

THE ROLE OF PUBLIC SPEAKING AND EFFECTIVE WAYS TO OVERCOME SPEECH RELATED PROBLEMS

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Abstract. Public speaking is considered to be one of the most important skills a person has to master. This article will introduce the general overview of public speech, the reasons why it has been the demand of all the spheres of our life until current time. It also categorizes the types and principles of public speech and the main speech problems related to speaking in public. According to the problems mentioned, some vital tips to overcome the speech related issues and effective methods to enhance public speech will be given in the statement.

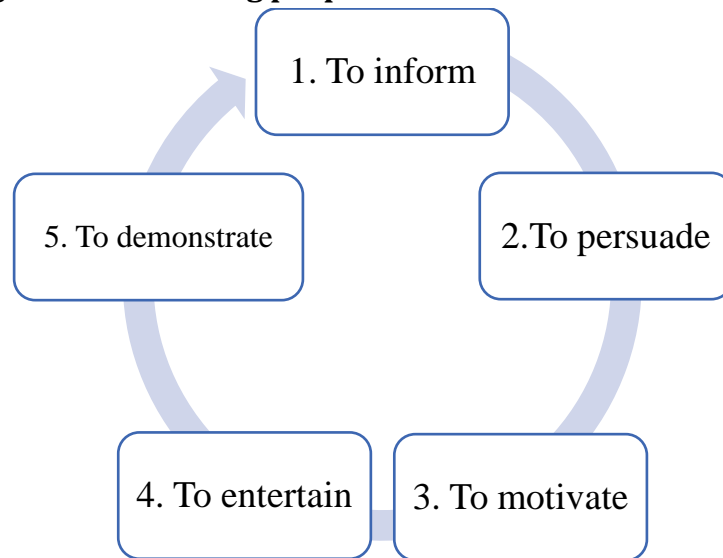
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Since the human beings are emotional beings, the way how to influence and guide them has been essential for a long time. Throughout a history it has been experienced that the most successful and powerful people mastered the art of efficient communication. It can be said that one of the most effective methods of influencing people is public speaking and it is possible to direct people to action, persuade and change their minds through public speech. Speaking is indeed such an essential ability that it has been professionally taught for thousands of years. R. Lado (1984) adds that speaking is the ability to express oneself in real life situations, or the ability to converse or to express a sequence of ideas fluently [5]. V. Fromkin (1988) also states that an act of communication through speaking is commonly perform in face to face interaction and occur as a part of dialogue or rather than form or verbal exchange [4]. Because public speaking is special, the speaker must know what he or she wants to talk about first before delivering the speech.

In fact, intensive changes in society related to information technologies are becoming extremely important. The educational system, characterized by its fundamental nature and stability, must nevertheless respond to the global challenges of our time. The demand for graduates of higher educational institutions is provided not only by their professional skills in a particular field, but also by the ability to master the techniques and means of effective public communication. Most employers in Uzbekistan prefer those employees who have the skills of oral communication and self-presentation when hiring somebody for a job. It is noted that employees who are able to build effective oral communication are successful in their professional activities and achieve significant progress on the career ladder in a fairly short time frame [7]. In addition, they are motivated for further training and self-education. Public speaking is basically defined as ability possessed by someone to convey or be presented orally on a problem or topic in front of an audience. S. E. Lucas (2009) describes that public speaking does not merely mean speaking in public[6]. It means to express and deliver the speaker’s notion or opinion to public. When people make a speech in public, they have important messages or ideas that should be delivered to audiences. If the speech does not contain any message or purpose, it means the speech cannot be

considered as public speaking. Moreover, it is different from talking to others in daily conversation. Public speaking is special and it cannot be learned by talking with your friends or families only.

Public speaking has the following purposes:



1. **An informative speech** is based on factual information, so it's presented in an objective way to increase awareness and understanding of a particular subject. For example, many representatives from health-related organizations give informative speech presentations to spread public awareness of various diseases and how to prevent them.

2. **A 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. 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.

3. **A motivational speeches** are highly emotional and given in all types of settings. Speakers inspire, encourage and stimulate an audience. They provide steps for the audience to take to achieve a certain goal, such as career development or better health, as well as examples of how to achieve those goals.

4. **An entertaining speech** aims to captivate and amuse the audience. It focuses on delivering a memorable and enjoyable experience through engaging content, humour, storytelling, and engaging techniques. Entertaining speaking aims to provide entertainment value while delivering a message or sharing information.

5. **A demonstrative speech** shares a skill or knowledge with the audience to teach them how to do something which can be seen in training events, classroom or business settings.

At various times, linguists, sociologists, and psychologists have investigated the study of public speech. They all found speech related problems and offered effective solutions. Therefore, a number of scientists have studied the influence of speakers' anxiety on the acoustic characteristics of their speech, and, as a result, on the success of the entire speech [1]. Many researchers agree that public speaking skills should be taught already in primary school, since these skills also serve

as a tool for teaching and evaluating knowledge. It is necessary to take into account an equally important factor of various speech training programs, mainly, the reduction of children’s anxiety before speaking [2]. In order to develop communication skills through public speaking, students use specially designed video programs such as TED TALKs which allow them to competently make informative public speeches [3]. It has already been noted that employers consider oral communication and presentation skills to be among the main ones that they take into account when applying for a job, since in the future these employees demonstrate high productivity results and they are more successful in career development [8].

Below are the four main principles of effective public speaking:

1) Principle of Preciseness. Precision is a quality of accuracy and exactness. Precision encourages your awareness, balance, control, and flow, to coordinate in a seamless manner. Focusing on precision allows us to be present and connected to all parts of ourselves.

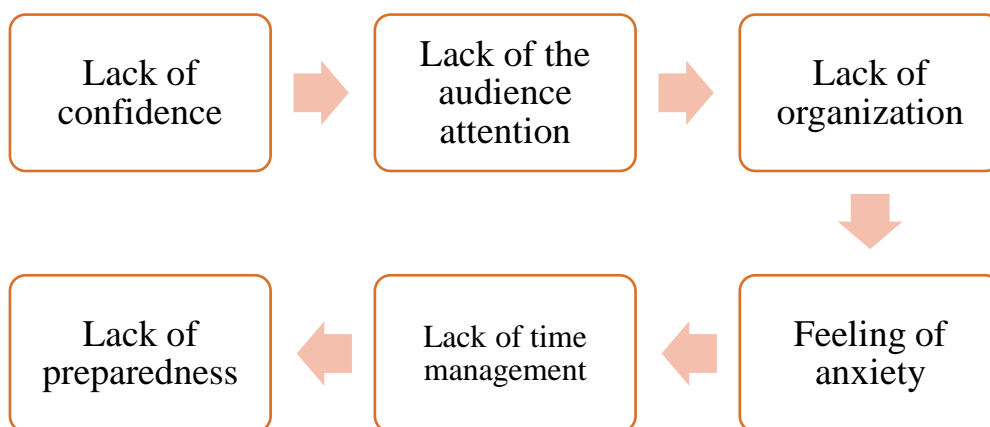
2) Principle of clarity. The idea or message to be communicated should be clearly delivered in such a way that the receiver understands the same thing which the sender wants to convey. There should be no ambiguity in the message.

3) Principle of Completeness. When creating a message, it is important to give the recipient all of the information they need to know in order to reach the same conclusions a speaker has.

4) Principle of adaptation refers to the process of the body getting accustomed to a particular exercise or training program through repeated exposure.

Although myriad people give speeches or presentations for work or school, they may still face various problems because of the idea of having to stand in front of others. Some speakers can become debilitated by thoughts of what to say, how to keep the audience’s interest and how to calm nerves.

These are the main problems associated with making a public speech in front of the audience:



Much of the abovementioned problems can be minimized and public speaking skills may be improved if these necessary measures are taken.

1. Watching and learning from TED TALKs videos offers one of the best ways to enhance public speaking skills. While watching the speakers in the videos, we can see that they tend to remain open and inviting. The speakers use their arms and hands in ways that accentuate their key points. They also avoid unnecessary fidgeting and wisely utilize the space provided to them to capture the audience's attention.

2. Pay particular attention to how speakers pace themselves. They tend to take their time and deliver their words intentionally. Additionally, they use pauses to keep the audience engaged and do not rush themselves. They may use humor or anecdotes in appropriate and effective ways.

3. Practice your presentation as much as possible. Practice in front of the mirror, or record yourself with a camera or a voice recorder. Ask friends and family to listen to your presentation and offer feedback.

4. Organize your materials so that you can quickly and easily access them. Prepare notes, props and audio or visual aids in the order they will be used. Prepare a small outline of your presentation to keep you on track. Brainstorm every possible problem that could arise, and think of solutions. Consider about your plan “ B ” and what alternative media options you will use in case of a malfunction, if you are using technological aids.

5. Sleep well on the night before your presentation because it will help you relax. Being unprepared causes your stress level to increase during the presentation, decreasing the overall quality of your performance. Besides, presenters should also take dress code into consideration by wearing professional but comfortable clothes.

6. Breathe regularly while speaking allows us to control breathing pattern and helps us to relax.

7. Keep an eye contact with each person in the audience. This will create natural and friendly atmosphere with the listeners of our speech. A proper body language improves performance and helps the audience remember what we say. However, we should avoid staring at one face for a long time. In addition, the speaker should also speak clearly and at a slightly slower pace than normal speech because speaking fast may cause us to become more nervous on stage.

Conclusion

Public speaking, with its cognitive and emotional elements, includes an interchangeable and complicated process. Starting from the preparatory phase, specific requirements, addressing the audience, overcoming the speech related problems are the things that should be paid attention to. Fulfilling all these are indispensable elements for effective public speaking. The content briefly summarized above is actually the result of the researcher’s observation . The effective use of public speaking will bring great benefits both in terms of education and career.

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