

Public Communication in Your Life

- Public speaking can be a powerful tool for an effective speaker who wishes to present us with information not known previously.
- Public speaking skills are important for success in school, career advancement, and for increasing self-confidence.

The Three General Categories

- In Public Communication The speeches you deliver fall into three general categories: to **inform**, to **persuade**, and to **entertain**. Sometimes you may want to share information and create a clear understanding with an audience.
- Other times you may want your audience to change their attitude and/or follow a different course of action

Types of Public Communication “Speeches”

➤ **Speaking to entertain**

- To engage, interest, amuse listeners
- May include information about occasion
- Humor and offense
- Narrative speaking (story-telling)

➤ **Speaking to inform**

- To increase listeners' understanding, awareness
- May take form of demonstration

➤ **Speaking to persuade**

- To change attitudes, beliefs, behaviors

Your Role as a Speaker

- In your role as a speaker, remember two things:
 - 1) ***Your image makes a statement.*** Keep this in mind. The image your audience has of you will be shaped with each comment you make.
 - 2) ***The speaker and the audience both have needs.*** The speech is about you and your audience. Through the communication exchange, speakers seek from their audience a response that can satisfy certain needs

Things You Shouldn't Do while giving a speech

- **Turn back on audience**
- **Slouch, hands in pockets**
- **No um, ah, you know's**
- **No nervous gestures**
- **Talk too fast,**
- **Talk too quietly**



Strategies for Becoming a Better Speaker

The good news is that speaking in public is a learnable skill. As such, you can use the following strategies to become a better speaker and presenter.

- **Plan Appropriately**
- **Practice**
- **Engage With Your Audience**
- **Pay Attention to Body Language**
- **Think Positively**
- **Cope With Nerves**

Strategies for Becoming a Better Speaker

➤ Plan Appropriately

First, make sure that you plan your communication appropriately. Use tools like the Rhetorical Triangle , Monroe's Motivated Sequence , and the 7Cs of Communication to think about how you'll structure what you're going to say.

➤ Practice

There's a good reason that we say, "Practice makes perfect!" You simply cannot be a confident, compelling speaker without practice.

Strategies for Becoming a Better Speaker

➤ Engage With Your Audience

When you speak, try to engage your audience. This makes you feel less isolated as a speaker and keeps everyone involved with your message. If appropriate, ask leading questions

➤ Pay Attention to Body Language

If you're unaware of it, your body language will give your audience constant, subtle clues about your inner state. If you're nervous, or if you don't believe in what you're saying, the audience can soon know.

Strategies for Becoming a Better Speaker

➤ Think Positively

Positive thinking can make a huge difference to the success of your communication, because it helps you feel more confident.

➤ Cope With Nerves

When we have to speak in front of others, we can envision terrible things happening. We imagine forgetting every point we want to make, passing out from our nervousness, or doing so horribly that we'll lose our job. But those things almost never come to pass! We build them up in our minds and end up more nervous than we need to be.

What is the meaning of "public communication"?

- Public communication happens when individuals and groups engage in dialogue in the public sphere in order to deliver a message to a specific audience. Public speaking events, newspaper editorials and billboard advertisements are a few forms of public communication.