

# ***PRESENTER***



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**NIGERIAN ARMY RESOURCE CENTRE, ABUJA**

# **THE ART OF PUBLIC SPEAKING**

**A PRESENTATION TO**

**PARTICIPANTS OF COURSE 08/2024  
ARMY WAR COLLEGE, NIGERIA**

**BY**

**BRIGADIER GENERAL SANI KUKASHEKA USMAN (RTD)  
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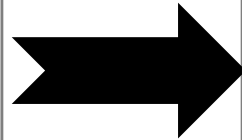
**ON**

**FRIDAY, 15 FEBRUARY 2024**

# INTRODUCTION

# TOPIC OF THE LECTURE

**“BECOMING  
A  
PUBLIC  
SPEAKER”**



**“THE ART  
OF  
PUBLIC  
SPEAKING”**

# COMMANDANT AWCN



**MAJ GEN IB MAINA** DSS psc(+) fwc (+) RBS CM GOM fdc MIADS MPhil  
**COMMANDANT**  
**ARMY WAR COLLEGE NIGERIA**

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# INTRODUCTION (CONT)

**As leaders, you are often called upon to address various audiences, and mastering the skill of public speaking is integral to your professional competence**



# INTRODUCTION (CONT)



🇳🇮 We are embarking on a journey into a realm where words wield unparalleled power—**"The Art of Public Speaking"** and I am standing before you with a shared sense of duty and enthusiasm, armed not with weapons of war, but with the tools of **eloquence, persuasion, and inspiration**

Source: Rabs Album

# INTRODUCTION (CONT)

 **Collective expedition into the heart of a discipline:**

**Leaders**

**Shapes  
Narratives**

**Influences**

**Change**





# INTRODUCTION (CONT)

It is equally worthy to note that the art of public speaking is not just a skill; it is a vital component of effective leadership

In your various endeavours, occasions requiring public speaking are numerous, ranging from **chairing meetings to being a guest of honour or guest speaker at events**

# MARTIN LUTHER KING JR ADDRESSING IS AUDIENCE



Source:google images

# **INTRODUCTION (CONT)**

**"The issue of public speaking is the cumulation of training and experience. Nevertheless, no matter how well experienced you are, you must have something of value to speak about. That means you must have something of value to offer or say. It could be to entertain, inform or educate"**

---

**Carnegie (1959)**

# AIM

**To discuss the art of public speaking with the distinguished participants of Course 08/2024 at the AWCN**

# SCOPE

- **Conceptual Clarification**
- **A Brief History of Public Speaking**
- **The Significance of Public Speaking**
- **Public Speaking is about Talking to a Large Audience**
- **The Process of Public Speaking**
- **Making Your Speech Great and Exceptional**
- **Dealing with Stage Fright and Anxiety**
- **Recommendations**

# **CLARIFICATION OF TERMS**

# CONCEPTUAL CLARIFICATION (CONT)



**PUBLIC SPEAKING**

**STAGE FRIGHT**

# CONCEPTUAL CLARIFICATION (CONT)



**PUBLIC SPEAKING**



# **PUBLIC SPEAKING**

**“As the act or process of making speeches in public and the art of effective oral communication with an audience”**

**- Chan (2011)**

# **PUBLIC SPEAKING (CONT)**

**Public speaking is the act of delivering a speech or presentation to a live audience to inform, persuade, or entertain**

**- Lucas (2017)**

# **PUBLIC SPEAKING (CONT)**

**Basically, public speaking is a presentation before an audience, and it can cover various topics**

**- Spencer (2021)**

# PUBLIC SPEAKING (CONT)

□ My standing before you talking, is a clear example of public speaking



Source: sk album

# CONCEPTUAL CLARIFICATION (CONT)



**PUBLIC SPEAKING**

**STAGE FRIGHT**

# STAGE FRIGHT

**“Stage fright”**, also known as **“performance anxiety”**, is the nervousness or fear experienced by individuals when speaking or performing in front of an audience

# STAGE FRIGHT

**Stage fright is a common phenomenon experienced by many individuals when faced with the prospect of speaking in public. This anxiety can manifest in physical, emotional, and cognitive symptoms, creating a challenging hurdle for effective communication**

---

**McCroskey (1982)**

# **BRIEF HISTORY OF PUBLIC SPEAKING**



# BRIEF HISTORY OF PUBLIC SPEAKING



**Demosthenes**



**Cicero**

Source:google images

## **BRIEF HISTORY OF PUBLIC SPEAKING (CONT)**

**The Renaissance period witnessed the emergence of eloquent speakers and with the advent of mass communication, oratory skills were adapted to suit various platforms and occasions**



Source:google images

## **BRIEF HISTORY OF PUBLIC SPEAKING (CONT)**

- The Greeks and Romans did not have the benefit of modern technology as we have now**
- They also learned how to influence their listeners by appealing to their sense of logic and emotions and learned various styles of speechmaking, which ranged from plain to grand**
- They studied and used techniques for delivering effective speeches, including gestures and dramatic uses of their voice, and used public speeches to praise or persuade others**

## BRIEF HISTORY OF PUBLIC SPEAKING (CONT)

□ The art of public speaking played an essential role in the public and political lives of the Greeks and Romans



Source:google images

# MAP OF ROMAN REPUBLIC BETWEEN 400 BC AND 300 BC



Source:google images

## **BRIEF HISTORY OF PUBLIC SPEAKING (CONT)**

**□ A less formal, more conversational and flexible form of public speaking became more popular**

**□ It is imperative to understand that despite these developments and public speeches being less formal and cumbersome than in ancient times, they still need preparation and organisation, hence the need to learn the art of public speaking**

# **THE SIGNIFICANCE OF PUBLIC SPEAKING**

# **THE SIGNIFICANCE OF PUBLIC SPEAKING**

**"Over the years, public speaking in communication has played a major role in education, government, and business. Words have the power to inform, persuade, educate, and even entertain. Furthermore, the spoken word can be even more powerful than the written word in the hands of the right speaker"**

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**Spencer (2021)**



## THE SIGNIFICANCE OF PUBLIC SPEAKING (CONT)

□ Public speaking is significant for leaders as it enhances **communication skills, fosters influence, and contributes to effective leadership**

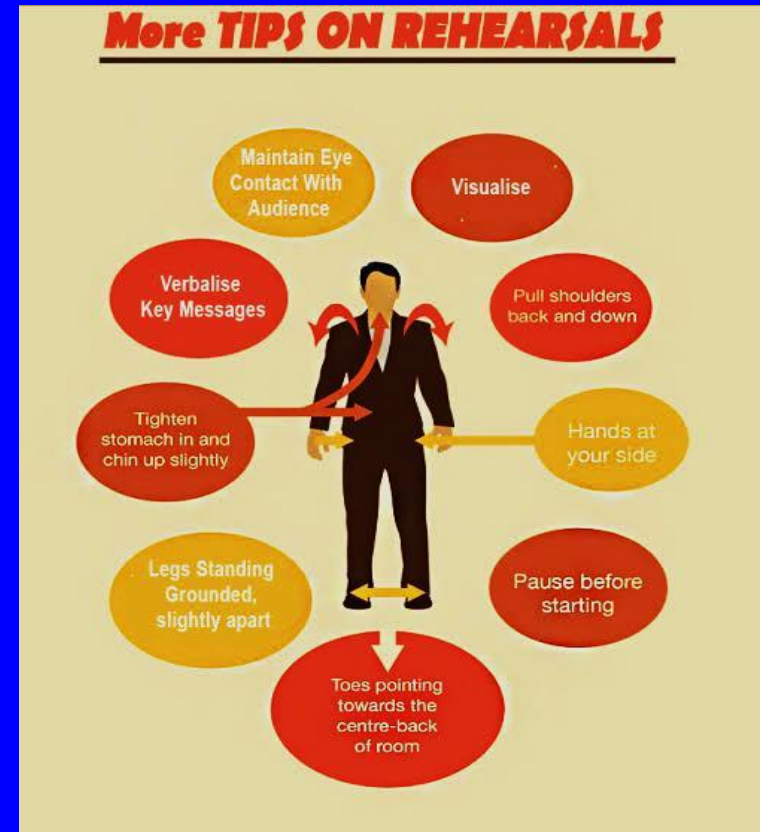


# **THE SIGNIFICANCE OF PUBLIC SPEAKING (CONT)**

**□ Effective communication is a cornerstone of leadership, and the ability to articulate ideas persuasively contributes to organisational or personal success**

# THE SIGNIFICANCE OF PUBLIC SPEAKING (CONT)

□ Learning the art of public speaking is far more essential for military and public officers to pass instructions and directives and project the image of their services



Source:google images

**PUBLIC SPEAKING IS ABOUT  
TALKING TO A LARGE  
AUDIENCE**

# **PUBLIC SPEAKING IS ABOUT TALKING TO A LARGE AUDIENCE (CONT)**



**FORMER US PRESIDENT BARACK OBAMA TALKING TO A LARGE  
AUDIENCE IN LAS VEGAS**

## **PUBLIC SPEAKING IS ABOUT TALKING TO A LARGE AUDIENCE (CONT)**

- Public speaking, at its core, revolves around the skill of effectively communicating with a large audience**
- It goes beyond merely conveying information; it involves capturing attention, fostering understanding, and often persuading or inspiring the listeners**

## **PUBLIC SPEAKING IS ABOUT TALKING TO A LARGE AUDIENCE (CONT)**

**□ It requires honing verbal and nonverbal communication skills, adapting content to diverse audiences, and managing the dynamics of a live crowd**

**PUBLIC SPEAKING IS ABOUT TALKING TO A LARGE AUDIENCE (CONT)**



**PUBLIC SPEAKING IS AN ART**



# **PUBLIC SPEAKING IS ABOUT TALKING TO A LARGE AUDIENCE (CONT)**

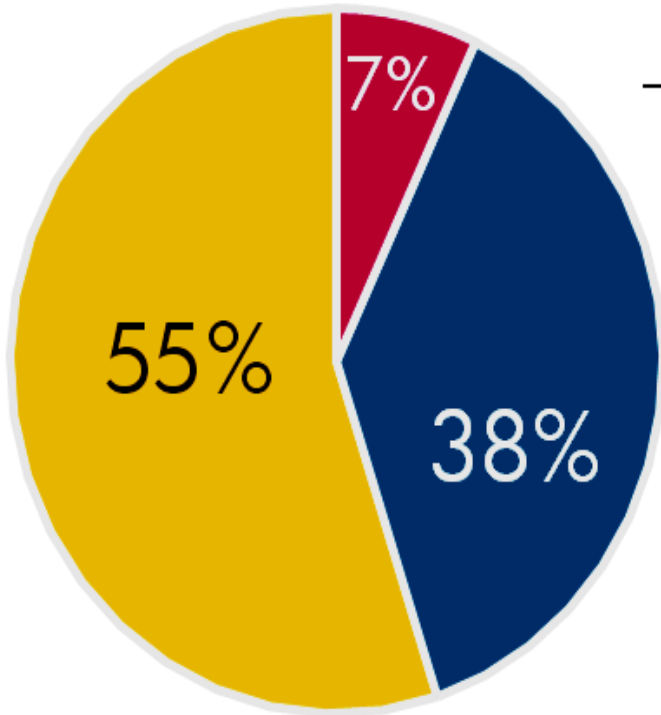


**PUBLIC SPEAKING IS AN ART**



**PUBLIC SPEAKING INVOLVES ORAL PRESENTATION**

# PUBLIC SPEAKING IS ABOUT TALKING TO A LARGE AUDIENCE (CONT)



Dr. Albert Mehrabian's 7-38-55% Rule

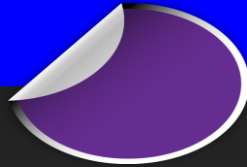
## Elements of Personal Communication

- 7% spoken words
- 38% voice, tone
- 55% body language

# DOCTOR ALBERT MEHRABIAN RULE

Source:google images

# **PUBLIC SPEAKING IS ABOUT TALKING TO A LARGE AUDIENCE (CONT)**



**PUBLIC SPEAKING IS AN ART**



**PUBLIC SPEAKING INVOLVES  
ORAL PRESENTATION**



**PUBLIC SPEAKING IS ABOUT  
THE CONTENT**

# **PUBLIC SPEAKING IS ABOUT TALKING TO A LARGE AUDIENCE (CONT)**



**PUBLIC SPEAKING IS AN ART**



**PUBLIC SPEAKING INVOLVES ORAL PRESENTATION**



**PUBLIC SPEAKING IS ABOUT THE CONTENT**



**IT IS MORE DIFFICULT TO PREPARE FOR A LONGER SPEECH THAN A SHORT ONE**

**IT IS MORE DIFFICULT TO PREPARE FOR A  
LONGER SPEECH THAN A SHORT ONE**

**"If you want me to talk for two hours, I can start now. If you want me to speak for five minutes, I will need a week ..."**

---

**Mark Twain**

# **THE PROCESS OF PUBLIC SPEAKING**

# THE PROCESS OF PUBLIC SPEAKING

🗨️ Learning the art of public speaking also involves multifaceted processes. This includes:

**Developing content**

**Honing delivery skills**

**Adapting to diverse audiences**

## **THE PROCESS OF PUBLIC SPEAKING (CONT)**

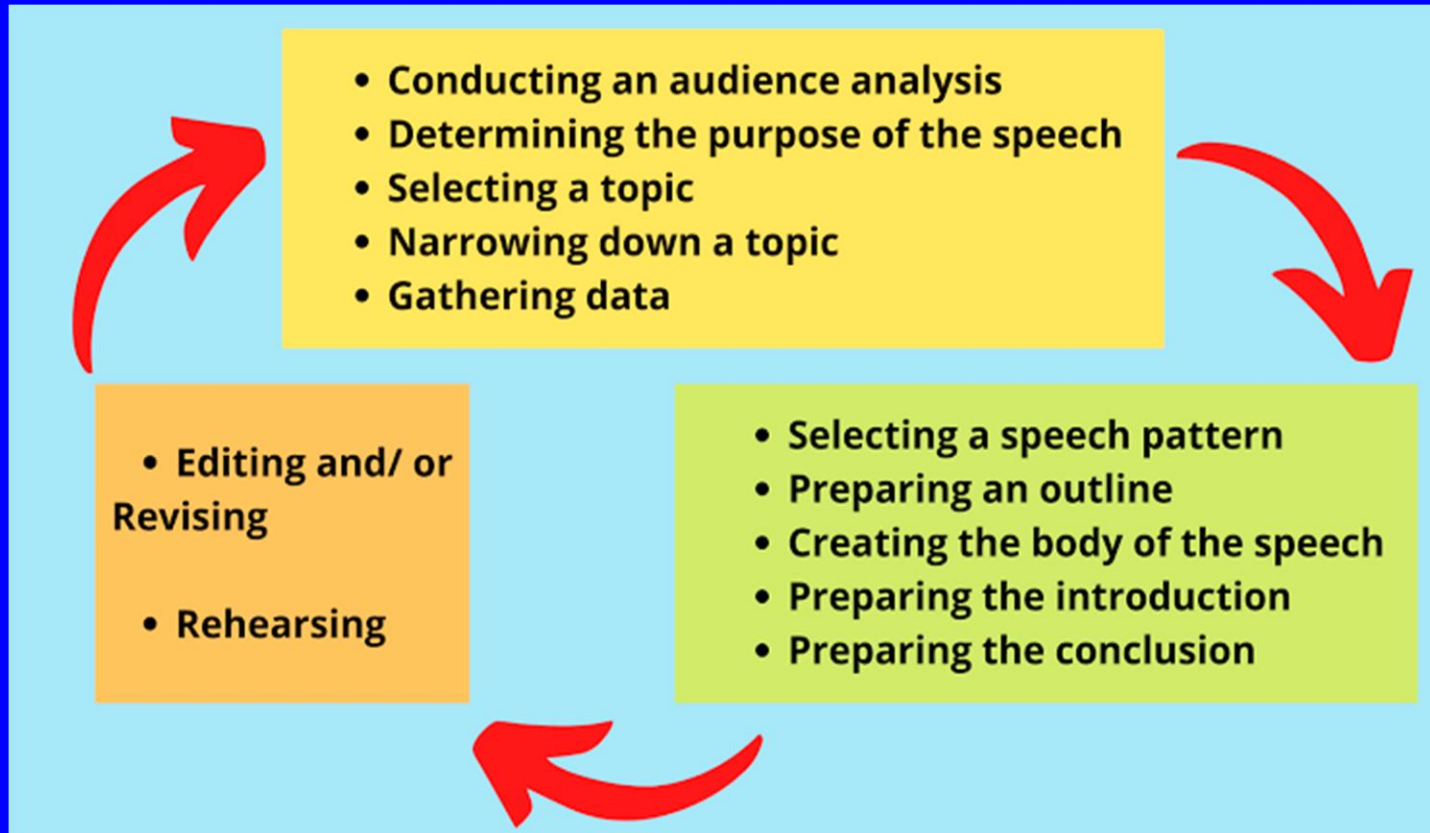
**👉 The processes also encompass continuous learning, practising, and receiving constructive feedback**

**👉 The process is dynamic, with opportunities for growth through experience, self-reflection, and intentional skill development**



# **THE PROCESS OF SPEECH WRITING**

# THE PROCESS OF SPEECH WRITING



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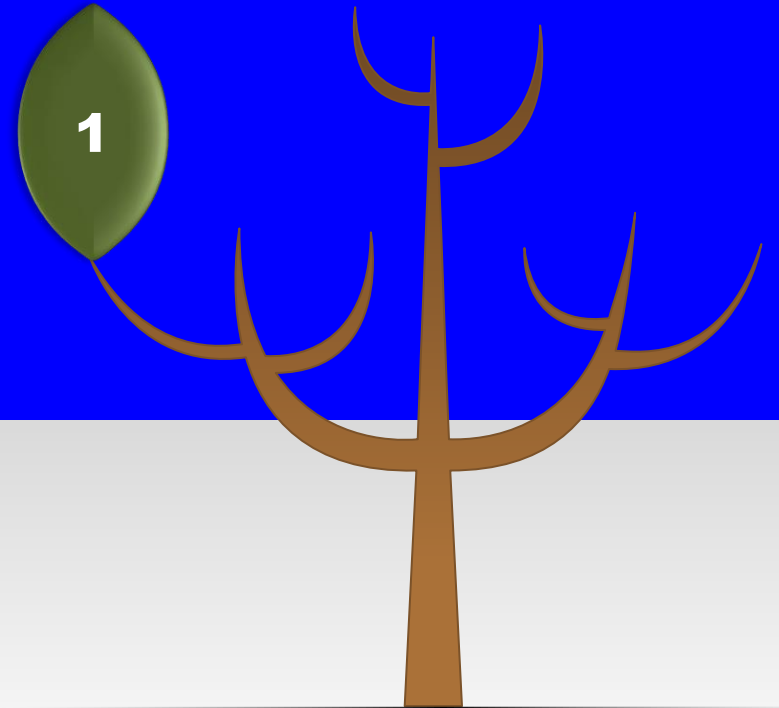
# THE PROCESS OF SPEECH WRITING (CONT)

🍷 **Speech writing is not just about arranging words on paper; it is about orchestrating a symphony of language that resonates with authenticity and purpose**

🍷 **Delve into the process of constructing powerful narratives, employing well-known practices, and understanding the symbiotic relationship between words and effective public speaking**

# THE PROCESS OF SPEECH WRITING

## ■ PREPARATION



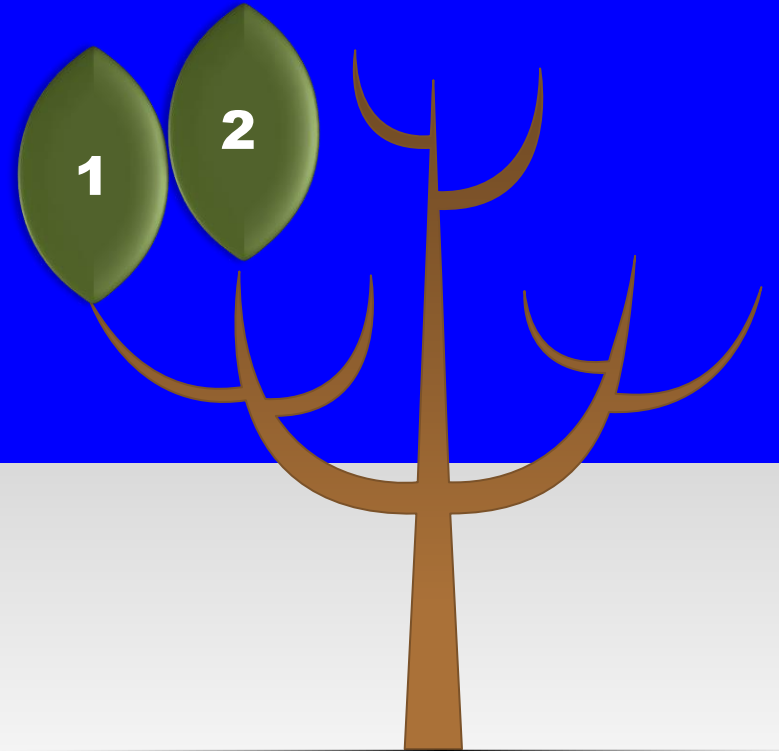
# PREPARATION

**□By reading, researching, and knowing what to speak about, the writer must also know the issues he wishes to write or talk about**

**□The preparation also entails being knowledgeable, and confident, because appearance, gestures and movements are essential**

# THE PROCESS OF SPEECH WRITING (CONT)

- **PREPARATION**
- **RESEARCHING ON AUDIENCE**



# RESEARCHING ON AUDIENCE

- Knowing the audience is critical, as no two groups of audiences are ever the same**
- It is important to understand their listening habits or patterns as some are good listeners and others are not**

## **RESEARCHING ON AUDIENCE (CONT)**

- It is very essential to weigh the composition of your audience in terms of demographics such as gender, age, qualification, and experience**
- Understanding an audience is a means to an end**
- Knowing the audience's belief system, too, is also essential**



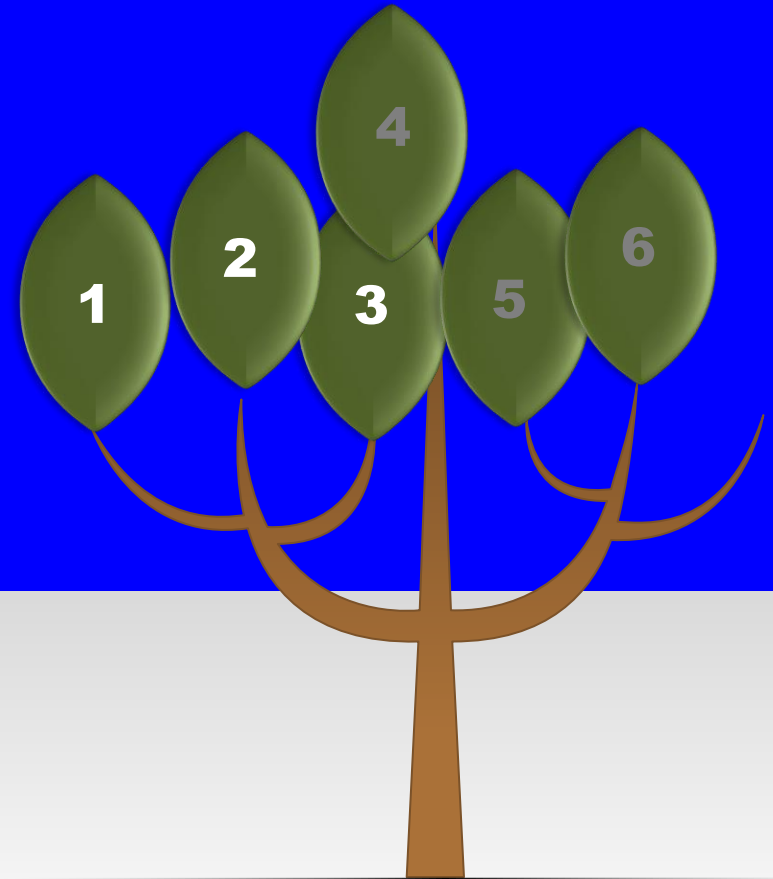
## **RESEARCHING ON AUDIENCE (CONT)**

**□ Understanding an audience is a means to an end. The essence of audience analysis is to adjust to them and tailor the message towards them**

**□ Knowing the audience's belief system, too, is also essential**

# THE PROCESS OF SPEECH WRITING (CONT)

- PREPARATION
- RESEARCHING ON AUDIENCE
- SELECTING A TOPIC
- RESEARCHING THE TOPIC
- THE OCCASION AND LOCATION OF SPEECH DELIVERY

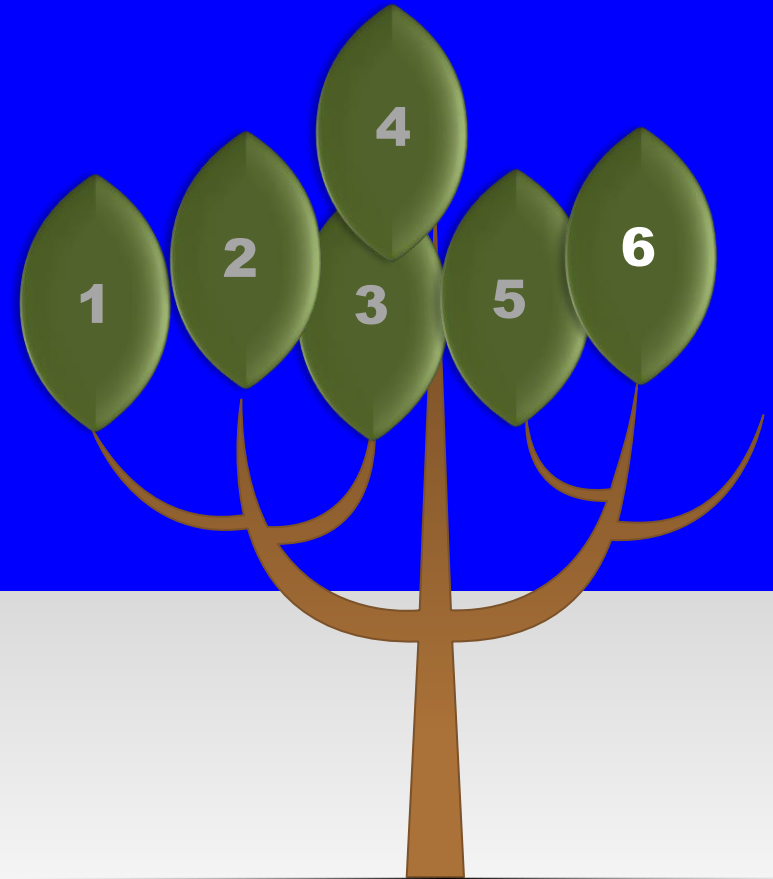


# **THE OCCASION AND LOCATION OF SPEECH DELIVERY**

- It is important to find out where the speech is taking place, as the audience is often influenced by the environment in which the speech is given**
- Can the audience see you, or hear you, is the lighting, okay?**
- Are there adequate facilities such as a podium and public address system?**

# THE PROCESS OF SPEECH WRITING (CONT)

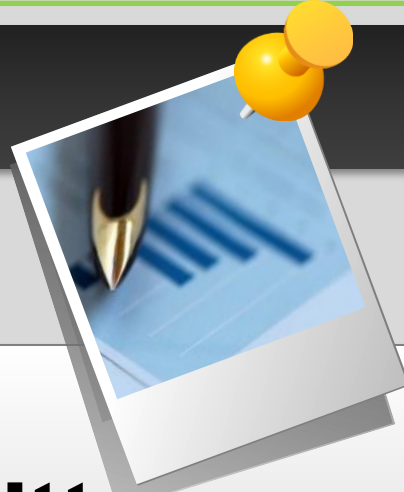
- PREPARATION
- RESEARCHING ON AUDIENCE
- SELECTING A TOPIC
- RESEARCHING THE TOPIC
- THE OCCASION AND LOCATION OF SPEECH DELIVERY
- WRITING THE SPEECH



# WRITING THE SPEECH

- Writing the speech, have an outline of the speech in an organised manner**
- The nature and the occasion determine the tone of the speech**
- Shorter sentences are easily comprehended and remembered**

# WRITING THE SPEECH (CONT)

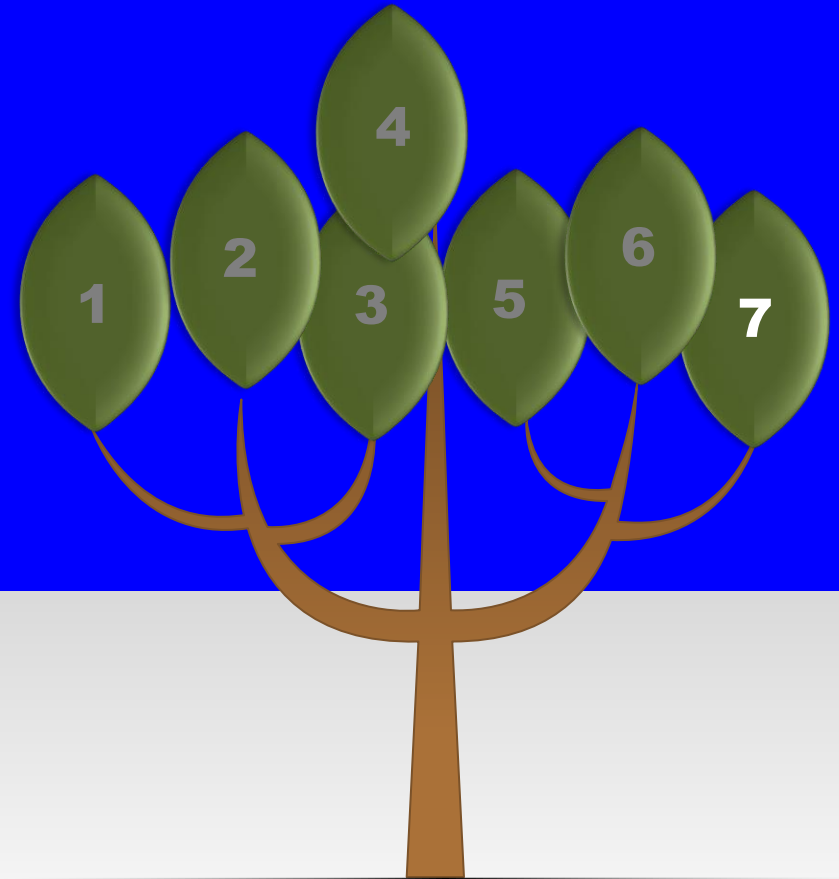


□ Written speeches should have an **introduction, discussion or body** and then a **conclusion**



# THE PROCESS OF SPEECH WRITING

- 1. PREPARATION
- 2. RESEARCHING ON YOUR AUDIENCE
- 3. SELECTING A TOPIC
- 4. RESEARCHING THE TOPIC
- 5. THE OCCASION AND LOCATION OF SPEECH DELIVERY
- 6. WRITING THE SPEECH
- 7. SPEECH DELIVERY OR PRESENTATION

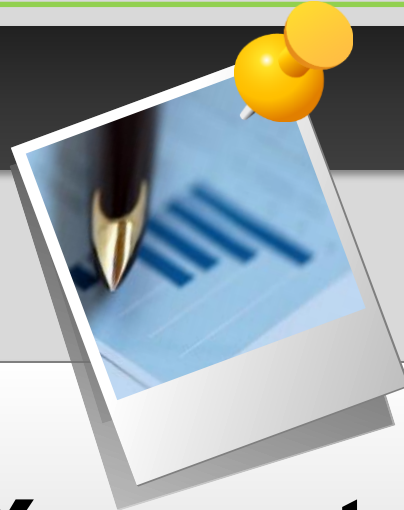


# **SPEECH DELIVERY OR PRESENTATION**

- The essence of such is that such tools allow the speaker to add value and visual interest to the audience**
- You may decide to read from the script or just talk. Regardless of whichever style you prefer, it is essential to practice or rehearse your presentation**



# SPEECH DELIVERY OR PRESENTATION (CONT)



**□ You must dress to suit the occasion, and advisably one should dress smartly**



**MAKING YOUR PUBLIC  
SPEECH GREAT AND  
EXCEPTIONAL**

# **MAKING YOUR PUBLIC SPEECH GREAT AND EXCEPTIONAL (CONT)**

**Planning**

**Purpose**

**Message**

## **MAKING YOUR PUBLIC SPEECH GREAT AND EXCEPTIONAL (CONT)**

- Effective speeches often have a well-defined structure, incorporating a compelling introduction, a coherent body, and a memorable conclusion**
- Exceptional speeches resonate with the audience, leaving a lasting impression and inspiring action**

# MAKING YOUR PUBLIC SPEECH GREAT AND EXCEPTIONAL (CONT)

**"personality has more to do with business success than superior knowledge .... Personality, however, is such an intangible, elusive, mysterious thing that it is almost impossible to give directions for developing it. However, some of the suggestions will help the public speaker appear at his best"**

---

**Carnegie Institute of Technology**



Source:google images

# **MAKING YOUR PUBLIC SPEECH GREAT AND EXCEPTIONAL (CONT)**

**DO NOT SPEAK  
WHEN YOU ARE  
TIRED**

**HAVE  
CONFIDENCE**

**HAVING A GOOD  
VOICE IS  
IMPORTANT**

**MANNERISM  
AND GESTURES**

**HAVE A  
STRONG  
OPENING**

**CONNECT  
WITH YOUR  
AUDIENCE**

**HAVE A CLEAR  
STRUCTURE**

**REPEAT  
IMPORTANT  
INFORMATION**

**HAVE A  
STRONG  
CLOSING**

# **DEALING WITH STAGE FRIGHT AND ANXIETY**

# DEALING WITH STAGE FRIGHT AND ANXIETY

- ❑ Anxiety can manifest in physical, emotional, and cognitive symptoms, creating a challenging hurdle for effective communication
- ❑ It is always tricky to have a successful public speaking experience without fear or apprehension, especially when it is the first time
- ❑ Anxiety and stage fright are always lurking to make potential public speakers nervous

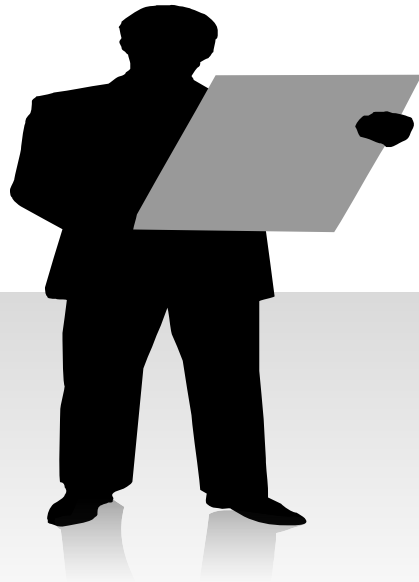


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# **CAUSES OF STAGE FRIGHT IN PUBLIC SPEAKING**

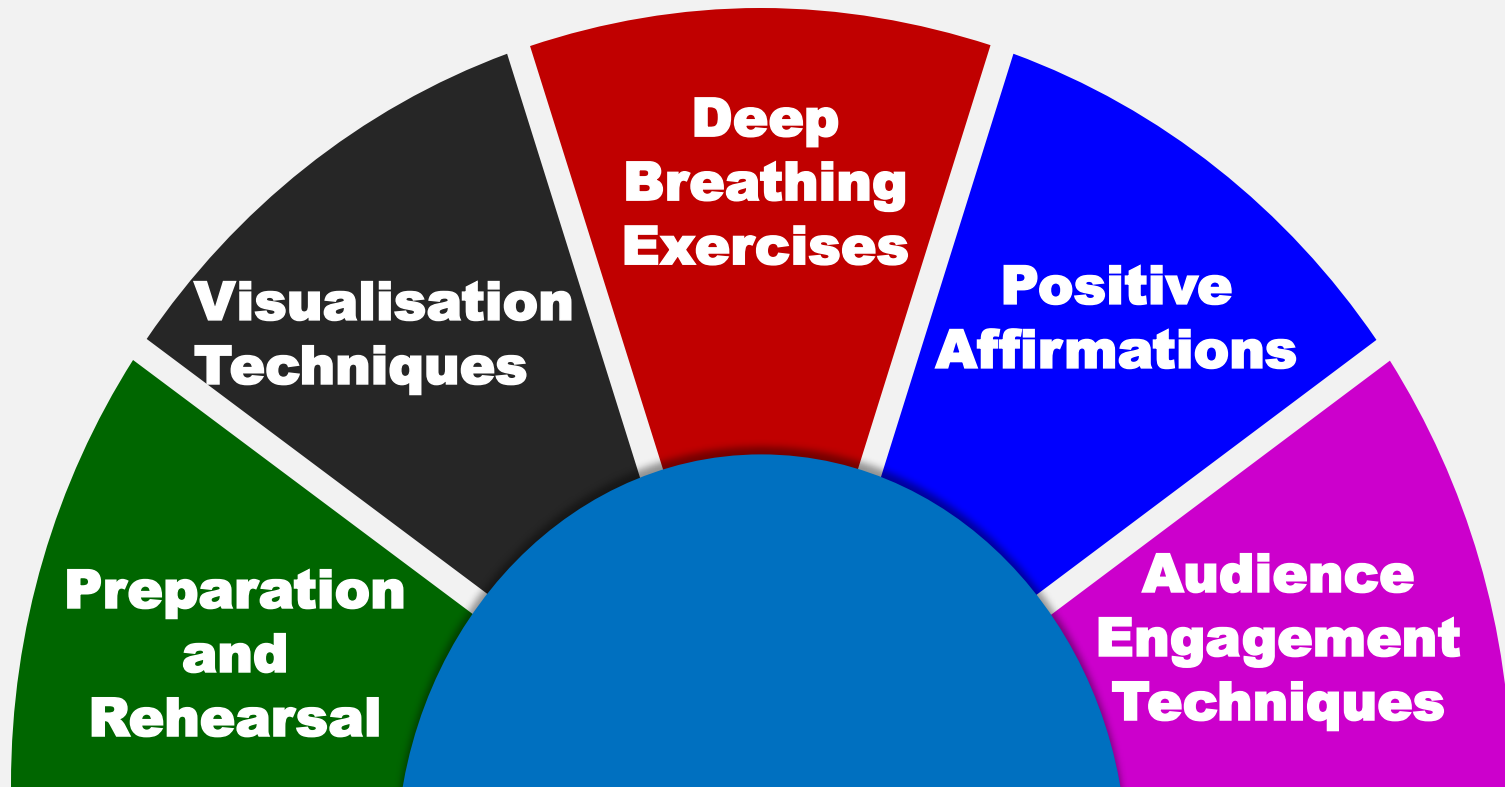
# CAUSES OF STAGE FRIGHT IN PUBLIC SPEAKING



- FEAR OF JUDGMENT**
- NEGATIVE SELF-TALK**
- LACK OF PREPARATION**
- PHYSICAL SYMPTOMS**

# **COPING STRATEGIES FOR STAGE FRIGHT**


# COPING STRATEGIES FOR STAGE FRIGHT



**CONCLUSION**

# RECOMMENDATIONS

# RECOMMENDATIONS

 **The AWCN should continue to enhance the art of public speaking among participants through a sustained culture of continuous training in public speaking.**

 **The AWCN should Utilise technology for enhanced communication among participants and leverage modern communication tools to enhance public speaking.**

# RECOMMENDATIONS (CONT)

🗣️ **The Nigerian Army (NA) should establish a mentoring programme and encourage experienced speakers to mentor those honing their public speaking skills.**

🗣️ **The NA should recognise the significance of eloquence as a leadership trait and integrate public speaking training into the curriculum of other NA training institutions.**





**THANK YOU!**

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