

1. HISTORY AND DEVELOPMENT OF HUMANS IN DIFFERENT CULTURES

1.1 INTRODUCTION: Public speaking is the process and act of speaking or giving a lecture to a group of people in a structured, deliberate manner intended to inform, influence, or entertain a listening audience. Public speaking is commonly understood as face-to-face speaking between individuals and an audience for the purpose of communication. It is closely allied to "presenting", although the latter is more often associated with commercial activity. Most of the time, public speaking is to persuade the audience.

Early training in public speaking took place in ancient Egypt. The first known Greek work¹ on oratory, written over 2000 years ago, elaborated principles drawn from the practices and experience of orators in the ancient Greek city-states. In classical Greece and Rome, the main component was rhethoric (that is, composition and delivery of speeches), and was an important skill in public and private life. Aristotle and Quintilian discussed oratory, and the subject, with definitive rules and models, was emphasised as a part of a liberal arts education during the Middle Ages and Renaissance.

The art of public speaking was first developed¹ by the ancient Greeks. Greek oration is known from the works of classical antiquity. Greek orators spoke, on their own behalf rather as representatives of either a client or a constituency, and so any citizen who wished to succeed in court, in politics, or in social life had to learn techniques of public speaking. These skills were taught first by a group of self-styled "sophists" who were known to charge fees, to "make the weaker argument the stronger," and to make their students "better" through instruction in excellence. Plato, Aristotle, and Socrates all developed theories of public speaking in opposition to the Sophists, and their ideas took on institutional form through the development of permanent schools where public speaking was taught. Though Greece eventually lost political sovereignty, the Greek culture of training in public speaking was adopted virtually wholesale by the Romans.

The objectives of a public speaker's presentation can range from simply transmitting information, to motivating people to act, to simply telling a story. Professional public speakers often engage in ongoing training and education to refine their craft. This may include seeking guidance to improve their speaking skills—such as learning better storytelling techniques, for example, or learning

how to effectively use humor as a communication tool—as well as continuous research in their topic area of focus.

People who speak publicly in a professional capacity are paid a speaking fee. Professional public speakers may include ex-politicians, sports stars and other public figures. In the case of high profile personalities, the sum can be extraordinary.

The common fear of public speaking is called glossophobia (or, informally, "stage fright"), although many people simply confuse normal nerves and anxiety with a genuine phobia.

Public speaking and oration are sometimes considered some of the most importantly valued skills that an individual can possess. This skill can be used for almost anything. Most great speakers have a natural ability to display the skills and effectiveness that can help to engage and move an audience for whatever purpose. Language and rhetoric use are among two of the most important aspects of public speaking and interpersonal communication. Having knowledge and understanding of the use and purpose of communication can help to make a more effective speaker communicate their message in an effectual way.

'The soul of delivery is in the manful assertion of the orator's personality, in the revelation of the high purpose by which he is actuated, in the profound conviction of the truth of his course, in the firm resolve to establish it, in the dauntless spirit that faces all obstacles, and, conquering them, sweeps onward to the desired goal.'

Leaders such as Martin Luther King, Jr., Winston Churchill, and Sukarno are notable examples of effective orators who used oratory to have a significant impact on society. The speeches of politicians are often widely analyzed by both their supporters and detractors.

Some of the greatest examples of public speaking are well known and studied years after the speech was delivered. Examples are Pericles' funeral oration in 427 B.C.E. over the dead of the Peloponnesian War; Abraham Lincoln's Gettysburg Address in 1863, soon after Sojourner Truth's identification of racial problem in "Ain't I a Woman?" and Mahatma Gandhi's message of nonviolent resistance in India, inspiring Martin Luther King, Jr.'s "I Have a Dream" speech at the Washington Monument in 1963.

Here are ten tips crucial to public speaking:

- 1. Know your material.** Pick a topic you are interested in. Know more about it than you include in your speech. Use humor, personal stories and conversational language – that way you won't easily forget what to say.
- 2. Practice. Practice. Practice!** Rehearse out loud with all equipment you plan on using. Revise as necessary. Work to control filler words; Practice, pause and breathe. Practice with a timer and allow time for the unexpected.
- 3. Know the audience.** Greet some of the audience members as they arrive. It's easier to speak to a group of friends than to strangers.
- 4. Know the room.** Arrive early, walk around the speaking area and practice using the microphone and any visual aids.
- 5. Relax.** Begin by addressing the audience. It buys you time and calms your nerves. Pause, smile and count to three before saying anything. ("One one-thousand, two one-thousand, three one-thousand. Pause. Begin.") Transform nervous energy into enthusiasm.
- 6. Visualize yourself giving your speech.** Imagine yourself speaking, your voice loud, clear and confident. Visualize the audience clapping – it will boost your confidence.
- 7. Realize that people want you to succeed.** Audiences want you to be interesting, stimulating, informative and entertaining. They're rooting for you.
- 8. Don't apologize** for any nervousness or problem – the audience probably never noticed it.
- 9. Concentrate on the message – not the medium.** Focus your attention away from your own anxieties and concentrate on your message and your audience.
- 10. Gain experience.** Mainly, your speech should represent *you* — as an authority and as a person. Experience builds confidence, which is the key to effective speaking. A Toastmasters club can provide the experience you need in a safe and friendly environment.

1.2 QUALITIES OF ORATORY: Great orators take to the stage, giving a speech with a deep, booming voice and a commanding presence. A great oratory speech covers a wide range of topics that can persuade, inform and even argue a point of view. A well-organized speech that also includes great visuals makes a speech more interesting and engaging. Beginning with these topics helps to get

people thinking about material for a good and memorable speech.

The power of the spoken word is undeniable. At all the great crisis and hinges in history, we find great speeches which swayed the outcome. Great speeches have motivated citizens to fight injustice, throw off tyranny, and lay down their life for a worthy cause. Words have drawn meaning out of tragedy, comforted those who mourn, and memorialized events with the dignity and solemnity they deserved. Words can move people to risk life and limb, shed tears, laugh out loud, recommit to virtue, change their life, or feel patriotic. By weaving and spinning words into great tapestries of art, a man can wield an almost god-like power. Of course, even the most malicious leaders have known this and sought diligently to hone this skill for nefarious purposes. The power of speech can be used for good or evil and comes with great responsibility. Those who uphold virtue and goodness must be prepared to speak as masterfully as those who seductively and smoothly seek to convince the public to abandon its values and principles.

What is oratory?

All oratory is public speaking, but not all public speaking is oratory. A teacher's lecture, the best man's speech, a political candidate's stump speech, all of these things are not necessarily oratory, but they can be elevated to that status. If public speaking is fast food, oratory is a gourmet meal. Not in pretentiousness or inaccessibility, but in the fact that **oratory exists above the ordinary; it is prepared with passion, infused with creativity, and masterfully crafted to offer a sublime experience.**

Oratory seeks to convince the listener of something, whether that is to accept a certain definition of freedom or simply of the fact that the recently deceased was a person worthy to be mourned.

Oratory has been called the highest art for it encompasses all other disciplines. It requires knowledge of literature, the ability to construct prose, and an ear for rhythm, harmony and musicality. **Oratory is not mere speaking, but speech that appeals to our noblest sentiments, animates our souls, stirs passions and emotions, and inspires virtuous action.** It is often at its finest when fostered during times of tragedy, pain, crisis, fear, and turmoil. In these situations it serves as a light, a guide to those who cannot themselves make sense of the chaos and look to a leader to point the way.

While most men will never summon troops into battle or debate a Congressional bill, every man should strive to be a great orator. Whether it is giving the best man speech, arguing against a policy at a city council, making a proposal at work, or giving a eulogy, you will be asked to publicly speak at least a few times in your life. Don't be a man that shakes and shudders at that thought. Be a man who welcomes, nay, relishes the opportunity to move and inspire people with the power of his words. When a speaking opportunity arises, be the guy everyone thinks of first.

Being a great orator takes work. You must do the following thing if you wish to master the craft:

Practice, practice, practice:

The great myth perpetuated about public speaking is that talent in this area is inherent and inborn and cannot be learned. But our manly forbearers knew better. The great orators of the world from Cicero to Rockne practiced the art of oratory with resolute single-mindedness.

Demosthenes exemplified this drive particularly well. As he was a child he was weak and awkward in both body and speech. But he determined that he would become a great orator. Like TR, he built up his body with vigorous exercise. And he did a series of unusual tactics to hone his speaking skills. He would go to the ocean and attempt to recite orations louder than the waves. He then isolated himself in a cave to put full focus on the attainment of his goal.

In order to avoid being tempted to leave the cave before he had mastered the art of oratory, he shaved half his head bald, knowing he would be subjected to ridicule were he to show his face in that state. In an attempt to improve his enunciation, he recited speeches while his mouth was filled with pebbles. He daily practiced his speaking in front of a mirror, improving any defect in his delivery or bodily movements. Finally, he had a nervous tic of raising one shoulder while he spoke. So to correct this, he hung a sword above that shoulder which would cut him were he to raise the shoulder. His work paid off handsomely; he became the one of the greatest orators of all time.

Study all the arts

“In an orator, the acuteness of the logicians, the wisdom of the philosophers, the language almost of poetry, the memory of lawyers, the voice of tragedians, the gesture almost of the best actors, is required. Nothing therefore is more rarely found among mankind than a consummate orator.” -Cicero

In order to appeal to noblest and finest sentiments within your audience, your speeches must be filled with allusions to the greatest characters, events, and artistic expressions of history. Oratory thus combines all of the arts into one expression. You must keep abreast of current events and study human nature, religion, science, literature, and poetry. Read the newspaper. Watch great films. Read at least a paragraph of great literature each day. **Do not simply frequent blogs and media sources that flatter your pre-existing view points!** A great orator must be aware of the counterarguments your critics will raise and deftly address and defuse them before anyone else has the chance to.

Immerse yourself in great oratory

Take as your coaches and mentors all the great orators of the past. **Read their speeches.** Study the way in which they constructed their sentences, how the placement and arrangement of words builds rhythm, how the choice of words and stories creates vivid imagery. Examine how each line flows into the next, how the lines are distinct and yet together compose a cohesive, unified whole. **Listen to great speeches.** Listen to where the orators pause for effect, where their voice rises and falls. Ponder what makes certain sections electrifying and other parts captivating.