

Course N°13

PUBLIC SPEAKING

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1- PUBLIC SPEAKING DEFINITIONS

- Public speaking is a formal type of communication where a speaker addresses an audience with the purpose of informing, motivating, entertaining, or persuading.



Historical Perspective

- Public speaking dates back to ancient civilizations, notably the Greeks and Romans.
- In ancient Greece, public speaking was considered an essential skill for citizens. The great orator, Aristotle, even wrote a treatise on rhetoric.
- The Roman tradition also valued public oration, with figures like Cicero and Quintilian making significant contributions to the art of public speaking.

- Historically, Arab public speaking has deep roots tied to the power and beauty of the Arabic language and the cultural values of Arab societies. Arabs long admired eloquence and oratory, dating back to pre-Islamic times when orators and poets competed in poetry and rhetoric, which was highly prized. Early Arab public speaking included khutbas (sermons or orations) that were often short, memorable, and rich with proverbs and instructions, serving societal functions such as protecting possessions, affirming identity, and resolving conflicts.
- During the early Islamic period (622–750 CE), public speaking played a key ideological and symbolic role, exemplified by figures such as al-Hajjaj ibn Yusuf, an eloquent orator who used speech as a form of imperial power within the Muslim empire. The Arabic language itself, considered sacred for its connection to the Qur'an, was a powerful tool in oratory, seen as carrying "lawful magic" when skillfully used. The tradition of Arabic oratory helped build political and social cohesion during the nascent Islamic empire and was tied deeply to cultural and religious identity.

In summary, historical Arab public speaking was characterized by:

- The cultural valorization of the Arabic language's expressive capacity,
- Oral poetry and khutbas as main forms of oratory,
- Public speaking as a tool for social, political, and religious influence,
- The sacred status of Arabic amplifying oratory's impact,
- Powerful figures using speech for political authority in early Islamic history.

It involves:

- **The organization of thoughts and**
- **Delivering a structured oral presentation aimed at**
- **Creating an effect on the listeners.**

2- COMPONENTS OF PUBLIC SPEAKING

Public speaking includes key elements such as:

- the speaker,
- the message,
- the audience,
- the communication channel,
- and the intended effect.

It is more organized and purposeful than casual conversation, requiring preparation **to clearly convey information and engage the audience effectively.** This skill is essential in various fields for sharing ideas, influencing opinions, and fostering understanding.

3- NEED FOR PUBLIC SPEAKING

3.1. Personal Development

3.2. Professional Growth

3.3. Social Impact

3.1. Personal Development

Public speaking is crucial for personal growth. It helps build self-confidence, improves critical thinking, and enhances communication skills.

a) Confidence Building

Regular practice in public speaking situations can significantly increase selfconfidence. Speaking in front of an audience, even a small one, helps individuals become more comfortable with expressing their ideas publicly.

b) Critical Thinking

Preparing a speech requires organizing thoughts and structuring them logically. This process helps develop critical thinking skills as one must evaluate information, formulate arguments, and anticipate audience questions.

c) Communication Skills

Public speaking refines both verbal and non-verbal communication skills. Effective speakers learn to articulate their thoughts clearly and use body language to reinforce their message

3.2. Professional Growth

In the professional realm, public speaking skills are invaluable. They contribute to career advancement, networking, and leadership.

a) Career Advancement

Many career opportunities, especially in leadership roles, require the ability to speak confidently and effectively. Employers value employees who can present ideas clearly and lead discussions.

b) Networking Opportunities:

Public speaking events provide opportunities to meet and connect with peers, mentors, and industry leaders. These connections can lead to professional collaborations and career opportunities.

c) Influence and Leadership:

Effective public speakers can inspire and motivate others. This ability is crucial for leadership, as it involves guiding teams, making persuasive arguments, and driving organizational change.

3.3. Social Impact

Public speaking plays a significant role in social advocacy, community engagement, and education.

a) Advocacy and Activism:

Public speakers can use their platform to advocate for social causes, influencing public opinion and policy. Activists and leaders often speak out to bring attention to important issues.

b) Community Engagement

Speaking at community events fosters a sense of belonging and encourages civic participation. Engaging with community members through speeches can promote unity and collective action.

c) Education and Awareness:

Educators and experts use public speaking to disseminate knowledge and raise awareness on various topics. This contributes to an informed and educated society.

4 IMPORTANCE OF PUBLIC SPEAKING

4.1 Effective Communication,

4.2 Professional Relevance,

4.3 Societal Contributions.

4.1 Effective Communication

Public speaking is a powerful tool for effective communication, enabling clarity, engagement, and persuasion.

a) Clarity and Precision

Effective speakers convey their messages clearly and precisely, ensuring the audience understands their points. This reduces misunderstandings and enhances the effectiveness of communication.

b) Audience Engagement

Keeping the audience engaged is crucial for the success of a speech. Techniques like storytelling, humour, and interactive elements help maintain interest and involvement.

c) Persuasion

The ability to persuade is a key aspect of public speaking. Persuasive speeches aim to influence the audience's beliefs, attitudes, or actions, which is essential in many professional and social contexts.

4.2 Professional Relevance,

Public speaking is essential in professional settings, particularly for presentations, public relations, and crisis management.

a) Presentations and Meetings:

Many professional roles require presenting information to colleagues, clients, or stakeholders. Effective public speaking skills ensure these presentations are clear, engaging, and impactful.

b) Public Relations:

Managing a company's or individual's public image often involves public speaking. Delivering statements, handling media inquiries, and speaking at public events are all critical PR activities.

c) Crisis Management

During a crisis, clear and calm communication is vital. Public speakers must provide accurate information, reassure the public, and guide actions to manage the situation effectively.

4.3 Societal Contributions.

Public speaking contributes to societal development through civic participation, education, and cultural preservation.

a) Civic Participation

Public speaking encourages active participation in democratic processes. By speaking at town halls, debates, and public forums, individuals can influence policy and contribute to community development.

b) Education and Teaching

Teachers and educators use public speaking to enhance learning experiences. Effective teaching involves clear communication, engaging presentations, and the ability to inspire students.

c) Cultural Preservation

Public speaking plays a role in preserving and promoting cultural heritage. Storytellers, historians, and cultural leaders use speeches to share traditions, history, and values.

5 ADVANTAGES OF PUBLIC SPEAKING

- 5.1 Personal Benefits,
- 5.2 Professional Benefits,
- 5.3 Social Benefits.

5.1 Personal Benefits,

Public speaking offers numerous personal advantages, including increased self-esteem, networking opportunities, and improved problem solving skills.

a) Self-Esteem

Successfully delivering a speech can boost self-esteem and provide a sense of accomplishment. Overcoming the fear of public speaking leads to greater selfconfidence.

b) Networking

Speaking at events allows individuals to meet new people and expand their professional and personal networks. These connections can lead to collaborations and new opportunities.

c) Problem-Solving

Public speaking often involves addressing questions and concerns from the audience. This helps develop problem-solving skills as speakers learn to think on their feet and provide clear, thoughtful responses.

5.2 Professional Benefits,

In the workplace, public speaking skills can enhance leadership, create career opportunities, and lead to professional recognition.

a) Leadership

Effective communication is a key leadership quality. Public speaking skills enable leaders to articulate their vision, motivate teams, and navigate challenges.

b) Career Opportunities

Many job roles, especially in management and leadership, require public speaking skills. Being a confident speaker can open doors to promotions and new career paths.

c) Professional Recognition

Individuals who excel in public speaking often gain recognition and respect in their field. This can lead to invitations to speak at conferences, awards, and other professional accolades.

5.3 Social Benefits.

Public speaking can foster community building, amplify advocacy efforts, and promote cultural exchange.

a) Community Building

Public speaking events bring people together, fostering a sense of community and shared purpose. Speakers can address community issues, inspire collective action, and promote social cohesion.

b) Advocacy

Speakers can use their platform to advocate for social justice, environmental protection, and other important causes. This helps raise awareness and mobilize support for these issues.

c) Cultural Exchange

Public speaking events can promote cultural exchange and understanding. Speakers from diverse backgrounds share their experiences and perspectives, enriching the audience's knowledge and appreciation of different cultures.