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## УМЕНИЕ ВЫСТУПАТЬ ПЕРЕД ПУБЛИКОЙ

Ораторской речью называют воздействующую, убеждающую речь, которая обращена к широкой аудитории, произносится профессионалом речи (оратором) и имеет своей целью изменить поведение аудитории, ее взгляды, убеждения и т. п. Именно теме ораторского искусства посвящена эта работа.

The ability to speak confidently and well is a talent universally admired and envied. The ability to hold the audience – to be heard by those who matter – is a crucial skill at any age. Doing a good job is no longer enough. You must be able to express yourself, present ideas, win support, and above all, look confident. This work is aimed at helping you to convey your message with the maximum impact and effect.

The first secret of good speaking is knowing your audience. Greater sensitivity to what and how your listeners think will make you a better speaker.

Communicational goals describe how we want to affect the beliefs, feelings, or attitudes of our listeners. To stimulate, to inform, to persuade, to activate, and to entertain – these are the five kinds of speeches to reach five communicational goals.

5 rules how to select your topic:

1. Choose a topic that suits the occasion
2. Choose a topic that you can credibly address
3. Choose a fresh topic, or a fresh perspective
4. Choose a topic you care about
5. Choose a topic you can handle in the time allowed

Speech construction is an essential part of your preparation for the presentation. Your speech must make sense to your observers as you are speaking, the order in which things are done is paramount – absolutely critical to their understanding and your success.

Until you have conveyed your thoughts to the audience you will not have achieved your objective. Four methods of speech delivery can be suggested. 1. Reading a paper. It is the worst method you can choose and you should avoid it. Disadvantages: you can't keep a good eye contact; your body language is restricted. 2. Memorising your script. It is another method to be avoided. Your talk will sound mechanical and will lack the vital ingredients of enthusiasm and spontaneity. 3. Speaking extemporaneously. This is the most effective delivery style as it has all the benefits of impromptu speaking and none of the drawbacks of reading. 4. Impromptu speaking. A true impromptu speech arises with no preparation time, so, if the situation might occur, plan how you would respond.

The great truth of public speaking – everyone suffers from nerves and nobody wants to look foolish. Don't let your nerves control you. Face up to your fears. Practice kills panic. Learn some simple relaxation techniques. The more you practice loosening up when you feel tense, the more automatically your body will relax.

Whatever you look like or move, you will be giving off signs to your audience as to your inner feelings – you can't help communicating. That is why body language is very important. Use your eyes to make contact with your audience and show that you are interested in their reaction to you. Your hands should be empty and still. Don't hide behind barriers. Stand tall, don't sit. Let the beam of calm confidence shine out from your chest.

There's no point in looking confident and feeling relaxed if your voice lets you down. Breath gives authority to your voice. Open your mouth for clarity. Vary the volume, speed and pitch. Silent pauses are powerful.

9 rhetorical techniques for memorability and persuasiveness:

1. Alliteration
2. Tricolon: the rule of three
3. Ellipsis
4. Asyndeton
5. Anaphora
6. Balance
7. The rhetorical question
8. Hyperbole
9. Repetition

Using humor is useful to lighten a heavy and possibly dull passage in your talk and to make it more digestible and therefore more memorable. Use common problems and shared experiences. Collect funny stories. Never read your humorous lines. Aim for chuckles, not for belly laughs.

Those who can speak well in public are not all geniuses, charismatics, or extroverted children of the stage. With little study and practice, anyone – and that means you – can write an effective speech and deliver it with power and grace. You know you can.