CHAPTER II

LITERATURE REVIEW

Due to the title of this report that was "Obstacle Faced by Students in Public Speaking" writer believed that it was necessary to explain about public speaking and English Department State Polytechnic of Sriwijaya in detail because writer limit the research to students of English Department.

2.1 Public Speaking

2.1.1 Definition of Public Speaking

Beebe (1997, p.5), states that public speaking is a situation where one person addresses a group of listeners- an audience. While there may be several speakers, they take turns so that only one speakers that speak in one time.

While according to Zarefsky (1999, p.3), public speaking is a process of communicating where the message is circulating between the speaker and the listeners.

And further, according to Cangara (2010, p.34), public speaking is a process of delivering message by a speaker to a group of people. There are some characteristics of public speaking, they are interpersonal (private) because it is done when speaker meet the audience face to face. Then, in public speaking the delivery of message happen continuously. Beside that the interaction between the speaker and audience is limited, so the response from the audience in public speaking is limited too. It happens because the time is being limited and there are big number of audience. The other characteristic is that the message that is delivered does not happen spontaneously but it has been prepared first.

Based on the definitions that have been mentioned above, writer concluded that public speaking is the way of communication to deliver a message from one speaker to a group of listeners.

2.1.2 Function of Public Speaking

According to Ezeanya (2013, p.46) There are four functions of public speaking, they are:

1. Speaking to Inform

When a person gives a speech before an audience to impart information on a particular topic or issue it said to be an informative speech. Business presentations, seminars in colleges, class presentations in schools are some examples of informative speeches. A person preparing for an informative speech has to research the subject or topic very well. It should be short and precise because long informative speeches (lectures) easily bore the audience. The success of an informative speech will depend on how much the audience could understand from the speech.

2. Speaking to Persuade

Persuasive speeches are those where speaker try to persuade or convince the audience about an idea or product. These speeches aim to influence and change the opinions of the audience. This can be a difficult task as speaker could be facing a group of people who may have totally different views from him/her. The most important point that has to be kept in mind here is that if you want to influence others' views and ideas, you have to show your enthusiasm while speaking.

However, speaker must remember that they are not there to wage war and should talk without hurting others' feelings. Persuasive speeches are often given by sales and marketing people to attract interest in their products. They are also used to influence political and religious views.

3. Speaking to Actuate

Speaking to actuate is a higher level of persuasive speaking. Here, the speaker goes a step beyond persuasion and convincing. The aim is to motivate people enough

to take a specific step—to act. This is a powerful level of speaking. Very few people have achieved this level of mastery of the art of persuasion where they could so deeply convince people that they move into action.

This type of speech is useful in conflict situations like war. It is also in action when a speaker not only tries to garner support for some cause or reason but also wants the people he is speaking to to join him in actualising it through concrete action. It is characterised by a show of charisma, very strong words, and great emotional involvement and display of conviction.

A speech of this type typically does not rely on facts and figures, though they may be offered. The speaker's aim is to get his listeners so emotionally enthralled that they wholesomely adopt his idea, his principles, his reasoning, as theirs and literally take up the cross and share his burden. Sometimes, listeners may be so deeply moved that they take up the cause more seriously than even the person who is invited them into it! This sometimes happens among militia groups where members of a mob would overthrow their leader accusing him of not being "aggressive enough" in the fight for their common cause. They go on to introduce tougher measures to the dismay of their deposed leader. This is the pinnacle of persuasive speaking and, indeed, of public speaking.

4. Speaking to Entertain

Ceremonial speeches are another form of public speaking usually given at weddings, funerals, graduation parties, retirement parties etc. One very important factor to make these speeches effective is to add a personal touch.

One gives these speeches for people one knows and it would be great if one can bring in stories and incidents about the respective person. The speech can be humorous, touching or emotional, as per the occasion and the mood. However, one should take utmost care not to hurt feelings by making snide remarks about them.

2.1.3 Elements of Public Speaking

There are several important element of public speaking that cannot be separated from public speaking. Schreiber and Hartranft (2013, p.83) explained that the elements of public speaking are:

1. Speaker

In conversation the speaker's role occurs in short spurts. In public speaking you deliver a relatively long speech and are usually not interrupted. As the public speaker you are the center of the transaction, you and your speech are the reason for the gathering.

2. Message

In both conversation and public speaking your message has a purpose. For example, in conversation you might want to tell a friend about what happened at a recent basketball game. In this case your purpose is to inform. Or you might want to convince a coworkers to switch vacation schedules with you. Here your purpose is to persuade. In public speaking, you also communicate with a purpose. Generally in conversation you do not give any real thought to how you are going to organize your message. In public speaking, however, organization is crucial because it adds clarity to your message and therefore makes it easier for listeners to understand and to remember what you are saying. In conversation you vary your language on the basis of the person with whom you are speaking, the topic you are talking about, and where you are. When talking with children, for example, you might use easier words and shorter sentences than you would with classmates. In public speaking you also adjust your language to your audience, the topic, and the situation.

3. Channels

The channel is the medium that carries the message signals from sender to receiver. Both the auditory and the visual channels are significant in public speaking.

Through the auditory channel, you send spoken messages—your words and your sentences. Through the visual channel—eye contact (or the lack of it), body movement, hand and facial gestures, and clothing—you send visual messages. Increasingly, public speaking is mediated, public speeches are frequently delivered in a television studio and heard by millions in their own living rooms. Similarly, speeches are digitally recorded and made available day and night to millions of Internet users. As video and sound capabilities become more universal, public speaking on the Net is likely to increase dramatically in frequency and in cultural significance.

4. Noise

Noise is anything that distorts the message and prevents the listeners from receiving your message as you intended it to be received. Noise may be physical (others talking loudly, cars honking, illegible handwriting, "garbage" on your computer screen), physiological (hearing or visual impairment, articulation disorders), psychological (preconceived ideas, wandering thoughts), or semantic (misunderstood meanings).

Public speaking involves visual as well as spoken messages and so it is important to realize that noise may also be visual. The sunglasses that prevent someone from seeing the nonverbal messages from your eyes would be considered noise as would dark print on a dark background in your slides. All public speaking situations involve noise. You will not be able to totally eliminate it, but you can try to reduce its effects.

5. Audience

In conversation the "audience" is often one listener or perhaps a few. The audience in public speaking is relatively "large," from groups of perhaps 10 or 12 to hundreds of thousands, even millions.

In some public speaking situations say, you are addressing work colleagues you may know your audience quite well. In other situations, however, you would not know your audience quite so well and would have to analyze them, to discover what they already know so you do not repeat old news, what their attitudes are, so you do not waste time persuading them of something they already believe, and so on.

But public speaking is not just the art of adjusting messages to listeners, it also involves active involvement by the listeners. The listener plays a role in encouraging or discouraging the speaker, in offering constructive criticism, in evaluating public messages, and in performing a wide variety of other functions. Because listening is so important (and so often neglected) in public speaking, it is covered in two ways. First, a complete discussion of listening explains the nature of listening, the forms of listening, and suggestions for improving your listening effectiveness. Second, a series of "Critical Listening/Thinking Link" boxes are distributed throughout the text. These boxes relate critical listening and thinking to the topic of the chapter and serve as frequent reminders that listening and thinking critically are essential parts of the public speaking act.

6. Context

Speaker and listeners operate in a physical, socio-psychological, temporal, and cultural context. The context influences you as the speaker, the audience, the speech, and the effects of the speech. The physical context is the actual place in which you give your speech (the room, hallway, park, or auditorium). A presentation in a small intimate room needs to be very different from one in a sports arena. The socio-psychological context includes, for example, the relationship between speaker and audience: Is it a supervisor speaking to workers or a worker speaking to supervisors? A principal addressing teachers or a parent addressing principals? This socio-psychological context also includes the audience's attitudes toward and knowledge of you and your subject. Influencing a supportive audience will require you to use very different strategies than

you would use in front of a hostile audience. The temporal context includes, for example, the time of day and more importantly where your speech fits into the sequence of events. For example, does your speech follow one that has taken an opposing position? Is your speech the sixth in a series exploring the same topic?

The cultural context refers to the beliefs, lifestyles, values, and behaviors that the speaker and the audience bring with them and that bear on the topic and purpose of the speech. Appealing to "competitive spirit" and "financial gain" may prove effective with Wall Street executives but ineffective with those who are more comfortable with socialist or communist economic systems and beliefs.

7. Delivery

In conversation you normally do not think of how you had delivered or presented your message, you do not concern yourself with how to stand or gesture or how to raise or lower your vocal volume. In public speaking, the situation is different. Because public speaking is a relatively new experience and you will probably feel uncomfortable and self-conscious at first, you may wonder what to do with your hands or whether or not you should move about. With time and experience, you will find that your delivery will follow naturally from what you are saying, just as it does in conversation. Perhaps the best advice to give you at this time is to view public speaking as "enlarged" conversation and not to worry about delivery just yet. In your early efforts, it is better to concentrate on content, as you gain confidence you can direct your attention to refining and polishing your delivery skills.

8. Ethics

Because your speech will have an effect on your audience, you have an obligation to consider the moral implication of your message. When you develop your topic, present your research, create the persuasive appeals, and do any of the other tasks related to public speaking, there are ethical issues to be considered. You also have ethical obligations in your roles as listener and as critic. Because of the central

importance of ethics, each chapter contains "A Case of Ethics" box that presents a specific situation that raises an ethical issue and asks how you would respond.

2.1.4 Obstacle of Public Speaking

Obstacle of public speaking is the main discussion of this research, thus writer collected various types of public speaking according to experts then the conclusion of this explanation would be used as the theory for the writer to analyze the data that has been collected by writer.

Schreiber and Hartranft (2013, p.105) states that obstacle of public speaking is intervention to one of element of public speaking, thus the process of communication is not effective. It also makes the process of communication cannot run based on the expectation of the speaker and listeners.

There are some types of obstacle of public speaking. Cangara (2010, p.131) classified the obstacle of public speaking into 6 factor.

1. Technical Factor

    Technical factor is external obstacle faced by the speaker that happen to supporting things for the speaker to do his/her speech and it hamper the communication between the speaker and the audiences. For example there is an error that happen to the equipment like microphone, thus the information cannot be transferred well.

 2. Semantic Factor

    Semantic factor Obstacle that caused by the language that is used by the speaker. Semantic factor happen because of:

    1. Using too much jargon, so it is hard to be understood by the listeners.
    2. Using different language because speaker need to use uncommon language
    3. Using uncommon structure, so it make the listeners confused.
    4. Different background of culture with the listeners.

 3. Psychology Factor

Psychology factor happen because of the individual problem of the speaker, such as nervous, afraid of the listener, or bad situation that is faced by the speaker for example mourning situation.

4. Status Factor

Status factor happen because of the status gap between the speaker and the listeners, for example the status gap between the senior and junior or between boss and subordinate. The speaker with lower status will be burden to communicate in some specific manner.

5. Framework of Thought Factor

Framework of thought is factor that happen because of the different perception between the speaker and the listeners to the message in their communication. It happens because of the different background of education and experiment. Based on the study about the affectivity of KKN program in villages, the study found that the college students is tend to use the theoretic framework on delivering their program, while the villagers are tend to think about practical things.

6. Cultural Factor

This factor happen because of the different of norm, custom, and common value that is used on communicating

While Dewi (2013, p.94) narrowed that the obstacle of public speaking is only the fear of the speaker to do public speaking. Natalie Roger on her book states that there are several symptom that show that a speaker has a fear to perform in front of the public. Those symptoms are:

1. Physical Symptoms

This symptoms could be felt before the show. The speaker will have stomach-ache or insomnia. When the presentation is going, this symptoms also could come, usually the symptom will be:

    a. Faster heartbeat

    b. Shaking knees

    c. Vibrating sound

    d. Abdominal cramps

    e. Hyperventilation

    f. Watery eyes, runny nose

    g. Cold hands, etc.

2. Mental Symptoms

This symptoms usually come when the speaker is doing their presentation. Generally the mental symptoms are:

    a. repeating some words

    b. unable to remember some part, number, fact or words from the speech

    c. clogged mind, speaker do not know what they need to say to continue their speech

3. emotion symptoms

Physical and mental symptoms usually will be started or come with the emotion symptoms, they are:

    a. Big fear before doing the presentation

    b. Feeling unable to do the presentation

    c. feeling embarrassed when the presentation is over

    d. feeling panic

Liliweri (2014, p.380) classified the obstacles of public speaking into 2 types, they are:

1. Environment Obstacle

Environment obstacle is external things from the speaker that hamper the speaker on delivering their speech and it come from around of the speaker. There are 3 types of environment obstacle, the first is the interference from the environment. For example like the sounds of car that passed and could be heard by the viewers. Second is the distance between the speaker and also the listeners. It could be that the distance is too far or too close. The third is the width of the room of presentation. Whether it is too wide or too narrow. Both the width of the room and the distance between the speaker and the audience could impact the way of thinking of the speaker and also how the voice of the speaker could reach the audiences. Based on research the wider room could make the speaker think wider and vice versa because the narrower room could give more pressure to the speaker thus it impact them to how they will express their mind when they are doing the presentation.

2. Semantic Obstacle

Semantic obstacle is the obstacle that face by the speaker in language side. There are two types of semantic obstacle, first is language, for example the difference of language and terms between the speaker and the audience. Beside that difference of dialect on language also could be the obstacle for the speaker.

Further Sukadi (1995, p.11) states there are some obstacle on public speaking,

They are:

1. Not accustomed to

Most people cannot do public speaking well because they are not accustomed to it. It could be the first time for the speaker to do the public speaking or he/she do it rarely. People that are not accustomed to do public speaking usually will feel afraid or nervous when they have to do it, so it will effect to their performance. But of course in some cases even people with a lot of experience of public speaking will

still feel nervous too. The more experience on public speaking could make someone know how to do their best on public speaking.

2. Misperception

Nowadays, there are some perception about public speaking that exist in society, and unfortunately those perception is not 100% true so it could even make someone not really maximal when they do public speaking, because especially for a newbie speaker, they easily believe this misperception. Some of the misperception are the advice to think that we do not have any audience or we could assume that we are only talking to some goats so we do not need to be nervous. Basically this advice is good because it is aimed to make the speaker feel relax while presenting their speech. But in the other side it make the performance become a bad performance because will there is no interaction between the speaker and the audience whether it is interaction in form of eye contact or two way communication like involving the audience on the presentation. It is bad because it can make the performance become not interesting for the audience and of course it will make them feel bored. The other perception is that the bigger and longer applause that a speaker get, means the better the speaker is. Or the more audience laugh or feel interested to the speaker, means the better performance it is. This kind of perception could lead the speaker to focus in getting the applause or laugh of the audience. As the result the speaker cannot differentiate his role as a presenter or a comedian. The speaker focus on how to make the audience feel happy without really consider whether the main massage that he/she want to deliver through the speech is accepted by the audience or not.

So ideally the best perception for a speaker to remember again what is actually public speaking, what is our purpose on doing it. That public speaking is the activity of a speaker on delivering his/her idea to the audience in public in limited time, specific place and specific occasion.

3. Lack of Preparation

Preparation is something that is very important for every speaker even for the experience one. Buehler said that it is clear that there are so many advantages by having a good preparation, such as:

1. Giving inspiration to learn the speech material
2. Giving confidence to the speaker
3. East the speaker on delivering ideas in front of the public
4. Make speaker happy
5. Help speaker to go out from their own bad mindset

Many people do not have good preparation just because they are lazy to prepare it. Many people do not make their fear as the motivation to have a good preparation. Thus it impacted to their confidence on doing public speaking.

4. Unhealthy Condition

There are many case that people do not really care about their health before they do public speaking. They do not think that health is also something that need to be prepared. That is why we often found the speaker is in unhealthy condition when they do their speech, for example they got flu, runny nose, cough, sneezing, and dizziness. In the worst condition, the speaker will cancel their performance because of it. To be health, the speaker need to keep their way on life, eat, and taking a rest.

But healthy is not only about the physical health, but also about the mental health that is related to the emotion of the speaker. What it means is that the speaker need to throw away the arrogance, inferiority, or any hatred from them. Because how can a speaker that cannot control his own emotion could control the emotion of the audience.

5. Weak Motivation

Having speech for many times without any clear motivation will not make the speech success. For this kind of speaker, their ability on public speaking will not improve even if they have performed for many times, because there are not many things that they can learn from it. A speaker need something as their motivation to motivate them on their performance. There are many things that could be a motivation, but not all of them could be a strong motivation for a speaker, for example they do their speech only to get attention, having good image, looking for money, etc. while the example of good motivations are love to the other people, love to the nation, or love to the god. A speaker with strong motivation will work hard and they will not give up if they fail. They will keep going on and keep improving their self.

6. Neglect Special Talent

Some people are being granted by god with some special talents like singing, dancing, painting, telling story, making jokes, playing magic, and many more. If a speaker has it, he/she could utilize it for the performance.

There are many speaker that success to attract the attention from the audience by utilizing their special talents. No one prohibit someone from singing a couplet song if they have a beautiful voice. Some speakers start and describe the illustration by telling amazing stories. Some also put some jokes when they deliver their speech. It is also ok if a speaker want to loosen the tense atmosphere by playing a magic.

Basically, the creativity on using the special talent on public speaking could give identity to a speaker's performance. Beside that, it also could improve the confidence of the speaker because he/she could utilize his/her special talent.

Based on those opinions, writer see there are the differences of obstacle but also there are some similarities from those opinions that could be used to conclude what are the obstacle on public speaking.

There are three obstacles faced by people on doing public speaking, they are technical problem, psychology problem, and semantic problem. This conclusion was gotten by the writer from seeing the similarity of opinions of expert.

The first expert that is Cangara (2010, p.131), classified the obstacle of public speaking into 6 factor, they are:

1. Technical Factor
2. Semantic Factor
3. Psychology Factor
4. Status Factor
5. Framework of Thought Factor
6. Cultural Factor

The second expert is Dewi (2013, p.94), she narrowed the obstacle of public speaking become only the fear of the speaker.

The third expert is Liliweri (2014, p.380), classified the obstacles of public speaking into 2 types, they are:

1. Environment Obstacle
2. Semantic Obstacle

The last expert is Sukadi (1995, p.11), states there are some obstacle on public speaking, they are:

1. Not accustomed to
2. Misperception
3. Lack of Preparation
4. Unhealthy Condition
5. Weak Motivation
6. Neglect Special Talent

Based on those opinions, writer concluded that there are three kinds of obstacle on public speaking that became the most common obstacle that was stated by the four experts, they are:

1. Psychology Obstacle

Psychology Obstacle was stated by Cangara, Dewi, and Sukadi but they stated it in different ways. Cangara directly call it as psychology factor. But Dewi prefer to use word fear to tell the obstacle in psychology side that felt by the speaker on doing public speaking. While Sukadi also did not use psychology term but writer concluded it from the explanation of Sukadi that said not accustomed to public speaking is the obstacle on public speaking. When Sukadi explained that not accustomed to public speaking is the obstacle of public speaking, writer concluded that in short Sukadi told us that not accustomed to public speaking will impact the psychology side of the speaker, it could be seen from the statement of "People that are not accustomed to do public speaking usually will feel afraid or nervous when they have to do it, so it will effect to their performance". Feeling afraid or nervous could be considered as obstacle in psychology side, and not accustomed to public speaking is the cause of psychology obstacle for the speaker. So in conclusion, Cangara, Dewi, and Sukadi agreed that psychology obstacle is one of the obstacle on doing public speaking.

2. Semantic Obstacle

Semantic obstacle was stated by Cangara and Liliweri. Both of them directly used the term semantic. So both Cangara and Liliweri agreed that semantic is one of the obstacle of public speaking.

3. Technical Obstacle

Technical obstacle was stated by Cangara and also Liliweri but in different term, Liliweri used term environment to explain technical problem. It could be seen from the explanation of environment according to her, that environment

obstacle is external things from the speaker that hamper the speaker on delivering their speech and it come from around of the speaker. And Cangara defined technical obstacle as obstacle that caused by supporting things for the speaker to do his/her speech as the external thing from the speaker and it hamper the communication between the speaker and the audiences. We can see that in short Liliweri and Cangara had the same opinion that technical obstacle is one of the obstacle of public speaking.

So those are three obstacle of public speaking as the conclusion from the opinions of four experts. That was used as the guidance for the writer to analyze the data.

2.2 Students of English Department State Polytechnic of Sriwijaya

According to http://www.polsri.ac.id/programs/english-and-tourism English Department is one of major in State Polytechnic of Sriwijaya. It was established in 2004 with the competencies of students is able to communicate in English both orally and in writing with the aim of presenting and promoting various tourism potentials, providing information on various tourism potentials, providing information on various services in the health care industry. The vision is to be a vocational education institution in English business field and a leading global hospitality industry by 2020.

The Missions of English Department are:
1. Produce graduates who are competent and professional in communicating by using English in the field of hospitality industry.
2. Produce graduates who have knowledge and skills that are able to do work and entrepreneurship in the field of hospitality industry.
3. Develop and disseminate the results of applied research in the field of language science that supports the world of hospitality industry.

4. Applying the results of research as a form of community service, especially related to the hospitality industry.

The Educational Objectives of English Department are:

1. Capable on communicating in English both orally and in writing that support the industry
2. Capable on performing routine jobs in the hospitality industry according to national and / or international standards
3. Capable on entrepreneurship in the hospitality industry in accordance with national and / or international standards.
4. Develop and create new works that support the hospitality industry.
5. Conducting services to the world community hospitality industry in the form of various forms of cooperation that support the world of hospitality industry.

Graduate Profile of English Department should be fluent in English and has knowledge of the working world of the hospitality industry. Graduates of D3 program English Language POLSRI generally able to compete in society to be:

¤ Front Office Supervisor

¤ Room / floor Supervisor

¤ Public Area supervisor

¤ Food and Beverage Product Supervisor

¤ Food and Beverage Service Supervisor

¤ Restaurant Captain

¤ Restaurant Supervisor

¤ Tour Leader

¤ Professional Conference organizer

¤ Event Organizer

¤ Tour Guide

Main Competency of English Department are:

1. Present and promote products in the hospitality industry in English both orally and in writing.
2. Inform and promote services in the hospitality industry in English both orally and in writing.
3. Able to create, develop and manage various products in the field of hospitality industry.
4. Able to develop and manage various services in the field of hospitality industry.

Supporting Competency of English Department are:

1. Able to operate computer as a tool to create and manage various activities of hospitality industry.
2. Be able to speak Mandarin.
3. Able to look neat in accordance with hospitality industry service standards.
4. Able to be highly disciplined and ethical in accordance with the profession, community norms and religion.
5. Be able to adapt to clients who come from various cultural backgrounds.
6. Able to provide services in accordance with the applicable minimum standard procedures.
7. Able to make pastry products.
8. Able to organize an event (Event Organizer)

Other Competencies of English Department are:

1. Able to identify the tourist destination of South Sumatra.
2. Able to self-employment in the field of hospitality industry