

WHAT AND HOW SHOULD THE PUBLIC SPEAKING BE? : A LITERATURE REVIEW

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Abstract

Public speaking is a kind of or a part of art of delivering speech in front of the audiences. It is also the art of communication science effectively and properly. However, in many social circumstances and contexts of public speaking, many speakers still seemingly anxious and cannot effectively and properly deliver their speech. This may happen due to some reasons such as unfamiliar with the topic, the background of the audience, lack of language mastery (for example English), the ways and norm, and rules as well to speak in public. This paper attempt to mainly discusses about the nature of public speaking, the common types of public speaking, factors affecting the public speaking, and public speaking in a multilingual world.

Key words: public speaking, types of public speaking, factors affecting public speaking, and multilingual world.

Introduction

It is a fact that the business environment of the 21st century is expanding to include people from cultures and countries around the world. It takes special skills to communicate across these many cultures. However, not everybody has skills to communicate effectively in cross cultural setting in public.

It is not a secret that people who are about to speak of an unknown public, he or she psychologically usually does not have a good night sleep the day before the big presentation. This situation usually happens to the new and inexperienced speaker. However, the same thing sometimes also occurs to natural and experienced speakers.

It seems that this anxiety can happen due at least two main factors. First, the topic he or she is presenting. He or she may still not be expertise and well familiar with the topic, or the topic may be too strange or difficult and new for the speaker. Second, the audience is another reason why anxiety happens to the speaker does so.

Giving a speech or presentation to audience of people who speak various languages or have differing cultural backgrounds requires special tactics on the part of the speaker. If his or her audience is local and having similar cultural background with the speaker, there tends to be no communication barrier, however if the audience is international ones with many cultural differences and the international business etiquette, he or she should be aware about these diverse ones.

So it is a fact that speaking effectively to a global audience requires both knowledge of speaking principles and an awareness of intercultural differences. Understanding intercultural competence will much help the speaker to effectively deliver his or her speech in a multilingual world.

This paper attempt to mainly discusses about the nature of public speaking, the common types of public speaking, factors affecting the public speaking, and public speaking in a multilingual world.

Discussion

1. The Nature of Public Speaking

It is generally known that public speaking, also called oration or oratory, is the process of communicating information to a live audience. For instance, lecturing and oration, traditionally refer to the act of speaking directly, face to face, a live audience. Public speaking is used for a variety of purposes but it is often some mixture of teaching, persuasion, and entertainment.

Then, it is also normatively known that public speaking is the art of using words to share information with an audience. It includes speaking to audiences of any size, from a handful of seminar participants to millions of people watching on television. Another term for public speaking

refers to a speech presentation. In addition, it is a publicly speaking to an audience with intent to inform, demonstrate, explain or persuade.

In terms of rapid development of information and communication technology, today, the art of public speech has been transformed by newly available technology such as video conferencing, multimedia presentations, and other non-traditional forms, but still the basic elements remain the same. However, still public speaking is very important and essential for those who interact with audience. In line with the importance of the public speaking, experts propose some reasons why public speaking is becoming more and more essential nowadays.

First, it helps the speaker win over the crowds. Being able to speak and present one's ideas coherently and attractively in front of thousands of people such as at a company meeting or a conference is not easy. However, practicing this skill will help overcome the fear of public speaking, and builds the confidence to deliver the message.

Second, it motivates people. Speakers with excellent public speaking skills have helped many audiences make a turning point in their lives. What they convey can make others boldly start or stop something or simply re-establish their own goals in life. Public speaking can be a powerful motivator and future-oriented for so many people.

Third, it develops critical thinking. Public speaking makes your brain work at full capacity, especially it triggers its ability to think critically. A speaker with critical thinking will be more open-minded and better to understand others' points of view. Critical thinkers can see both sides of any issue and are more likely to generate bipartisan solutions.

In addition, in line with the importance and benefits as well of the public speaking, Vu (2023) mentions there about 7 (seven) reasons to inspire why public speaking is important and essential. They are as follows:

1. It Improves Communication Skills

Actually, public speaking involves both verbal and non-verbal communication. You need to have a strong vocabulary along with a command over the language you're going to speak in. Practice is critical here because when you get up on the podium, you cannot afford to stutter or use fillers. You'll need to have a professional grasp over the language you're

using for your audience to listen to you. So by practising your speech, you're practising your communication skills.

Now, a public speaker doesn't just speak well, you've got to listen well, too. Many speakers neglect to listen to their audience, but the body language, silences, questions and level of interaction from the crowd in front of you are the real indicators of how you are performing.

Reading the room means you can change your body language and method of delivery to grab the room's attention. These are non-verbal communication skills and they're super important.

A perfect combination of verbal and non-verbal communication ensures that there is no room for miscommunication or misunderstanding. Be it a meeting room or a classroom, public speaking is sure to help your communication skills.

2. It instills confidence

Facing an audience is a nerve-wracking task, so when you come through it and can present your topic successfully, it adds a lot to your confidence. With regular practice, you get rid of the fear of public speaking until it becomes second nature to you. If you're about public speaking at work, regular presentations help you become much more self-assured in your professionalism. If you're doing it in the classroom, you become confident about presenting your project and engaging in healthy debates with others. The confidence gained doesn't just stay within the limits of public speaking, it spills over into other aspects of your life. Regular performances can reduce general anxiety in life and can help you be more independent in your everyday decisions.\

3. It leads to leadership opportunities

The confidence and knowledge gained through effective public speaking makes people look up to you and value what you have to say on a particular topic. Your judgements start to matter and people listen to you more because of the way you speak and present yourself. In a professional setting, this could lead to management opportunities. At school, you might be chosen to be the official representative of an event that requires a student with a strong, clear

voice. Whatever the situation, an able leader needs to complete several tasks simultaneously – instruct, delegate duties, negotiate, convince, and create trust among their team. All of these require you to have excellent communication skills and teamwork skills, all of which come from your public speaking skills.

4. It expands social connections

Why public speaking is important? Never underestimate the power to hold a conversation. Public speaking not only makes you aware of that power, but also it helps you develop fruitful relationships and expand your social horizons. Doing so makes you part of stimulating conversations, in which you can become aware of contradictory views, learn to listen well, network better, and even create long-lasting relationships. When you show confidence and passion in your communication, it makes people interested to listen and take part in the discourse. Once you're done with your speech, there is usually a chance to interact with your audience, get their feedback, respond to questions and look at viewpoints that are different from your own. That opens doors to new possibilities and potentially becomes a stepping stone to your next venture, your new college, or a friend for life.

5. It develops critical thinking

It is generally believed that the public speaking prompts you to use your brain power to the max. Let's say you've forgotten a part of your speech. You can't allow yourself to panic in that situation – instead, try to remember the speech outline and phrase your words to convey the same meaning. Doing this forces you to think on the spot and makes your brain work on its ability to judge and analyse a problem, as well as work to a solution. This is critical thinking. As a critical thinker you should be able to utilise the information you have, in any situation, and find a solution to it. Doing this in front of a crowd can be pretty scary, but the added pressure could just give you the boost you need.

Take another example. You're giving a product presentation; the demonstration began with a bang, you've got a good audience, and everything is on track. However, midway through the presentation you feel the energy dip in the room and you know you must act fast to get the

attention back. This is where you **use your** critical thinking skills to adapt; you change your speaking style, approach, and body language to lure them back.

6. It provides recognition

The fact that you are a capable public speaker with excellent leadership and social skills will eventually make people recognize you. They will respect you for your knowledge, study your public speaking skills and techniques like you used to do in your learning stages, would love to be associated with you, and probably quote you in one of their conversations. Plus, gaining recognition also means that you get to widen your scope and explore areas and meet people you never thought would have been possible. But with great power comes great responsibility. You cannot slow down just because you've become famous. You need to keep your brain sharp and your mind open to new information, ideas, and possibilities.

7. It inspires others

The culmination of all the above-mentioned benefits is what brings us to this last point – inspiring others. Your journey of being a speaker can be healing and motivational for many, especially in this digital age where we come across many influencers who have started from zero, fought through their insecurities, and achieved a significant following while inspiring others to do the same.

You can also be a mentor or a guide to people sharing the same interests as yours. You can promote noble causes, as now more and more people are willing to listen to you and are inspired to make positive changes to the lives of others. You will have the power to impact people's lives and their decisions because you have decided to use your words wisely and effectively.

2. Types of Public Speaking

Regarding to the types public speaking, Brown (2020) in <https://penandthepad.com/info-8131192-different-types-public-speaking.htm>.2.7.2020 states there are four primary types of public speaking such as ceremonial, demonstrative, informative and persuasive. On the other hand, Anglea De Schrijver concludes that all types of speeches fall into three main categories – informative, persuasive and motivational

(<https://penandthepad.com/info-8758314-speech-presentation.html/4/8/2020/>). Now have a look each type of public speaking as mentioned before.

1. Ceremonial speaking

Most people will give some sort of ceremonial speech during their lifetime. These speeches mark special occasions. These occasions may range from formal situation such as business meeting, seminar, campus orientation, and or graduation to less and or informal context such as weddings, social gathering, birthday party, office holiday parties and or funerals. Actually, the ceremonial speaking typically involves a toast and is personal with an intimate emotional connection to people hearing it.

In terms of the goal, generally the goal of a ceremonial speech is to captivate the audience and create a felt sense in response to the situation or occasion. The occasion will, of course, inform what kind of experience the speaker is creating. To note the different occasions, have different expectations for speakers based on values that they rely on such as inspiring, commemorating, accepting, or unifying.

2. Demonstrative speaking

This type of public speaking requires being able to speak clearly and concisely to describe actions and to perform those actions while speaking. What is a demonstrative speech? Demonstrative speech explains and teaches an audience how to do a specific thing. Even if you're an expert at your topic, the process of writing a demonstrative speech which assures the audience has learned something new is essential. It then also can be challenging. As a demonstrative speaker, one will be their guides, taking them through a process of '*show and tell*', and covering each step from start to finish. It's like an engaging '*how-to*' speech.

Also the demonstrative speech is known as explanation speeches or a demonstrative presentation. It relies more on logic and information as opposed to emotion although (to truly capture the audience's attention), we must try and add an emotional element to these functional speeches as well (continue reading).

In terms of length of the speech, the demonstrative speeches can be as short as six minutes ('How to do origami') or go on for more than two hours ('How to start an online

business')! So choose a topic depending on the amount of time you have been allotted. *Here are some speech topic options that might help you:*

- a) *How to perform yoga to help you in your life & career*
- b) *How to edit your photographs online?*
- c) *A 'how-to' guide on copy-writing*
- d) *How to negotiate your salary?*
- e) *How to be less nervous at parties*
- f) *How to speak on stage with more confidence*
- g) *How online businesses are changing the world and how you can start one too*
- h) *How to manage stress in a digitized world?*
- i) *How to unlock creative potential?*

In closing, a demonstrative speech is a great way of teaching an audience a lesson or skills and we've used to before (knowingly or otherwise) and we'll probably need to use it again. As long as we know the right topics to select, how to write an effective '*how-to*' speech and deliver it while being our truest self, it'll be just what our audience needs – a simple yet ridiculously helpful speech.

Actually, there are some basic outlines how demonstrative speech should be such as the purpose, the reason etc., that must be mastered by the speaker. In line with the basic outline, Barot in Demonstrative Speech – Master the 'How-To' Speech <https://franticallyspeaking.com/demonstrative-speech-master-how-to-speeches/> 8/8/2020

elaborate as follows:

- a) State the topic and the Purpose

When you deliver the demonstrative speech, firstly you have to state the topic and purpose of the speech. To state the purpose of the speech will arouse the audience interest, curiosity, and awareness. This also can make the audience involved and have emotional connectedness with the speech itself.

- b) Establish speaker credibility

It is a fact that when one is delivering a demonstrative speech, the audience is much expecting to learn something from the speaker. To do so, the speaker uses the beginning

moments of his or her speech to establish why you are qualified to speak on that particular topic. It's also a great way to involve story-telling right from the beginning of your speech. For example, if you're topic is 'How to earn passive income', a personal story on how you created a better life for yourself using passive income would be quite an engaging way to start your speech while establishing credibility for yourself.

c) The story

After speaker has established why topic presented is important for the audience as well as why the audience are the right persons to learn of the particular topic, now it is the main point your speech -'how to' part. This point is also called *diving into each point with a story*. This point, you show your expertise and competence regarding to the topic. Here you have to speak in a manner that is easy for the audience to comprehend. In many occasions of demonstrative speech setting, although the speech delivered sticks on its functional core, still it is important to keep the audience engaged. And experts say one may use the best way known as '*telling a story*.' To this, speaker may start off with summary of all the points and the dive into each of them. Similarly, the speaker can start off with the points in chronological order and reveal each new point as and when it flows.

d) Question and Answer (Q and A)

After the speaker has done 'how to' speech, and he or she strongly believes everything has been covered all the necessary topics, he or she also believes that audience may ask their own unique challenging questions that may have not be addressed by the speaker. In this point, it is necessary to set aside some time for a short Q n A session. This moment allows more active interaction between the speaker and the audience and also allows them to get their personal issues relating the topic of the speech.

e) Options and Variations

To make the speech more well-rounded and interesting, it is necessary to add in variation of the main topic. This allows the audience to relate to other aspects of your overall topic as well. For example, if you're talking about 'How to speak in front of an audience full of children', you can also shed some light on 'How to speak in front of an audience full of senior citizens' just to add some more variety to your overall speech.

f) Summary

At the end of it, summarize your entire speech. You have just taken the audience through a whole ride of how to do something. To ensure that they take home the necessary points, reiterate each of your steps and key takeaways to conclude your speech.

3. Informative speaking

Many people would rather go see an impassioned political speech or a comedic monologue than a lecture. Although informative speaking may not be the most exciting form of public speaking, it is the most common. Reports, lectures, training seminars, and demonstrations are all examples of informative speaking. But again, the informative speech is based on factual information, so it's presented in an objective way to increase awareness and understanding of a particular subject. A range of credible sources are needed to substantiate the data provided in your speech presentation. For example, many representatives from health-related organizations give informative speech presentations to spread public awareness of various diseases and how to prevent them (Angela De Schrijver in <https://penandthepad.com/info-8758314-speech-presentation.html/2/2/2023>).

In real situation, you are more likely to give and listen to informative speeches in a variety of contexts. Some organizations, like consulting firms, and career fields, like training and development, are solely aimed at conveying information Rudolph Verderber, *Essentials of Informative Speaking: Theory and Contexts* (Belmont, CA: Wadsworth, 1991).

In short, the informative speeches are speeches that are designed to teach the audience about a specific topic. There are several characteristics of informative speeches that set them apart from other speech types. If you are asked to give an informative speech, it is important to pick a topic that interests you and that you already know something about.

With informative speaking, the speaker is trying simply to explain a concept to the audience members. College lecture courses involve informative speaking as do industry conferences and public officials sharing vital information. In this type of speaking, the information is what is important. The speaker is not trying to get others to agree with him or to show them how to do something for themselves. Rather he is disseminating vital information.

4. Persuasive Speaking

Advertisement is one of the examples of persuasive speech. The sellers have a goal to convince buyers to buy their product. We also use a persuasive speech in debates and legal proceeding.

Linguists argue that the words of '*belief*,' '*conviction*,' '*opinion*,' '*sentiment*,' and '*view*' are some common synonyms of persuasion. All these words mean "*a judgment one holds as true*," persuasion suggests a belief grounded on assurance (as by evidence) of its truth. Then, the judgment of truth must be based on evidence, fact, and proof as well. In terms of public speaking, generally, persuasive speeches aim to convince the audience to believe a certain view. In more comprehensive definition, (Angela De Schrijver in <https://penandthepad.com/info-8758314-speech-presentation.html/4/5/2022>) states that persuasive speech presentation is given to influence the audience in such a way as to convince them to think or believe the way you think or believe. She further adds that it can be based on factual information or an opinion. The goal is to prompt the audience to take action in some way, whether it is to purchase a product, sign a petition or to donate money to a cause. For instance, politicians give speeches to persuade citizens to vote for them in an election and sales people deliver speeches to encourage consumers to buy their products.

Similarly, other definition states that a persuasive speech is a specific type of speech in which the speaker has a goal of convincing the audience to accept his or her point of view. The speech is arranged in such a way as to hopefully cause the audience to accept all or part of the expressed view. Though the overarching goal of a persuasive speech is to convince the audience to accept a perspective, not all audiences can be convinced by a single speech and not all perspectives can persuade the audience. The success of a persuasive speech is often measured by the audience's willingness to consider the speaker's argument.

To have a good persuasive speech or speaking, there are some key points to understand such as 1) persuasive speeches can come in many forms, such as sales pitches, debates, and legal proceedings, 2) Persuasive speeches may utilize the three modes of persuasion: ethos, pathos and logos, 3) Ethos is the most important appeal in a persuasive speech, 4) Factors such as body language, the willingness of the audience, and the environment in which the speech is given, all affect the success of a persuasive speech, 5) Audience analysis is important in a

persuasive speech, as the audience will be convinced for their own reasons, not for the speaker's reasons.

In terms of three modes of persuasion, they have their own characteristics that make the persuasive speech convincing. They are as follows: a) Ethos-credibility of the speaker, assigned to them by the audience, b) Logos-logical appeal to the audience; does the speaker's argument make sense? Logic appeals are arguments that present a set of information and show why a conclusion must rationally be true. For example, arguments heard in court are logical arguments, and c) pathos-emotional appeal to the audience. Emotional appeals are appeals that seek to make the audience feel a certain way so that they will accept a conclusion.

To make sure that a persuasive speech is more convincing and can persuade audience to say "yes", experts then propose some techniques of persuasive speech as the followings experts then propose some techniques of persuasive speech as the followings:

a) *Ethos*: your materials and resources should be trustworthy, and convince people you are right.

Also, in this aspect, your way of speaking also should engage the audience.

b) *Logos*: the way of showing that you have an organized speech or logical argument, is related to your sources. If you use unbiased, accurate resources, people will assume you have a very strong and logical argument. Also, you can use your personal experience or some well-known experiences to support your point. Basically, you do not only give an argument but have a full explanation and support your argumentation.

c) *Pathos*: This relates to your emotional part, a good speaker should be able to stir the audience's feelings, let people agree with you. You use logical argument, but also use emotion strategy to appeal audience to follow you. This skill will be effective if you want your audience to change their behaviors or let them do some actions.

d) *Cognitive dissonance*: this strategy is to make people feel uncomfortable in your speech. The psychology perspective suggests that this will happen only if your topic challenges the audience's values or beliefs.

e) *Positive and negative motivation*: This is the strategy to convince people about the benefits of your speech and the consequences of not accepting it.

f) *Appeals to need*: your speech can relate to the audience's needs. There are several needs that human beings have: social needs, safety needs, self-esteem needs, self-actualization needs,

and physiological needs. Just relate one of those needs in your speech that based on your audience, it will be effective (Wrench, Jason S.; Goding, Anne; Johnson, Danette Ifert, Attias, Bernardo A. (2011-10-01). Stand Up, Speak Out: The Practice and Ethics of Public Speaking/2/2/2022).

Additionally, it is also important to note that persuasive speaking tends to be the glitziest. Politicians, lawyers and clergy members use persuasive speaking. This type of speaking requires practicing voice inflections and nuances of language that will convince the audience members of a certain viewpoint. The persuasive speaker has a stake in the outcome of the speech. Politicians, for instance, may want votes or a groundswell of support for a pet project, while lawyers are trying to convince a jury of their position -- and clergy members are trying to win others over to their faith. The persuasive speaker uses emotional appeals and strong language in speeches.

3. Factors affecting the failure of public speaking

However, even though public speakers already have proficient use of language in terms of syntax and diction, still many of them often fail to deliver their speech in public domain due to many factors and situations. In line with the failure of the public speakers to deliver their speech, experts strongly remind that some factors leading to the failure. Here are some of the factors affecting the failure of public speaking as follows:

a) Lack of confidence

If you don't have confidence in yourself, you'll risk alienating the audience. Being obviously nervous is especially problematic because *"when we are nervous, listeners are more likely to focus on negative vocal and visual cues,"* says author Cheryl Hamilton in *"Essentials of Public Speaking."* Allowing time to prepare and practice beforehand helps speakers gain the sense of control necessary for the audience to trust and believe the message.

b) Lack of organization

You can lose credibility by not spending enough time gathering and organizing material. Conducting research about the audience, topic and sources are preliminary steps. Arrange the information into an attention-getting introduction, craft a paragraph for each of the three most important points and follow them with a conclusion. Attempting to speak

on the fly invites disaster. It's standard practice to create an outline or put information on note cards to refer.

c) Lack of preparation

Practice the speech in full before delivery. Saying the words helps speakers hear: where they are rushing words; where to improve word flow and voice intonation; and how to project enthusiasm. Using technology or other visuals beforehand makes it possible to catch glitches that could otherwise disrupt the actual speaking event. Rehearsal also improves familiarity with the material, enabling speakers to field questions and maintain credibility.

d) Time management

Run through the speech to ensure it meets time requirements. Many speakers run overtime because they have not adequately rehearsed and timed the delivery of their material. *"If you are speaking for 10 minutes, rehearse for about eight,"* advise Ronald Adler and Jeanne Elmhurst in their book *"Communication at Work: Principles and Practices for Business and Professions."*

e) The way to deliver

One of the most important aspects of a speech presentation is the delivery. Successful speakers make good eye contact with listeners; it conveys confidence and allows the audience to connect with them. The use of voice inflection and facial expressions allow the speaker to naturally reflect what she is talking about. It is good to move around some when speaking and use hand gestures occasionally to emphasize a point, but don't overdo it.

f) The Language

The uses of language will determine and influence the successfulness and effectiveness of the public speaking in general. In terms of language use, it can be classified into two main domains of the languages uses such as syntax and diction.

g) Syntax

Syntax refers to the sentence structure of your language. The way you craft the phrases that make up your sentences influences an audience's reception of your communication. Strategic communicators outline their ideas, and group information into a series of points that

help them direct audience members to significant parts of their speech. The effect is that audience members hear a series of points the speaker makes, remembers them and is then able to evaluate the information in their own time

Artful communicators shape their syntax and diction to make a dramatic impact on their listeners, using the rapport they gain with an audience to increase their persuasion. Audience members perceive strong, effective communicators as more credible. A speaker who delivers a speech using vague language and a rambling style may confuse an audience. This tends to cause audience members to feel frustration with the speaker for not clearly communicating their message and casts doubts on the expert's level of professionalism.

The overall message you convey results from your diction and syntax. Tones range from authoritative to meek, friendly, remote, inflammatory, formal or informal. A communicator using combative language to persuade an audience may turn an audience away, losing their rapport with them and closing them off to receiving the information the speaker wishes to convey. Different audiences require different tones of communication. Speaking to high schoolers may require a friendly, informal tone, whereas a nurse speaking to patient may require to use a combination of both gentle and firm language.

ii) Dictions

Diction refers to the choice in words you use to describe your thoughts and ideas. Choosing the best speech and writing for different contexts requires using different language for different situations. The effect of diction in changing contexts can make all the difference in how an audience perceives you, whether you seem credible, interesting, precise, or none of the above. A lawyer speaking to a judge in court requires polite and formal diction.

So to be effective in terms of using syntax and dictions, here are 12 words & phrases to avoid (along with the classic ah/um/like/you know & so fillers) which may help you to be a good speaker.

1. Honestly

Using this word makes people question our honesty. This same of using “*truly, frankly, truth be told, and to tell the truth.*”

2. Just

The ultimate doormat word. This down player makes what we are saying less important. Saying “*I just have a question*” makes the question seems insignificant.

3. *I was just thinking*

This includes the weak “*just*”, and then tells people we are thinking. When are we not thinking? It makes our thoughts sound less important.

4. *Sorry*

There is a time and place for apologies. Too often this word is used in emails and conversations before asking a question or for a favor. Over apologizing turns you into a doormat.

5. *I will say*

This phrasing is overused in presentations. It takes away from a profound message. Why tell someone what you will say? Say it. The cousins of this phrase include: ‘*in conclusion*’, ‘*I will start by telling you*’, etc.

6. *I want to start by...:*

It is similar to 5. This weakens the messaging and kills the pacing. This useless phrase creates an exit ramp for people to tune out of what you are saying.

7. *I will try*

This leaves room for doubt. Say what you will do. Stay away from telling people what you hope or aim to accomplish.

8. *Should*

This is another doubt creator. It leaves people unsure.

9. *Actually*

This breeds the same distrust as ‘*honestly*’. It creates a snag in conversations. Picture someone telling you that they *actually* liked your idea. How would you feel?

10. *I’m not sure if this is right but....:*

This hedging style phrase shows that you question your own wording. It’s often used when someone doesn’t want to be blamed or held accountable for a thought or action.

11. *And so on and so forth....:*

Let go of all phrases that don’t add anything. If you wouldn’t pay for the words in a 30-second commercial, drop them. Other similar ones include, ‘*as a matter of fact*’, ‘*case in point*’, etc.

12. *You know what I mean*

This opens up the door for people to think that no, they do not know. Violators of this phrase tend to use it to punctuate sentences. (Ikenna Anyadike in <https://atlascorps.org/here-are-crutch-words-in-public-speaking-you-should-avoid/7/7/2022>.)

4. Public Speaking in a Multilingual World

It is a fact that the business environment of the 21st century is expanding to include people from cultures and countries around the world. It takes special skills to communicate across these many cultures. Your courtesy and respect help establish a good foundation for effective communication. People respond to courtesy and feel comfortable when they know they have your respect. This helps them to be open and willing to ask questions when they don't understand something. By making people feel comfortable, you help them to be better listeners.

Speaking effectively to a global audience requires both knowledge of speaking principles and an awareness of intercultural differences. Also, it needs for sensitivity and respect that underlies the basic principles of speaking to global audiences. As a speaker, one has to know that what is effective in one culture may not be effective in another, which is why it's important to consider intercultural awareness as you prepare for your foreign presentation. Experts say that intercultural awareness is two-fold. It involves standing back from your own viewpoint and acknowledging your own cultural beliefs, as well as considering those of the other culture.

In order to be successful speaker in global context, experts propose some hints to be recognized and or avoided in terms of barriers to effective intercultural communication, such as:

- a) Language differences. Language barriers will likely play a role in your execution of a successful presentation to a foreign audience. You may work with an interpreter, but confusion may arise due to slang, dialects, or accents. Furthermore, words don't always translate perfectly from one language to the other. The same word in one language may have different meanings when translated into different languages.
- b) Level of context. Low-context cultures, such as Germany, Switzerland and the United States, expect verbal messages to be explicit and direct.
High-context cultures, such as Japan and Brazil, expect less emphasis on words themselves. A "*maybe*" or even a "*yes*" may actually mean no, especially in Japan, where

an outright “no” or refusal can seem rude and too blunt. People in high-context cultures place more importance on nonverbal elements of communication, such as tone of voice, eye movements, and facial expressions.

- c) Body language. People in one culture may take offense if you stand too close to them or too far away. For example, a Norwegian executive may feel uncomfortable and crowded if someone invades their personal space, which in their culture is a distance of up to three meters. In Saudi Arabia, the personal space requirement is much lower, and even complete strangers typically stand very close to one another to speak.

Then, other important points to remember when speaking in cross-cultural context include:

- a) Value of time.

People from different cultures place different values on time. In some cultures, such as Latin America, for example, there’s less emphasis on punctuality than there is in Switzerland. In Mexico, you’d be expected to finish a conversation with a colleague, even if it made you late to a business meeting,

- b) Control of feelings and emotions.

Certain cultures are more comfortable showing their emotions. In France and Italy, most people are fine with displaying their emotions outwardly, while people in Japan and the United Kingdom tend to keep tight control of their emotions in public. An excited speaker in Italy may speak loudly and emphatically, while those tactics may embarrass a Japanese listener. <https://www.globesmart.com/blog/9-tips-for-high-impact-presentations-across-cultures/3/8/2020>.

- c) The eye contact. It often is also a potential barrier. Those from Continental Europe, for example, are known to make more eye contact than those from Britain and the United States.

- d) Another consideration is facial expressions

Smiling also important to consider when speaking in global world. French and Russians tend to smile less than other cultures, which can make them appear cold or unfriendly.

It is important to note when speaking to a global audience, it is imperative for public speakers to suspend ethnocentric judgments and engage audiences in an open, tolerant,

sensitive and respectful manner. According to Chen & Starosta (2005), the basic components of intercultural communication competence include intercultural sensitivity, awareness and effectiveness. Martin and Nakayama (2010) argued that key reasons to adopt a global perspective in communication include economic, technological, demographic and peace imperatives. These motives can be extended to the realm of public speaking too.

Additionally, giving a speech or presentation to an audience of people who speak various languages or have differing cultural backgrounds requires special tact on the part of the speaker. Here are some tips and techniques on how to effectively deliver speech and engage a diverse audience:

- a) Enunciate clearly. If possible, try to speak with a neutral accent to better include all audience members.
- b) Don't speak too fast. Remember that the normal pace of speech in one language might become incomprehensible for people relatively new to that language.
- c) Be careful with metaphors. Some metaphors that are appropriate in one culture can be offensive to another. A good example is references to sports not popular or practiced in a certain country, or phrases that are comical in one culture yet offensive in another.
- d) Know the meanings of words outside your native language. Unless you are absolutely sure of the meaning and pronunciation of a word you are using in a given language, do not use it. In some languages, slight variations of a vowel will completely alter the meaning of a word.
- e) Avoid slang, jargon and idiomatic expressions. Diverse audiences may not understand slang from a given country. English phrases such as "*that dog don't hunt*" or "*cool as a cucumber*" might be colorful, but the meaning could be lost on a large part of the audience.
- f) Use humor wisely

While coloring your speech with jokes can be a good way to engage your audience, choose your jokes judiciously for example, some forms of humors do not translate well, and different cultures have different notion of what is appropriate or what is actually funny.

- g) Be mindful of body language, eye contact and personal space. Posture, mannerisms and eye contact speak volumes and what is taken for granted in one culture might be considered offensive in another (<https://www.toastmasters.org/resources/public-speaking-tips/speaking-to-diverse-audiences/4/4/2022>).

As generally known that public speaking in a multicultural world demands that you learn to adjust to other cultures, as well as adapt to how people from other culture will respond to you, the public speaker. Also, public speaking in a multicultural world is basically finding what you and your audience have in common, focusing on the similarities, showing respect for your differences and adapting to their listening preferences. By having well-informed regarding the similarities and differences in terms of perceptions, cultural value in communication, behavior, or even stereotypes among others, you will know what to do and not what to do. In addition, your speech could be run effectively and appropriately.

In line with the multicultural world speech, Tom Antion, in his book, *Ultimate Guide to Professional Speaking*, recommends some tips for speaking in a multicultural world:

a) Know your audience

As with any audience, learn as much as you can about the audience before your presentation.

b) Find common goals

Discover what you have in common and concentrate on the similarities, rather than the differences.

c) Show respect for other cultures

Avoid being perceived as ethnocentric, the tendency to believe that our culture is superior to others. If your audience members feel as if you are attacking their culture, they will inwardly defend themselves and tune you out.

d) Learn to pronounce their names

This is especially important if you will be calling on members of your audience or introducing one of them.

e) Adapt to their listening preferences and reactions

Audiences respond to speakers in various ways around the world. Learn all the nuances you can about how an audience may react.

In addition, if you are English speakers talking to a non-native audience, some tips need to understand such as:

- a) Avoid jargon, filler words (such as *“like”* or *“actually”*), and colloquialisms (*“We’ve come”* is far more difficult to process than *“We would have come”*; don’t say *“we need to up our game”*—instead, say *“we need to improve.”*).
- b) Beware of phrasal verbs, where the meaning is different than the combined meanings of the individual words, such as *“I’ll see to it”* or *“he turned me down.”*
- c) Use the active voice over the passive voice and the affirmative over the negative (say *“often”* instead of *“not uncommon”*).
- d) Use short words and short sentences and avoid unnecessary flourishes. Zimmer’s recommendation is “Value clarity over creativity.” (<https://www.toastmasters.org/magazine/magazine-issues/2021/june/speak-the-language-speak-the-culture/7/7/2002>).

Then, the use of abbreviations and acronyms can be problematic in public speaking, so it is best to favor complete words rather than their short-hand derivation. Keep in clarity is the key in public speaking, particularly in multilingual audiences.

C. Conclusion

Factually, public speaking is one of the many activities that people do in their lives, particularly who interact and communicate and or work in public sphere. But not everybody has skills to communicate effectively and properly to deliver his or her speech. In order to be able to deliver a speech in public and with a large number of audience in particular audience with different cultural backgrounds, one must be well informed and understand the following points such as the purpose of public speaking, types of public speaking, factors affecting the success of public speaking, and key-points of public speaking in a multilingual world.



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