



Unit

1

Introducing
Public Speaking

OBJECTIVES

After studying this unit, you should be able to:

- (1) Understand what public speaking is in terms of the communication process.
- (2) Describe a rhetorical situation and its three parts.
- (3) Avoid plagiarism and learn to be an ethical speaker.
- (4) Think positively and deal with your nervousness.

Warm Up



In Pairs

1) Since you were small kids, you were told that wasting food is not appropriate. Why do you think wasting food is inappropriate? List out at least two reasons below and compare your answers with your partner.

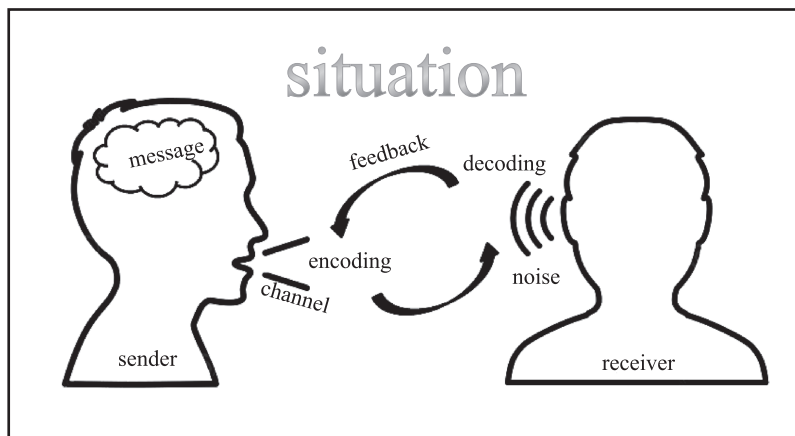
| | |
|----------|---------------|
| Reason 1 | ZERO WASTE |
| Reason 2 | |

2) *While your partner is speaking, do you think he or she has met the following criteria as a public speaker?*

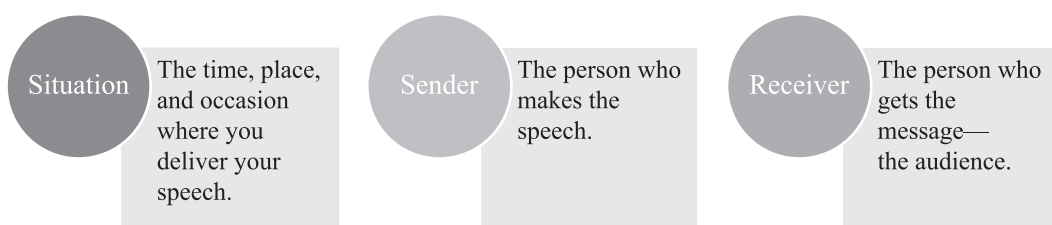
| | Yes | No |
|--|--------------------------|--------------------------|
| (1) Are the ideas presented clear enough that you can retell them? | <input type="checkbox"/> | <input type="checkbox"/> |
| (2) Did he or she look into your eyes during speaking so that you could feel being communicated? | <input type="checkbox"/> | <input type="checkbox"/> |
| (3) Could you feel the nervousness of your partner? | <input type="checkbox"/> | <input type="checkbox"/> |
| (4) Are you interested in finding out more about what he or she talked about? | <input type="checkbox"/> | <input type="checkbox"/> |

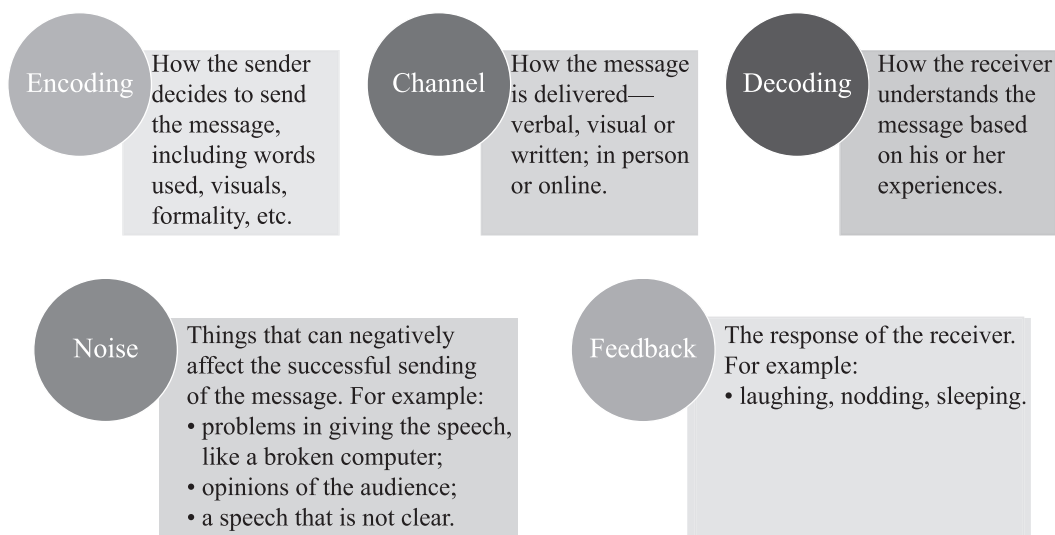
1.1 What Is Public Speaking?

Public speaking is communicating your messages to other people. To understand how this communication takes place in public, let's examine the communication process. As shown in the figure below, this process involves a message being encoded by the sender in a certain situation, and delivered through a channel to the receiver who then decodes the message (with the interference of the noise) and gives feedback to the sender. As you will see, treating your speech as communication in this way will help you make your message as clear as possible.



The following diagram shows a communication process and the eight elements involved.





Activity 1.1 Matching

Read through the examples in Column A and match them to the elements in Column B. Draw a line between the items. Then compare your answers with your partner.

Column A

- (1) You have to give a speech on your project, in a classroom, at 2 pm.
- (2) Delivering the speech in the form of Vlog.
- (3) During the speech, some people listen carefully, some laugh out loud, and some take out their cell phones to check the messages.
- (4) The speaker and the audience.
- (5) The speaker says “An apple a day keeps the doctors away”, and the audience understands it as “the importance of fruit in daily meal”.
- (6) The audience does not think you are an expert on this topic so they do not want to listen to you.

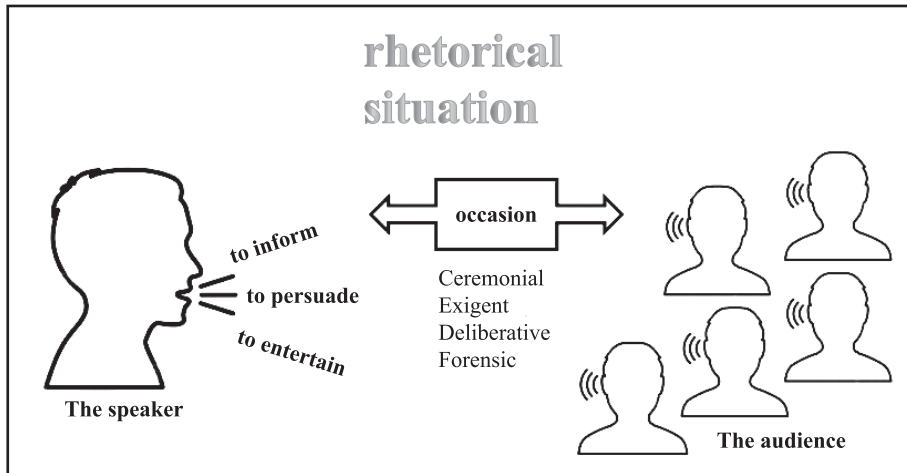
Column B

- (a) Situation
- (b) Sender & receiver
- (c) Encoding & decoding
- (d) Channel
- (e) Noise
- (f) Feedback

1.2 How Does “Being in Public” Affect Your Speaking?

Public speaking is about communicating in public, in a rhetorical situation. A rhetorical

situation means an occasion where you speak to a group of people. There are three parts in a rhetorical situation, namely the audience, the occasion and the speaker.

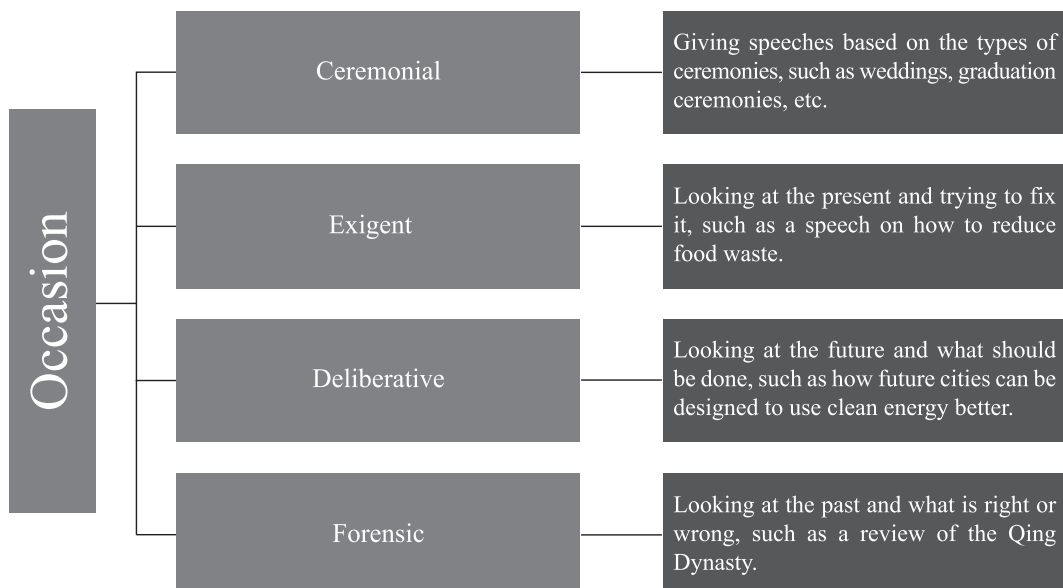


1. The Audience

The audience is the people listening to your speech. They can affect your speech in many ways, such as the language you use or the topic you choose. We will have a more detailed discussion about audience in Unit 2.

2. The Occasion

There are four types of occasions in public speaking. Each of them requires different speeches.



3. The Speaker



Each speaker is unique. Recall your performance in the Warm Up. You had different knowledge on the subject from your partner, a different opinion, and a different presentation style. In addition, different talks require different aims, such as:

- (1) to inform: to tell the audience something;
- (2) to persuade: to change the listeners' minds;
- (3) to entertain: to make the audience happy.

Therefore, the uniqueness and the purpose of the speaker can greatly affect the speech.

Activity 1.2 Analyzing Rhetorical Situations

In Pairs

Imagine a speech on the topic of "Food Safety". Look at the following rhetorical situations first. Then discuss with your partner the differences between them and complete the table below.



| Rhetorical Situations | Who Are Your Audience? | What Is the Occasion? | Who Is the Speaker? | What Is the Aim of the Speaker? |
|--|------------------------|-----------------------|---------------------|---------------------------------|
| A press conference after a food safety scandal | | | | |

(Continued)

| Rhetorical Situations | Who Are Your Audience? | What Is the Occasion? | Who Is the Speaker? | What Is the Aim of the Speaker? |
|---|-------------------------------|------------------------------|----------------------------|--|
| A dinner party celebrating the achievements of a politician improving food safety | | | | |
| A meeting of a food company trying to improve its image | | | | |

1.3 How to Be a Responsible Public Speaker?

1. Be Ethical.

Ethics means doing the right thing. A couple of other words that have a similar meaning include “morals” and “integrity”.

Being ethical is important, because it shows:

(1) Respect to the listener.

- You want to give a speech that is worth the listener’s time.

(2) Respect to the topic.

- The topic needs to be researched well so that you can speak like an expert.

(3) Respect to the occasion.

- Your speech needs to be suitable for the occasion otherwise people will react badly.

2. Avoid Plagiarism.

Plagiarism means copying work from somebody else and claiming it is your own.

Plagiarizing should be avoided for the reason that:

(1) It is stealing.

(2) It can hurt your reputation.

(3) It does not respect the audience, topic or occasion.

To avoid plagiarism, you can:

- (1) Use quoting.
 - Quote exactly what another person has said, and refer to the original source.
- (2) Use paraphrasing.
 - Re-tell in your own words what another person has said.
- (3) Refer to the original source.
 - Refer to the original author, book, article, website, etc.

Activity 1.3 Paraphrasing Ideas

Step 1

In Pairs

Take a moment to observe the following images. Then discuss the following questions with your partner.

- (1) What do you see? Are you familiar with any of these images?
- (2) What global issues are represented by these images? Choose one to discuss with your partner.



Step 2

In Pairs

*1) The passage below gives some information about the United Nations Sustainable Development Goals (SDGs)¹. These goals will form part of this textbook's content. Read the passage and identify **THREE** major ideas concerning SDGs, each idea per paragraph. Write them down in the box below. Then take turns paraphrasing what SDGs are about to each other.*

The Sustainable Development Goals are a universal call for action to end poverty, protect the planet and improve the lives and prospects of everyone, everywhere. The 17 goals were adopted by all UN Member States in 2015, as part of the 2030 Agenda for Sustainable Development. It set out a 15-year plan to achieve the goals.

Now, with less than 10 years left to achieve the Sustainable Development Goals, world leaders at the SDGs Summit in 2019 called for a Decade of Action. They recognized that ending poverty and other deprivations must go hand-in-hand with strategies that improve health, education, reduce inequality, and spur economic growth, meanwhile tackling climate change and working to preserve our oceans and forests.

The UN Secretary General called on all sectors of society to mobilize for a Decade of Action on three levels: global action to secure greater leadership, more resources and smarter solutions for the Sustainable Development Goals; local action including the needed transitions in the policies, budgets, institutions and regulatory frameworks of governments, cities and local authorities; and **people action**, including by youth, civil society, the media, the private sector and academia to generate an unstoppable movement pushing for the transformations.



| Paraphrasing Main Ideas of SDGs | |
|---------------------------------|--|
| Idea 1 | |
| Idea 2 | |
| Idea 3 | |

2) When paraphrasing, remember to include who said it (e.g. the United Nations) and where the information comes from (e.g. the United Nations Website). Use the following

¹ The United Nations. 2020. The Sustainable Development Agenda. *The United Nations*. Retrieved June 21, 2022, from The United Nations website.

expressions when paraphrasing.

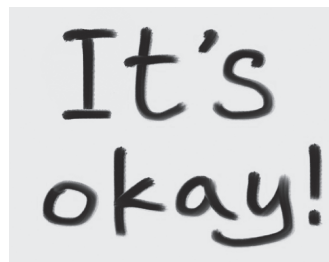
| | | |
|------------------------|-----------------------------|--------------------------------------|
| <i>According to...</i> | <i>... said that...</i> | <i>It is mentioned by...</i> |
| <i>As... said,</i> | <i>As pointed out by...</i> | <i>It is suggested by... that...</i> |

1.4 How to Speak More Confidently?

1. It Is Normal to Fear.

Never think yourself the only one who feels scared of being in front of people. I am scared. She is, and he is for sure. You will never be able to completely overcome fear. But you can feel your fear, and tell yourself “It’s okay to fear”.

Also, some fear can actually be a good thing. A little bit of nervousness can really help you be more focused and excited when giving a speech.



2. How to Deal with Fear?

(1) Plan well.

- If you have researched the speech well, and have a logical structure, then it can be easier to be more confident.

(2) Visualize yourself giving the speech.

- It can help you get a clear picture in your mind of your speech, and you can see how you might look in front of the audience.

(3) Know that confidence comes with experience.

- The more you practice speaking in public, the more confident you would become.

(4) Change your outlook.

- Consider trying to see a speech not as a moment of fear, but as a challenge that you can overcome.

(5) Remember that the only person that knows the plan is yourself.

- If you change or miss a word during your speech, the only person that knows this is yourself. In fact, some of the best speeches are done by people who are flexible and are not afraid to change things in the middle of their speeches.