

Bachelor of Business Administration(B.B.A.)			Semester-III
Course Title: Public Speaking	Course Code:		Type of Course: AEC
Credit: 02	Theory:02Hours	Practical: NIL	Teaching Hours: 30
InternalMarks:25	ExternalMarks:25	TotalMarks:50	External Exam Time: 1 Hour

COURSE OUTCOMES:

- This course aims at equipping the students with all the communicative skills which are useful on various business occasions like general meetings, group meetings, shareholder meetings etc. The students will get In depth knowledge of functions and objectives of public speaking.

Pedagogy: Theory, Exercise

SYLLABUS

Unit -1	Difference between formal talk and public speaking	Hours: 12
	• Various objectives of public speaking • How to prepare for a public speech • Importance to know your audience • Public speaking anxiety and tricks to remove it • Etiquette and Manner is min Public Speaking • rehearsals	
Unit-2	Characteristics of an effective public speech	Hours:12
	• Quality of content • Selection of words & Pitch and tone of voice • Repetition and stress on key aspects • Confidence • Humour • Passion and eagerness • Conciseness • Be yourself	
Unit -3	Addressing a business meeting	Hours:6
	• Know the objectives • Courtesy • Active listening • Using body language • Significance of gestures • Keep it professional	

Skill Development Activities: Practical Applications.

REFERENCES

- The Art of Public Speaking by Dale Carnegie
- Business Communication by N.Gupta, K.Jain, P.mahajan
- Business Communication by Dr.Ramesh Kulkarni

UNIT:1. DIFFERENCE BETWEEN FORMAL TALK AND PUBLIC SPEAKING

Introduction to public speaking:

Definition and importance:

Public speaking is the act of delivering a speech or presentation before an audience. It encompasses a variety of settings, such as educational institutions, professional environments, public forums, and social gatherings.

Effective public speaking can enhance one's career prospects by showcasing leadership and communication skills.

History of public speaking:

The art of public speaking boasts a rich history, dating back to ancient civilizations. In ancient Greece, public speaking was a cornerstone of civic life, with philosophers like Aristotle and renowned orators like Cicero and Demosthenes establishing the fundamental principles of rhetoric. Aristotle's treatise, "Rhetoric", remains one of the earliest comprehensive guides to effective communication and persuasion.

Throughout history, public speaking has continually evolved, adapting to cultural shifts and technological advancements. The advent of radio, television, and the internet has significantly expanded the reach and influence of public speakers.

Objectives of public speaking:

Public speaking serves multiple objectives, each requiring different techniques and approaches. Understanding these objectives helps in tailoring the speech to achieve the desired impact.

1. Informing:

The primary goal of an informative speech is to educate the audience on a specific topic. This requires clarity, precision and the ability to present complex information in an understandable manner. Informative speeches are common in academic settings, corporate training sessions, and public health campaigns.

Key strategies:

- Use clear and simple language.
- Organize content logically.
- Include visual aids like charts and diagrams.
- Provide examples and anecdotes to illustrate points.

2. Entertaining:

The objectives of an entertaining speech is to amuse the audience while delivering a message. This type of speech often includes humour, anecdotes, and engaging stories. Entertaining speeches are common in social events, comedy shows, and after dinner talks.

Key strategies:

- Use humour appropriately and consider cultural sensitivities.
- Tell engaging and relatable stories.
- Maintain a lively and energetic delivery.
- Interact with the audience to keep them engaged.

3. Persuading:

Persuasive speeches aim to convince the audience to adopt a certain viewpoint or take specific actions. This involves appealing to the audience's emotions, values, and logic. Persuasive speeches are prevalent in political campaigns, marketing presentations, and advocacy work.

Key strategies:

- Understand the audience's values and beliefs.
- Use logical arguments supported by evidence.
- Employ emotional appeals to connect with the audience.
- Address counterarguments and provide rebuttals.

4. Inspiring:

Inspiring speeches aim to motivate and uplift the audience, encouraging them to pursue their goals and make positive changes. These speeches often include personal stories, powerful quotes, and calls to action.

Key strategies:

- Share personal stories and experience.
- Use powerful and motivational language.
- End with a strong call to action.

How to prepare for a public speech:

1. Understanding the topic:

A thorough understanding of the topic is essential for delivering a credible and engaging speech. This involves extensive research and organizing the information logically.

Key steps:

- **Research:**

Gather information from credible sources. Use books, academic journals, and reputable websites.

- **Outline:**

Create a structures outline with an introduction, body and conclusion. Organize the content logically to ensure a smooth flow of information.

Key points:

Identify the main points you want to convey and ensure they are well supported by evidence.

2. Writing the speech:

Writing the speech involves crafting a compelling narrative that captures like the audience's attention and conveys the message effectively.

Key components:

- **Introduction:**

Start with a hook to grab attention, such as a surprising fact, a question, or a quote. Clearly state the topic and preview the main points.

- **Body:**

Divide the content into clear, logical sections. Each section should cover a main point and include supporting details like statistics, examples and anecdotes. Use transitions to connect ideas smoothly.

- **Conclusion:**

Summarize the main points and provide a strong closing statement that reinforces the speech's purpose. End with a call to action if appropriate.

3. Visual aids:

Visual aids enhance understanding and retention by providing a visual representation of the content.

Key tips:

- **Slides:**

Use PowerPoint or similar tools to create clear and visually appealing slides. Avoid clutter and excessive text.

- **Charts and graphs:**

Use charts and graphs to present data in an easily digestible format.

How to know your audience:

1. Demographics:

Understanding demographics factor helps you tailor your speech to how listener receive and engage with your message.

Key consideration:

- **Age:**

Adjust your language complexity and examples to suit the audience age.

- **Gender:**

Maintain mindfulness regarding gender sensitivity and priorities.

- **Education level:**

Match the audience's knowledge base and avoid unexplained jargon.

- **Cultural background:**

Be aware of cultural differences to avoid offensive or misunderstood material.

2. Interests and knowledge level:

Understanding the audience's interests and knowledge level helps in selecting the right content and approach.

Key steps:

- **Research interest:**

Understand what topics resonate with the audience. Use surveys, interviews, or background research to gather information.

- **Assess knowledge level:**

Determine how much the audience knows about the topic. This helps in deciding the level of detail and complexity.

3. Expectations :

Identifying the audience's expectations ensures that the speech meets their needs and interests.

Key strategies:

- **Set clear objectives:**

Align the speech objectives with the audience's expectations. Clearly communicate what they will gain from the speech.

- **Engage the audience:**

Use interactive elements like polls, Q & A sessions, and discussions to engage the audience the audience and meet their expectations.

Public speaking anxiety and how to overcome it:

1. Understanding anxiety:

Public speaking anxiety can come from different places. Some people are afraid of being judged. By others, worrying about what the audience thinks of them. Others are afraid of messing up or forgetting what they want to say. And some people simply don't like the unknown- not knowing how the audience will react or what might happen during the speech. But, you can learn to control anxiety with some preparation and helpful tips.

Key causes:

- **Fear of judgment:**

Worrying about how the audience will perceive you.

- **Fear of failure:**

Concern about making mistakes or forgetting the content.

- **Lack of experience:**

Limited experience in public speaking can increase anxiety.

2. Preparation:

Thorough preparation reduces anxiety by boosting confidence and familiarity with the material.

Key steps:

- **Research thoroughly:**

Knowing your topic inside and out boosts confidence.

- **Practice:**

Rehearse the speech multiple times. Practice in front of a mirror, record yourself, or present to a small audience.

- **Create a script:**

Write or/ and record a detailed script or outline to guide your speech. Familiarize yourself with but avoid memorizing it word-to-word to maintain natural delivery.

3. Techniques to calm nerves:

Employing relaxation techniques helps manage anxiety and calm nerves.

Key techniques:

- **Deep breathing:**

Practice deep breathing exercise to calm the mind and body. Inhale deeply through the nose, hold for a few seconds, and exhale slowly through the mouth.

- **Positive thinking:**

Replace negative thoughts with positive affirmations. Remind yourself of past successes and strengths.

- **Visualization:**

Visualize a successful speech. Imagine yourself speaking confidently and the audience responding positively.

4. Practical tips:

One great way to do this is by starting small. Instead of jumping into a big presentation right away, try practicing your speech in front of a few friends or family members first. This will help you get used to speaking in front of others and build your confidence gradually.

Another helpful tip is to focus on your message, not the audience's reactions. Instead of worrying about what people might be thinking, concentrate on delivering your speech clearly and effectively. This will help you stay calm and focused, and it will also make your speech more engaging for your listeners.

Key tips:

- **Start small:**

Begin with smaller audiences to build confidence. Gradually increase the audience size as you gain experience.

- **Focus on message:**

Concentrate on delivering your message rather than worrying about the audience's reactions. Remember, the audience is there to hear what you have to say.

- **Connect with the audience:**

Make eye contact and engage with the audience. This creates a connection and reduces nervousness.

Etiquette and mannerism in public speaking:

1. Professional appearance:

Dressing appropriately enhances credibility and respect.

Key tips:

➤ Dress code:

Follow the dress code appropriate for the occasion and audience.

➤ Grooming:

Ensure you are well groomed. Pay attention to details like neat hair, clean nails, and polished footwear.

➤ Comfort:

Choose attire that is comfortable and allows free movement. Avoid anything too tight or restrictive.

2. Body language:

Non verbal communication is crucial in public speaking proper body language enhances credibility and engagement.

➤ Eye contact:

Scan the room and maintain eye connect to connect with listeners reactions and show confidence.

➤ Posture / Gestures:

Stand with a confident use natural control gestures to highlight key points. Avoiding excessive movement.

➤ Facial expression:

Use facial expressions to convey emotions and appear friendly and approachable.

3. Respectful tone:

Using a respectful and considerate tone enhances the effectiveness of your speech and ensures a positive reception.

Key tips:

➤ Polite language:

Use polite and respectful language.

➤ Cultural sensitivity:

Be aware of cultural differences and avoid content that may be offensive or misunderstood.

4. Engagement:

Turn a one sided presentation into an interactive dialogue through this key tips.

➤ Asking question:

Posing questions to the audience is a powerful way to engage them during a speech. Pose rhetorical or direct questions to prompt audience reflection.

➤ Incorporating interactive elements:

Incorporate live polls, question and answer locks, discussion to keep the audience involved.

➤ Sharing anecdotes:

Use short, personal story to ground concept and make the concept memorable. When a speaker shares an anecdote it not only captures the audience's attention but also helps them remember the key message.

Key strategies:

Asking question, sharing anecdotes etc.

Difference between: formal talk and public speaking:

Key differences between formal talk and public speaking:

No.	Difference	Formal talk	Public speaking
1.	Purpose	In formal talk, the primary purpose is to convey detailed and specific information, often in a professional or academic context. The focus is on clarity, accuracy, and thoroughness.	The primary purpose of public speaking can vary from informing and persuading to entertaining and inspiring. The focus is on engaging the audience and delivering a memorable message.
2.	Audience	Here, the audience is typically smaller, more specific, and familiar with the topic. The setting is usually controlled and predictable.	Here, the audience is larger, more diverse, and may have varying levels of knowledge about the topic. The setting can be more varied and dynamic.
3.	Preparation	Preparation for formal talk involves thorough research, detailed content, and supporting materials like slides or handouts. The content is often technical and focused.	Preparation for public speaking involves understanding the audience, creating engaging content, and incorporating stories or anecdotes. The content is more generalized and designed to appeal to a broader audience.
4.	Delivery	In formal talk, delivery is restrained, professional, and focused on the prepared material. Interaction with the audience is limited, usually to questions and answers.	In public speaking, delivery is dynamic, engaging, and often includes body language, gestures and movement. Interaction with the audience is more common, with speakers encouraging participation and feedback.
5.	Style	Here the style is formal, with a calm and measured tone. The focus is on presenting information clearly and accurately.	Here the style is more informal and conversational, with a lively and engaging tone. The focus is on connecting with the audience and delivering a compelling message.

Similarities between formal talk and public speaking

➤ **Preparation:**

Both require thorough preparation, including research and organization of content.

➤ **Clarity:**

Both aim to convey a clear and understandable message.

➤ **Practice:**

Both benefit from practice and rehearsal to ensure smooth delivery.

➤ **Audience awareness:**

Both require an understanding of the audience's needs and expectations to tailor the message effectively.

🎨 **The importance of rehearsals:**

1. Practice delivery:

Rehearsing helps refine the delivery, including pacing, tone, and gestures.

Key steps:

➤ **Practice regularly:**

Rehearse the speech multiple times to familiarize yourself with the content and delivery.

➤ **Use a timer:**

Practice with a timer to ensure the speech fits within the allotted time.

➤ **Record yourself:**

Record yourself delivering the speech and review the recording to identify areas for improvement.

➤ **Seek feedback:**

Practice in front of a small audience and seek feedback to gain different perspectives and make necessary adjustments.

2. Identify issue:

Rehearsals help identify and correct issues such as awkward transitions, unclear points, and technical problems with visual aids.

Key tips:

➤ **Visual aids:**

Practice using visual aids to ensure they work smoothly and enhance the speech.

➤ **Technical issues:**

Test all technical equipment, such as microphones, projectors, and slides, to ensure they work properly.

➤ **Feedback:**

Seek feedback from others to identify any issues and make necessary adjustments.

3. Build confidence:

Familiarity with the material and the delivery process boosts confidence. The more you rehearse, the more comfortable you will feel when delivering the speech.

Key steps:

➤ **Practice in front of a mirror:**

Rehearse in front of a mirror to build confidence in your delivery and body language.

➤ **Familiarize yourself with the material:**

The more you practice, the more familiar you will become with the material, reducing anxiety and boosting confidence.

➤ **Visualize success:**

Visualize a successful speech and imagine yourself speaking confidently and the audience responding positively.

Renowned Indian public speakers:

1. Shashi Tharoor:

Known for his extensive vocabulary and sophistication. He blends humor and historical facts to speak on global politics, governance and culture.

2. Sundar pichai:

Focus his talks on digital transformation, innovation, technology's role in society and the future of artificial intelligence he utilizes a clear and concise communication style.

3. Nandan nilekani:

Addresses the impact of technology on society, digital infrastructure and economic growth he. Simplifies complex tech concept for general audiences.

4. Dr. Raghuram Rajan:

Celebrated for insightful speeches on economics policies, global financial markets and complex economic concepts.

5. Kiran mazumdar shaw:

Speakers on biotechnology, innovation, entrepreneurship and promoting women in leadership roles.

6. Kiran bedi:

Delivers highly motivational speeches centered around integrity leadership crime prevention and social reforms.

7. Devdutt pattanaik:

Connects Indian mythology and ancient symbols to modern concepts of leadership, culture management. And organizational behavior.