



Public Speaking. Art and Technique.

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Index

Prologue. Introduction. 1. Public Speaking. 2. Context and aims. 3. Ways of presenting oneself. 4. Speaker and audience. 5. Content and structure. 6. Argumentation. 7. Preparation and trial. 8. Nervousness. 9. Starting out. 10. Voice. 11. Language and vocabulary. 12. The listeners. 13. Pauses and moments of silence. 14. Questions. 15. Non-verbal communication. 16. Examples, anecdotes, humour. 17. Audio-visual support. 18. Time control. 19. Conclusion. 20. Final advice. Annexe. Resources in oratory. Bibliography.

Contents

The command of public speaking is nowadays fundamental to academic and professional success. There are many occasions on which we must address a group of people. The simple idea of having to do it can cause great anxiety: nervousness, palpitations, fear of being held up to ridicule...

The knowledge of the contents to be delivered does not ensure a successful exposition in public. This book offers a simple, practical, and motivating guide which starts from the theoretical study of public speech and the analysis of the practice of rhetoric. It contributes ideas, advice, resources and strategies in order to structure the content, to hold your nerve, to prepare and practice the speech, to adequate your language, voice and gestures, and to use humour. It helps us to gain security, confidence and power of persuasion.

Speaking in public must not be understood as a compromising task which we must carry out as soon as possible. It should be considered a privilege and an opportunity to be heard and to share our experience, our knowledge, as well as our opinions.

The author places special emphasis on the necessity to adopt a positive attitude, to prepare and practise the exposition, and to give more importance to the listeners than to ourselves. It is the audience and the message which should be given due prominence. We must learn how to encourage an interest in participation and how to make and answer questions effectively. The techniques exposed must be adapted to the context and characteristics of the audience, but above all must be adapted to the speaker's own personal style.

This book helps us discover abilities which perhaps we thought we would never have. It helps us avoid errors, improve ourselves, and strengthen our style. Also it encourages us to develop our critical awareness in a positive way, to observe and analyze other presentations, and to continue perfecting our speaking skills.

Author

Guillermo Ballenato Prieto. He graduated in Psychology from the Complutense University of Madrid. He specialized in Pedagogy and Training, Clinical Psychology and Industrial Psychology. He is in charge of the Program of Personal Improvement and the Consultant's Office of Study Techniques at Carlos III University of Madrid. He gives training in Humanities, Human Resources and various Master's degrees. He has also collaborated with the ONCE (Spanish National Organization for the Blind) in Programs of Psychosocial Support. He writes articles for several publications, and gives courses and talks on Communication, Public Speaking, Time Management, Teamwork, Study Techniques, Personal Development, Training of Trainers, Creativity, and School of Parents.

Readers

This book is highly recommended for those people who wish to improve their ability to communicate in public, thus obtaining greater effectiveness when presenting projects, exposing pieces of work, giving talks or training, doing oral examinations, presenting and selling products, etc.