free of notes means that the speaker can move around the stage freely and make more use of their hands for gestures. When you are to give a memorized speech:

- Practice every facial expression and gesture you plan to use
- Assure you have designated vocal cues to prevent a flat and uninteresting presentation
- Go at a steady pace

## **Communication Barriers**

It is important to note the many reasons why interpersonal communications might fail. It is not uncommon for the message to be received in a different way than the sender intended. Active listening, clarification, and reflection skills may help with identifying the problem.

The communicator must also be aware of the barriers they might encounter and how to avoid or overcome them. There are many barriers and they may occur at any stage in the communication process. Barriers can result in a distorted message and therefore cause confusion and misunderstanding.

## Emotional barriers

Some topics may be completely off-limits. Taboo or difficult topics may include, but are not limited to, politics, religion, disabilities (mental and physical), sexuality and sex, racism and any opinion that may be seen as unpopular.

## Physical Barriers to Non-verbal Communication

Not being able to see the non-verbal cues, gestures, posture and general body language can make communication less effective. Phone calls, text messages and other communication methods that rely on technology are often less effective than face-to-face communication.

## Expectations and Prejudices

People often hear what they expect to hear rather than what is actually said and jump to incorrect conclusions. This may lead to false assumptions or stereotyping.

## Cultural Differences

The norms of social interaction vary greatly in different cultures, as do the way in which emotions are expressed. For example, the concept of personal space varies between cultures and between different social settings.

A skilled communicator must be aware of these barriers. The speaker will constantly try to reduce their impact by continually checking an audience's understanding and responding to feedback.