

Effective Speaking

Before you speak THINK about these points:-

1. What type of AUDIENCE are you going to talk to?
2. What is the PURPOSE of your talk?
3. What SUBJECT MATTER do you want to include?
4. How will you PRESENT it?

1. The Audience:

- (a) What is their general attitude likely to be - interested, indifferent, friendly, sceptical?
- (b) How much will they know already?
- (c) How fast can they take things in?

2. The Purpose:

- Is it (a) To give background ? (So long as they get the general picture it will do).
- (b) To give detailed information? (They must remember certain things).
  - (c) To put forward a new point of view? (They must be influenced and interested).
  - (d) To teach a particular skill? (They must know the drill from A to Z).
  - (e) To outline a proposed course of action? (They must be clear about what is required of them).

You may have different objectives at different stages in your talk.

3. Subject Matter:

- Collect your material.
- Sort out your ideas into groups.
- Decide which groups will form your introduction, main arguments and conclusions.

4. Presentation:

- Speak clearly and audibly - do not put on a special voice, but do speak naturally.
- Speak to the audience - not to one corner.
- Avoid mannerisms like jingling coins, fiddling with notes, etc.
- Show your enthusiasm - your topic may be old to you but fresh to the audience.
- Give the audience time to TAKE IN what you are saying.
- Hammer home your main points.
- Summarise and conclude and above all avoid a bedraggled ending.

Everyone has a natural style of speaking, which just needs to be corrected and developed. Be yourself and do not try to put on an act. Speak as you talk; but with more emphasis, continuity, liveliness and illustration.