

THE FUNDAMENTAL PRINCIPLES OF PUBLIC SPEAKING SERVE AS A GUIDE AND INFORMER OF PUBLIC DISCOURSE

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Abstract: In Basics of Public Speaking, we stress the value of developing oratory and public speaking techniques so that each person can use them as a vital tool to more easily accomplish all communication goals, both personal and professional. In addition to providing an explanation and definition of public speaking, we address the important subject of who genuinely need oratory skills. We also discuss the fundamental categories and kinds of speech, its key characteristics and distinctions, and a crucial component of oratory called unplanned or spontaneous speech.

Key words: speech in public, speech forms, and spontaneous speech

I. INTRODUCTION TO PUBLIC SPEAKING

This text aims to introduce readers to public speaking and rhetoric skills, which are essential in all spheres of life. It emphasizes the need for everyone to learn these skills, as they are woven into all spheres of work and life. Despite the importance of these skills, many generations are not exposed to them, and it is unlikely that young people will grow up with these knowledge and skills, as parents and schools often do not actively teach them. Many businesses fail and goals are not achieved, particularly in international business relations and diplomacy. Public discourse often looks like a reality show, with societal illiteracy and vulgar language glorifying disrespect. To improve public speaking, learn basic rules and skills, and improve communication, particularly in the transfer of reliable, verified, controlled, and

dynamic information. Well, in order to come up with an answer how to successfully master the techniques of public speaking, it is first necessary to answer the following two questions:

II. WHAT IS PUBLIC SPEAKING?

John Dolman's book "Handbook of Public Speaking" highlights the difference between public speaking and theatre performances. Public speaking is a structured, deliberate presentation of an individual to a live audience, aimed at informing, influencing, or entertaining them. It is often associated with commercial activity and is often used to persuade the audience. However, in practice, public speaking involves various factors and is not a simple activity, as it is a natural function of life. Public speaking is often associated with speeches in front of a large audience, such as rallies,

political speeches, or lectures. However, it encompasses more than just these conditions. Public speaking can be performed to a large group of people, whether in business or private settings, as it transmits a specific message to this group. Public speaking involves speaking in front of specific people, whether in an office setting or at a job interview. It can include business partners, clients, employers, directors, or employees. In an extreme case, a speech in front of just one person can be considered a public performance or public speaking. On the other hand, not only is the public performance when you go to talk in front of people that have some business significance to you. What happens when you go to the coffee shop and want to talk to a guy or a girl, you want to appeal to that person? Can that be considered a public performance? Of course it can. In private, public speaking can be done in a group of friends, but it doesn't necessarily belong to a public performance. People in social groups want to position themselves, whether as leaders, followers, or valued opinionators. Public speaking is a way to present oneself in a certain way, even in a group of friends.

III. WHO NEEDS PUBLIC SPEAKING SKILLS?

From the previous text and the definition of public speaking, the answer to the second question almost imposes itself slowly we become aware that oratory and public speaking skills are of a huge and very often crucial importance in the process of building our place in society, our career, successful sales, even family relations. In addition, it is particularly important to stress that if you want individuals or groups to run on any immediate action, whatever that action may be, a good result can be expected only if you are a good,

confident and pungent speaker. No matter how much did you thought, or didn't thought about how important it is to master public speaking techniques for your situation, your specific job, now you become aware that it is very significant. Anything that you do today, you are required to know and master the techniques of public speaking, just as you might want to change your current situation, to begin to look different in the eyes of your peers, to advance in your job, of course to better yourself in the job that you already do, or how to achieve better results and so on. Whatever your job is, you need to know oratory techniques and master the art of public speaking. Therefore, we can conclude that it is absolutely necessary for everyone to master at least the basics of rhetoric and public appearances. Whether you are dealing with public business, politics, the media, whether you are a professor or a manager, retailer or restaurateur, whether your goal is to act and speak in front of crowds, management boards of companies, hold sales presentations to groups or individuals, better position yourself in society, or just to be liked by a girlfriend / boyfriend at a coffee shop, or to appease your professor to give you a passing grade, mastering the techniques of public speaking and oratory skills is what will make a key qualitative difference between your success or failure. In other words, when we master the techniques of public speaking, we possess much better way to reach our audience, that audience will accept and listen to us better, and thus to obey our wishes. In the process of mastering the techniques of public appearance and public speaking skills, there is one key thing that will greatly help us to bring our knowledge and skills to a climax of the ability to communicate and addressing the audience, so that our every audience fully

understands us, listen to us easy and stress-free and unerringly know what is what you say and what the exact message that you transmit by your speech is. The key to success is the wealth of your personal vocabulary, with which you handle easily and confidently.

IV. TYPES OF SPEECH

When it comes to speaking, one must know that there are different types of speech, because we will not talk the same way, when we hold a political rally, or if we talk to the board of the company, if we talk to our spouses, or talking with friends. Therefore, we will not want to achieve the same effect. Sometimes we want to move people in some direction, sometimes we just want to inform, to convey some information in a certain way depending on the effect we want to achieve. In other words, depending on who our audience is and what goal we want to achieve with our speech, we will choose the type of speech, and by that we will further modify our speech and adapt to the circumstances. In ancient rhetoric (Aristotle, Cicero, Quintilian) three kinds of speech are described: political or advisory (genus deliberative), court (genus iudicial) and demonstration, ie. Festive commendable or reprehensible speech (genus demonstrative, with subspecies genus laudativum). This division is based on the relationship of the object of speech and listener (Ueding, Steinbrink 1986. p.238).

A) Call to action speech - characteristics of this type of speech are that it is usually much more energetic speech, followed by larger gestures, heightened tone, often faster, or variable tempo of spelling out the words and the like, by which we directly encourage our

listeners to do something or make a decision instantly.

B) Informative speech - looks completely different from the previous one, followed by a milder, slightly slower tempo which is kept all the time, because then we actually talk like television announcers who read the news, the tone of voice is not too strong, boisterous or noisy. This type of speech is not reflect by too energetic presentation, because it actually only transmit some information. Of course, these speeches are usually done through modern means of communication and new media. New media can be analyzed only in the context of electronic communications. Rolend Lorimar talks about three kinds of electronic communications: (1)

C) Speech for persuading - This type of speech is accompanied by greater closeness with the audience, preferably greater physical proximity, quieter tone of voice, addressing the listener's inner being and their emotions. Sometimes you can use a slightly stronger tone, but certainly not as strong as in call to action speech, because persuading others cannot be done with too turbulent speech that sort of attacks the listener, but with speech that creates a positive reaction, enthusiasm and confidence. When we want to convince someone into something, we need to be close to that listener or group of listeners. Then we talk in a way that that persuasion looks, so to speak, half meditative, so that the tone of the speech almost looks like hypnosis, the hypnotic voice, and that it puts the listener in a certain semi hypnotic trans, mild or shallow hypnotic trance. In fact, the speech that convinces listeners in something, has to relax that same audience, because only when they are relaxed, that they are submissive to accept our suggestions, which surely they will not do if they are tensed up.

D) Commemorative and apt speech -

such as the presenting a speaker, giving and receive prizes, commemorative speeches, eulogy, inauguration, welcoming, speaks at the opening of an object, exhibitions, etc. (Politicos 2006) This type of speech is, however, completely different from the three previous types of speech and by the specific rule. Here it should be noted that the rhetoric or the public speaking by itself, has certain rules, of course that same rules apply to almost every type of speech and for every situation, except for this fourth kind of speech. This speech looks a little different from the previous three kinds of speech, and not different in terms of energy, pace, tone, etc., because there we can almost choose whatever we want, but different in only one technical detail, and that is the way of preparing of this speech

Although in the previous segment we gave examples of the most common types of speech and their common characteristics, we must know that every speech is a living flowing thing that adapts to moment, audience reactions, energy of the listeners and the speaker, external circumstances and a number of other factors, so we can not take previous descriptions as unchangeable characteristic of the given speeches, which exclusively have to look in that way and only be spoken that way. In fact, in different circumstances, in each of these types of speech we'll have the need to be able to use certain features that characterize other types of speech more than the type we are currently doing, with the aim to find a best way to reach our audience and achieve the desired effect.

V.IMPROVISED / IMPROMPTU SPEECH

Sometimes we hear speakers say to us, or perhaps we ourselves thing like this: „You

know, I like to have impromptu speech, to speak improvised”. In this sentence, we just told two entirely different things, though perhaps at first glance does not seem so, these need to be explained. It is said „to have impromptu speech“ and „to speak improvised“. The two are completely different things in speaking, so it is necessary to define the essential difference. Also in the literature can meet an expression „improvised speech“, which in fact often describes the act of improvisation by itself, or „impromptu speech“. Unlike those types of spontaneous speech, when the circumstances are such that the speech could not prepared in advance, nor we even knew in advance.

VI.CONCLUSION

Speech is a skill that distinguishes man from all other animal species and is the basis of the overall human communication. Correct mastering the art of public speaking and public appearances will distinguish you and rise you above the average individual who passes unnoticed through the world and whose ideas, quality and features are rarely noticed and recognized by society as a potential worth of our attention.Heinz Lemmermann says: „Rhetoric can be found in the service of good and evil, truth and lies. Speakers gift is a dangerous weapons, which is often misused. Basically there are three methods by wich we can achievesomething with other people: they can be compelled, thay can be persuaded and they can be convinced. As a rule, only the last method is legitimate“ (Lemmermann, 1968. p.41).Absolutely everyone needs to master at least the basics of rhetoric's and public speaking! Whether you are in public sector, politics, the media, whether you are a professor or a manager, retailer or restaurateur, whether your goal is to act and speak in front of

crowds, management boards of companies, hold sales presentations to groups or individuals, or just to be liked by a girl/boy at a coffee shop, or to appease your boss, or be given a passing grade by teacher, public appearance and public speaking skills is what will make a key qualitative difference between your success or failure.

For all these and other life situations we need to know how to speak good, to perform boldly, to think fast and express ourselves clearly (Teodosijevic, 2014.).

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