

Public Speaking and Communication

1. Public speaking is an ‘audience-centred’ activity, which means:

Suggested answers:

~ keeping the audience foremost in mind at every step of speech preparation and presentation, starting from the selection of topic, focusing the topic area, deciding on the general/specific purpose and thesis statement, organising main & supporting ideas to the use of presentational aids, language, gestures (verbal/nonverbal cues) while delivering the speech

2. Good speakers are audience-centred because:

Suggested answers:

- ~ good speakers know the main purpose of public speaking is to gain a desired response from listeners, remain true to oneself while adapting the message to the needs of a particular audience
- ~ they keep the following questions in mind while working on their speeches:
 - a. to whom am I speaking?
 - b. What do I want them to know, believe or do as a result of my speech?
 - c. What is the most effective way of composing and presenting my speech to accomplish that aim?

3. Some variables of

a) demographic,

b) situational

c) psychographic audience analysis:

Suggested answers:

- a. Demographic Audience Analysis: age, gender, racial/ethnic/cultural background, education, religion, economic status, group membership (e.g. social/recreational/sport clubs, political parties).
- b. Situational Audience Analysis: types of audiences (voluntary-assemble out of free will, captive-compelled to attend), size of the audience, occasion, physical setting,

time, disposition toward the topic, speaker, & occasion (e.g. favourable, unfavourable or neutral).

c. Psychographic Audience Analysis: values, beliefs, attitudes, behaviours.

4. Issues of concern while speaking to an audience in a pluralistic society:

Suggested answers:

- ~ be sensitive to audience's feedback, disposition, responses
- ~ avoid discriminating against differences in demographic, psychographic or the situational variables
- ~ try to identify common ground with the audience, do not attempt to change differences that cannot be changed
- ~ be careful of remarks that might be viewed as stereotypical, prejudiced, discriminatory or racist

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1. Body language cues indicative of an open, interested or supportive approach:

- B. frowning and leaning forward with legs open - open & paying attention; frowning is not necessarily a negative sign – it can merely show that someone is thinking about what you are saying.
- D. sucking the earpiece of a pair of spectacles, nesting chin on their hand - the sucking of items like pens or the earpiece of a pair of spectacles often indicates thoughtfulness; nesting their chin also tends to show contemplation
- E. occasional nodding and shaking of their head as you proceed - they are obviously paying enough attention to express an opinion; if they shake their head all the time, it could be concluded that they disagree with your message completely
- A. impassive facial expression, arms folded and legs crossed - a closed signal; either disinterested or hostile to what you are saying
- C. clicking a pen whilst scribbling on a notepad - the person is probably bored and distracted

2. Rhetorical or direct question:

- A. In conclusion, nuclear weapons should be destroyed. Don't you think so? ~ rhetorical
- B. I wonder if any of you have used a real gun before. Can you indicate by putting your hand up? ~ direct
- C. Is there's one piece of advice that you always keep close to your heart, what would it be? ~ rhetorical
- D. When was the last time you said 'I love you' to your loved ones? Was it yesterday, last week, 3 months ago or 3 years ago? ~ rhetorical
- E. Could you hear me clearly at the back? Wave your hand if you could. ~ direct

3. Questions to avoid asking the audience:

- *embarrassing questions like 'Have you ever cheated in an exam and were caught red-handed?'*
- *questions irrelevant, unrelated to the topic*
- *questions on trivial matters or issues*

4. Advantages of using quotation to begin or end a speech:

To begin with a quotation:

- *to arouse audience's interest, focus their attention and set their frame of mind to the central theme, get them to think about the intended message*

To end with a quotation:

- *to stress the urgency of the topic, reinforce the thesis, sum up or crystallize the central theme, create a deeper impact of the subject matter into the audience's minds*

5. General guidelines in using attention-getting strategies:

- *be sincere, enthusiastic; energize the audience with your passion embedded in your message*
- *strategies must be relevant to the topic, direct audience's attention to your message or main ideas, not on the strategies itself e.g. jokes, visual aids etc. They should remember your message not your jokes!*
- *don't overuse any of the strategies or heavily rely on a few; have varieties but select only those that are appropriate and could be incorporated into the speech seamlessly*
- *practice makes perfect! Especially stories, jokes, visual aids*

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1. Selecting a topic: students' own method.

Suggested answers:

- i) 5-10; 15-20
- ii) Yes – because I have a lot of ideas to choose and I'm sure of what I want to speak;
No – too many ideas to choose from/can't seem to think of anything interesting,
difficult to decide what is interesting to the audience
- iii) mind mapping, brainstorming, interviewing my friends, listing etc

2. Selecting a topic:

Sample answers:

a) Personal inventory

My experiences: working part-time at McDonalds, snorkelling at Pulau Redang, jungle-trekking at National Park, solo-camping in the jungle, National Service, UTAR Orientation Week

My interests: watching movies, listening to music, clubbing, martial arts, PC gaming

My skills: skate-boarding, street dancing, taekwondo, rock-climbing, drawing cartoon

My beliefs: environmental friendliness, recycling, equality in society, say no to smoking/drinking, charity for the needy

Etc ...

b) Clustering

1) People	2) Places	3) Things
1. my grandma 2. my best friend 3. Superman 4. Black Eyed Peas	1. KLCC 2. UTAR FICT Campus 3. Tokyo 4. Lake Kenyir	1. Nokia N70 2. the Pyramid 3. iPod 4. cars
4) Events	5) Processes	6) Concepts

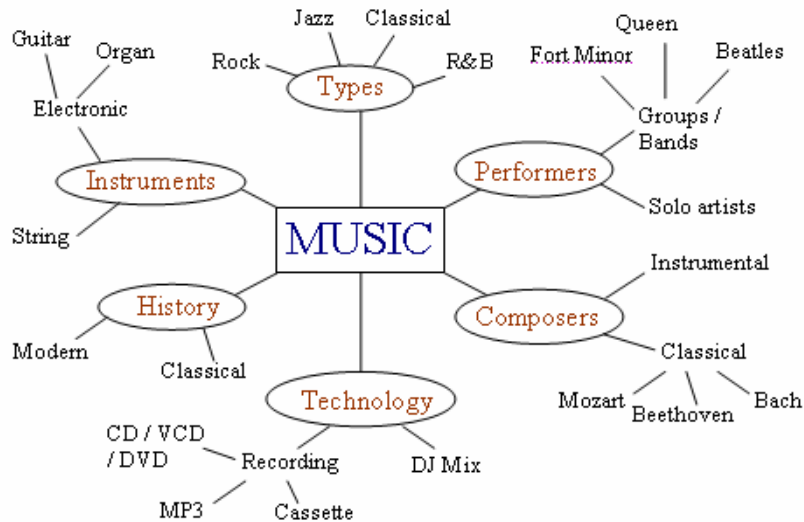
1.UTAR talent night 2. public holidays 3. birthdays 4. final exam	1. cooking 2. dating 3. safe driving 4. scuba-diving	1. Confucianism 2. communication theories 3. globalisation 4. human right
7) Natural Phenomena	8) Problems	9) Plans & Policies
1. rainbow 2. flood 3. thunderstorm 4. haze	1. illegal immigrants 2. snatch thefts 3. pirated goods 4. global warming	1. revised electricity tariff 2. UTAR Kampar campus 3. new year resolutions 4. backpacking

c) Reference research - on the letter‘P’:

- ~ peace
- ~ Pluto
- ~ peanuts
- ~ Pope
- ~ Palm handheld
- ~ Paris
- ~ partying
- ~ PAWS
- ~ Petronas
- ~ Proton Savvy
- ~ Pink
- ~ penguin
- ~ Playboy
- ~ philosophy
- ~ Phantom of the Opera
- ~ Phil Collins
- ~ photography
- ~ piano
- ~ politics
- ~ pot-pourri
- ~ psychology
- ~ puppet
- ~ pyramid

3. Visual brainstorming (or mindmapping) to generate more specific topics and related subtopics.

A sample of visual brainstorming on ‘music’



4. Identifying five possible topics and narrowing the focus of each topic.

5. Giving the topic a title.

Sample answer:

Topic Area : Music

Topic : Beethoven’s symphonies

General Purpose : To inform

Specific Purpose : To inform the audience of the themes of Beethoven’s symphonies

Thesis statement : Despite his deafness, Beethoven wrote powerful and inspiring symphonies on heroism (Symphony No.3), fate & destiny (symphony

No.5) and the beauty of nature (Symphony No.6).

Title : The Deaf Musician – Beethoven; The Music Genius Who Couldn't Hear
– Beethoven

6. Impromptu Speech: My topic.

Sample answer:

I plan to talk about music because I love music, especially classical music. I chose this topic because I would like to share what I know about classical music, specifically Beethoven's symphonies with my friends and show them that everyone can enjoy classical music. I plan to talk about the themes of Beethoven's symphonies, which are heroism (Symphony No.3), fate & destiny (symphony No.5) and the beauty of nature (Symphony No.6). At the end of my speech, I hope that my friends will know more about Beethoven's music, discover the beauty of classical music and develop their interest in this kind of music.