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PUBLIC SPEAKING AS THE MOST IMPORTANT ASPECT OF ORAL COMMUNICATION

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Abstract: This article deals with the peculiarities and features of public speaking. Public speech is one of the most important part of oral communication. It is one of the crucial feared things for many people - in fact, some public surveys show fear of public speaking as higher than fear of death. Public speaking is the act of presenting an idea to the public, using your voice. The 'public' can range from a very small group of people to a huge audience. For most people, a bigger audience equates to more fear, but some people are just as terrified as presenting to a small group. investor, leading a school assembly, or even taking part in a job interview. Now we've thought about the wide scope of public speaking, we can start to see why it's such an important skill. The reality is, everyone will have to speak in front of an audience at multiple points in their lives. Therefore, it's important to work on these skills so you don't feel restricted by anxiety, and are able to thrive in different circumstances.

Keywords: public speech, spontaneous speech, action speech, informative speech, speech for persuading, commemorative and apt speech

Public speaking is a 'formal' face-to-face communication method where a person(s) uses the medium of speech to inform and/or influence a group of listeners (an audience). When one reads this definition, it seems as if the public appearance is a simple activity, where it is only necessary to tell something to someone, to speak it and thus we finished our job and fulfill the task. Well, the thing is that in practice it is quite different and connected with a lot of different factors to be taken into account when one gives a speech.

In the mentioning of the term "public speaking," to most people the first association is: speaker > venue > stage > microphone > large audience. Most people think of public speaking as a speech in front of a large set, holding rallies, political speeches, lectures large business conferences and the like. We less think of TV guest appearance, lecture at the university, perhaps a musical performance and the like. In fact, far from it that public speaking includes only those conditions [4,3].

Taking a wider perspective, public speaking is important because speaker uses voices as forces for good. Talking about diverse and interesting topics is an educational tool, and a good speech can be very powerful. Communication instructors aren't here to make you excellent public speakers. Instructors try to take you from where you are and give you some skills to become a better public speaker - and hopefully eliminate some of the anxiety you may have about public speaking. It is my personal philosophy that anybody can give a speech if they know some basic techniques so let's get started on the components of a speech which will make you a successful public speaker.

Heinz Lemmermann says:,, Rhetoric can be found in the service of good and evil, truth and lies. Speakers gift is a dangerous weapons, which is often misused. Basically there are three methods by which we can achieve something with other people: they can be compelled, they can be persuaded and they can be convinced. [7,41]

Natasa Novakovic points out that basics of public speaking is a work in which we emphasize the importance of mastering the techniques of public speaking and oratory skills, in order for that knowledge to serve each individual as a key tool for easier achievement of all objectives of business and personal communication. We explain and define the very concept of public speaking and its qualities and give an answer to the crucial question of who actually needs those oratory skills. Also, we turn to the basic divisions and types of speech, their main features and differences, as well as a very important segment of oratory which is improvised, or spontaneous speech.[4; 1]

Some official definition of public speaking would be: "Public speaking(sometimes termed oratory or oration) is the process or act of performing a presentation (a speech) focused around an individual directly speaking to a live audience in a structured, deliberate manner in order to inform, influence, or entertain them. Public speaking is commonly understood as the formal, face-to-face talking of a single person to a group of listeners. It is closely allied to "presenting", although the latter is more often associated with commercial activity. Most of the time, public speaking is to persuade the audience.".[4;3]

Is public speaking exclusively talking before a large crowd of people or to a group of people? When we look at it in a different way, if you perform before a large group of people, whether it be in business, private or in any other capacity, of course it can be considered a public speech, because you transmit a specific message to this large group of people. Is public speaking when you talk to the board of your company? It certainly is this group of people, this board of directors may be smaller or larger, may consist of three people, may be 30 people but it's still a group. And still you're talking to a group, you bring some information and you are in the focus of attention of this group of people. So, you're doing a public speech. So, of course public speaking include speaking in front of parliament, speaking at the rally, lecture before a full amphitheater of the faculty, but there are also talks and an address to employees, presentation of a report to the companies board, presentation of the project and seeking funds from investors, sales presentation to a group or individual, holding press conferences, guest talk in the studio with only TV host, press release without a host, a job interview, flirting and countless similar or completely different situation.

When it comes to speaking, one must know that there are different types of speech, because we will not talk the same way, when we hold a political rally, or if we talk to the board of the company, if we talk to our spouses, or talking with friends. Therefore, we will not want to achieve the same effect.

Sometimes we want to move people in some direction, sometimes we just want to inform, to convey some information in a certain way depending on the effect we want to achieve. In other words, depending on who our audience is and what goal we want to achieve with our speech, we will choose the type of speech, and by that we will further modify our speech and adapt to the circumstances.

Here Natasa Novakovic introduces the following types of public speeches:

Call to action speech - characteristics of this type of speech are that it is usually much more energetic speech, followed by larger gestures, heightened tone, often faster, or variable tempo of spelling out the words and the like, by which we directly encourage our listeners to do something or make a decision instantly.

Informative speech - looks completely different from the previous one, followed by a milder, slightly slower tempo which is kept all the time, because then we actually talk like television announcers who read the news, the tone of voice is not too strong, boisterous or noisy. This type of speech is not reflect by too energetic presentation, because it actually only transmit some information.

Speech for persuading - This type of speech is accompanied by greater closeness with the audience, preferably greater physical proximity, quieter tone of voice, addressing the listener's inner being and their emotions.

Sometimes you can use a slightly stronger tone, but certainly not as strong as in call to action speech, because persuading others can not be done with too turbulent speech that sort of attacks the listener, but with speech that creates a positive reaction, enthusiasm and confidence. Commemorative and apt speech - such as the presenting a speaker, giving and receive prizes, commemorative speeches, eulogy, inauguration, welcoming, speaks at the opening of an object, exhibitions, etc. This type of speech is, however, completely different from the three previous types of speech and by the specific rule. Here it should be noted that the rhetoric or the public speaking by itself, has certain rules, of course that same rules apply to almost every type of speech and for every situation, except for this fourth kind of speech. This speech looks a little different from the previous three kinds of speech, and not different in terms of energy, pace, tone, etc., because there we can almost choose whatever we want, but different in only one technical detail, and that is the way of preparing of this speech.[4;8-9]

Becoming a great public speaker, feeling at ease with the audience, controlling body language and delivering great presentations takes some time. Of course it would be much easier to just speak with one person at a time. However in every area, there a time to promote, influence, inspire, persuade or make a good impression on a much larger scale than then safety of a coffee nook. Speaking in public does not have to be something we should avoid at all costs. With some creativity, intelligent planning and consistent practice absolutely anyone can become a brilliant public speaker. Special occasion speaking encompasses a number of different speeches that require particular attention to an occasion, event, or person. Such speeches are intended to inspire audiences, celebrate an event, commemorate a person, and/or entertain. Special occasion speeches should reflect the mood of the audience and the occasion that brings people together.

Speech is a skill that distinguishes man from all other animal species and is the basis of the overall human communication. Correct mastering the art of public speaking and public appearances will distinguish you and rise you above the average individual who passes unnoticed through the world and whose ideas, quality and features are rarely noticed and recognized by society as a potential worth of our attention.

Absolutely everyone needs to master at least the basics of rhetoric's and public speaking! Whether someone in public sector, politics, the media, whether he or she is a professor or a manager, retailer or restaurateur, whether the goal is to act and speak in front of crowds, management boards of companies, hold sales presentations to groups or individuals, or just to be liked by a girl/boy at a coffee shop, or to appease boss, or be given a passing grade by teacher, public appearance and public speaking skills is what will make a key qualitative difference between success or failure.

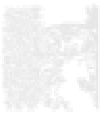
For all these and other life situations we need to know how to speak good, to perform boldly, to think fast and express ourselves clearly. After all this, at this point we can define the notion of public speaking as:

Every aspect of the individual addressing to the group or individual listener, either live or via electronic means of communication, which aims to achieve a specific goal, or to give a certain image of themselves through various techniques of influence, information and entertainment.

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