

University of Mohamed Khider

Teacher: Dr. Youcef LAALA (instructor)

Subject: Communicative Situation/ Grade: Master 1 LMD/ Date: May 2020/ Multiple days lesson.

Description of the Content: Theoretical.

Learning Outcome: At the end of the lesson, learners would learn about Advanced Techniques of Communication

Curriculum Connection: Semester 2

Instruction:

1. Engagement: Introductory question(s) to check students' knowledge about the subject matter / Discussion
2. Teaching Methodology: Communicative Approach
3. Practice activity: Related Terminology / Instant questions / Research Paper

Materials & Resources: Creating Communication, exploring and expanding your fundamental communication skills. Randy Fujishin (2009)

Assessment Strategies: Oral/ written tests + official tests

Author of the lecture: Mrs. Allouani Rima

The summary of chapter 10

Creating Skillful Communication in a Speech

1. Public Speaking

It is delivering a speech before an audience for a specific purpose.

Three purposes of speaking:

- 1- **The informative speaking:** to expand or broaden the listener's knowledge and skills such as lecture and sales report.
- 2- **Persuasive speaking:** try to change one's idea or act. For instance, closing arguments in a court trial.
- 3- **Speaking to entertain:** to please the audience as stand-up comedy.

To create a successful speech, you need to determine its purpose by making **the specific purpose statement**, which is the goal you hope to achieve for your speech. It includes the intended audience, one specific purpose, and the desired result of the speech.

2. Analysing the speaking situation

The speaking occasion:

It can be analysed by asking questions about the purpose, the intent, the nature, time limits, and the activities of the speaking occasion.

The audience:

Consider your audience. There are 4 areas of audience analysis to explore for preparing your speech:

- 1- **Interest:** it should be interesting to your audience.
- 2- **Attitude:** despite the speech's topic is interesting, it should go with their attitude towards it (favor of /against it/ neutral). This can help to determine how to approach the audience with the topic based on their attitude.
- 3- **Knowledge:** knowing to what extent audience know about the topic helps to avoid boring or confusing them.

- 4- **Demographics:** they should be determined as the gender, average age, economic status, and cultural background (homogeneous or heterogeneous) of the audience. This helps to shape a successful speech, yet its success is based primarily on the speaker's interest in his topic.

3. Sources of information:

- 1- **Your personal knowledge and experience:** you extract information about the subject from experiences with people, classes or television programs. This can provide stimulating information on your topic.
- 2- **Library resources:** as college, university, and community libraries. If you need help, you can ask the librarian or you should know the following materials:
 - **The library catalogue:** the main source of information about the available books which they can computer listed or may be listed by author, title, subject if libraries still use the card catalogue system.
 - **The reader's guide to periodical literature:** is an index of articles published in popular magazine as Time, News Week, and New York Times.
- 3- **Newspaper indexes:** they provide local and up-to-date information on your topic.
- 4- **The Internet:** it is the most powerful and fast tool for accessing information, yet you should take in consideration that some of the information tackled ,or out-dated so the library is the suitable place to find valuable information. You should evaluate information from the Internet by asking about the author , his qualification in the field , his credentials, organization , or agency posting the information ...etc.
- 5- **Interviews:** as conducting an interview with an expert in the subject to gather a different perspective on your subject. This helps to add credibility to your research with inclusion of expert opinion.

Supporting material: while researching, look for materials that support the main points of your speech.

Six (6) types of supporting materials:

- 1- **Definitions:** it is the meaning of a word that can be derived from dictionary or computer. You should only define unfamiliar words for the audience.
- 2- **Examples:** they are brief illustrations that support a point as well as clarifying points in your speech.
- 3- **Stories:** a detailed account of an incident that illustrates a point. A well-told story can serve as the cornerstone of a skilfully constructed speech. Stories can be factual or hypothetical (fictional).
- 4- **Comparison:** it is an effective way of presenting a new information by showing how one idea or object is similar or connected to another.
- 5- **Statistics:** they are numerical facts that can be effective in making a succinct point. They can provide a great deal of information in a very small amount of time. While using statistics, keep these 5 guidelines in mind:
 - Take evidence from reliable sources.
 - Cite the author and source your statistic before you present the figures.
 - Limit the use of statistics to one or two main points.
 - Use visual aids to present more than two or three related statistics.
- 6- **Expert opinion:** is a citation or testimony from an authority. It can state a point or explain a concept. Also, their expertise, training, and experience lend authority and credibility to your speech.

Recording your information: while researching, record useful information by writing in a paper, or audio recordings with microcassette recorder. For each information, record the author, the source, date, and information on a index. The latter is to record research information as to use cards to construct the main points and rearrange information of your speech.

Plagiarism: is the use of another person's ideas or words as your own that's because you don not cite the sources or fail to do so. The consequences of stealing the ideas of another person can be serious as being flanked

from the class in case you are student. So, you should cite all pieces of information in your speech to avoid such a problem.

Organizing your speech: to create an effective organized speech, you have to divide your message into introduction, body, and conclusion.

- ❖ **The body:** it will be based on the main points of your speech as they should be only three or four main points so that you can handle it in terms of time, and effort.

Ways of organizing the main points:

- 1- **Topical order:** your points start from the most important to the least important.
- 2- **Chronological order:** you arrange the main points in sequential order.
- 3- **Spatial order:** you arrange the main points according to physical or geographical sequence.

Developing the main points of your speech:

- ❖ Develop each main point equally. Distribute your supporting material so that every point gets approximately the same development.
- ❖ Use at least one piece of evidence to support each of your three points.
- ❖ Include at least one well-developed story in the body of your speech.
- ❖ Provide a variety of supporting material in addition to previous materials.

Transition within the body: after developing each main point, select transitions so you can guide your audience from one point to another.

- ❖ **The introduction:** it contains a one-statement that lists the three or four main points. It takes 10 to 15 percent of total speech time. It should attract the audience attention by using :
 - i. **Audience question:** it is an easy way to open a speech with the audience.
 - ii. **Hypothetical situation:** it begins with “imagine yourself...” followed by the situation, or condition you want to establish in the minds of your listeners.
 - iii. **Quotation:** by beginning your speech with an appropriate quotation.
 - iv. **Statistics:** a startling statistic is an impressive way to begin your speech as well as it will add credibility to it.
 - v. **Story:** opening the speech with a brief well-told personal or hypothetical story can provide a powerful way to create intimacy with your audience.
- ❖ **The conclusion:** it should contain a review of your main points, and a final thought, or appeal. It can take 10 to 15 percent of total speaking time. Do not introduce a new material only present a final thought by using the following devices: appeal, call to action (encourage them to do or act out), vision for the future (creating positive vision).

Creating your speech outline: now, you can create your speech outline which is a brief full-sentence model of your speech . The framework helps to plan and test the ideas and your talk before you face the audience. Your speech outline is not a word-for-word manuscript of your speech, but it should contain only about 20 to 30 percent of the actual number of spoken words in your speech.

Basic guidelines before writing an outline:

- Use a standard set of symbols. The main points of the speech can be divided by Roman numerals, sub points with capital letters.
- Use a complete-sentence structure for your introduction, conclusion, main points transition and sub points.
- Each main point should support your purpose statement.
- Each main point or sub point should contain only one idea.
- Limit your main point structure to three or four.

- Keep the number of words in your outline 20 to 30 percent of your total for the speech.

4. Being an ethical speaker:

An ethical speaker is an individual who will choose to uphold the highest standards of integrity in truthfulness, topic selection, level of research, citation of evidence, and respectful delivery.

Sample of speech outline:

- **Specific purpose:** to inform the audience about touching.
- **Introduction:** your personal experience of touching, and presenting the two main points, which are touching, relieves stress, and improve relationship.
- **Body:**
 - i. **Definition of touching :**
 - A-
 - B-
 - ii. **Touching relieves stress:**
 - C-
 - D-
 - E-
 - F-
 - iii. **Touching improves relationship:**
 - G-
 - H-
 - I-
- **Conclusion:** preview of the main points tackled in the speech.

- **Truthfulness:** you have the ethical responsibility to tell the truth to your audience. If your audience discovers you as a liar, your credibility will be tainted.
- **Topic selection:** select topics that are inspiring and interesting to you and your audience rather than boring, or harmful topics.
- **Level of research:** the provided information should be most relevant, accurate, and recent information.
- **Citation of evidence:** cite the sources of any used information in your speech to avoid plagiarism.
- **Respectful delivery:** while addressing your audience. First, be punctual as to arrive on time. And wear the best suitable clothes at the speaking occasion. Third, try to speak in a very polite and pleasant way by honouring the listeners with selective words.

Speaker delivery: delivery is all nonverbal communication you express when you are giving a speech. Try to be natural .

5. Delivery methods for presenting the content of any speech:

- 1- **Manuscript delivery:** is reading the speech word for word from a manuscript to the audience without straying from the text.
 - ❖ **Its advantages:** the content of the speech is guaranteed, and this method is suitable for a scientific report or a conference announcement.
 - ❖ **Its disadvantages:** the speech sounds read, and not delivered with spontaneity and life. You cannot modify the content since the text has already been determined.

- 2- **Memorized delivery:** it is based on memorizing the entire speech word for word, and then recite the speech without the use of the manuscript or even notes.
 - ❖ **Its advantages:** it provides a greater eye contact with the audience. Bodily language will be present and more spontaneous.
 - ❖ **Its disadvantages:** It takes time and effort in memorizing, and if you forget one word, you will run the risk forgetting everything.
- 3- **Impromptu delivery:** you give a speech without any prior preparation or practice.
 - ❖ it is appropriate when you respond to an inquiry during a business meeting or answer a question during an interview, but formal speaking needs practice and preparation.
- 4- **Extemporaneous delivery:** is a speech that is prepared and practiced ahead of time, but whose exact wording is not determined until you deliver the speech. It combines the strengths of the manuscript, memorized, and impromptu methods, and eliminates most of their weaknesses.
 - ❖ **Its advantages:** you are organized in the way you know what needs to be covered much like the manuscript and memorized methods, but without losing the natural delivery or forgetting one of the hundreds of words in the text. It is the best method of creating successful speech.

Requirements for natural delivery:

- ❖ **Enlarged conversational tone:** speaking with the same naturalness, and qualities you use in regular conversation. It make the audience feel comfortable with your speech delivery .
- ❖ **Speaker genuisness:** it refers the use of nonverbal communication that is familiar to you so that you will feel good and comfortable.
- ❖ **Desire to communicate:** It conveys the feeling that you care eagerly about your message . This desire can be conveyed in two ways. First, select interesting topic to you as well as your audience. Second, choose a topic that has a deep impact on you.

Guidelines for effective delivery:

- ❖ **Dress appropriately:** your best suitable clothes will greatly influence the audience's perception of you even before you start speaking.
- ❖ **Pause before speaking:** you should take a moment or two to pause, catch your breath, and get the attention of your audience.
- ❖ **Look at your audience:** before start, establish eye contact with the audience so that you will create the intimate involvement.
- ❖ **Stand and move naturally:** act naturally and formally.
- ❖ **Speak naturally:** listeners appreciate speaker's natural voice, free of exaggeration, and drama. So, you should speak loud enough to be heard as well as to maintain a moderate rate of speech. You can use pauses to highlight important points.
- ❖ **End your speech confidently:** you summarize your three points in one sentence then deliver your final thought or appeal exactly as you practiced . Do not add or delete any material. You end your talk in a confident, natural manner as you walk back to your chair.

Speaking notes: they are used to guide you.

Some guidelines when constructing and using your speaking notes:

- **Use note cards:** use either 3×5 or 4×6 index cards when constructing your speaking notes.
- **Use keywords and paraphrases:** your speaking note cards should contain only keywords and paraphrases rather than writing the entire sentences. It is useful for recalling the main points quickly without having all the details.
- **Use note cards sparingly:** just keywords and phrases.
- **Place cards on the podium:** place them on the podium in chronological order from left to right and glance at them when it is needed.

6. Practicing your speech:

- **Practice three days in advance:** this time gives you the opportunity to get accustomed to your talk, make changes, and relax.
- **Practice five to ten times:** go over the introduction, main points of body, and conclusion a few times (3 or 2 times) until you can recite without error. Do not practice more than 10 times because it will sound too mechanical.
- **Practice in a quiet room:** the room should be free from all kinds of distractions so that you can practice.
- **Practice in standing position:** you have stand while you practice rather than other positions in order to feel and experience what will be your public speaking.
 - **Do not stand in front of the mirror:** it will distract your attention.
 - **Time your practice sessions:** time each of your practice sessions initially each component of your speech. Your final practice should be within 30 seconds of your required time limit.

Record your practice sessions:

- ❖ Use an audiocassette recorder or a video camera to record your practice sessions so that they will provide valuable feedback on your delivery strengths and weaknesses.
- ❖ Evaluate your practice sessions: review the recordings of your practice sessions. Find out the weaknesses in your delivery of each component. To review, you should consider the following points:
 - **The content:** A- the topic should be appropriate and specific, the development of each main point equally, your content is documented research evidence, the use of vivid, and descriptive language.
 - **Organization:** introduction should have an attention getter, and preview of main points. Body should contain a review of main points. Conclusion should have a review of main points as well as contain a final thought.
 - **Delivery:** you should pause before speaking, show the desire to communicate. Your delivery should be natural and inviting. You should have fluid and relaxed body movements.

7. Creating ease in giving speeches:

The S.P.E.A.K technique:

- ❖ You should change how you perceive an audience to create a very different attitude and feeling within yourself.
- ❖ See yourself as others do: despite the feelings of fear, and shyness, you will appear much more relaxed to your audience than you feel while you are delivering the speech.
- ❖ Prepare to learn about yourself: with proper training, giving a speech can help you to learn about yourself, as you will grow.
- ❖ Experience reduces stress: the more you do it, the less anxiety you experience.
- ❖ Audience is your friend: they are supportive and attentive wishing you to succeed.

- ❖ Keep the speech in perspective: maintain perspective on your speech and do your best when delivering your speech.

The End