

A Review of Public Speaking and Its Components

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Abstract

Public speaking can be defined as the art of speaking effectively in front of a community. However, doing this effectively depends on following some rules and premises. In this case, it is important to carefully monitor certain elements and make adjustments according to their condition. The process starting from the speaker continues until the speech is delivered to the listener, and between the two factors such as the content of the message, its relevance, its impressiveness, and its suitability for the needs of the audience play a role. Public speaking includes a number of important functions. In particular, the effective transmission of ideas to the community and the emergence of opinion changes or increased motivation from them have emerged as an important function. Public speaking can be for the purpose of informing the audience, as well as for the purpose of persuading them. Finally, there are some threats that will prevent effective public speaking. Especially the monotony and the anxious state of the speaker are great threats.

Keywords: Public Speaking, Function, Varieties, Threats to Public Speaking

Introduction

Since the human beings are emotional beings, how to guide them has been an issue that has been thought about by certain circles for a long time. It has been demonstrated by different experiences that one of the most effective methods of this is public speaking. It is possible to direct people to action, persuade and change their minds through public speaking. Although logical arguments play an important role, the emotional content has a greater impact on people. As a result, public speaking has been developed and used in different aspects. However, its content and issues that should be paid attention to are accumulated within time and through experience. It is possible to find a summary of this content in this study.

Public Speaking

In its simplest definition, public speaking is being able to speak in front of a community. Combining speaking skills with the art of speaking during this speech is an

advanced level of public speaking. Human speech is not just about articulating words. It is necessary to include your own skills in this speech, as well as conveying what you mean in a speech to the other party. Speaking means communication. Conveying messages and communicative skills can be enhanced when listeners and speakers engage in meaningful communication in the target language (Yildiz, 2020). There is also an emotional aspect to it. Missing this element means not having enough impact on the audience (Miller et al., 2017).

When it comes to public speaking, it is necessary to talk about two different groups of people. The first is the speaker and the other is the listener. There are some duties for the speaker to do public speaking effectively. It is important for him to fulfil its requirements. However, the fact that the message cannot be conveyed to the other party shows that its real purpose has not been fulfilled. Because the main purpose here is not to technically fulfil the requirements of the conversation, but to convey what is meant to the other party (Iverson & Goldin-Meadow, 2001).

At the point of public speaking, the first premise is that the speaker has command of the language they speak. In a place where their command to the language does not exist, other elements required by public speaking do not matter. The person's command of the language they use shows the cognitive dimension of it. There is also a psychological dimension to this issue. The speaker's self-confidence is a fundamental factor, as is influencing others in its psychological dimension. There are a number of factors that negatively affect the speaker's self-confidence. For example, the speaker's anxieties, shyness, lack of self-confidence and uncomfortableness are important factors.

Language has a constructive aspect to societies. Appropriate use of it is an important factor in guiding communities. While some realities can be concealed through language, the importance of language in manipulating many issues emerges (Steels, 1997). Therefore, an expert of public speaking has the potential to change the perspective of a whole society. Due to this importance, public speaking has been emphasized a lot in all societies and the experience and skills gained over time have been transferred among certain people. Public speaking has been of great importance in the preparation of a society for war or giving up on a decision. Each society's own experience on this subject has caused them to have a cultural memory (Jaffe, 2015). One of the thinkers who wrote important works on this subject in history is Aristotle. In his work called *Rhetoric*, he revealed the rules of an effective public speaking and these rules have continued to exist until today (Nichols, 1987).

The fact that perceptions are more important than reality, especially in political life, and even that perceptions often replace reality, emerges thanks to the effectiveness of the language used against society (Mutz, 1998). Even for this reason, Aristotle's seeing these features of demagogues and realizing how they manipulated the society with the languages they used caused him to have a negative view of democracy. Although there was

democracy in the city-state of Athens, where Aristotle lived, he realized that demagogues manipulated the people very well (Jörke, 2014). Although he saw these negative aspects, he also realized that it can be used correctly. As a matter of fact, the importance of public speaking has never changed from the ancient age to the modern age. Public speaking has been important throughout all human existence where it is possible to manipulate human communities with language, and it seems it will be important in future, too (Chollet et al., 2015).

An important reason why public speaking is so widespread is that it is fully compatible with human nature. Since the emotional aspects of people are quite different from the rational aspects, anything that appeals to the emotional side of people is considered as a prior to rational dimension. Therefore, the perceiving some lies as reality in political life is related to the fact that public speaking manipulates perceptions very well. Even people who use public speaking effectively have the potential to create new and permanent perceptions on society (Mastrangelo, 2009).

Public speaking may have gained its popularity in political arena, but it is not the only application. We can come across the use of it in any part of social life. When you express your ideas clearly to the other party, you need the rules of public speaking. We are especially in need of getting across our ideas to other people and use public speaking in the best way possible. Although logical content is very effective component, it is not always sufficient. The word and sentence stress and body language gains much importance. Even more, there are other codes that put certain effect on the audience like dressing, posture, eye contact...etc. Moreover, your attitudes, emotions you have, and you arouse on the other party, tone of voice all play roles. Public speaking includes many other components in addition to these mentioned above. when you do not care about the comprehension level of the listener, it means you will not convey your message effectively because, together with your skills to exhibit, the other party's perceptions and level of comprehension are crucial. Their cultural values and judgements also have the effect to contribute a different dimension to your message. For this reason, addressing to a person without taking into consideration their values may yield adverse results that you had never expected (Turner et al., 2018).

Elements of Public Speaking

In order to fully understand the different dimensions of public speaking, it is necessary to focus on various elements that are to be included. When we focus on the speaker and their skills, it will not help us to comprehend the true nature of the term. Therefore, all elements should be scrutinized carefully.

Speaker

Speaker is the first link in the chain of public speaking; everything starts with the

speaker. It is the speaker that will apply the rules and requirements of public speaking. Their attitudes and applications will give the certain shape to public speaking. They should make arrangements carefully to make an effective speech to the others.

In public speaking, there are cognitive elements that look directly at the speaker, as well as emotional elements that are directed towards the speaker himself and the listener. In addition, the socio-cultural background of the speaker and the audience and their reactions to the speech should be evaluated by the speaker. The speaker should also speak in a way that responds to the needs of the audience and a listener-oriented approach should be adopted. While it is important to speak in a way that corresponds to the expectations and needs of the audience, it is also necessary to speak in a way that corresponds to their interests and mental capacities. Another issue that the speaker should pay attention to is the fact that the message conveyed to the other party can lead to significant changes in their lives. This is about the ethical aspect of public speaking. Therefore, the speaker's being constructive emerges as an ethical value. Another of the speaker's responsibilities is the impact he will have on the audience. If they find the speaker reliable and worth listening, then the message will be conveyed effectively (Valenzano & Braden, 2015).

Audience

The people to which the message will be delivered by the speaker is called the audience. Therefore, since it is the community to which the public speaking is directed, the audience is the other complementary element together with the speaker. All of the topics covered by the speaker must be in line with the understanding of this audience. It is not possible to talk about public speaking in a place where there is no audience. Therefore, based on the importance of the audience, their interests, attitudes, beliefs, culture, and educational background should be taken into consideration (Lucas & Stob, 2004; Celik & Yildiz, 2019).

Message

In public speaking, where the speaker and the listener come to the fore as human elements, the message that will ensure the communication between the two and what the speaker actually wants to convey is the message. The content of the message is not only articulation of words. It is by nature very rich because it contains other elements. At this point, attitudes, behaviors and non-verbal cues are complementary elements as well as words. In addition, an effective presentation of the speaker, his knowledge, feelings, approach to the subject and how he conveys the message to the target audience are important. Thus, the content of the message can be enriched even more. The combination of all these elements provides the emergence of the message with all its aspects. The message content should be in a way that the other party can understand cognitively. Emotionally, the message should be forwarded with the right attitude. The intelligibility of

the message is vital because the listener often understands the message from their own perspective, regardless of what the speaker means. Therefore, the speaker should focus on what the other party understands, rather than what he/she wants to convey in the message he/she conveys. Therefore, the speaker should transform it into a format that the audience can understand most clearly and, if necessary, enrich the content with visuals. In addition, if the message is long, it should follow a certain logical sequence and contain evidence that convinces the other party. In addition, the speaker must set the body language and tone of voice correctly for the message to be transmitted effectively. As can be seen, there are many elements that feed the content of the message to be transmitted to the other party, and the message is the most important element between the two human factors (Scherer, & Volk, 2011).

Channel

The means by which the message is transmitted from the speaker to the listener is called channel. This channel can be face-to-face communication as well as through technological means. Examples of these are radio, television, and the Internet. However, there are significant differences between face-to-face communication and communication with other channels (German, 2017). The intensity of emotions and thoughts conveyed to the other party in face-to-face communication is not so effective in other channels. In addition, one-to-one interaction is not possible on other channels. Therefore, the listener's reactions may be different. Especially in the communication established over the internet, there can be many problematic aspects. In these cases, where the message is mostly transmitted through a single channel, the risk of misunderstanding increases considerably (Hancock, 2004).

Setting

In public speaking, the environment in which the communication is directed from the speaker to the listener is important. Both the physical environment and the atmosphere in which people develop some attitudes are complementary elements of the setting and these leave a significant impact on people. While the physical environment consists of visible elements, the psychological environment and atmosphere consist of invisible elements. Therefore, it is necessary for the speaker to feel the elements of this environment and to speak accordingly (Ivanova et al., 2020).

Delivery

The transmission of the message to the other party, together with the use of all the premises required by public speaking, is expressed as delivery. In other words, delivery is the speaker's ability to best convey his message to the listener. Thus, the listener will understand and accept as necessary, and as a result, they will reconsider their ideas.

Delivery has an artistic aspect rather than a scientific one. It is a kind of art for the speaker to observe the audience and the environment before delivering the message (German, 2017).

There are different forms of delivery.

1. **Extemporaneous Delivery:** It is the type of speech on which the speaker plans, writes carefully and ponders. All of this is to complete the necessary phases one by one in order to present the speech in the best way possible. The speaker makes an arrangement that will make it possible to present the notes they took before the speech to the audience. However, if the speaker memorizes this speech and is noticed by the listener, it reduces the effectiveness of the speech.
2. **Impromptu Delivery:** In the impromptu version, which is the opposite of the previous delivery, the speaker does not make any plans and addresses the audience unprepared. This has some risky aspects. Especially people who are anxious by nature get stuck in such a situation and cannot continue their conversation. In addition, since there is no preparation beforehand, the speaker gives his speech without thinking about the subject. This carries the risk of making many mistakes that are against the spirit of public speaking.
3. **Manuscript Speech:** This type of speech is made by reading directly from a written source. The advantageous aspect of this is to prepare for the speech and to organize the format that will best present it. In addition, it is the complete transmission of the message without forgetting any aspects. However, it also has some disadvantages. First, eye contact with the listener will decrease because the speaker reads the script in his hand. Therefore, it will not create the expected effect on the listener. Also, in these cases, the listener is likely to get bored.
4. **Memorized speeches:** It occurs as the speaker memorizes the text he/she will present directly. However, there is a possibility that the speaker may forget the memorized text (Johnson & Szczupakiewicz, 1987).

Function of Public Speaking

Public speaking has a great impact on people. It has many beneficial aspects if used correctly with all its elements. Since the psychological aspects of people dominate their rational aspects, the effect of the speech to be made to them can also be great. In this case, public speaking is a very effective tool for directing or manipulating people. It is also an effective tool to persuade societies on some issues. In this respect, the functional aspect of public speaking can be presented in various ways.

Blow out Information

Learners of this era are surrounded by technological tools and technology is used in every aspect of human lives (Daskan & Yildiz, 2020). When people access information via mass media, there are some risks. Especially in the modern world, with the effect of technological tools, the rapid spread of true and false information and the fact that people are affected by them cause huge problems from time to time. In fact, disinformation in the media can reach dimensions that cannot be corrected. In this case, one of the important methods that a person about whom a certain public opinion was constructed will use is to express himself/herself directly to the public. It is possible to break down the prejudices and create a new public opinion, especially with the effective use of the content of public speaking together with face-to-face communication. Face-to-face communication, which is the channel where information will flow to people most effectively, is a method to blow out information.

Share Ideas

It is possible for people to share their ideas with others in different ways. However, it can be said that the most effective of these is realized through face-to-face communication. In face-to-face communication, misunderstandings are cleared more quickly, and it is also possible to explain the issue in a different way depending on the listener. Thus, the sharing of ideas takes place more effectively. As people share their ideas, they create new perceptions and can gather supporters. Thus, it is easier to reach the target with the resulting synergy. An important function of public speaking is that it is an effective method of sharing ideas.

Debate Argument Verbally

It is easier to discuss any topic face-to-face and verbally than in any other way. Also, in this way, it is easier to correct misunderstandings, as there are all the elements required by public speaking in the debate. In addition, with the communication created in this way, it is easier to understand the feelings, thoughts, prejudices and beliefs of the other party (Mufanti et al., 2018).

Varieties of Public Speaking

Public speaking is done for different purposes. Therefore, we can say that different forms have emerged. For whatever purpose the speaker is speaking, public speaking will also be designed for that purpose.

Public Speaking to Inform People

They are speeches made to inform the audience about a subject. In this type of talk, the focus is on the topic, as the aim is to give the audience realistic information about it. There is no manipulation or propaganda purpose towards the listener. In addition, in this type of speech, other elements required by public speaking remain in the background. Public speaking, which is made for informational purposes, is designed as subject-oriented. Since this type of speech is subject-oriented, changes occur according to the content of the subject. In this case, it is important what the conversation is about.

5. The first of these emerges in the form of talking about objects. The issue of what something is and how it is done can be addressed.
6. Secondly, we can talk about processes. This one is a little more difficult than the previous one, because explaining the process from beginning to end in a logical order requires planning, and it is relatively more difficult for the audience to understand.
7. The third is to talk about events. It is to describe how things happened and how they revealed. Here it is important to create a clear picture in the mind of the listener.
8. The fourth is to talk about concepts and this is the hardest of them all. Since it is very difficult for people to understand the concepts, it is important that the speaker explains it in a way that the listener can understand (Lucas & Stob, 2004).

Guidelines for Speaking to Inform

It is necessary to pay attention to some points while giving speeches. After paying attention to these points, a more effective speech can be made.

9. First of all, the knowledge of the audience about the subject to be told should not be overestimated. The speaker cannot give an effective speech when he thinks that the audience knows much better than he does, and he even worries about the limits of their own knowledge and does not put the necessary effect on the audience. In this case, the speaker may even try to change the content of the speech and make it more complex. In this case, comprehension problems often arise.
10. Another important issue on this subject is that the subject discussed is related to the interests and needs of the listener. When the listeners are informed about a subject, they want to know how it will be useful in practical life. If the subject matter is not of any practical use, it is not of interest to the listener.
11. Informing others especially in some areas that require expertise, involves some risks. It is a good idea for the speaker not to use technical terms in accordance with his area of expertise and to think that the audience may not understand it. If the speaker falls

into such a trap, the audience will not understand the subject. Even in this case, the possibility of developing some negative feelings towards the speaker is quite high.

12. Another issue that speakers should pay attention to is to avoid abstraction. Any abstraction to the audience will make it difficult for them to understand. Therefore, it is more correct to express it with concrete examples that everyone can understand.
13. Personalizing ideas and giving examples on the subject will make it easier to understand and will attract the attention of the audience.
14. It is very important for the speaker to be creative. It is also important to apply a number of creative methods, especially according to the flow of the speech and the changes determined in the listeners. Here, focusing more on something that attracts the attention of the audience can be an example of creativity, as well as attempts to prevent misunderstandings. In addition, it may be necessary to determine a new attitude according to the emotional state of the audience. In fact, creativity is the ability to professionally go beyond the previously planned conversation, depending on the situation (Lucas, 1999).

Public Speaking to Persuade

In fact, the development of public speaking in human communities throughout history and the contribution of people to it is because of the reason that the purpose of persuasion has been fulfilled in the best way. It is obvious that the main purpose of public speaking is to persuade. The previous purpose is to inform on a temporary basis, in certain situations and on certain issues. Therefore, its use for that purpose is not very attractive. However, its use for persuasion has had a powerful effect on the beginning or end of great movements in human history. It has a different appeal because it connects people emotionally, and sometimes both the speaker and the listener are in a very high motivation or gain high motivation thanks to the speech. If listeners are engaged in tasks which they are interested in, their motivation is triggered (Yildiz & Celik, 2020). In particular, it has shown the feature of being an indispensable trigger of political movements (Baccarani & Bonfanti, 2015).

How rational a human being is is a highly debated topic in social sciences. It is generally accepted that the irrational and emotional side of the person is dominant. What feeds this emotional side is persuasive, biased and identity-feeding statements that appeal to this side and direct people to action, rather than logical arguments (Heywood, 2013). In particular, the fact that they are told verbally and with emotional tone rather than in writing has made the effect even more.

However, it is not easy for a person to persuade the other community. It is directly linked with the motivation of the speaker and listeners. Systematically and orderly given

information is valuable (Tosun & Yildiz, 2015). This requires a different infrastructure. First of all, the audience should come from a common background and share some common experiences. As a result, their shared feelings, thoughts, and identities are indispensable elements for persuasive public speaking. It is almost impossible for groups that are political and ideological rivals to persuade each other.

In addition, in order for the speaker to be effective with the listener, they must instill confidence in them. The messages given must be within the limits that the listener can understand and accept. In addition, it contains features that will change the effect of public speaking, which is the state of the audience psychology at the time of public speaking (Parviz, 2020).

Threats to Public Speaking

Yildiz (2019) notes that “naturally, human is a part of this universe, but he reaches a different structure and consciousness level by his psychological presence and establishes social formation with other assets” (pp. 101). In effective public speaking, the emotional state of the speaker and listener is one of the most important factors. In this case, the emergence of some emotional problems includes elements that threaten public speaking. We can list them as follows:

15. **Monotony:** A monotonous speech is a factor that will cause the listener's interest to decrease. The process that leads to monotony is the selection and planning of the topic, as well as the fact that it does not appeal to the listener during the speech, and as a result, their motivation decreases. In addition, the speaker's not adjusting the tone of voice correctly and not using body language are important factors. The fact that a speech is beyond the limits of the audience's understanding is an important reason that leads to monotony. In this case, the desired message will not be transmitted correctly and will cause a waste of time. Therefore, in any public speaking occasion, first of all, it is necessary to take initiatives to eliminate the monotony.
16. **Anxiety:** Being under stress for the speaker and feeling anxious is a factor that reduces the effect of the speech. It is not appropriate for a person who cannot overcome this problem emotionally to do public speaking.
17. **Overestimation:** The speaker's overestimation of the listener will not only reveal the deviation from the content of the speech in different directions, but it is also an emotionally binding element for the speaker in a way that the speaker will feel less important in front of the audience. Therefore, it is an important factor that will cause the speaker to worry.
18. **Underestimation:** The opposite of the previous problem is to underestimate the

audience. In this case, the speaker's dominating attitude towards the listeners will have a bad effect on the listener from the beginning and the speech will not be worth listening to. Avoiding such emotional extremes is what the speaker should pay attention to at the outset (Watkins, 2014).

Conclusion

Public speaking, with its cognitive and emotional elements, includes a very complex process. Just as the preparatory phase has specific requirements, addressing the audience has specific requirements as well. Fulfilling all these are indispensable elements for effective public speaking. The content briefly summarized above is actually the result of people's long-term experiences.

The effective use of public speaking will bring great benefits both in terms of informing people correctly and guiding them. However, its abuse is also strong enough to have negative effects on societies in the short or long term. Therefore, moral elements should be taken into account while doing effective public speaking.

It can be stated that the activities to be held where the rules required by public speaking are applied correctly will be much more attractive. It contains content that increases motivation in people, especially since it appeals to the emotional side of people. For this reason, it offers content to be used especially in educational activities and debate sessions. However, in order to do all this correctly, the determined rules must be followed meticulously.

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