

THE ART OF SPEAKING

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Cetakan Pertama 2024
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PREFACE

Communication skills come in very handy in a lot of areas of life and work.

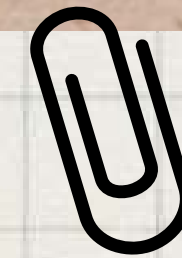


Gaining the self-assurance and competence to deliver effective meaning , as well as the ability to speak confidently in front of audience, are also very beneficial skills for social and self-development scenarios.

Hence, this book is written in order to provide guidance to individuals who wish to improve their communication and speaking skills.

ACKNOWLEDGEMENT

This book would not have been realised without the help of many.



First of all, our deepest appreciation goes to the Director of Kuala Terengganu Polytechnics, Puan Suzana binti Mohd Ali for her ever–encouraging and wise words. We would also wish to express our gratitude to all our colleagues at Kuala Terengganu Polytechnics, who directly or indirectly involved in the process of making this book possible.

Once again, thank you, from the bottom of our hearts.

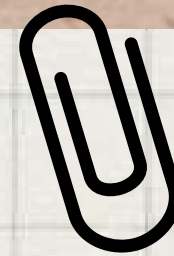
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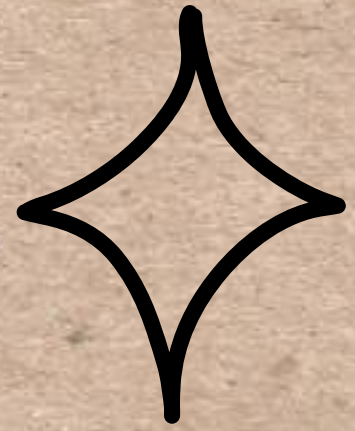
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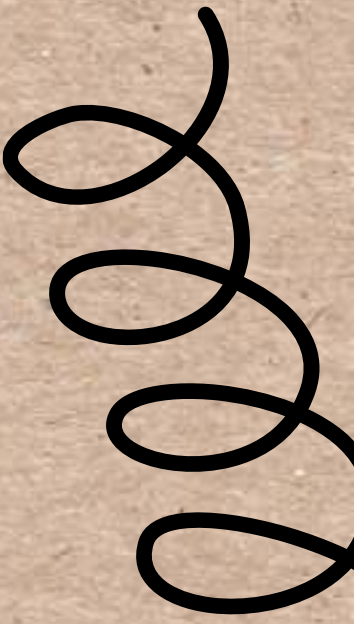


**PUBLIC SPEAKING
GUIDELINES**





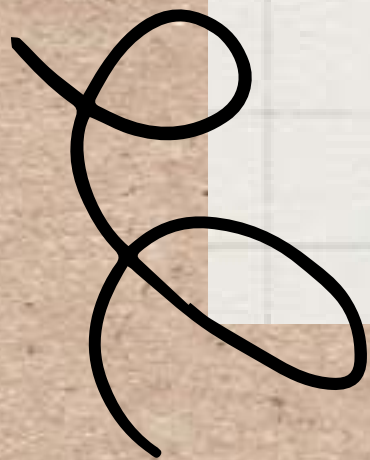
INTRODUCTION



Talks, speeches and briefings are part of the general speech category in the aspect of the message. Messaging can be defined as a process of sending and receiving information by humans.



This process is done with specific purposes whether to provide knowledge, to exchange opinions, promotional purposes, for entertainment, to establish relationships, to make decisions, to respond correctly and so on.





ASPECTS THAT NEED TO BE IDENTIFIED TO IMPLEMENT EFFECTIVE PUBLIC SPEAKING:



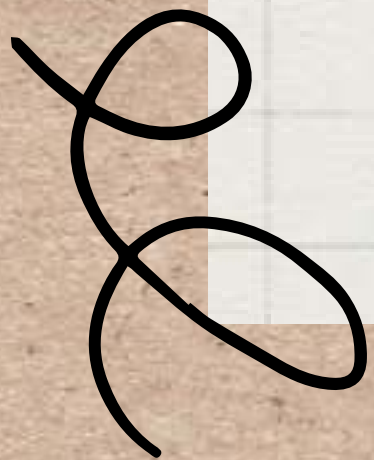
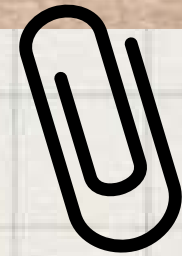
1. SPEAKER

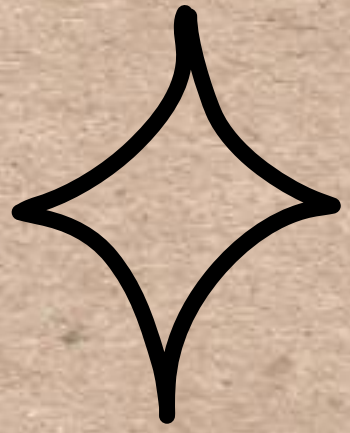
2. AUDIENCE

3. MATERIALS

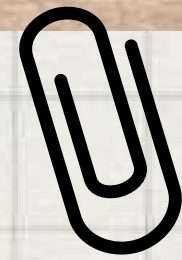
4. LANGUAGE

5. DELIVERY PROCEDURES

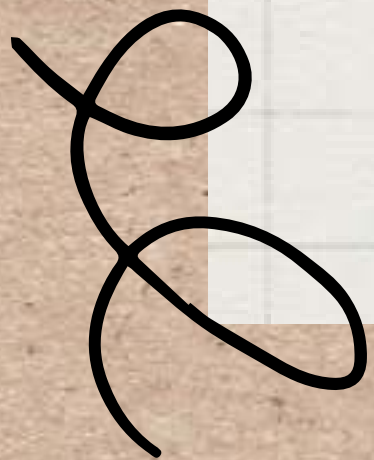


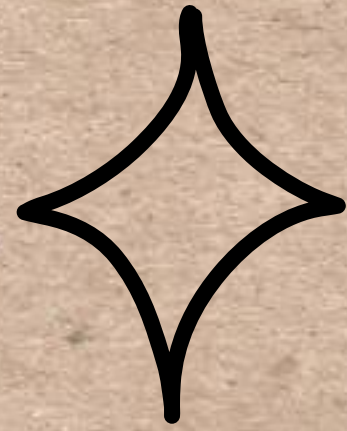


1. SPEAKER

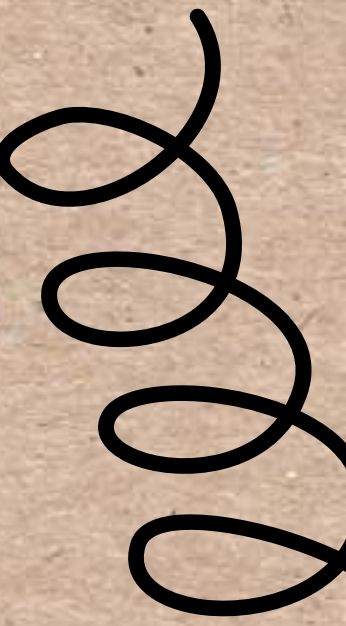


The person delivering the speech must have credibility, charisma and image. There are TEN important COMPONENTS about an image and there are several steps to display an image.



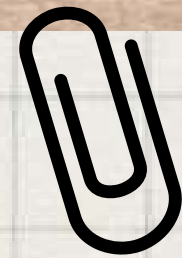


CHARACTERISTICS OF A GOOD SPEAKERS



•Trustworthiness

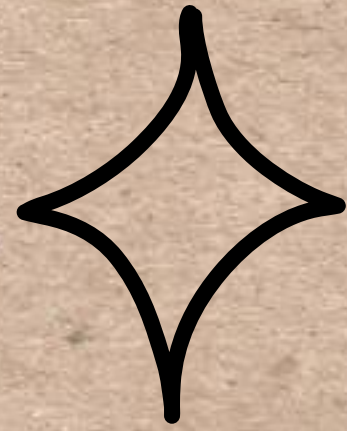
Reliability is an ability to increase confidence. The speaker must be able to defend what he believes as he tries to convey to the audience.



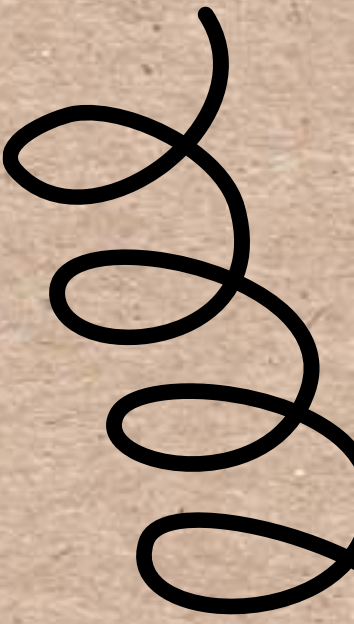
•Expertise

Speaking expertise is referred to his deep knowledge of the subject he is talking about. This means that the speaker must have knowledge and master his field.



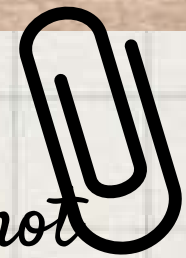


CHARACTERISTICS OF A GOOD SPEAKERS



•Dynamic

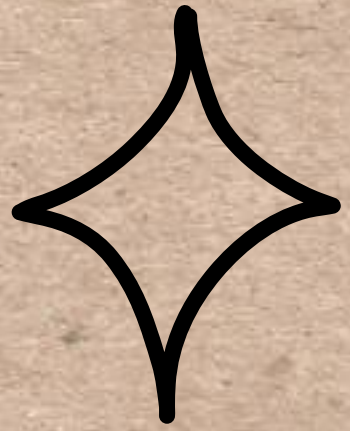
A dynamic speech is a speech that is active, energetic and full of interest in what is being said. Passive speech is speech that does not master the subject, lacks energy and is not assertive.



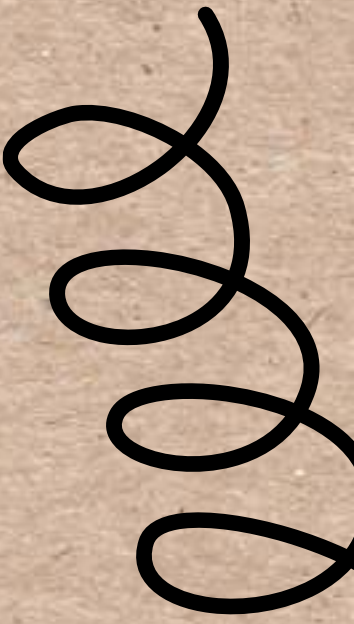
•Determination

Refers to the speaker's ability to hold his opinion and position within a certain period of time. This means that if there are new factors or ideas that are more convincing than his previous opinion is wrong or immature, the speaker should be able to change his mind. However, as long as his original opinion or holding is acceptable, the speaker must stick to his position.



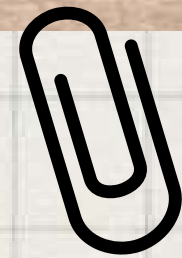


CHARACTERISTICS OF A GOOD SPEAKERS



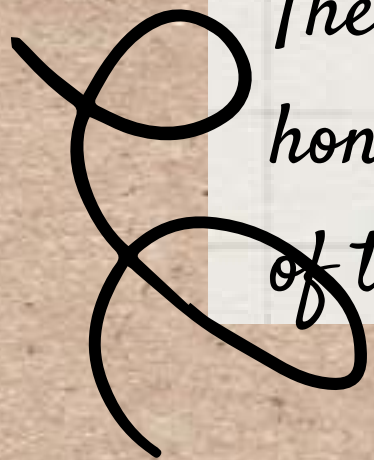
•Hospitality

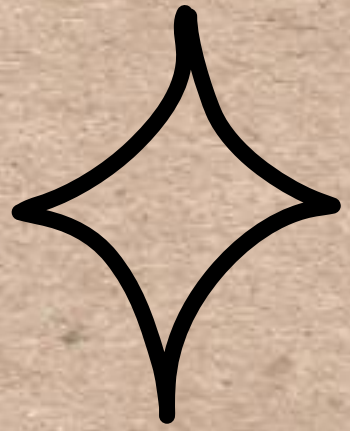
This means that the speaker cannot separate himself from the audience. The speaker should emphasize the similarity between himself and the audience. The qualities of liking, caring, being gentle and humble can help increase the credibility of speaker to the audience.



•Honesty

The speaker must ensure that the audience perceives that he is honest. This is important so that the audience doesn't get suspicious of the subject or the things they are conveying.





CHARACTERISTICS OF A GOOD SPEAKERS



•Sincerity

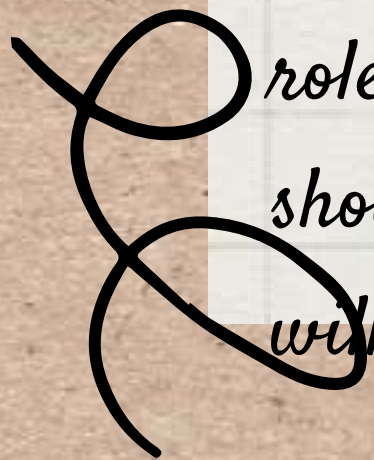
Ensure that the audience perceives that the speaker is sincere. This is important to enhance the credibility of the speech in the audience's perception.

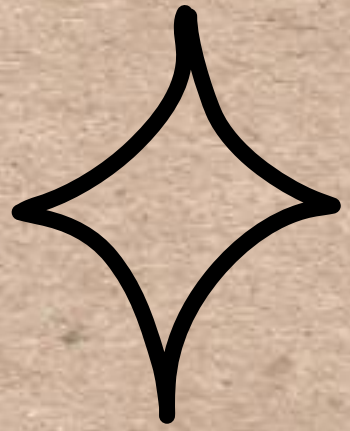


•Paying Attention to the Message

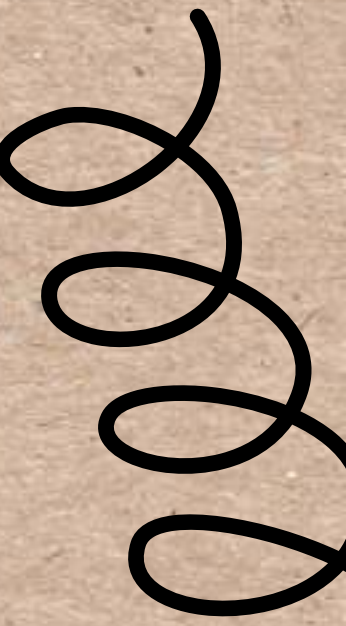
The speaker must make sure that the statement in the subject or matter he is talking about is not only true but also important. The

role of the speaker is to make a convincing presentation. The speaker should earnestly convey his subject or message so that the audience will be motivated to do the same.



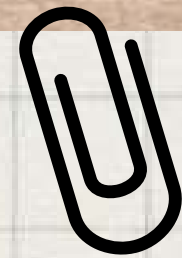


CHARACTERISTICS OF A GOOD SPEAKERS



• *Weighing in on the Audience*

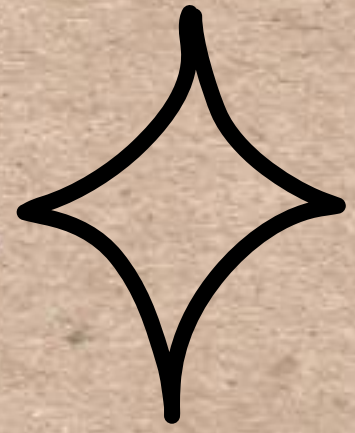
Speakers need to show that they care about the interests and welfare of the audience.



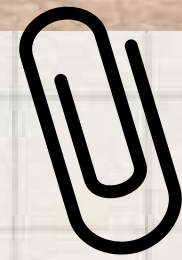
• *Presence*

The speaker should have an attractive face, dress well and be able to show his friendliness and charm.



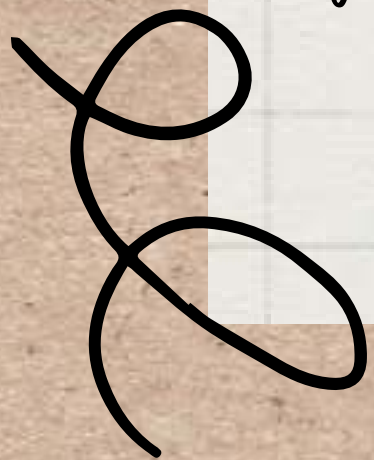


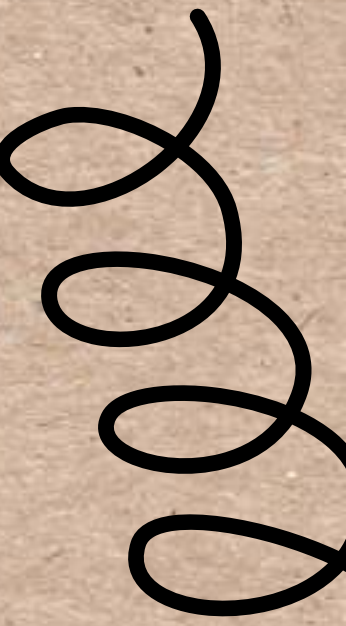
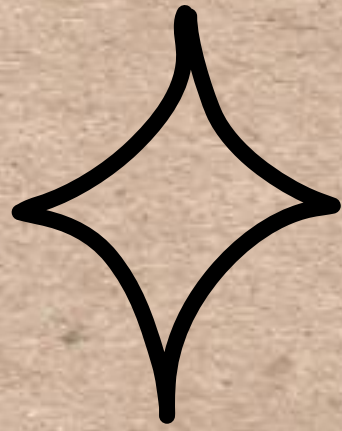
2. AUDIENCE



Audience is a group of people who will listen to a speech. Knowledge about the audience such as their background, beliefs, social position, knowledge, and their involvement in the topic is very important.

- It is very important for the speaker to analyze his audience to adjust the topic, message and language and style of his speech.*

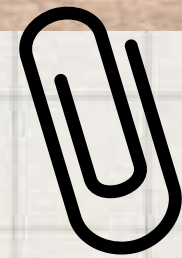
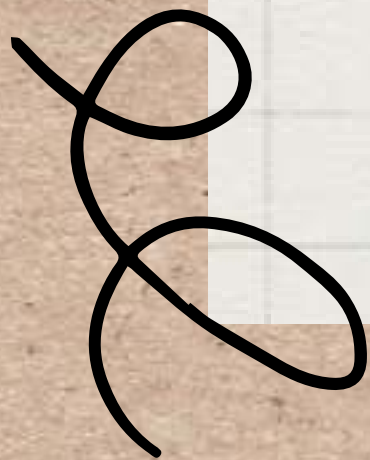


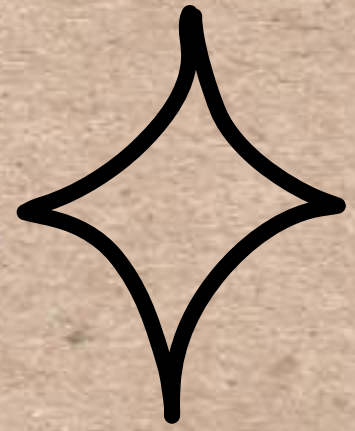


Demographic Characteristics

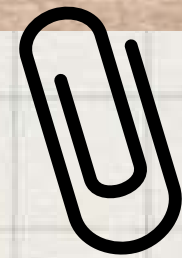
Among the demographic information that needs to be known is age, level of education, type of job, political status and other influences.

Knowledge of demographic characteristics allows the speaker to anticipate the audience's response to the proposals presented and help the speaker choose the most effective strategy.



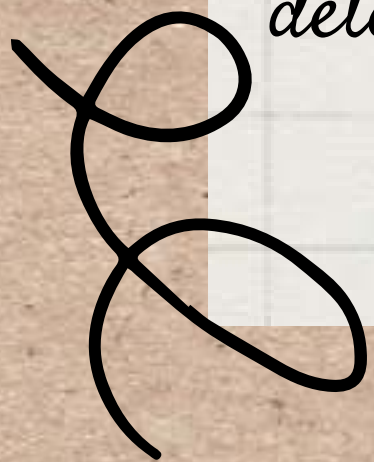


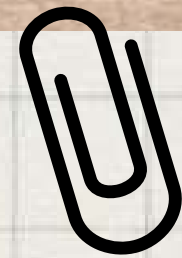
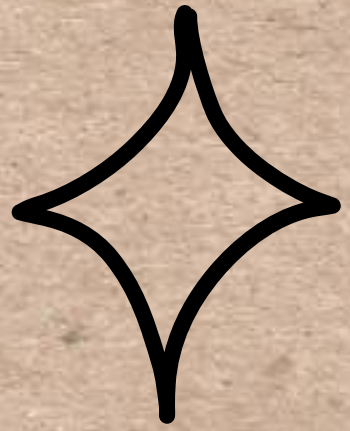
3. MATERIALS



•The determination of speech materials involves the processes of choosing a topic, researching a topic, drafting and organizing a topic, organizing ideas, drafting a speech and so on. All of these matters are a speech preparation process.

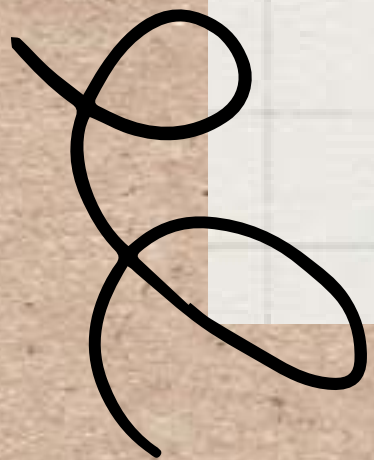
•This process allows the speaker to examine and limit ideas and determine whether the available information is suitable or not.

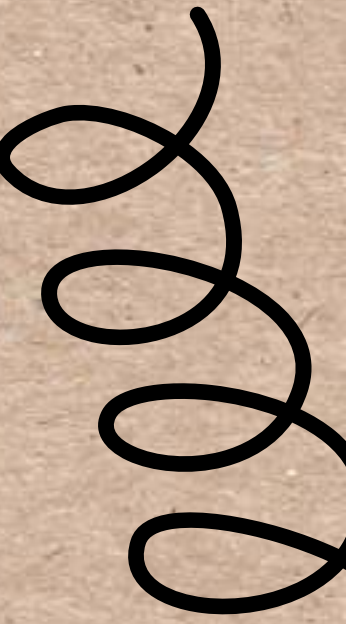
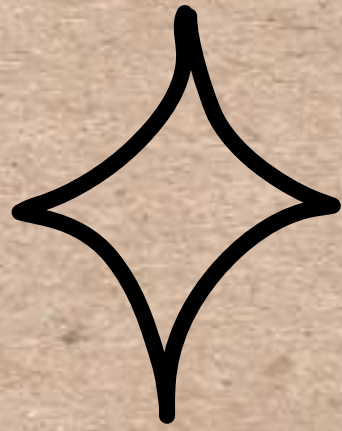




•The Importance of Supporting Materials

Supporting materials are evidence used to further strengthen the argument of the speech. Supporting materials can also explain the ideas of the speech.



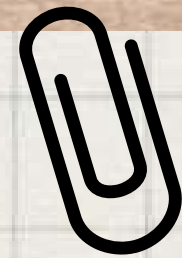
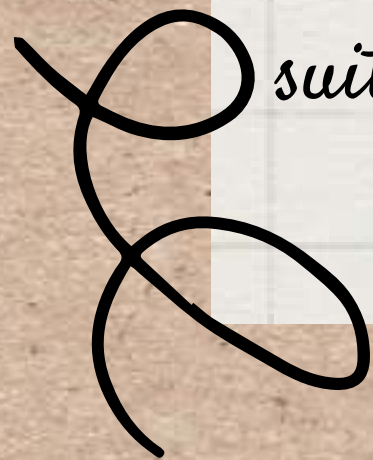


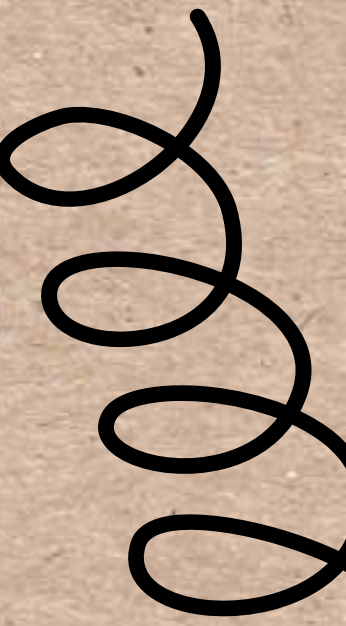
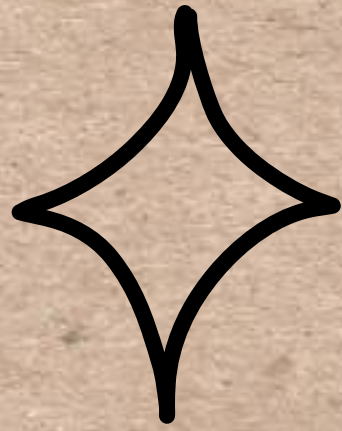
• Use of Visual Aids

Visible aids are any form of equipment seen by the audience to help the speaker convey his message to the audience.

Visible aids make it easier for the speaker to convey his message to the audience.

What the speaker needs to remember is that the tool used should be suitable for the audience and suitable for the topic.





•Types of Visual Aids

Pictures (Photos or Drawings)

Blackboard/whiteboard

Movies

Audio Written handout information

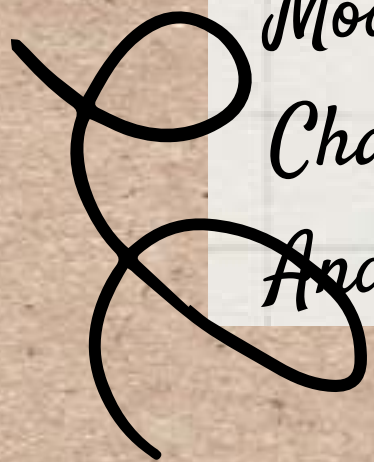
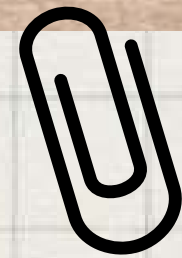
Video tape

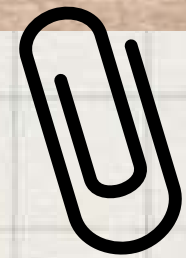
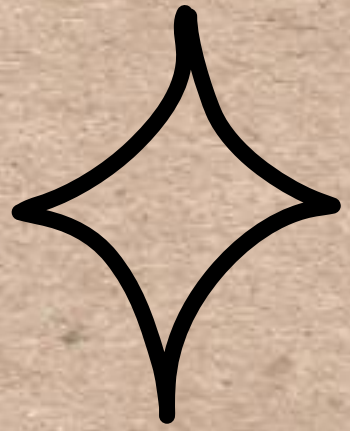
Graphs

Models

Charts and Diagrams

And others



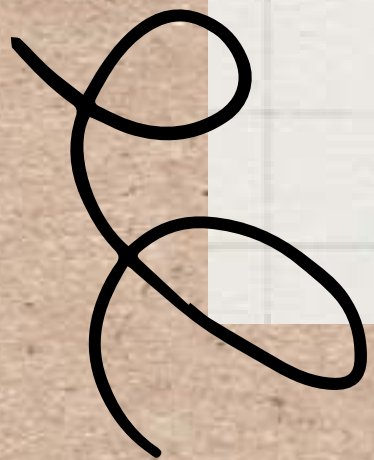


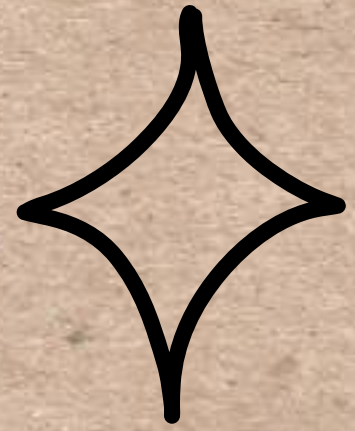
•The benefits of visual aids :

Save time

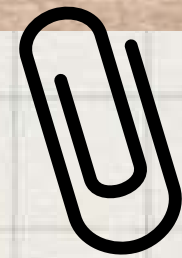
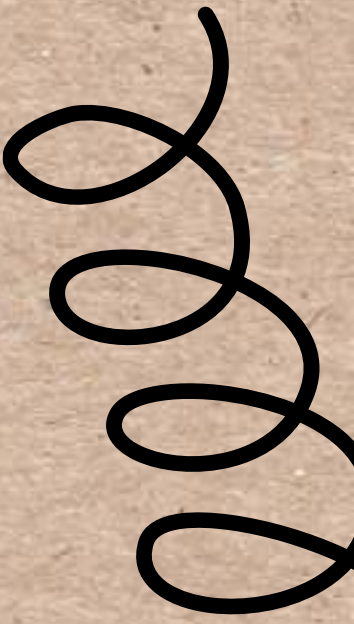
Explain complex matters

Help maintain audience interest.

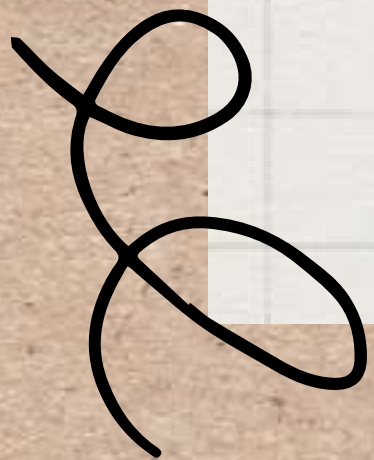


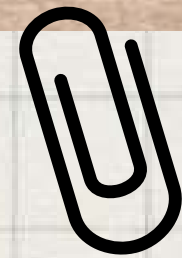
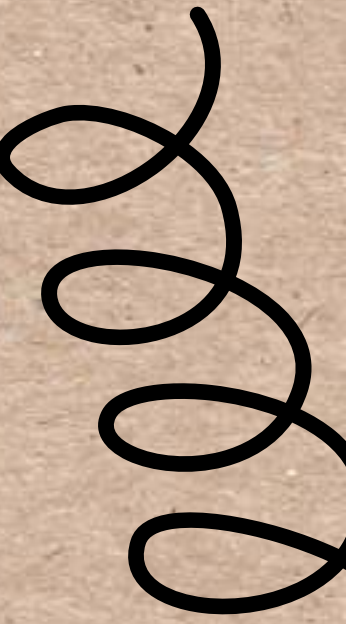


4. LANGUAGE



In general, language is a tool for sending or delivering messages whether in the form of ideas, concepts, theories or it is used to give and get information, to explain attitudes and feelings, to make reports, to conduct discussions, to teach, to convince, to influence minds as well as the actions of the target audience.

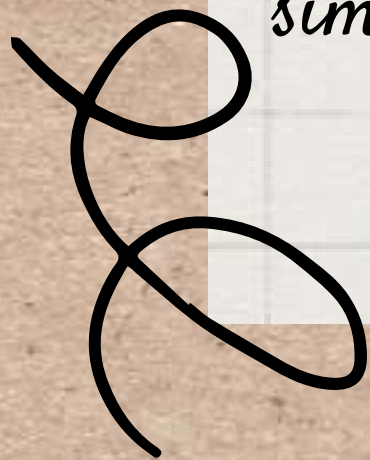


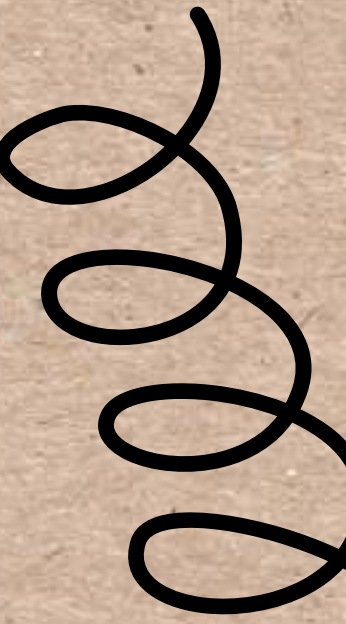
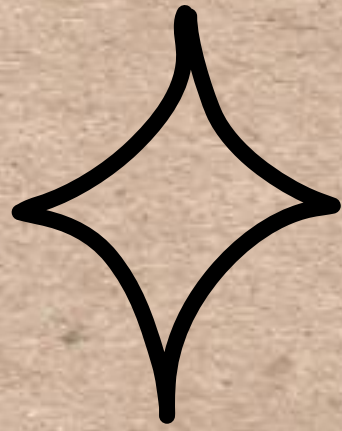


A speaker should have a purpose when arranging words, phrases, clauses and sentences in the speech text, therefore the speaker's language should be;

- Clear

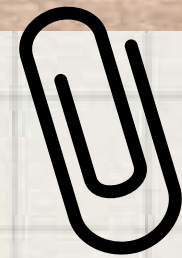
To produce clear language the speaker should state what he means simply and directly. Clear language can clarify information.





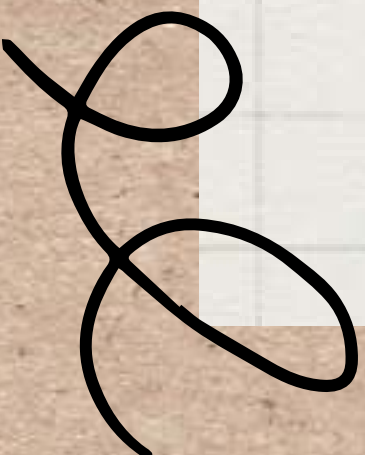
Among the characteristics of language clarity are:

- ü Language should be precise and concrete. Therefore all ideas should be explained using language that is easy to understand.
- ü Be careful when using technical language. It is best to give the meaning of the technical words used.
- ü Be careful when using words that have layered meanings or connotative language.
- ü Always explain what is meant to avoid confusion and misunderstanding, especially the concepts applied in the text of the speech.

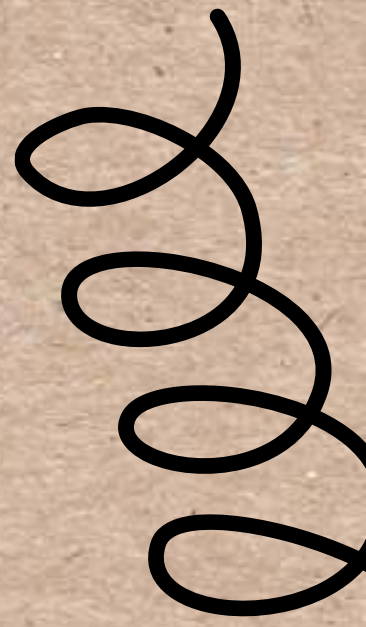


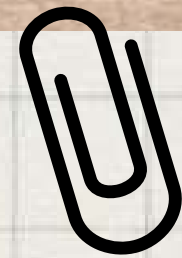
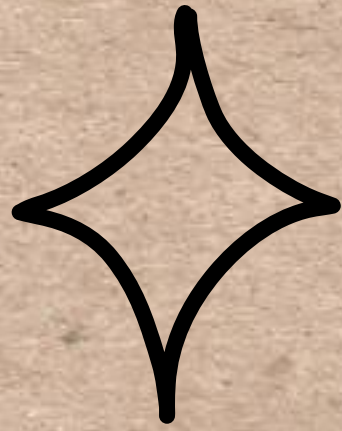


5. DELIVERY PROCEDURES



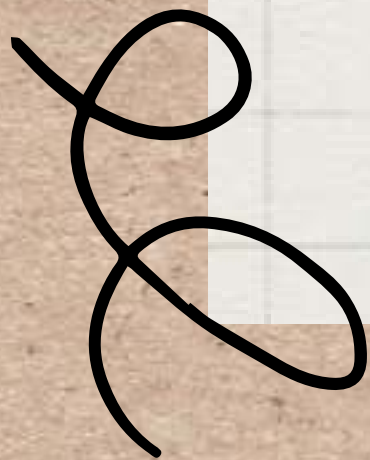
There are two aspects that need to be paid attention to when delivering a speech, namely the verbal aspect and the non-verbal aspect.

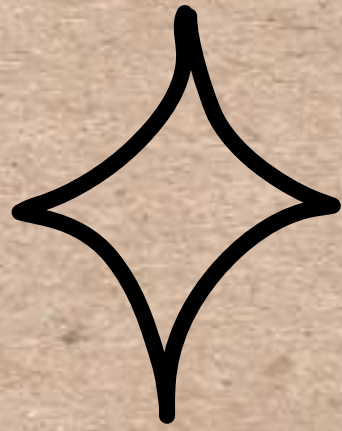




• *Verbal Aspects In Presentation*

To meet this requirement the speaker must be capable and skilled in the use of language. This is important to produce effective and expressive information.





• Non-Verbal Aspects In Presentation

Verbal aspects in speech delivery can be explained through the use of non-verbal aspects such as :

ü Gestures

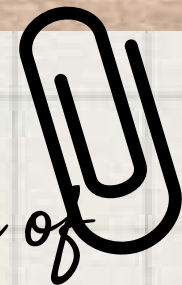
ü Body language


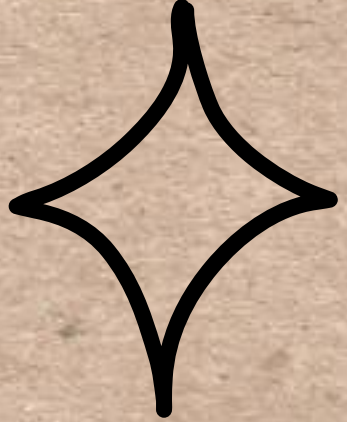
ü Voice projection

ü Use of Space

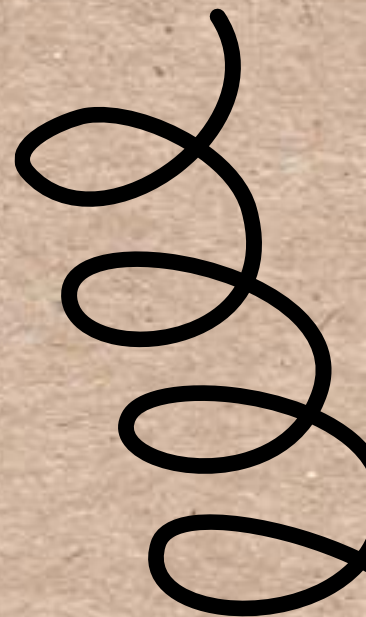
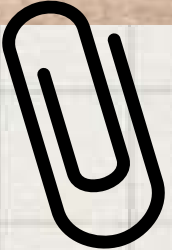
ü Use of Time

ü Eye contact





DELIVERY METHODS



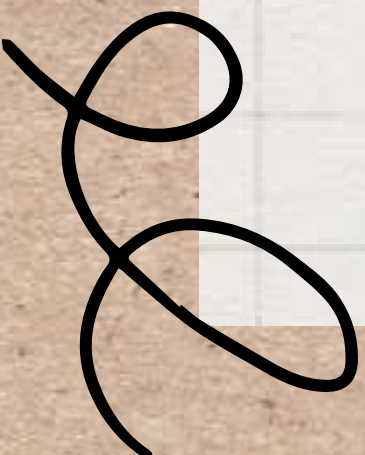
There are 4 basic methods in delivering a speech :

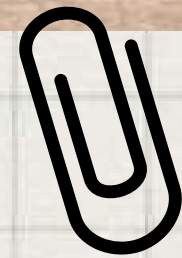
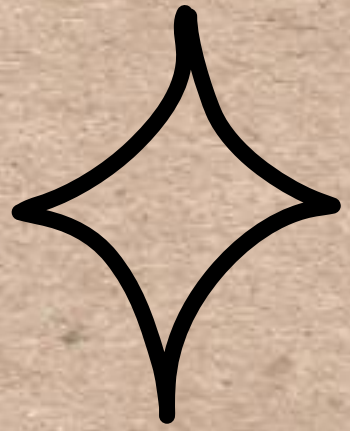
ü Memorization

ü Spontaneous

ü Reading text

ü Refer to the Framework

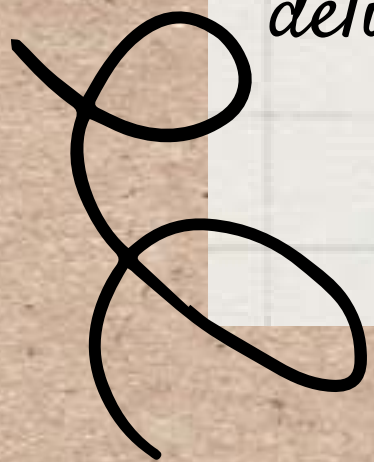


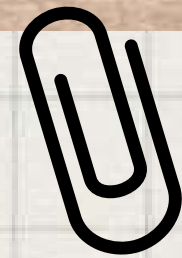
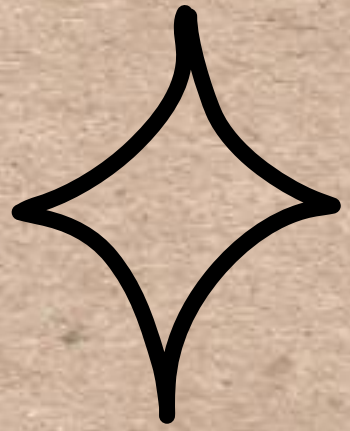


ü Memorization

The speaker writes and then memorizes the entire speech.

Although this method is effective, the aspects of the freshness of the speech are quite limited and the speaker may face problems in adapting to things or problems that are not expected to occur while delivering the speech.



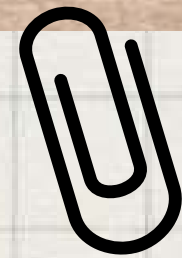
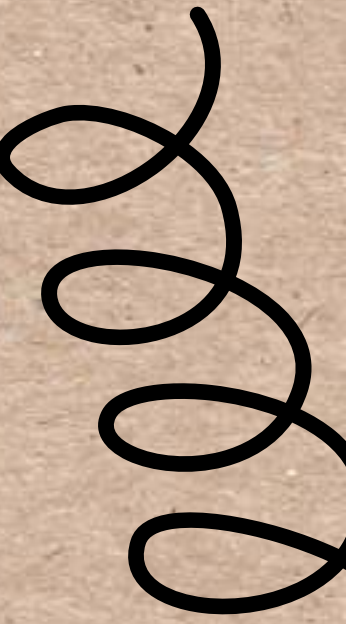


üSpontaneous

This situation occurs when a speaker is asked to deliver a speech suddenly. This method can also be exchanged by speaking briefly and as generally as possible to avoid ambiguity of information.

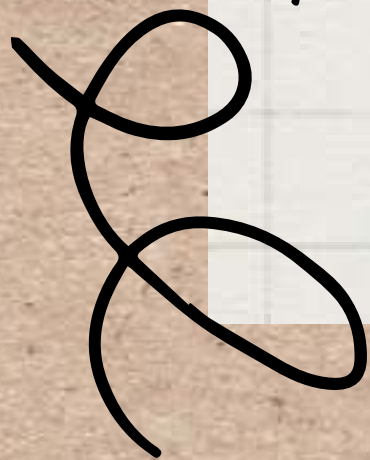
It is best to use personal experience to frame the contents of this spontaneous speech.

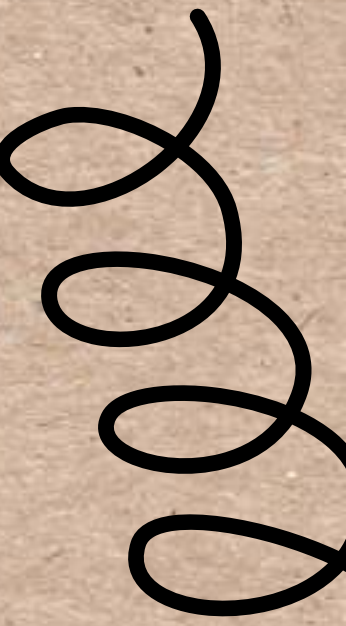
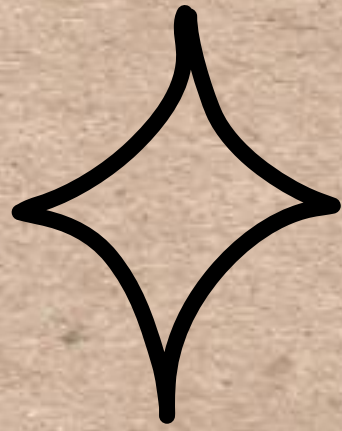




üReading Text

This is the most common method used by speakers, which is to focus on the manuscript and occasionally look at the audience. Although accuracy can be guaranteed, there are problems to add content to the speech and to maintain eye contact with the audience.

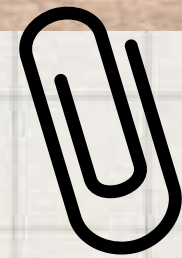
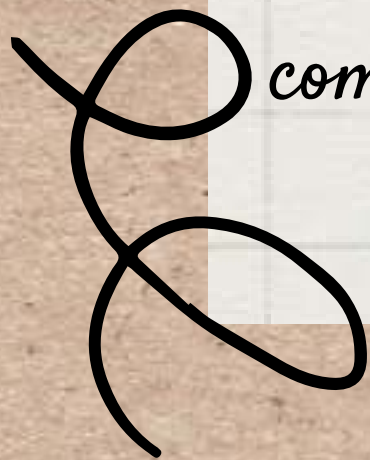




üRefer to the Framework

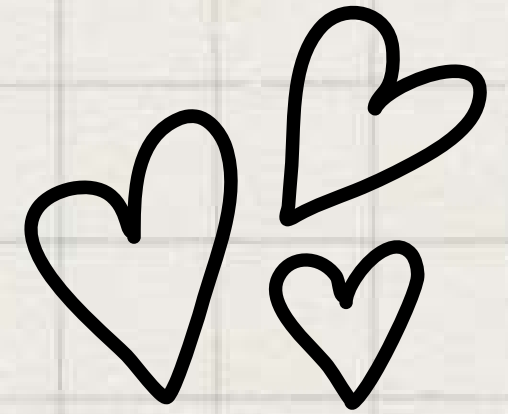
In this method, the speaker only prepares the framework of his speech by choosing key words for the essence of his speech. This way is very expressive and will produce a simple speech, can maintain eye contact and easily modify the facts.

However, such effects are only achieved if the speaker has made a complete preparation beforehand.



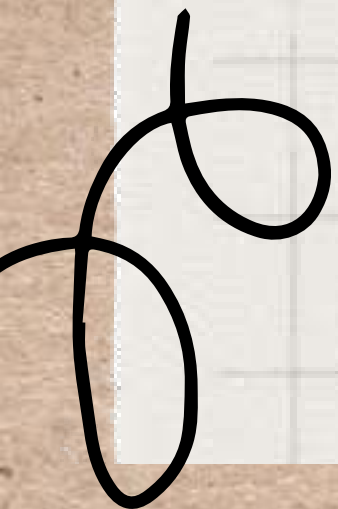


REMEMBER !



Deliver your speech in a calm, but serious and earnest manner.

Communicate in simple, clear language that can touch the listener's feelings, interest the listener and make it seem like you are with the listener.





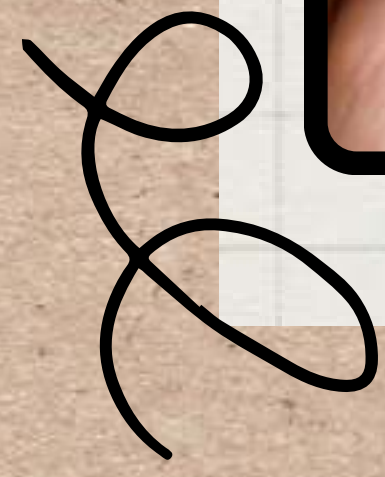
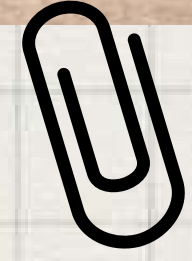
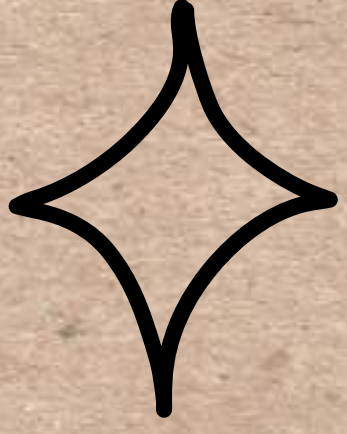
**THE 8 FUNDAMENTALS
OF COMMUNICATION**

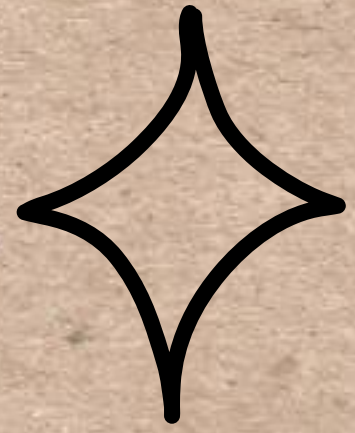


1. EMPATHY

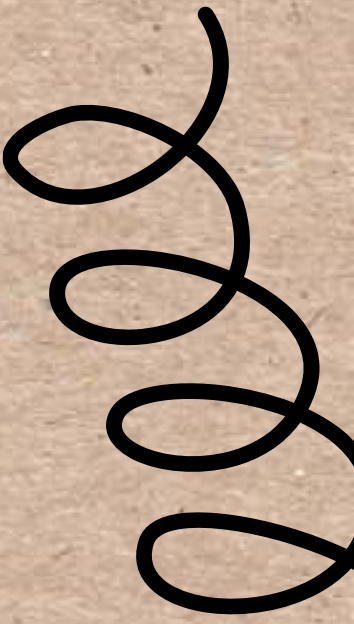


*For listening
and respect*

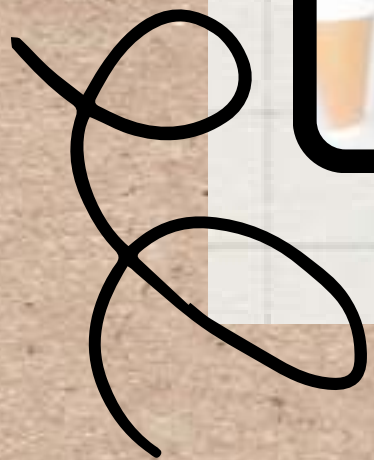
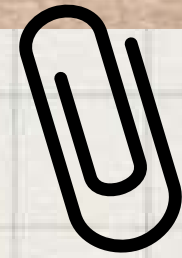


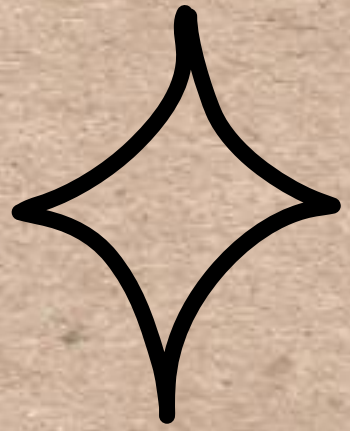


2. CONVERSATION SKILLS

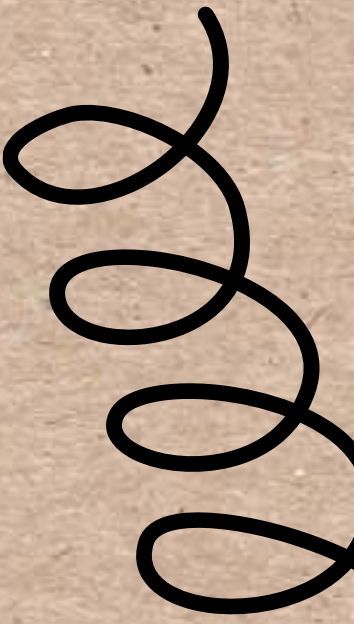


For
productive
dialogue

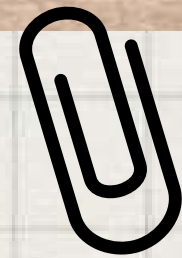


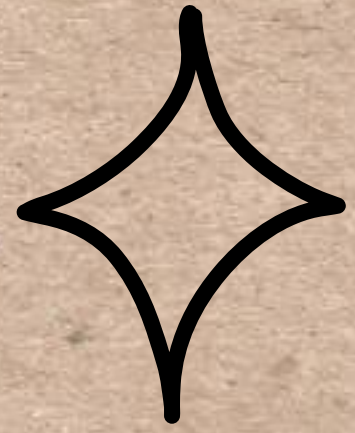


3. ESTABLISHED LISTENING AND SPEAKING PROCEDURES.

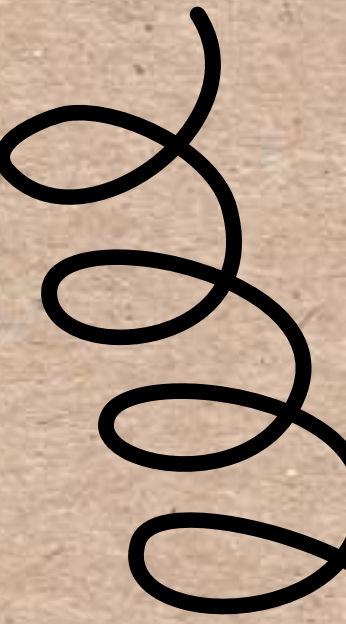


To include non-verbal communication

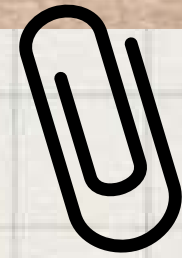




4. RESPECTFUL VOCABULARY



*To avoid
heated
conversation*



5. THE POWER OF THE PAUSE.



To improve listening and clarifying skills

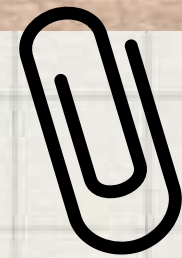
It is equally important to value the pauses between statements and encourage a culture of pausing to also create space for others to speak who may need more processing time.



6. PRACTICE SPEAKING AND LISTENING IN NATURAL SETTINGS.



*To raise
confidence for
different
situations*



7. INTROSPECTION

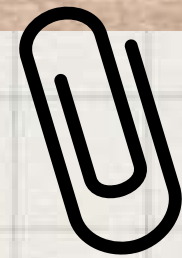


*To improve self
understanding*

8. TURN-TAKING

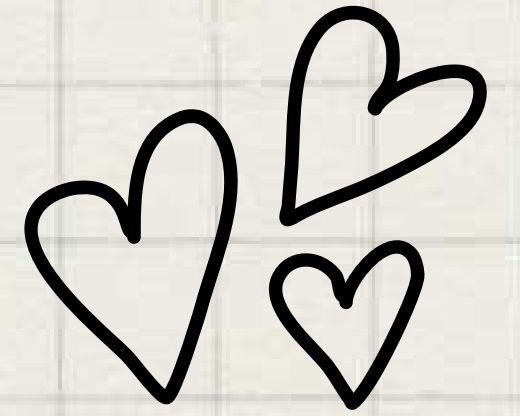


*To improve self
regulation skills*

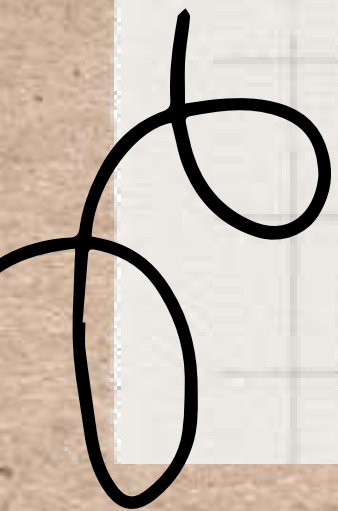


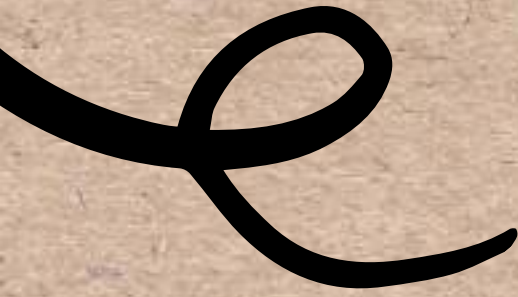


REMEMBER !



Good communication is a habit





Any questions?

yes!

Let's work together





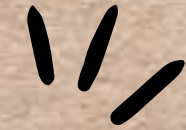
YOUR TEACHER



Hidayat Yunus



Norkatyniy Ismail



The Art of Speaking

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