

CHAPTER II

LITERATURE REVIEW

2.1 Public Speaking

In everyday language, public speaking refers to the communication practice of a speaker sharing ideas with an audience primarily through speech (Slagell, 2009:194). Furthermore, Astuti (2011:8) stated that public speaking is technique to communicate a message or idea in front of people in order to make them understand the information or alter someone's view or opinion. According to Cambridge Advance Learners Dictionary (2008), public is relating to or involving people in general, rather than being limited to a particular group of people, and speaking is to say words, to use the voice, or to have a conversation with someone. Steele (2010) in <http://www.speechmastery.com/definition-of-public-speaking.html>, attains that public speaking is the process of speaking to a few or many people with the purpose of informing, motivating, persuading, educating or entertaining the listeners.

Based on explanation above the writer can conclude that public speaking is a technique to communicate or have conversation with a group of people in purpose to transfer ideas or information, persuade, influence, motivate, educate and entertain the listeners.

2.2 Type of Public Speaking

Kudooski (2013) in <http://jameskudooski.hubpages.com/hub/types-of-public-speaking>, classifies the different types of public speaking into two categories, first the Basic Types of Public Speaking : Informative Public Speaking, Persuasive Public Speaking, Ceremonial Public Speaking, Demonstrative Public Speaking, Motivational Public Speaking, Extemporaneous

or Impromptu Public Speaking and second, the Other Types of Public Speaking : Debate, Broadcasting.

A. The Basic Types of Public Speaking

a. Informative Public Speaking

Informative public speaking comprises speeches that are meant to inform the audience. Speaker is passing a new body of knowledge to listeners. Audience intention is not to change their view on the subject nor to persuade or convince them to take side with your point of view. Speaker is simply passing valuable information to them. These types of public speaking are usually used at business seminars, technology and scientific conferences, school presentations etc. They most times include facts and statistics and follow the introduction-body-conclusion structure.

b. Persuasive Public Speaking

Unlike informative speeches, persuasive speeches are intended to influence or convince the audience to agree with a particular point of view and to take specific action(s). To be successful, the speaker must be able to appeal to the listeners emotions and move them to accept speaker view of the matter. These types of public speaking are usually used by sales executives, politicians, in debates and religious sermons.

c. Ceremonial Public Speaking

As the name implies, these are speeches given at ceremonies to mark important occasions. They include graduation talks, wedding toasts, anniversary speeches, funeral talks etc. Ceremonial speeches can be funny or sober depending on the occasion. In other words, it must be made to suit the occasion at hand.

d. Demonstrative Public Speaking

These kinds of public speaking employ the use of demonstrations to convey a message. They often use visual aid to show how certain things are done. These are mostly used at workshops and sales presentations.

e. Motivational Public Speaking

Motivational public speaking, such as persuasive public speaking, involves making a connection with the emotions of your listeners. However, motivational public speaking involves the use of stories, anecdotes (short amusing stories), illustrations and real-life experiences to captivate your listeners, inspire them and uplift their spirits. These kinds of public speaking are usually intended to boost the power of self-will in the audience. To awaken their passion, fire up their determination and ultimately move them to action. They are mostly used in self-development seminars.

f. Extemporaneous or Impromptu Public Speaking

This type of public speaking is speech that is given with little or no preparation. This type speech is never planned by speaker but circumstances demand which wants speaker to deliver it. Because this kind extemporaneous or impromptu is presented without preparation it enables the speaker become nervous.

B. The Other Types of Public Speaking

a. Debate

Debate is combination of persuasive and extemporaneous speeches. The main aim is to persuade the audience to agree with a particular view point. Also, short extemporaneous speech is added at intervals to further buttress speaker points or rebut the other person's arguments. Debate is popular in schools and politics.

b. Broadcasting

This public speaking type too may be either any or a combination of any of the previous types. The type which is used by speaker may be informative, persuasive, motivational or even demonstrative. The type involves the use of such media as television, radio, Internet, newspaper and magazines.

2.3 Presentation

According to Cambridge Advance Learner's Dictionary (2008), presentation is a talk giving information about something. Furthermore, Merriam Webster Dictionary (2004) states that presentation is an activity in which someone shows, describes, or explains something to a group of people. According to Skills You Need (2014) in <http://www.skillsyouneed.com/presentation-skills.html>, presentation is a means of communication which can be adapted to various speaking situations, such as talking to a group, addressing a meeting or briefing a team. Based on those explanations the writer can conclude that presentation is activity like giving information, explanation or description about something to a group of people.

2.4 The structure of Public Speaking

According to Pfeiffer (2002:59), to give listeners a structure for capturing information, the three-part structure called *ABC Format* (Abstract, Body, Conclusion format). In public speaking such as speech, presentation, and others divided into three parts. Each part has its own function. The Introduction is how speaker starts the speech or presentation. The Body is the main point of speech or presentation. The conclusion is the summary of speech or presentation.

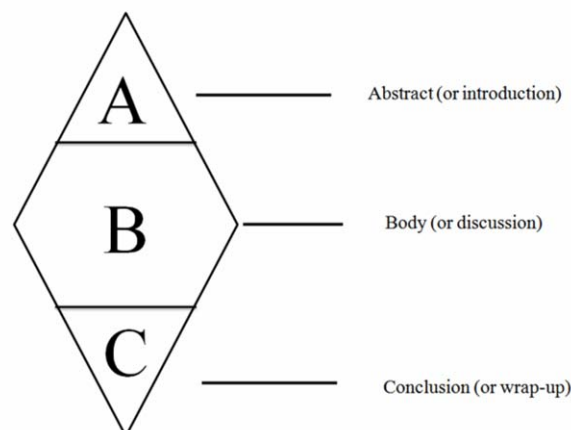


Figure 1 ABC Format according Pfeiffer (2002:60)

Figure 1 is diamond shape of ABC Format according to Pfeiffer (2002:60). A stand for Abstract or introduction, B stand for Body or discussion, C stand for conclusion or wrap up. Furthermore Lucas (2009:166) stated that the first step developing a strong sense of speech organization is to gain command of three basic parts of a speech-introduction, body, and conclusion- and the strategic role of each.

2.5 Body

According to Pfeiffer (2002:68) the body of speech is the longest and most detailed section. Body provide descriptive details (for an informative speech), compose speaker strongest arguments (for a persuasive speech, or supply your supporting material (for an occasional speech). Besides that Lucas (2009:166-167) mentions that the body is the longest and most important part. Speaker or orator will usually prepare the body first. It is easier to create an effective introduction after speaker knows exactly what he or she will say in body.

Astuti (2011: 86) states that body is main part of presentation. Body is development of detail from brainstorming. Body must be prepared properly so there is no information which is not explained and it is not confusing the audience. Based on explanations above speaker can conclude that body is the longest and main part in public speaking. It contains the main point from speech or presentation. Besides that body is part that will be explained in front of audience by the speaker or orator. Furthermore body is the important parts of speaker is speech and presentation because is become the purpose speaker speak in front of public.

From all explanations above the writer can see the importance of body public speaking like speech and presentation. Some expert such as Lucas, Pfeiffer, and Astuti point out several strategies that can be used by a speaker or orator to make their body become more interesting and can be understood easily by audience.

2.5.1 The Body Strategies in Public Speaking

Lucas (2009:168-179) point out 9 body strategies used in public speaking like speech and presentation they are:

1. Limiting the number of the main points

When speaker has speech or presentation, the speaker's time to present is limited. So the speaker or orator must handle the main point effectively by classify them into categories. The maximum main point is four to five main points although most speakers use two until three main point in speeches. By handling the main point effectively it can prevent the audience feel bored.

2. Using strategic order in main points

Once speaker establishes his or her main points, speaker needs to decide in what order speaker will present in his or her speech. This is extremely important, for it will affect both the clarity and the persuasiveness of his or her ideas. There are five basic patterns of organization used most often by public speakers:

- a. Chronological order

Speeches arranged chronologically follow a time pattern. They may narrate a series of events in the sequence in which they happened. Chronological order is also used in speeches explaining a process or demonstrating how to do something. Chronological usually use in informative speeches.

- b. Spatial order

Speeches arranged in spatial order follow a directional pattern. The main points proceed from top to bottom, left to right, and others. This order is often used in informative speeches.

c. Casual order

Speeches arranged in casual order organize main points so as to show a cause-effect relationship. In casual order speaker divided in two main points- first is causes and other is effect or we can switch the sequence depend on the topic. Casual order can be used in persuasive and informative speeches.

d. Problem-solution order

Speeches arranged in problem-solution order are divided into two main parts. The first shows the existence and seriousness of problem. The second presents a workable solution to the problem. This kind order is most appropriate for persuasive speeches.

e. Topical order

A method of speech organization in which the main points are divided into logical and consistent subtopics. If speech is not chronological, spatial, casual or problem-solution order it uses topical order. Topical order used because the speaker used the speech topic into main point or subtopic. The main point is not used previous order sequence, but uses the topic as part of main point.

3. Keeping main points separate

Each main point in speech should be clearly independent of the other main points. It means there is no point that has two or more ideas to explain so speaker should separate into one main point.

4. Trying to use same pattern of wording for main points

Making the main point consistent pattern and parallel can help speaker points become tidier and easier to be understood by audience. Speakers will find that it is not always possible to use these kinds of parallel wording for speaker

main points. Speaker should try to keep the wording parallel, to make the main point stand out and easy to remember by audience.

5. Balancing the amount of time to devoted to main points

Balancing the amount of time in our main points can help to manage time when speaker explain each main point that speaker has. When speaker balanced the time of main point it must not equal. The amount of time spent on each main point depends on the amount and complexity of supporting material for each main point.

6. Transitions

A word or phrase that indicates when a speaker has finished one thought and is moving on to another.

7. Internal previews

An internal preview is statement in the body of speech that lets the audience knows what the speaker is going to discuss next.

8. Internal summaries

An internal summary is statement in the body of the speech that summarizes the speaker's preceding point or points.

9. Signposts

A signpost is very brief statement that indicates where a speaker is in the speech or that focuses attention on key ideas.

Pfeiffer (2002:68-70) also points out five strategies in body strategies used in public speaking like speech and presentation they are:

1. Using three to five main sections

Speakers should group their main point into few categories. So it can help the audience or listeners focus and can remember the material from the body of the speech.

2. Choosing the most appropriate pattern

Each speech requires that speaker choose an organizational pattern for the body that best suits the particular speech. Following are some general patterns that can be used in any speech:

- Question/answer
- Cause/effect
- Problem/solution
- Sequence of events
- Topics of importance
- Parts of objects

3. Using a mini-ABC format in each main section

Just as the ABC format helps organize the entire speech, it also helps speaker reveal a sense of order in each of the main sections. Think of each section as a separate unit that, when assembled, produces a complete speech. Each of these mini-ABC units might do the following:

Abstract: stating the main supporting question or statement briefly.

Body: giving detailed support

Conclusion: Summarizing the point before moving on the next one.

4. Using many transitional devices

Transitional devices can help with providing a smooth flow in organizational plan. The functions transitional are making the speech hang together

as coherent unit and recapture the attention from listeners who is not listen previous explanation. Here are few transitional techniques:

- Words that indicate sequence (first, second, third....)
- Words indicate contrast (however, on the other hand)
- Pauses between major supporting points
- Distinct gesture at points of transition

5. Following every abstraction specific examples

Good speeches always depend on effective use of vivid and concrete information to support abstract points, for example, anecdotes, stories, analogies, and illustrations drive home speaker points better than any other device. Such details keep listeners involve and help them recollect what speaker said.

Meanwhile Astuti (2011:86) points out five strategies in body strategies used in public speaking like speech and presentation they are:

1. Making detail online from speech.

Outline contains important points from material which something want to deliver from development of brainstorming.

2. Avoiding long paragraph and sentence in slide.

The audience can understand easily, if the speaker avoid copying outline from paper that speaker made but summarizing for the outline by giving short and clear sentence.

3. Using Ice breaking method

The speaker can use ice breaking method to make audience focus and not bored in speaker presentation. The examples of ice breaking method are tag lines, surprising questions, games, video, story, facts, quotations and others.

4. Making games or simulation.

Games and simulation can help audience understand the points of the speech or material of presentation.

5. Making speech or presentation interesting by using media

Media such as power points slide and picture can visualize speaker material point. Besides that it can make the audience become interesting on speaker presentation or speech.