Public Speaking

History of public speaking
Types of public speaking

History of public speaking

The **ancient Greek civilization** was the **first** to attach importance to public speaking. Greek citizens met in the marketplace (agora) for debating politics and economic issues. Socrates, Plato and Aristotle, noted Greek speakers who lived during the fourth and third centuries BCE, were known for their speeches
on democracy.

Plato

History of public speaking

The **Romans**, who were the dominant force in Europe after the Greeks, continued the tradition and **developed rules** for public speaking.

As a young man in his 20s, Marcus Tullius Cicero pleaded cases in the public forum during the first century BCE. This leading Roman orator, politician, lawyer and philosopher developed the five canons of rhetoric, which continues to be used in modern-day law courtrooms. The five canons include invention, arrangement, style, memory and delivery. In the second century CE, the Roman Forum was built, which was used for public speaking.

Forum Romanum

Public speaking in the 20th century and beyond

Radio and television, which saw a major phase of development in the early 20th century, requires presenters to be well trained in public speaking. The first **training courses in public speaking** were developed as a result.

In the latter part of the 20th century up to the present, the Internet brought public speaking to a wider public. For a convincing presentation on YouKu or YouTube, it is necessary to observe the elementary principles of public speaking.

Public speaking and you

Public speaking skills are needed on many occasions, and it's almost certain you will find yourself called upon to give a speech some time during your career:

- Present a report or a project plan during a **meeting**.
- **Welcome** a new colleague or **say goodbye** to an old one.
- **Teaching**.
- Deliver **product training** to customers or colleagues.
- **Sales** presentations.
- **Represent** your company at a conference.
- **Present a paper** at a conference.
- And so on and so forth…

Types of public speaking

Informative Speaking

The purpose of an informative speech is to pass **information** from the speaker to the **audience**.

The goal is to introduce **new information** to the general public or a specific group.

Most informative speeches are structured like an essay, with an introduction, body and conclusion.

- The introduction provides an **overview** of the speech topic and explains what the audience will learn.
- The body provides the **information** and supporting facts.
- The conclusion **summarizes** the major points that were covered.

Types of public speaking

Special type of informative speaking:

Demonstrative Speaking

Demonstrative speeches are designed to show audience members **how to perform a task.**

In this speaking style, speakers use actual products ('realia') or visual and audio aids to assist in instructing the audience.

Many infomercials and workshops are presented using a demonstrative speaking format.

Note: Unfortunately, customers often also demand a demonstration of a product before buying it, but if you can you should try to avoid a sales demonstration of a complex product (like software) at all cost.

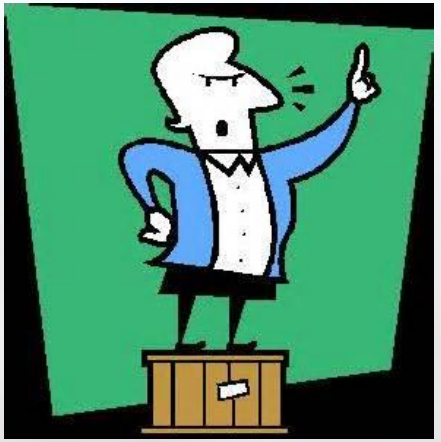
Types of public speaking

Ceremonial Speaking

Award acceptance ceremonies, team introductions or farewells, wedding receptions, and graduation ceremonies are some examples of occasions where ceremonial speeches are commonly delivered. The speaker is expected to **highlight positive aspects** of the people, the event, or the awarding organization they are talking about.

There is no mandatory structure for this type of speech; however, speakers must know the background facts of the event and assess their audience to determine what information is most appropriate to share for the occasion.

Types of public speaking



Persuasive Speaking

Persuasive public speaking aims to shift the **opinion or behaviour** of the audience to align with the message the speaker is delivering.

At the conclusion of the speech, the speaker hopes the audience will take some action in a way that supports the speaker's goals.

People who work in a team, managers, sales professionals, and politicians frequently use a persuasive style of public speaking.

Anecdotes and stories are used frequently in this format in order to connect to the audience on an emotional level.

Types of public speaking

Special type of persuasive speaking:

Impromptu Speaking

Giving a speech **without** (much) **preparation.**

You often find yourself called upon to stand and deliver a speech at social events, business meetings, club meetings, and family gatherings.

What if this happened to you? Would you be prepared? It sounds difficult, but if you know a few tricks it's not that hard to do.

Types of public speaking

Special type of persuasive speaking:

Debating

In a debate, you must try to persuade the audience that your opinion about a given proposal is **more desirable** than the opposite opinion held by your **opponent**.

In the real world, debates are most commonly held in a political context. However, because they are an excellent way to hone and practice students' public speaking skills, debating competitions are very popular in academic circles.