Public Speaking

Compiled By:

Carolina Pakpahan, S.Pd., M.Pd.

Hendro Siswoko Putro, S.S.

UNIVERSITAS HKBP NOMMENSEN

PREFACE

Esteemed Readers,

We extend our sincerest greetings as we introduce this distinguished work on the art of public speaking. Within these pages lies a comprehensive guide meticulously crafted to elevate your proficiency as a skilled and confident orator.

The ability to communicate effectively in public is a hallmark of influential leaders and esteemed professionals. This module endeavors to furnish you with the requisite knowledge and expertise to excel in the realm of public speaking.

Drawing upon an amalgamation of research, experience, and expert insights, our intention is to empower you to command the stage with grace and authority. Whether you are a novice seeking to overcome stage anxiety or an accomplished speaker seeking further refinement, this tome is tailored to suit your unique aspirations.

Indulge in a wealth of invaluable advice, time-tested techniques, and strategies to compose compelling speeches, engross your audience, and leave an indelible impression. Additionally, we address unforeseen contingencies that might arise, equipping you with the fortitude to navigate any challenge with aplomb.

We extend our utmost gratitude for embarking on this transformative journey with us. May this tome serve as your steadfast companion, propelling you towards mastery in the noble art of public speaking.

With utmost respect,

The Authors

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1. PUBLIC SPEAKING

Public speaking refers to the act of delivering a speech or presentation to a live audience. According to Mufanti et.al., (2017:1) "Public speaking is oral communication spoken in front of large people that combines the skill of speaking and the art of speaking." It is a form of communication where a person, known as the speaker, addresses a group of people in a formal or semi-formal setting. Public speaking can take place in various environments, such as conferences, seminars, workshops, classrooms, business meetings, political rallies, or even casual gatherings.

The main objectives of public speaking are to inform, persuade, inspire, or entertain the audience. Public speakers often have a specific purpose or message they want to convey, and they use various techniques to engage the audience and make their speech impactful.
Effective public speaking involves not only delivering the content clearly and concisely but also using body language, vocal tone, and visual aids to enhance the message and capture the audience's attention. Confidence, poise, and the ability to connect with the audience are essential traits of a successful public speaker.

Public speaking skills are valuable in many aspects of life, including professional and personal settings. It can help individuals advance in their careers, build leadership abilities, influence others, and foster strong communication skills. However, for some people, public speaking can be a source of anxiety, and overcoming the fear of speaking in front of a large group may require practice, preparation, and experience.

A. General Communication Skills of Public Speaking

Since public speaking is the process of communication between speaker and audiences in every form of communication in public, a speaker needs to consider some items in communication to make it flow and convenient. This will determine the process of communication in public speaking.

1. Articulation

Effective articulation is essential for clear communication and engaging the audience. Articulation refers to how well the speaker pronounces and enunciates his words. Unclear pronunciation will make the audiences difficult in understanding the speech or words delivered. Thus, here are some articulation techniques that can help improve the skills as a public speaker:

a. Pronunciation

Pronunciation is the way in which words or sounds are spoken or articulated in a particular language. It refers to the correct and accurate production of the sounds, stress, intonation, and rhythm of words within a language. Proper pronunciation is essential for effective communication, as it ensures that others can understand what is being said.

In communication, pronunciation is one of the essential items in public speaking. Ensuring that the pronounce words correctly. Practicing some difficult words or names that might appear in the event avoids stumbling during the announcements.

b. Enunciation

Enunciation refers to the act of articulating or pronouncing words and sounds clearly and distinctly. It involves speaking with precision and accuracy and makes each syllable and consonant sound intelligible and understandable to the listener. By focusing on clear and precise enunciation of each word, the speaker may avoid mumbling or speaking too quickly as this can make it difficult for the audience to understand him.

c. Vocal Practice

Vocal practice refers to exercises and techniques aimed at improving and developing one's voice, particularly in terms of clarity, range, power, and overall vocal performance. Vocal practice is essential for singers, public speakers, actors, and anyone who wants to enhance their vocal abilities and communication skills. Vocal practice can be conducted by doing breathing exercise and clearing articulation.

ercises to gently prepare the vocal cords.

d. Articulate Consonants

Consonants are a group of speech sounds produced by obstructing or restricting the airflow from the vocal cords using the tongue, lips, teeth, or other parts of the mouth. Unlike vowels, which are produced with an open vocal tract, consonants involve some form of constriction or closure, resulting in more defined and distinguishable sounds.

Pay attention to consonant sounds, such as "t," "p," "k," "d" ect. Articulating these sounds crisply can enhance the overall speech clarity.

e. Tongue Twisters

A tongue twister is a phrase or sentence that is difficult to articulate quickly and accurately, especially when repeated rapidly. These phrases often contain a sequence of

similar sounds or a combination of challenging consonants and vowels, making them tricky to say without stumbling or tripping over the words. Tongue twisters are great exercises to improve the articulation. Regularly practice tongue twisters to enhance the speech precision and dexterity.

f. Focus on Diction

Diction refers to the style or manner of speaking and the choice of words and phrases used by a person when communicating. It is a crucial aspect of effective verbal communication, encompassing pronunciation, enunciation, and the use of appropriate vocabulary and language.

Clear and precise diction is essential for conveying messages accurately and being understood by the intended audience. It involves articulating words and sounds distinctly and avoiding mumbling or slurring. Good diction ensures that the listener can comprehend the speaker's intended meaning without confusion or misinterpretation.
Diction can vary depending on the context and the audience. For formal situations, such as public speaking, presentations, or professional settings, it is essential to use proper and formal language. In more casual or familiar environments, diction may be more relaxed and informal.

In addition to spoken language, diction also applies to written language. Good writing diction involves choosing the most appropriate words and expressions to convey ideas effectively, taking into account the tone, audience, and purpose of the written communication.

In summary, diction encompasses all aspects of verbal and written communication that contribute to clarity, precision, and appropriateness in language use. Mastering diction is essential for effective communication and is a skill that can be developed and refined with practice and awareness. Diction involves the choice and pronunciation of words. Use words that are appropriate for the audience and event, and be mindful of regional accents or colloquialisms that might affect clarity.

g. Mic Techniques

Mic techniques are essential for effective public speaking. Maintain an appropriate distance from the microphone to prevent distortion or muffled sound. Speak clearly and directly into the mic to ensure the voice carries well. Avoid extreme volume

changes and handle the mic with care to prevent unwanted noise. Familiarize with the mic's features, such as on/off switches, to control when being amplified. Practice using the mic in rehearsals to become comfortable and confident during the actual presentation. Good mic technique helps ensure the message reaches the audience clearly and enhances the overall public speaking performance.

2. **Intonation**

Intonation is an essential technique used by a public speaker to add meaning, emotion, and emphasis to their speech. It refers to the rise and fall of pitch or tone in spoken language. Proper intonation can greatly enhance the delivery of the message and engage the audience more effectively. Here are some key aspects of using intonation as a speaker:

a. **Convey Emotions**

Intonation allows a public speaker to express emotions in his speech, such as excitement, enthusiasm, or empathy. Varying the pitch and tone can make the announcements and interactions more dynamic and engaging. This will affect the effect of the words or speech to communicate in public speaking to the audiences.

b. **Emphasize Important Points**

By raising the pitch or volume of the voice, a public speaker can highlight key information or important announcements. This helps the audience pay attention to crucial details. Thus, a public speaker needs to pay attention on the crucial points on his speech to deliver.

c. **Avoid Monotone**

Sometimes the audiences have less attention to the speakers or the speech. Speaking with a monotone voice, where the pitch remains flat and unchanged, can make the delivery sound dull and uninteresting and make the speaker loss the power of delivery. Therefore, the speaker should incorporate natural fluctuations in pitch to keep the audience captivated.

3. **Pace**

A public speaker sometimes speaks very fast or very slow which can make his speech difficult to catch and dull. Thus, he should pay attention on his pace delivered well. Pace refers to the speed or rhythm at which a speaker delivers his speech or conducts the

event. Managing the pace is a crucial technique that can significantly influence the audience's engagement, understanding, and overall experience. To improve how to manage the pace in public speaking, the public speaker may apply several aspects in the following:

    a. **Varying Pace**

A skilled public speaker knows when to vary the pace of their speech. Different parts of the event may require different speeds. For instance, announcements might be delivered at a moderate pace, while exciting segments might be delivered with increased energy and quicker pace.

    b. **Pacing Transitions**

Transitions refer to the smooth and seamless connections between different parts or segments of a speech or presentation. These are the bridges that link one idea or topic to another, helping the audience follow the flow of the presentation and understand how each part relates to the overall message. Effective transitions enhance the coherence and organization of the speech, making it easier for the audience to grasp the information and stay engaged throughout. Using pace strategically to smoothly transition between different segments of the event is necessary in public speaking. A moderate pace during transitions can help maintain continuity and avoid abrupt changes.

    c. **Pause for Effect**

Integrate pauses strategically during the speech to give the audience time to absorb information or to emphasize key points. Pausing can also create anticipation and draw attention to upcoming announcements or performances.

4. **Body Language**

A public speaker should both language (verbal communication) and body language (nonverbal communication) since they are crucial factors that determine the effectiveness in presenting an event and engaging the audience. It plays a significant role in how the audience perceives and interprets a speaker's message. It refers to the nonverbal cues and signals that speakers convey through their physical movements, gestures, postures, and facial expressions during a presentation. There are some aspects of body language which need to consider:

a. Eye Contact

Eye contact is a critical aspect of public speaking, as it directly influences the connection between the speaker and the audience. It involves looking directly into the eyes of individual audience members or scanning the room to engage with various listeners. Establishing and maintaining appropriate eye contact during a speech has several benefits. Eye contact conveys confidence, sincerity, and a connection with individual attendees.

b. Facial expressions

Facial expressions are a powerful form of nonverbal communication in public speaking. They involve using various facial movements and gestures to convey emotions, attitudes, and reactions during a speech or presentation. Effective use of facial expressions can significantly enhance the impact of a speaker's message and create a stronger connection with the audience.

c. Posture

Although it is not quite crucial, sometimes posture plays an important role for a speaker to show his performance. It may enhance the connection of the audience and make good first impression. A confident and open posture exudes professionalism and authority as a public speaker.

d. Movement

Moving in public speaking refers to using purposeful and controlled body movements while delivering a speech or presentation. Effective movement can enhance the message, engage the audience, and add emphasis to key points. However, it is essential to strike a balance and avoid excessive or distracting movements. Moving purposefully and with ease on the stage and avoiding excessive pacing or fidgeting should be considered as it can be distracting to the audience.

e. Mirroring

Mirroring in public speaking is the practice of subtly imitating the body language, gestures, and expressions of the audience to establish rapport and create a sense of connection. This technique is based on the concept that people are more likely to feel comfortable and receptive towards someone who displays similar non-verbal cues as themselves.

The idea of mirroring is derived from the field of psychology, particularly from the concept of "mirroring and matching" in Neuro-Linguistic Programming (NLP). NLP suggests that by mirroring and matching the behavior of others, you can build trust and establish better communication. This activity may help speaker to engage with the audiences.

f. Expression

Expression in public speaking is the way a speaker conveys emotions, passion, enthusiasm, and authenticity through their verbal and non-verbal communication. It involves using your voice, facial expressions, gestures, and body language to effectively convey your message and connect with your audience. Effective expression is a key element of engaging and impactful public speaking.

B. Problem of Speech in Public Speaking

Public speaking can be a challenging task, and many individuals face various problems when delivering speeches in front of an audience which make some people are reluctant to speak in public. Some common problems of speech in public speaking include:

1. Stage fright or fear of public speaking

This is one of the most common problems, known as glossophobia. It leads to nervousness, trembling, sweating, and an overall feeling of anxiety, making it difficult for the speaker to communicate effectively. This will lack the confidence of the speaker before speaking which will lead to a less impactful speech.

2. Poor organization

Poor organization in public speaking can significantly impact the effectiveness of the message and lead to confusion or disengagement among the audience. It is crucial to have a well-structured and organized speech to ensure that your ideas flow logically and coherently. Thus, a speaker may struggle to structure their speech coherently, leading to confusion among the audience and difficulty in conveying the intended message.

3. Unclear delivery

Unclear delivery in public speaking can hinder the audience's understanding and engagement with the message. It can stem from various factors, such as poor articulation, speaking too fast or too softly, using complex language, or lack of organization. When a

speaker does not enunciate or articulate their words clearly, the audience may find it challenging to understand the message, leading to disengagement.

4. Monotone voice and lack of eye contact

A lack of vocal variety, where the speaker maintains the same tone throughout the speech, can make the presentation dull and uninspiring. Moreover, lack of eye contact in public speaking can significantly diminish the effectiveness of the message and engagement with the audience.

2. SPEECH

A. Speech

Speech refers to the verbal communication method used by humans to express their thoughts, ideas, and emotions using spoken words. It is a primary mode of human communication and plays a crucial role in social interaction, information exchange, and conveying complex messages. It involves the production of sounds through the vocal organs, such as the lungs, larynx, vocal cords, and articulators (tongue, lips, teeth, etc.). These organs work together to create and shape sounds, which are then combined to form words, phrases, sentences, and ultimately meaningful speech.

Speech encompasses various elements, including phonemes (distinct speech sounds), intonation (melodic patterns and stress), rhythm (temporal patterns), and prosody (expressive features like pitch, volume, and timing). It is a highly flexible and dynamic form of communication that allows individuals to convey a wide range of information, including ideas, opinions, instructions, narratives, and emotions.

Speech is not limited to a single language, as different cultures and communities have their own unique languages and dialects. Through speech, humans can express their thoughts and connect with others, enabling the transmission of knowledge, the formation of social bonds, and the coordination of collective actions

1. Types of Speech

a. Informative Speech

Informative speech aims to educate and inform the audience, (Gareis, 2006). Based on the statement, it could be concluded that, an informative speech is a type of public speaking that aims to educate or provide information to the audience about a specific topic. The primary goal of an informative speech is to convey factual and accurate information in a clear, organized, and engaging manner. Unlike persuasive speeches that seek to persuade or convince the audience to adopt a particular viewpoint, informative speeches focus on presenting objective information. These speeches focus on educating the audience and enhancing their understanding of the subject matter.

b. Persuasive Speech

A persuasive speech is a type of public speaking that aims to influence or persuade the audience to adopt the speaker's viewpoint, beliefs, or opinions on a

particular topic. Moreover. Gareis (2006) states persuasive speech is delivered to give the audiences influencing information about an issue. Unlike informative speeches that focus on presenting objective information, persuasive speeches seek to sway the audience's attitudes, beliefs, and behaviors through the use of compelling arguments, emotional appeals, and persuasive techniques. The speaker presents arguments, evidence, and reasoning to sway the audience's beliefs or attitudes on a particular topic.

c. Demonstrative Speech

A demonstrative speech is a type of public speaking that involves demonstrating or showing the audience how to do something or how a process works. Furthermore, Gareis (2006) informs that demonstration speech is a type of speech delivered to show how something works or how something is done. The primary goal of a demonstrative speech is to teach the audience a specific skill, explain a process, or provide step-by-step instructions on completing a task. Unlike informative speeches that convey objective information, demonstrative speeches are more practical and hands-on, as they involve physical demonstrations or visual aids. Visual aids and props are often used to enhance understanding.

d. Debate Speech

A debate speech is a type of public speaking that occurs during a formal debate. It is a structured presentation delivered by a debater to argue in favor of their team's position (affirmative or negative) on a specific topic. Debates are commonly organized in academic settings, competitions, or professional environments and serve as a platform for participants to present and defend their arguments on a given proposition.

In a debate, there are usually two opposing teams: the affirmative team, which supports the proposition or resolution, and the negative team, which opposes it. Each team presents their arguments and tries to convince the judges or audience that their position is the most valid and persuasive. Debate speeches are typically timed and follow a specific format, which may vary depending on the type of debate and the organizing rules.

e. Commencement Speech

A commencement speech is a traditional speech given at graduation ceremonies in educational institutions like universities, colleges, high schools, and sometimes even

elementary schools. It is typically delivered by a notable guest, such as a distinguished alum, a prominent figure, a successful professional, or a well-known public speaker. The purpose of a commencement speech is to inspire and motivate the graduating class as they embark on the next phase of their lives and careers.

2. Speech Making Process

The process of speechmaking involves several key steps that help in preparing, organizing, and delivering an effective speech. It is very crucial in making speech successful in a public speaking. Here's a breakdown of the typical speechmaking process:

a. Determining the Purpose and Audience

Identify the purpose of the speech

Determine whether the speech is meant to inform, persuade, entertain, or inspire the audience. The goals of speech play important role in the process of delivery to the audience. This may help a public speaker find the effectiveness of the speech.

Analyze the audience

Audience is an important aspect of speech now that it will determine the effectiveness of the speech. Consider the demographics, interests, knowledge level, and expectations of the audience to tailor the speech to their needs.

Selecting a Topic

Choosing a topic that aligns with the purpose and audience is also necessary. The exact topic will support the interest of the audience in listening to the speaker. In addition, selecting a topic is passionate about and has sufficient knowledge and expertise in.

b. Conducting Research

Gathering information and research relevant to the topic needs to be conducted. A public speaker will gain a lot of input and knowledge which will make them more prepared. Moreover, using reliable sources such as books, academic journals, reputable websites, or expert interviews to support the speech with accurate and credible information is suggested.

c. Organizing the Speech

In preparing their speech, a public speaker should organize the speech they are gitn to deliver. He can structure the speech by organizing the main points, sub-points, and

supporting evidence or examples. The text consists of introduction, body, and conclusion (Gareis, 2006; Lucas, 2009). This is the brief structure of the speech:

1) Introduction

Begin with a compelling opening that grabs the audience's attention, introduce the topic, establish the credibility and provide a clear thesis statement.

a) Grabbing attention

It is necessary in starting the speech. A speaker may begin with his speech with a strong opening that captures the audience's attention and sparks their interest. This can be done through a compelling story, a surprising fact, a provocative question, or a relevant quote.

b) Introducing the topic

Introducing the topic in a speech is a critical moment that sets the tone for the rest of the speech. A strong introduction should capture the audience's attention, provide context for the topic, and establish the credibility of the speaker. Thus, the audiences will understand what will be delivered on the speech.

c) Establish credibility

Another important aspect of introduction is sharing the qualifications, expertise of the speaker or personal connection to the topic to establish credibility with the audience. This will build the trust of the audiences to listen to the speaker in his speech.

d) Preview main points

Previewing the main points in public speaking is an essential technique to help the audience understand the structure of the speech and follow the presentation more easily. It provides a roadmap of what's to come and helps them stay engaged throughout.

Example: "Imagine a world where clean energy is abundant, sustainable, and accessible to all. Today, I want to discuss the importance of renewable energy sources, the benefits they offer, and the steps we can take to transition to a cleaner and greener future."

2) **Body**

In this part, main points, supporting evidence, and logical arguments are presented. Each main point should be supported by relevant examples, statistics, or anecdotes. Furthermore, it is necessary to

a) **Organizing main points**

Arranging the main points in a logical and coherent manner will support the speech flow well. Each main point should be a separate section of the speech and should support the thesis or central idea.

b) **Providing supporting evidence**

It provides a roadmap of what's to come and helps them stay engaged throughout. Back up the main points with relevant evidence, such as statistics, research findings, expert opinions, or real-life examples. Supporting evidence contains fact which lead the audience give more trust to the speaker.

Body Example:

Main Point 1

- The Environmental Benefits of Renewable Energy

Supporting Evidence

- Statistics on reduced carbon emissions and air pollution.

Example

- Highlight a successful case study of a city transitioning to renewable energy and the positive environmental impact.

Main Point 2

- Economic Advantages of Renewable Energy

Supporting Evidence

- Data on job creation and economic growth in the renewable energy sector.

Example

- Showcase a company's success story that thrived by adopting renewable energy practices.

Main Point 3

- Steps to Promote Renewable Energy Adoption

Supporting Evidence

- Policy initiatives, government incentives, and community involvement.

Example

- Discuss a community-led project that encouraged widespread adoption of solar panels and its positive effects on energy consumption.

c) **Transitions**

Transitions in a speech are essential for maintaining the flow and coherence of the presentation. They help guide the audience from one idea to another smoothly and make the speech more engaging. There are several transitions in speech which could be used as follows:

1. Sequential transitions

   These transitions indicate a chronological or step-by-step progression of ideas.

   Example:

   "Now that we've discussed the causes of climate change, let's move on to its effects on our environment."

2. Contrast transitions

   These transitions are used when shifting from one idea to its opposite or a conflicting viewpoint.

   Example:

   "While some people believe that social media has brought us closer together, others argue that it has led to increased social isolation."

3. Comparison transitions

   It is used when a speaker wants to draw parallels or similarities between two ideas.

   Example:

   "Just as a skilled conductor leads a symphony orchestra, effective leadership is essential for a successful team."

4. Cause-and-effect transitions

   These transitions explain the relationship between cause and effect.

   Example

   "Rising temperatures have led to more frequent and severe natural disasters."

5. Illustration transitions

These transitions provide examples or evidence to support the points.

Example:

"For instance, research has shown that regular exercise can significantly improve mental health."

6. Summary transitions

To summarize the main points or ideas before moving on to the next section of the speech, these transitions are applied.

Example:

"To recap, we've discussed the benefits of renewable energy sources, now let's explore their implementation on a larger scale."

d) Conclusion

In this part, the speaker may summarize the main points, restate the thesis, and end with a memorable closing statement or call to action. For details explanation, those will be explained below:

a) Summarizing main points

Provide a concise summary of the main points discussed in the body of the speech. Reinforce the key ideas that you want the audience to remember.

b) Restate thesis or central idea

Remind the audience of the central message of the speech and reinforce its importance.

c) Closing statement

End with a memorable closing statement, call to action, or thought-provoking remark that leaves a lasting impression on the audience.

Example:

"In conclusion, renewable energy sources offer a multitude of benefits for our environment, economy, and future generations. By embracing renewable energy and taking proactive steps at individual, community, and global levels, we can pave the way for a cleaner and more sustainable world. Let's make a commitment today to embrace renewable energy and build a brighter future for all."

e) **Developing Supporting Materials**

Developing supporting materials in a speech is essential to strengthen the message and engage the audience effectively. Supporting materials can include examples, statistics, anecdotes, visuals, and other relevant information that add credibility and depth to the speech. There are several items for developing supporting material such as:

1) **Using visual aids**

Using visual aids in a speech is an effective way to enhance the presentation, engage the audience, and clarify complex information. Visual aids can take various forms, such as slides, charts, graphs, images, videos, props, or handouts. When used appropriately, visual aids can significantly improve the effectiveness of the speech. Creating or gathering visual aids enhance the audience's understanding and engagement attraction the audience's enhancement.

2) **Incorporate stories or anecdotes**

Incorporating personal stories in a speech can be a highly effective way to connect with the audiences. It also creates more relatable message, and leave a lasting impact. Personal stories add authenticity and emotion to the presentation, making it more memorable and engaging. Apart from personal stories, an anecdote can be considered by a public speaker. An anecdote is a short, personal story or a brief account of an interesting or humorous incident. Anecdotes are a powerful tool in public speaking as they can engage the audience, add credibility to the message, and make complex ideas more relatable. Therefore, a public speaker is suggested to add personal stories or anecdote to support his speech.

3) **Use persuasive techniques**

Persuasion in public speaking is a powerful communication skill that aims to influence the beliefs, attitudes, and behaviors of the audience. A public speaker with persuasion skill may have more impactful speech in changing the audience's mind, attitude or act.

3. PERSUASION & NEURO LINGUISTIC PROGRAMMING

A. Persuasion

Persuasion generally can be defined as a way to change the people's mind. Furthermore, according to Perloff (2003) 'Persuasion is a symbolic process in which communicators try to convince other people to change their attitudes or behavior regarding an issue through the transmission of a message, in an atmosphere of free choice.' Moreover, Purnawan (2002:15) also defined persuasion as 'process of influencing others, or to make people's attitude change as we want by communication system'. This means that persuasion is used to influence the people's mind. A speaker needs to make his objects believe to do something. Hence, from persuasion process, the people as the objects of persuasion will be convinced to do something we order by their consciousness without any force. In communication process, there are many examples of persuasions used by the speakers to change people's mind. For example, an advertiser convinces his consumers to purchase his product by using persuasion.

1. Factors Determining Persuasion

Persuasion is the process of influencing someone's beliefs, attitudes, or behaviors through communication. Several factors play a crucial role in determining the effectiveness of persuasion. For detail explanation about the factors determining persuasion, we can check in the following:

a. Credibility

Credibility in persuasion refers to the perceived trustworthiness, expertise, and reliability of the speaker by the audience. According to Infante et al. (1997), if people have our best interest in mind, we can perceive them as having good character. It is a crucial factor that influences how effectively a speaker can persuade others to accept their message, adopt their viewpoint, or take a particular course of action. Credibility is essential because people are more likely to be persuaded by someone they trust and believe is knowledgeable on the subject matter.

b. Emotional appeal

Emotional appeal, also known as pathos, is a persuasive factor that aims to evoke emotions in the audience to influence their beliefs, attitudes, and behaviors. This factor recognizes that people are often swayed by their feelings and personal connections, making emotional appeals a powerful factor in persuasion. Emotions can strongly

influence persuasion. Messages that evoke strong emotions like fear, joy, anger, or empathy are often more persuasive. Emotional appeals can create a personal connection with the audience and make the message more memorable.

c. Message content

The content of the persuasive message is essential. It should be well-structured, clear, and focused on the audience's needs and interests. Including strong arguments, evidence, and examples can enhance the persuasiveness of the message. In persuasion, the content of the message plays a critical role in influencing the audience's beliefs, attitudes, and behaviors. Crafting persuasive message content requires careful consideration of the audience, the purpose of the message, and the desired outcome.

d. Audience characteristics

The characteristics of the audience, such as their beliefs, attitudes, values, and prior knowledge, can significantly influence persuasion. When crafting persuasive communication, it is essential to consider these audience characteristics to tailor the message effectively and increase the chances of successful persuasion.

e. Source attractiveness

Source attractiveness is a persuasive factor that focuses on the perceived attractiveness or likability of the source delivering the message. It suggests that people are more likely to be persuaded by individuals they find appealing or credible. This concept is an important factor in the field of social psychology and marketing. People may be more receptive to messages delivered by individuals they find likable, relatable, or physically appealing.

f. Social proof

People are often influenced by the actions and opinions of others. Social proof, such as testimonials, endorsements, or statistics on how many people are already doing something, can enhance persuasion. Social proof is a powerful factor of persuasion that relies on the idea that people tend to follow the actions and behaviors of others, especially in uncertain or ambiguous situations. It is a psychological phenomenon where individuals look to the behavior of others to determine how they should behave or what choices they should make. Social proof can significantly influence people's decisions and actions, and

it is widely used in marketing, advertising, and various forms of persuasive communication.

g. Scarcity and urgency

Scarcity and urgency are persuasive factors that leverage the principles of limited availability and time sensitivity to influence people's decisions and actions. Both scarcity and urgency create a sense of pressure and fear of missing out, motivating individuals to take immediate action.

h. Consistency and commitment

Consistency and commitment are persuasive factors that leverage the principle of aligning individuals' actions with their beliefs and values. These factors are based on the idea that people have a natural tendency to act in ways that are consistent with their previous commitments and public statements. Once people make a commitment, either explicitly or implicitly, they are more likely to maintain that commitment and engage in behaviors that reinforce it.

i. Language and framing

Language and framing are powerful persuasion factors that influence how a message is presented and perceived. They involve shaping the communication in a way that appeals to the audience's emotions, beliefs, and values, increasing the likelihood of persuasion. Both language and framing can significantly impact how the audience interprets and responds to a message.

j. Timing

Timing is a crucial persuasion factor that involves delivering a message at the most opportune moment to maximize its impact and influence on the audience. The timing of a persuasive message can significantly affect how it is received and acted upon. Timing ensures that the message is delivered when it is most relevant to the audience's needs or interests. A well-timed message is more likely to resonate with the audience and address their current concerns.

2. **The Techniques of Persuasions**

To deliver persuasion, there are some techniques which a speaker needs to do. According to Keraf (2001:123-131), there are several techniques of persuasion. Those will be explained as follows:

1) **Rationalization**

It is using the basic mind process to give justification for a certain problem. Some problems are found usually can be the reason of thing, thus it can cause the justification of a persuader to support his persuasion. This technique is usually used to convince the people about the rightness of the persuasions itself for the problems. However, the rightness does not have absolute characteristic, it eases the process in persuading the people so that the reasons can be justified. The specific character of this technique is engaging the ratio or mind between both of persuader and people.

For example:

"Our nation is at war against a far-reaching network of violence and hatred. Our economy is badly weakened, a consequence of greed and irresponsibility on the part of some, but also our collective failure to make hard choices and prepare the nation for a new age. Homes have been lost, jobs shed, businesses shuttered. Our health care is too costly, our schools fail too many -- and each day brings further evidence that the ways we use energy strengthen our adversaries and threaten our planet." (Barrack Obama).

The reasons uttered by the speaker and become the justification to support his persuasion. By showing the reasons in the utterance, he wanted to show the current situation of the country in order to the persuasion can be achieved. Thus, the people will accept his reasons to follow him.

2) **Identification**

Persuasion attempts to make conflict circumstances and hesitancy. Thus, recognizing the circumstances of the people is required for a persuader. He needs to know whom he is talking to in transferring the message he will address. If the mind between persuader and target is not synchronous, it will have miscommunication in persuasion process even the targets do not understand the message. Identification technique can be done by giving question to the people about the current situation. Moreover, this technique will reduce the conflict situation in order to ensure the target to make persuasion runs well. This persuasion technique is usually also set the identity of persuader identified as the readers or people.

For instance:

> "For we know that our patchwork heritage is a strength, not a weakness. We are a nation of Christians and Muslims, Jews and Hindus, and non-believers. We are shaped by every language and culture, drawn from every end of this Earth" (Barrack Obama).

As identification the process of recognizing the circumstances of the participants, it should be done of each persuader. Therefore, the speaker attempted to understand the situation of the participants. He put himself upon the people by saying *we* it means that the country is not only for a certain people, but also the people living in the country. He wants to raise the spirit of togetherness of each citizen in building the country.

3) Suggestion

Suggestion is an act to attempt influencing people to approve a certain conviction without giving reasonable reason. It usually comes into speech or words. A persuader will try to ensure the people by his speeches or words. The structure of precious words in speech or word will ease to persuade people and believing what a persuader utters with the result that the people will get impressed to the persuader. This strategy is expected by a persuader can influence the people's mind.

Example:

> "For everywhere we look, there is work to be done. The state of our economy calls for action, bold and swift." (Barrack Obama).

The suggestion usually is applied to encourage the people's mind. From the expression above, he does not use the justification to reinforce him, but he encourages the spirit of the people to create the image that the country is calling them for an action.

4) Conformity

Conformity is an act to make self becomes similar to other or the systematical of mind to adapt self to the object of persuasion itself. In this techniques, a persuader can be the object of his persuasion itself. Conformity is also an act that is carried out by a persuader to reduce the suspense. This technique is almost the same as identification, but the difference is in identification, a persuader only presents several things related to himself. In conformity, a persuader shows that he is able to act as the audiences.

Example:

> "The Imamah (rule) is like a shield which protects the ummah, but today where is
> the shield which protects and dignifies the ummah?" (Soldier of Allah).

From the utterance, the persuader is giving the image that the Muslims are not
having the rule protecting them. Thus, he states the function of the Islamic rule itself to
the Muslims that is like a shield. By inexistence of the rule, it is the same as that the
Muslims have no shield which protects them from the threat.

5) Compensation

It is an act or the result of an effort to find or replace unacceptable thing. It is
usually carried out in chaos situation. A persuader will easily influence the people to do
the desirable thing by ensuring them that if they follow him, they will find something
better or it is a promise that a persuader address to the people.

For instance:

"It's up to you and me, to create a history or become history"

(Soldier of Allah).

The speaker is persuading the people by giving the choices upon them where they
have consequences (result) each other. From the expression '*to create a history or
become history*' he is attempting to convince the people that they will be a history unless
they struggle.

6) Displacement

Displacement is a process which attempts to change an intention or mind into
another one. Shortly, displacement is attempted to take mind off an emotion and advert it
to the new object. This means, the change of aversion into affection.

Example:

> "A decade of war is now ending. An economic recovery has begun. America's
> possibilities are limitless, for we possess all the qualities that this world without
> boundaries demands: youth and drive; diversity and openness; an endless capacity for
> risk and a gift for reinvention." (Barrack Obama).

The displacement shows that the worse circumstance before his attendance, but
after he has come to replace the previous president he will remove the dilapidated
situation which makes the people living in the fear.

7) Projection

Projection is a technique to make subject become object. If someone is asked to describe somebody he dislikes, he will attempt to describe a good thing about himself. This technique much explains about the superiority of the speaker to achieve the sympathy of the people.

Example:

"I would like to take this opportunity to run for school perfect. I believe true leadership is a quality many aspire to have, and only a few truly obtain, because in order to become a leader you must learn to follow."

From the expression, the speaker tempts to describe his good quality. This is creating the image that he is a very good person with a result that the people will trust him.

B. Neuro Linguistic Programming

Neuro-Linguistic Programming (NLP) is a psychological approach that was developed in the 1970s by Richard Bandler and John Grinder. It is based on the idea that the way people perceive the world and their behaviors are influenced by their neurological processes, language, and learned patterns of behavior. NLP seeks to understand and model the mental strategies and thought patterns of successful individuals and use them to achieve specific goals or improve personal and professional performance.

The term "neuro" refers to the neurological processes and how the mind and body interact, "linguistic" refers to the language and communication patterns used to interpret and represent the world, and "programming" refers to the learned patterns of behavior that can be modified to achieve desired outcomes.

NLP encompasses a wide range of techniques and methodologies aimed at helping people change their thought patterns, behaviors, and communication styles to achieve personal growth and success. Some common NLP techniques include anchoring, reframing, modeling, and the use of language patterns to influence and communicate more effectively.

1. Techniques of NLP in Public Speaking

Neuro-Linguistic Programming (NLP) is a powerful and fascinating technique that delves into the intricacies of human behavior, communication, and thought processes. It is a method that aims to understand how our minds work, helping us unlock our full potential and

achieve personal growth and success. Neuro-Linguistic Programming (NLP) has several functions and applications in the context of public speaking. Whether a speaker seeks to enhance your communication skills, overcome fears, or improve relationships, NLP offers a versatile toolkit for transforming his life and connecting with others on a deeper level. NLP techniques are powerful tools for personal growth, communication, and behavior change.

a) Building Rapport

Building rapport is an essential aspect of Neuro-Linguistic Programming (NLP). Rapport refers to the harmonious connection and understanding between individuals, which can lead to better communication and influence. Building rapport involves creating a positive and trusting connection with others. Active listening is essential; show genuine interest and empathy in their thoughts and feelings. Be authentic, use positive body language, and mirror their communication style subtly. Find common ground to establish mutual understanding and respect. Engage actively in conversations, ask questions, and offer support when needed. Follow up on shared interests to reinforce the connection. Building rapport takes time and consistent effort, but it lays the foundation for better relationships and effective communication in both personal and professional settings.

In the context of public speaking, building rapport with the audience is crucial for engaging them, making the message more relatable, and fostering a positive atmosphere during the presentation.

b) Anchoring

In Neuro-Linguistic Programming (NLP), anchoring is a powerful technique used to associate a specific emotional state, thought, or behavior with a particular stimulus or trigger. The idea behind anchoring is to create a connection between an external trigger (the anchor) and an internal response (the anchored state). Once the association is established, the anchor can be used to access the anchored state quickly and easily in the future.

c) Reframing

Reframing is a powerful technique used in Neuro-Linguistic Programming (NLP) to change the meaning or perspective of a particular situation or experience. It involves shifting the way a person perceives an event, thought, or emotion by altering the context or frame in which it is presented.

In NLP, the belief is that individuals can change their responses and behaviors by changing their internal representations of experiences. By reframing, a negative or limiting belief can be transformed into a more empowering or positive one, allowing for personal growth and transformation. For example, if someone views a past failure as a reason to feel inadequate, reframing can help them see it as a valuable learning experience that contributes to their growth and success. By changing the interpretation of the event, the emotional impact and behavioral response can be altered positively.

Reframing is a versatile technique used in various therapeutic, coaching, and communication contexts to help individuals overcome challenges, improve self-awareness, and achieve desired outcomes. Through reframing, people can gain new perspectives and insights that lead to more resourceful and constructive ways of thinking and acting.

d. Sub-modalities

Sub-modalities are an essential concept in Neuro-Linguistic Programming (NLP) that refers to the finer details or attributes of our sensory experiences. In NLP, our sensory experiences include visual (sight), auditory (sound), kinesthetic (touch and feeling), olfactory (smell), and gustatory (taste) modalities. Sub-modalities are the specific elements within each modality that can significantly impact how we perceive and process information.

Understanding and working with sub-modalities can help individuals change the way they experience and respond to various stimuli, thoughts, and emotions. By making conscious changes to these sensory attributes, people can alter the intensity and emotional impact of their experiences. Some common sub-modalities include:

a. Visual Sub-modalities:

 Brightness : Making an image brighter or dimmer.

 Size : Changing the size of the image mentally.

 Distance : Moving the image closer or farther away.

 Color : Adjusting the color saturation or changing the colors of the image.

b. Auditory Sub-modalities:

 Volume : Adjusting the volume of internal sounds.

 Pitch : Changing the pitch of internal sounds.

 Location : Shifting the location of the sound in the mind.

c. Kinesthetic Sub-modalities:

Intensity   : Changing the intensity of physical sensations.

Temperature   : Altering the perceived temperature of sensations.

Texture   : Adjusting the texture or smoothness of sensations.

d. Olfactory and Gustatory Sub-modalities:

Intensity   : Changing the intensity of smells or tastes.

Associated Images: Identifying any visual images linked to smells or tastes.

Sub-modalities play a crucial role in how we represent and process information in our minds. They can impact our emotional responses, memories, and the way we interpret the world around us. By understanding and utilizing submodalities, individuals can make positive changes to their thought patterns, beliefs, and emotional states.

e. Milton Model

The Milton model is an NLP technique that involves using vague language patterns to access the unconscious mind. By passing the conscious critical factor, the Milton model can help individuals access hidden resources and insights. For further language patterns of Milton Model, check the following:

1) NLP Milton Model Language patterns

a) Mind reading

Mind reading happens when we speak as we know the thoughts and feelings of other people beforehand without explaining how. This will make the pattern of the language impress the audiences.

For Examples:

"You must enjoy the event."

"You will just admire it."

2) Lost Performative

Lost performative is one language pattern to judge an object from unknown subject. It makes reference to the act where the performer of the act is missing.

For Examples:

"It is not right to cheat."

"People never like me."

"Everyone deserves a second chance."

3) Cause and effect

Cause and effect is a result made by particular action. In the statement where it is implied that one thing causes another. Cause and effect pattern is effective to change the people's mind by promising them a result made from the action they did.

For Examples:

"If you have regular exercise, your body is getting more and more healthy".

"You may play the game after finishing all tasks."

"If I eat this, then my stomach will get upset."

4) Complex Equivalence

It is a language pattern refers to equate the two things that are not similar or imply the other, but has a particular effect for the audiences.

For Examples:

"As you take a deep breath, your eyes are getting heavy."

"This feeling of warmth is a relaxation response."

5) Presuppositions

Presupposition is a linguistic and communication technique used to subtly assume the truth of certain statements or belief without directly stating them. Presupposition are embedded within language pattern and can influence a person perceives and responds to information.

For Examples:

"When you count to 20, you sleep deeply"

"Once you take that 10th deep breath, you are already in a trance."

6) Universal Quantifier or Generalizations

While using universal quantifiers, we are saying there is no exception; hence there are no other alternatives. This kind of NLP Milton model language pattern creates limitations for us. However, we assume there is no solution, so we do not care to look for one. The key to identifying them is the words, like "All, Every, Never, Always."

For Examples:

"This is the only way."

"Every time you study, you get new knowledge."

"It is the best food I've ever tasted"

7) Modal operators

Modal operators are words that imply the possibility or necessity of action or implied rules. The use of modal in the language may give particular effect for the reader or listeners whether it is a necessity, possibility, etc.

For Examples:

"And you can really enjoy that cuisine."

"We have to let things go sometimes."

8) NLP Milton model Nominalizations

In NLP Milton model, nominalizations verbs are turned into nouns. It is an attempt to make the process a thing. Nominalization sometimes can be very effective to address. The key to identifying a nominalized word is that it has -tion as a suffix mostly.

For Examples:

"I am really pleased with your performance."

"There is a solution to every problem."

9) Unspecified Verb

Unspecified verbs are the verbs that do not describe what happened in a specific way. Here the verb is not properly described, and you do not tell them how.

For Examples:

"Close your eyes to relax."

"He touched her."

Most languages have verbs to express action, occurrence, or existence. In English, these words are suffixes with -ing, like eating, talking, reading, riding, texting, and many more. Some of the unspecified verbs used in hypnotic language patterns are a wonder, sense, think, imagine, feel, remember, use, forget, travel, enjoy, and many others.

10) Unspecified referential index

In the Unspecified referential index, a noun or pronoun in the statement does not refer to anything in the real world. The person doing or receiving is deleted in the statement. Key to identify this language pattern is – A statement that fails to identify a part of the listener's experience.

For Examples:

"It will be a good thing for all employees to learn communication skills".

Anyone can go into a trance.

11) Simple Deletions

Simple deletions leave gaps in the communication, and these gaps are usually filled by listeners' understanding, or in NLP terms, by their map of the world.

For Examples:

"He attacks me." (How exactly is not clear)

"He is scared." (Scared of what, whom, is missing)

12) Comparative deletion or unspecified comparison

In comparative deletion, the comparison is made, but a reference to which comparison is made is missing and there is no specific reference to what is being deleted.

For Examples:

"He is the better teacher."

(Better to whom, better compared to what is missing)

"It is better to move in this direction in life."

(Better compare to what, better for whom is missing?

13) Pacing the current experience

Pacing the current experience is also known as YES set in sales and therapy. In this NLP Milton model language pattern, we pace the current experience of the client. We do observation of the audiences about their experience. Usually it involves submodality of the audience.

For Examples:

"When sitting in this room, together we listen to the speaker, it is very possible to see everything help us in the daily life."

14) Simple conjunction

Using simple conjunction like 'and', or 'but' in the utterances addressed.

For examples:

"You are reading this and getting better at NLP Milton models."

"You are taking deep, relaxing breaths and getting more comfortable."

15) Utilization in pacing

It is one of NLP technique which use everything around the speaker and audience for pacing.

For Examples:

"If the audience says, it's too difficult to learn."

You can say,

"Let the difficulties help you be more stronger"

16) Embedded Suggestion

Embedded suggestions are included in large parts of sentences and change the tone, volume, pitch, and tempo. It would be best if the speaker learned analogue marking for making embedded suggestions.

For examples:

"Once you are **ready,** please **give me a call**."

"Imagine it is telling you it's about time to **let things go**, as per their wish."

The purpose of embedded suggestions is to seed an idea in the audience's mind. Embedded suggestions or commands are also one most misunderstood NLP Milton model language patterns. To succeed with embedded suggestions, the speaker needs to make nested or group suggestions.

17) Conversational Postulate

The conversational postulate is a simple yes or no statement containing suggestions. The suggestion is hidden in the question and makes the client answer yes. Once a client starts answering yes, the unconscious process of completing a task begins.

For examples:

"Can you relax even more?"

"Can you open that window?"

"Do you have time?"

"Can you go to trance now?"

Remember, if the audiences reply yes to all these questions, they are already complying with your suggestion. Thus, the speaker can build your next step from here, and you can use embedded suggestions also.

18) Extended Quotes

In extended quotes, the NLP Milton model language pattern, there are many quotes intertwined in the story, later it becomes difficult to understand which part is a story and which one is the quote. The listener eventually loses track of where they are in

the story and who it is about, so the unconscious mind fills in the gap they apply to themselves.

For Example:

"I first learned these language patterns from my trainer Yan, who told me about the importance of language pattern as stated by his guru, Who first learned is from none other than Richard, who observed these patterns while apprenticing with Milton Erickson, who was sharing with his student, one day you will master these patterns and You will for sure."

19) Switching Referential Index

In switching referential index, the NLP Milton model language pattern, the subject is changed just at the halfway point. Therefore, the speaker may begin the sentence with some subject and change it halfway through.

For Examples:

"I was quite anxious when I leaned NLP first, but you can relax easily."

"If you are not sure what should be the next step, take a moment to breathe deeply, and after that, we can be equally curious about the future."

20) Tag Questions

Tag questions are questions just at the end of the statement. In tagging question NLP Milton model language pattern, the speaker tags question at the end of the question. This brings the audience in a yes frame or, say, agreeing on the frame with you. This technique can be used to increase the compliance of the speaker.

For Examples:

"And you can understand, Right?"

"It's a tag question, isn't it?"

"Language patterns are the best NLP tools, aren't they?"

"You are listening, aren't you?"

Answers to tag questions are mostly. Yes, and it aids in increasing compliances on the client's part.

21) Selectional Restriction Violation

In selectional restriction violations pattern, qualities attributed to something that can not possess those. Sometimes it uses figurative language or connotative meaning.

For Example:

"Your chair starts to feel good now. "(How can a chair feel good?)

22) Negative Suggestion

Suggestions that are negative but unconsciously process them as positive could be applied. This is applied since all know the unconscious mind cannot process negatives.

For Examples:

"Do not think of purple cows?" (You just thought about the purple cow.)

"This NLP technique is working if the speaker thinks that the audience seems difficult to agree with him."

"Just don't relax if you are not ready."

"I am not saying that only the Milton model is best in NLP."

23) Double Bind

In this language pattern, the illusion of choice is presented. You can predefine your goal before structuring your statements.

For Examples:

"You will pay by cash or card." (there are only two choices)

"Would you like to share this post on Facebook or LinkedIn?" (the choices are facebook or linkedin)

4. SPEAKING AS A MASTER OF CEREMONY

A. What is MC?

A Master of Ceremony (MC) is an individual responsible for hosting and facilitating an event or function. Also known as an emcee, the MC plays a crucial role in maintaining the flow and energy of the event, engaging the audience, introducing speakers or performers, and ensuring that the event runs smoothly. The MC is like a conductor who guides the event, making announcements, providing transitions between segments, and keeping the audience entertained and informed.

B. The Roles of MC

1. Hosting and Introductions

As a Master of Ceremony (MC), hosting and making introductions are two essential aspects of the role. They involve creating a welcoming and organized environment for the event and setting the stage for the speakers or performers to shine.

2. Introducing Speakers or Performers

The MC introduces each speaker, performer, or presenter at the event. They provide a brief background of the individual and create a smooth transition between different segments.

3. Keeping the Program on Track

The MC helps maintain the schedule and ensures that the event runs smoothly and according to the planned timeline. They may make announcements, update the audience on the agenda, and manage any unexpected changes

4. Engaging the Audience

A skilled MC keeps the audience engaged throughout the event. They may use humor, interactive elements, or audience participation to create an enjoyable experience

5. Managing Q&A Sessions

If the event includes question-and-answer sessions with speakers or performers, the MC moderates these interactions, ensuring that questions are relevant and time is managed effectively.

6. Handling Unexpected Situations

When unexpected issues or changes arise, such as technical difficulties or delays, the MC remains calm and adapts to the situation while keeping the audience informed.

7. **Concluding the Event**

   At the end of the event, the MC may deliver a closing statement, thank the attendees, speakers, and organizers, and provide any closing remarks.

8. **Promoting the Event's Objectives**

   In certain cases, the MC may be responsible for highlighting the event's purpose, promoting sponsors, or conveying specific messages to the audience.

C. MC vs Moderator

Sometimes some people are confused to define MC (Master of Ceremonies) and moderator although both of them have different roles often associated with public events, gatherings, or discussions. While there may be some overlapping responsibilities, they have distinct functions and objectives:

Master of Ceremonies (MC):

1. Role

   The MC is the host or presenter of an event, responsible for guiding the flow of the program and keeping the audience engaged.

2. Responsibilities

   The MC introduces speakers, performers, and various segments of the event. They may also entertain the audience with humor or engaging anecdotes while facilitating smooth transitions between different parts of the program.

3. Engagement

   The primary focus of an MC is to entertain and maintain the audience's interest throughout the event. They often act as the face of the event, setting the tone and creating a positive atmosphere.

4. Events

   MCs are commonly seen at various events, such as conferences, awards ceremonies, weddings, corporate functions, fundraisers, and social gatherings.

Moderator:

1. Role

   The moderator's role is to facilitate discussions or panels, to ensure that the conversation stays on topic, remains productive, and allows participation from all participants.

2. Responsibilities

The moderator guides the discussion, asks questions, and manages the time allotted to each speaker or panelist. They keep the conversation focused and may intervene if it becomes too heated or off-topic.

3. Engagement

While a moderator engages with the participants and encourages their input, their primary focus is on facilitating a meaningful and productive discussion rather than entertaining the audience.

4. Events

Moderators are commonly found in panel discussions, conferences, seminars, town hall meetings, and other events where the exchange of ideas and information is central.

In summary, an MC's primary focus is on entertaining the audience and maintaining the flow of the event, while a moderator's main responsibility is to facilitate productive discussions and keep the conversation on track. Both roles are crucial for the success of their respective events, and their skills complement each other in creating engaging and well-organized gatherings.

D. Things to Watch out for An MC

As an MC has a very crucial role in running an event or program, he should pay attention on several things. To make it effective, these are things should be concerned:

1) Adaptability

Adaptability in speaking as an MC refers to the ability to adjust and respond effectively to various situations, audiences, and unexpected circumstances during an event. A highly adaptable MC can think on their feet, make quick decisions, and modify their speaking style and content as needed to ensure the event runs smoothly and engages the audience effectively. Here are some aspects of adaptability in speaking as an MC:

a. Reading the Audience

An adaptable MC pays close attention to the audience's reactions and body language. By reading the crowd, they can gauge the level of engagement and adjust their tone, humor, and delivery to resonate better with the attendees.

b. Handling Unexpected Situations

Events can have unforeseen challenges, such as technical difficulties, changes in the program, or unexpected questions. An adaptable MC remains composed and responds appropriately, keeping the event on track and addressing any issues smoothly.

c. Tailoring the Content

Depending on the event's theme, audience demographics, or specific requirements, the MC can adjust their content and language to align with the occasion and ensure that their messages are relevant and relatable.

d. Improvising

Adaptable MCs are skilled at improvising when necessary. They can fill gaps in the schedule, engage the audience during transitions, and keep the energy high even if the event encounters unexpected delays.

e. Switching Speaking Styles

Different events may require different speaking styles. An adaptable MC can switch between formal, casual, or entertaining modes, depending on the nature of the event and the preferences of the organizers and audience.

f. Collaborating with Speakers and Performers

As the host, the MC must adapt their introductions and interactions with various speakers or performers. They can adjust the tone and enthusiasm in their introductions to match the style and personality of each individual.

g. Handling Sensitive Topics

In some cases, the event may touch upon sensitive or emotional subjects. An adaptable MC can approach such topics with empathy and consideration, adapting their approach to ensure the audience feels respected and understood.

2) Communication Skill

Communication skills in speaking as an MC are the essential abilities to effectively convey information, engage the audience, and create a positive and memorable experience during an event. As an MC, the communication skills play a crucial role in connecting with the audience, managing the flow of the event, and ensuring the success of the occasion. Here are some key communication skills for an MC:

a. Clarity

A skilled MC communicates with clear and concise language, ensuring that the audience understands the messages and announcements clearly. They articulate their words and speak at a pace that is easy for the audience to follow.

b. Confidence

Confidence is vital for an MC. A self-assured demeanor helps captivate the audience's attention and establishes trust with the attendees. A confident MC can effectively handle unexpected situations and maintain control of the event

c. Eye Contact

Maintaining eye contact with the audience helps the MC establish a personal connection with the attendees and creates a sense of engagement. It conveys that the MC is present, attentive, and connected to the audience.

d. Voice Modulation

A skilled MC uses voice modulation to add emphasis, excitement, or emotion to their speech. They can adjust the pitch, tone, and volume of their voice to match the mood of the event and keep the audience interested.

e. Active Listening

Effective communication involves active listening. An attentive MC listens to the speakers, performers, and audience members to respond appropriately and facilitate smooth interactions.

f. Empathy

An empathetic MC understands and acknowledges the feelings and reactions of the audience. They can tailor their communication to resonate with the emotions and interests of the attendees.

g. Interactivity

Engaging the audience through interactive elements, such as asking questions, encouraging participation, or conducting polls, can make the event more dynamic and enjoyable.

h. Humor

Appropriate humor can lighten the atmosphere and make the event more entertaining. A skilled MC knows how to inject humor without offending or detracting from the event's purpose.

i. Professionalism

Professional communication sets the tone for the event and reflects positively on the MC and the organizers. Maintaining professionalism in language and behavior is essential for a successful MC. By honing these communication skills, an MC can create a memorable and engaging experience for the audience, leaving a positive and lasting impression on everyone present.

3) Time Management

As an MC (Master of Ceremonies), time management is a crucial skill that can significantly impact the success of an event or gathering. Effective time management helps the speaker keep the program on track, maintain the audience's engagement, and ensure that everything runs smoothly and as planned. There are some key aspects of time management in speaking as an MC:

a. Timekeeping tools

Have access to timekeeping tools such as a watch, timer, or a clock visible from the position on the stage. This will allow the speaker to keep track of the time during the event discreetly.

b. Time allocation

The time allocation for an MC (Master of Ceremonies) can vary depending on the type of event, its duration, and the number of segments or activities involved. An MC should allocate appropriate time for each part of the program and make sure that all scheduled activities and speeches fit within the overall time frame.

c. Stick to the schedule

It's essential to adhere to the program schedule and ensure that each segment starts and ends on time. Avoid allowing speakers to go significantly over their allotted time, as this can cause a cascade effect and disrupt the entire event.

d. Transition management

Smoothly manage transitions between different segments or speakers to maintain the flow of the event. Use transition phrases or bridge statements to move from one part of the program to the next seamlessly.

e. Flexibility

While sticking to the schedule is vital, unexpected situations may arise. Be prepared to adapt and handle time adjustments if necessary. This could include shortening or lengthening certain segments, depending on the situation.

2. Time awareness

Being mindful of the time during the speeches or interactions with the audience is necessary. The speaker should avoid taking up too much time, especially when it's not part of the planned program.

4) Crowd Management

Crowd management in speaking as an MC refers to the skill of effectively handling and engaging with the audience during an event or gathering. As an MC, the primary goal is to create a positive and enjoyable experience for the attendees while maintaining order and ensuring that the event runs smoothly. Here are some essential aspects of crowd management in this role:

1. Warm Welcome

In the beginning of the event, starting the event with a warm and friendly welcome set a positive tone and it will acknowledge the audience's presence and express gratitude for their attendance. Sometimes, the way to welcome the audience will determine the process of the event.

2. Establish Rapport

Establishing rapport in crowd management is essential for creating a positive and cooperative atmosphere among the audience or attendees. When managing a crowd, whether at an event, conference, or public gathering, building rapport helps gain the trust and cooperation of the crowd, making it easier to handle potential challenges or emergencies.

3. Eye Contact

As one of the non-verbal communication, maintaining eye contact with different sections of the audience throughout the speech or interactions is also necessary. This will make them feel included and engaged in the proceedings.

4. Clear Communication

Speaking clearly and enunciate the words to ensure that everyone in the audience can understand it. Avoid using jargon or complex language that might alienate some attendees.

5. Audience Participation

Encourage audience participation at appropriate moments. This could include asking questions, leading applause, or inviting volunteers for interactive activities. Audience's participation will make the event lively.

6. Active Listening

The speaker needs to pay attention to the audience's responses, reactions, and body language. Adjusting the approach based on their level of engagement, and preparing to adapt if it is needed are going to make the performance of the host better.

7. Handling Interruptions

Interruption may occur in an event. Be prepared to handle any disruptions or unexpected situations that may arise from the audience. He should stay calm and composed, and address any issues tactfully.

8. Crowd Control

Crowd audience often makes the event not to be conducive. If the event involves a large crowd, work with event organizers and security personnel to ensure safety and crowd control. Thus, the speaker must be aware of emergency exits and evacuation procedures.

9. Empathy and Respect

Empathy is one of the interpersonal skills in communication. The host needs to have empathy and respect towards the audience, speakers, and performers. Furthermore, trying to avoid offensive or insensitive language and maintain a professional demeanor at all times could be carried out.

10. Encourage Applause

Another way to manage the crowd is encouraging applause. Whenever appropriate, encourage the audience to applaud speakers or performers. This positive reinforcement fosters a supportive and appreciative atmosphere.

11. Closing Remarks

Last, ending the event on a high note with a final thank and closing remarks. Good ending of the event will make the event more memorable. A host should show appreciation to the audience for their participation and support from the audience.

5) **Types of Event**

As an MC (Master of Ceremonies), the speaker may be involved in hosting a wide range of events across various industries and settings. The role as an MC can vary based on the type of event and its specific objectives. Here are some common types of events where an MC plays a significant role in speaking and hosting:

1. Corporate Events

A corporate event is a planned gathering or occasion organized by a company or business entity for specific purposes related to their operations, marketing, networking, or employee engagement. These events are typically aimed at achieving various corporate objectives and may involve employees, clients, partners, stakeholders, or the general public. Corporate events can range in scale from small, internal meetings to large-scale conferences and conventions.

MCs are often present at corporate functions, such as conferences, seminars, workshops, product launches, and company award ceremonies. They introduce speakers, moderate panel discussions, and keep the event running smoothly.

2. Weddings

A wedding event is a special celebration that marks the union of two individuals in marriage. It is a joyous occasion where family, friends, and loved ones come together to witness the couple's commitment to each other and celebrate their love. Wedding events are highly personal and often reflect the couple's unique personalities, cultures, and traditions.

In wedding ceremonies and receptions, an MC guides the flow of events, announces speeches, and introduces various segments, such as the first dance, cake cutting, and bouquet toss.

3. Social Events

A social event is a gathering or occasion where people come together for recreational, leisure, or celebratory purposes. Unlike corporate events or formal ceremonies, social events are more casual and often focus on fostering social interactions, enjoyment, and relaxation. These events provide opportunities for people to connect, share experiences, and build meaningful relationships. Social events can take various forms and may be organized for various reasons.

MCs are common at social gatherings like parties, galas, fundraisers, and charity events. They engage the audience, announce entertainment acts, and ensure the event's program is followed.

4. Awards Shows

An award show is a special event that honors and recognizes outstanding achievements in various fields, such as entertainment, sports, arts, sciences, and business. Award shows are organized to celebrate and showcase the accomplishments of individuals, groups, or organizations and are often televised or streamed live to a global audience. These events are typically glamorous and star-studded, attracting celebrities, industry professionals, and fans.

MC plays a crucial role in award ceremonies, announcing nominees, winners, and delivering speeches to honor recipients.

5. Cultural Events

Cultural events are gatherings or occasions that showcase the customs, traditions, arts, and heritage of a particular culture or ethnic group. These events are organized to celebrate and promote the unique aspects of a community's identity and to share its rich cultural heritage with a wider audience. Cultural events play a significant role in preserving and promoting cultural diversity, fostering understanding and appreciation among different communities.

MC is often seen at cultural events, festivals, and community gatherings. He introduce performers, share background information on cultural aspects, and keep the audience entertained.

6. Educational Events

An educational event is a planned gathering or activity with the primary purpose of promoting learning, knowledge-sharing, and skill development. These events are organized to provide participants with valuable insights, information, and opportunities to enhance their understanding of specific subjects or to acquire new skills. Educational events can take various forms, ranging from workshops and seminars to conferences and webinars.

In academic settings, an MC may host school or college events, such as graduation ceremonies, talent shows, or academic competitions.

7. Sports Events

A sport event is a planned gathering or competition that involves athletes or teams competing against each other in various sports or athletic activities. Sport events can take many forms, from local and community-based tournaments to international championships and Olympic games. These events are organized to promote physical fitness, sportsmanship, and healthy competition among participants.

MCs are involved in sports events, announcing players, delivering motivational speeches, and engaging the audience during halftime or intermission.

8. Charity

A charity event is a planned gathering or occasion organized with the primary purpose of raising funds, awareness, or support for a charitable cause or nonprofit organization. These events bring people together to contribute to a worthy cause while enjoying various activities and entertainment. Charity events can take many forms and are typically held to support a variety of social, humanitarian, health, environmental, or educational causes.

MC helps raise enthusiasm and funds in charity events and fundraisers. They introduce fundraising activities, share stories, and encourage donations.

9. Trade Shows and Exhibitions

Trade shows and exhibitions are events organized to showcase products, services, and innovations from various companies and industries. These events provide businesses with an opportunity to demonstrate their offerings, interact with potential customers, network with industry professionals, and generate leads. Trade shows and exhibitions are usually industry-specific and attract a targeted audience interested in the products and services being showcased.

At trade shows and exhibitions, an MC introduces exhibitors, presents demonstrations, and facilitates networking opportunities.

10. Concerts and Music Festivals

Concerts and music festivals are events that showcase live musical performances by artists, bands, or musicians. These events offer music enthusiasts an opportunity to enjoy a diverse range of music genres and experience the excitement of live performances. Concerts are usually standalone events featuring a single artist or band, while music festivals are multi-day gatherings that host multiple performers across various stages.

MCs at concerts and music festivals introduce performers, interact with the audience, and create an exciting atmosphere.

11. Government and Official Functions

Government and official functions are events organized by governmental authorities and institutions for various purposes related to governance, diplomacy, protocol, public engagement, and commemorations. These events are of significant importance as they involve the representation and activities of government officials, dignitaries, and public figures.

MC may be present at government and official events, such as inaugurations, state functions, and national celebrations.

6) Audience

The audience of an event refers to the individuals or groups attending the gathering or occasion. As an MC (Master of Ceremonies), understanding and connecting with the audience is a crucial aspect of the role of MC. The communication and speaking style should be tailored to engage and resonate with the attendees.

Ultimately, as an MC, the ability to connect with and cater to the needs of the audience is essential for creating a successful and enjoyable event. By understanding the characteristics and expectations of the audience, the speaker can tailor the speaking and hosting techniques to leave a positive and lasting impression on those in attendance.

7) Venue

The venue of an event refers to the location where the gathering or occasion takes place. As an MC (Master of Ceremonies), being familiar with the venue is essential for ensuring a smooth and successful event. Here are some key considerations related to the venue and its impact on the role as an MC:

1. Acoustics

Understand the acoustics of the venue, including how sound carries and reverberates. This knowledge helps the speaker adjust the speaking volume and projection to ensure that all attendees can hear him clearly.

2. Stage Setup

Familiarize with the stage setup, including the position of microphones, speakers, and any other audiovisual equipment. Ensure that everything is in working order before the event starts.

3. Stage Movement

Be aware of the available space on the stage and how the speaker can move around during the hosting. Plan the movements to maintain a good connection with the audience and to avoid blocking important visuals.

4. Lighting

Consider how lighting affects the stage and the audience. Be mindful of any bright lights that may affect the ability to see the audience clearly or distract them during the speech.

5. Seating Arrangements

Understand the seating arrangements in the venue, including the layout and capacity. This knowledge can help the speaker manage crowd movement and interaction with the audience during the event.

6. Audience Visibility

Ensure that the audience can see the speaker clearly from all angles. If the venue is large, consider using large screens or projection systems to improve visibility.

7. Climate and Temperature

Be prepared for the climate and temperature of the venue, whether it's indoors or outdoors. Dress appropriately to ensure comfort during the event.

8. Venue Regulations

Familiarize with any specific regulations or restrictions set by the venue management. This could include rules regarding the use of certain equipment or decor.

9. Engaging the Venue

Use elements of the venue in the hosting. For example, acknowledge the unique characteristics of the location or incorporate the venue's history into the introductions.

Being well-prepared and informed about the venue allows the MC to adapt the speaking and hosting techniques accordingly. It ensures that he can effectively engage the audience and navigate any potential challenges related to the event's location. By taking these factors into account, the MC can create a seamless and enjoyable experience for everyone attending the event.

8) Specialty

The specialty of an event refers to the unique characteristics or theme that make it distinct from other gatherings or occasions. As an MC (Master of Ceremonies), understanding and embracing the specialty of the event is essential for creating a memorable and engaging experience for the audience. Here's how speaker can incorporate the specialty of the event into speaking as an MC:

1. Thematic Alignment

    If the event has a specific theme, align the language, tone, and delivery with that theme. Use appropriate language and expressions that resonate with the theme and immerse the audience in the event's ambiance.

2. Personalization

    Personalization is a powerful tool that can make the speaker who stand as an MC create a more memorable and engaging experience for the audience. Tailor the hosting style to suit the event's unique personality. Show enthusiasm and genuine interest in the event's purpose, and convey the excitement to the audience.

3. Cultural Relevance

    If the event has cultural significance or celebrates specific traditions, respect and acknowledge these elements in the speech. Understand the cultural context to deliver appropriate introductions and remarks..

4. Interactive Elements

    Introduce interactive elements that tie into the event's specialty. This could include audience participation, games, or quizzes that reflect the event's unique features.

5. Special Guests

    If the event includes special guests or speakers, highlight their connection to the event's specialty. Share their achievements, contributions, or personal experiences that relate to the theme.

6. Music and Entertainment

    If the event includes performances or musical acts, emphasize their connection to the event's specialty. Showcase the unique talents or cultural aspects of the entertainers.

7. Visuals and Props

    Utilize visuals, props, or multimedia displays that reinforce the event's specialty. This could include images, videos, or thematic decorations on the stage.

8. Emotional Connection

    Create an emotional connection with the audience by emphasizing the significance and importance of the event's specialty. Showcase the event's positive impact and value to the attendees.

9) Climax

   The climax of an event, in the context of an MC (Master of Ceremonies), refers to the peak or pinnacle moment of the gathering. It is the most significant, exciting, or emotionally charged part of the event. As an MC, the role is to build anticipation and guide the audience towards this climax, ensuring that it becomes a memorable and impactful highlight of the occasion. Here's how the speaker can handle the climax of an event in the speaking as an MC:

1. Building Anticipation

   Throughout the event, the speaker may use his speaking skills to create anticipation for the climax. Hint at the upcoming highlight, tease the audience with what's to come, and maintain an energetic and enthusiastic atmosphere.

2. Transition Effectively

   As the MC approaches the climax, he may use transition phrases and build-up statements to signal that something exciting or significant is about to happen. Smoothly lead the audience towards the pivotal moment.

3. Enhance Energy and Emotion

   When the MC approaches the climax, he should increase his energy level and emotional expressiveness. His enthusiasm and passion will resonate with the audience, preparing them for the highlight of the event.

4. Introduce with Impact

   When it's time for the climax, the MC needs to introduce the moment with impact. He may use powerful and engaging language to set the stage and capture the audience's attention.

5. Create a Memorable Experience

   During the climax, focus on creating a memorable experience for the audience. MC should use his speaking skills to draw them into the moment and make it feel special and significant.

6. Manage Timing

   Managing timing in a climax event is crucial to creating a memorable and impactful experience for the attendees. The climax, also known as the peak or high point of the event, is the moment when excitement and anticipation reach their highest level. Properly managing the timing during this critical phase can enhance the event's overall effectiveness. The MC should ensure that the climax of the event is well-timed and doesn't feel rushed.

7. Empower and Involve the Audience

   Depending on the type of event, consider ways to involve the audience in the climax. Encourage participation, applause, or cheers to enhance the collective experience

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8. Express Gratitude

   After the climax, take a moment to express gratitude to the audience and any contributors who made the highlight possible. Show appreciation for their presence and support.

9. Smooth Transition After Climax

   After the climax has occurred, The MC should ensure a smooth transition to the next part of the event. He also should bring the audience back into focus and continue with the program.

10. Reflect on the Significance

   As the MC, he is suggested to take a moment to reflect on the significance of the climax and its impact on the overall event. He may share his thoughts with the audience to leave a lasting impression.

   By effectively handling the climax of an event in the speaking as an MC, the can make it a truly unforgettable moment for the audience. The ability to build anticipation, manage the event's energy, and create a memorable experience will contribute to the success and positive memories of the gathering.

5. SPEAKING ON TV AND RADIO

A. Television

TV stands for "television," which is a widely used medium for transmitting and receiving audiovisual content. Television is a system of broadcasting and receiving moving images and sound over a distance, typically to large groups of people. It allows viewers to access a variety of programs, including news, entertainment shows, documentaries, sports events, and more.

Television technology has evolved significantly since its inception, with the transition from black-and-white to color broadcasting, and now to high-definition (HD) and ultra-high-definition (UHD or 4K) resolutions. Viewers can access TV content through various means, including over-the-air broadcasting, cable TV, satellite TV, and internet-based streaming services.

Television plays a crucial role in disseminating information, entertainment, and education to the masses. It has become an integral part of modern society, shaping public opinion, influencing culture, and providing a platform for various forms of content and advertising.

With the rise of on-demand streaming services and internet-based TV platforms, traditional TV broadcasting has seen significant competition and changes in viewership patterns. Nevertheless, television continues to be a powerful medium for connecting people worldwide and delivering a wide range of content to diverse audiences.

B. Radio

Radio is a form of wireless communication that transmits audio signals through radio waves to reach a wide audience. It allows for the broadcasting of various audio contents, such as music, news, talk shows, interviews, and other programs engage with listeners within the transmission range of the radio station. Radio has been a popular medium of communication and entertainment for decades, providing information and music to people around the world.

C. Speaking on TV and Radio

Speaking on TV and radio refers to the act of communicating verbally while appearing as a presenter, host, guest, or participant on a television or radio program. It involves using spoken language to convey information, share ideas, conduct interviews, entertain, educate, or engage with the audience through audio broadcasting.

1. Speaking on TV

Speaking on TV involves appearing on television programs, shows, or broadcasts, where the image and voice are simultaneously transmitted to the audience. TV speakers may include news anchors, talk show hosts, interviewees, actors, experts, and participants in various televised events. TV speaking requires not only effective verbal communication but also attention to body language and appearance since viewers can see the speaker.

3. Speaking on Radio

Radio speaking involves communicating through audio-only broadcasts on radio stations. Radio speakers rely solely on their voice to convey messages and engage with the audience, as there are no visual elements. Radio speakers may include radio hosts, DJs, news announcers, guests on talk shows, and individuals providing commentary or participating in discussions.

Radio speaking requires strong vocal skills, as the speaker's voice is the primary means of conveying information and emotions to the listeners. Both TV and radio speaking involve the art of effective communication, captivating the audience, and conveying messages clearly and persuasively. Whether it's presenting news, hosting a talk show, participating in an interview, or providing commentary, the success of the speaker relies on their ability to engage and connect with the audience through their spoken words.

4. The Benefits of Speaking On TV and Radio

Speaking on TV and radio offers several benefits for individuals and organizations. These platforms provide unique opportunities to communicate with a wide audience and achieve various objectives. To gain more information about the benefits of speaking on TV and Radio, please find the details below:

1. Wide Reach

TV and radio have extensive coverage, allowing speakers to reach a broad and diverse audience, including people in remote areas where other forms of communication may be limited.

2. Mass Communication

TV and radio enable mass communication, making it an efficient way to disseminate information, news, and announcements to a large number of people simultaneously.

3. Building Personal Brand

Speaking on TV and radio can help individuals build their personal brand and establish themselves as experts or authorities in their respective fields.

4. Promoting Products and Services

TV and radio appearances provide a platform for promoting products, services, events, or initiatives, reaching potential customers and generating interest.

5. Publicity and Exposure

Being featured on TV and radio can garner significant publicity and media exposure, increasing visibility and recognition for the speaker and their endeavors.

6. Credibility and Trust

Speaking on reputable TV and radio channels can enhance the speaker's credibility and trustworthiness among the audience, as they are seen as a credible source of information.

7. Opportunity for Engagement

TV and radio appearances often involve live interactions with hosts, interviewers, or the audience, providing opportunities for engagement and interaction.

8. Influence and Impact

By sharing ideas, opinions, and perspectives on TV and radio, speakers can influence public opinion and raise awareness about important issues.

9. Networking

TV and radio appearances can open doors to networking opportunities and collaborations with other professionals in the media industry.

10. Personal Development

Regular speaking engagements on TV and radio can contribute to the speaker's personal development, helping them improve their public speaking and communication skills.

11. Educational Value

TV and radio appearances offer educational value to the audience, providing insights, expert opinions, and thought-provoking content.

5. **The Roles of the Speaker on TV and Radio**

In public speaking on TV and Radio, a public speaker needs to know their role or position on TV since it is important to identify the roles of the speaker on the stage or screen. The role of public speakers on TV at least can be divided into:

a. Host

If a public speaker plays a role as a host, he needs to be able to run the stage very well. Also, he must manage the audiences and the speakers like mediating the discussion format. Furthermore, as the host contacts directly to the audiences, grabbing the audience's intention is necessary to run the TV. In addition, check the rundown of the TV format needs to be conducted by a speaker who plays as host since it is really crucial. Speaking on TV is different from speaking on the stage. TV show has more complicated schedule and has to be run as scheduled. Therefore, the host has to keep the TV formats conducive and on scheduled.

b. Keynote speaker

Being a keynote speaker is different from being a host. Acting as a keynote speaker has a responsibility to present the information to public. A keynote speaker should speak clearly based on the knowledge he has. A keynote speaker sometimes has indirect contact with the audience, but he still needs to have an attractive presentation to keep the rate of the TV. In addition, in a talk show or a debate the speakers need to be well prepared to anticipate the question addressed by the audiences.

c. News Anchor

News anchors are responsible for delivering news stories, providing commentary, and guiding the flow of the news program. They are the face of the news channel and play a crucial role in informing the audience about current events, breaking news, and other important information. News anchors typically sit at a news desk and read the news from a teleprompter, presenting news stories in a clear and unbiased manner. They may also conduct interviews with guests, experts, or correspondents on various topics to provide in-depth analysis and insights.

In addition to delivering the news, news anchors often interact with co-anchors, weather presenters, and field reporters to maintain a cohesive and engaging presentation. They need to possess strong communication skills, a commanding presence, and the

ability to remain calm and professional, especially during live broadcasts or breaking news situations.

d. Actor or Actress

Actor or Actress is one of features on TV. They are the core of the TV show like drama. In this role, although he or she has no direct interaction to the viewers or audience, an actor or actress needs to consider the emotional expression on the TV. This will make the sense of the drama lively.

e. Comedian

A comedian is a performer or entertainer who specializes in comedy and humor. Comedians use various techniques, such as jokes, funny stories, observational humor, satire, impressions, and physical comedy, to make audiences laugh and entertain them. They can perform in various settings, including stand-up comedy shows, TV shows, movies, sketch comedy, and online platforms. A comedian sometimes collaborates with the host to run the TV show well.

f. Broadcaster

A broadcaster is a media professional responsible for delivering information, news, entertainment, and other content to a wide audience through various communication channels, such as television, radio, or online platforms. They play a crucial role in disseminating current events, conducting interviews, and hosting programs that cater to the interests and preferences of their audience. Broadcasters possess exceptional communication skills, a deep understanding of journalistic principles, and the ability to adapt to rapidly changing situations. Their presence and voice resonate with millions, making them influential figures who shape public opinion and foster connections between people across the world.

6. The Format of TV show

The public speakers should consider what TV show they are going to have. Thus, identifying the TV show is required since it has some specific characteristics, for example, a speaker need to speak formally, avoiding sensitive content or keeping the show conducive in a formal talk show, but it will be different if he speaks in stand up comedy. There are about eleven common formats of TV show such as:

a. News and Current Affairs

News and current affairs on TV refer to the programs and segments that provide viewers with up-to-date information and analysis of significant events and developments happening locally, nationally, and internationally. These programs typically cover a wide range of topics, including politics, economy, social issues, technology, environment, sports, and more. The primary purpose of news and current affairs on TV is to inform the public about the latest happenings and help them stay informed and aware of important events that may impact their lives. Here are some key characteristics of news and current affairs on TV:

1) Timeliness

News programs aim to present the most recent and relevant information available at the time of broadcast. Journalists and reporters work to deliver breaking news and updates as events unfold.

2) Objectivity

While the ideal is to be impartial and objective, the degree of objectivity in news reporting can vary between different media outlets. The goal is to present facts and information without undue bias or opinion.

3) Credibility

Reputable news organizations strive to maintain high journalistic standards, verifying their sources and ensuring accuracy in their reporting.

4. Analysis

Current affairs programs often go beyond reporting facts and delve into in-depth analysis and discussions on the implications and context of news stories. The speaker should have analysis style of speaking.

b. Talk Show

A talk show on TV is a type of television program where a host or hosts engage in conversations with guests on a wide range of topics. The format of a talk show typically involves interviews, discussions, and often audience participation. These shows can cover various subjects, including current events, entertainment, politics, lifestyle, culture, and more. Talk shows aim to entertain, inform, and sometimes provoke thoughtful discussions or debates.

Here are some key characteristics of talk shows on TV:

1. Host and Guests

    Talk shows are hosted by a presenter or host who guides the discussions and interacts with the guests. The guests can vary widely, including celebrities, experts, authors, activists, politicians, and people with inspiring or remarkable stories. In this aspect, a speaker needs to consider what their role on this program if he has a role as a host or as a guide and adjust the style of the speaking based on the role he is having.

2. Conversation and Interviews

    The primary focus of talk shows is conversation and interviews. The host engages with the guests, asking questions and encouraging them to share their insights, experiences, or expertise.

3. Variety of Topics

    Talk shows cover diverse topics, depending on the show's theme or the interests of the host and target audience. Some talk shows may focus on specific niches, such as comedy, politics, or lifestyle, while others may have a broader scope.

4. Live or Recorded

    Talk shows can be either live broadcasts or pre-recorded episodes. Live shows allow for real-time interactions with the audience through phone calls, social media, or studio guests, while pre-recorded episodes may be edited for content or time constraints. Sometimes, live broadcast can be more challenging than recorded.

5. Audience Interaction

    Some talk shows incorporate audience participation, where viewers can call in, send messages, or participate in discussions. This adds an interactive element to the program.

6. Entertainment Value

    Talk shows aim to entertain viewers by offering engaging conversations, humor, and sometimes surprising or emotional moments during interviews.

7. Informative Content

    While entertainment is a significant aspect, talk shows often provide informative content, such as insights into the lives of celebrities, expert opinions on current events, or educational discussions.

8. Promotional Platform

Talk shows can serve as a platform for guests to promote their projects, books, movies, or other endeavors, making them an essential part of the entertainment industry's promotional circuit.

Popular examples of talk shows include "The Tonight Show Starring Jimmy Fallon," "The Ellen DeGeneres Show," "The Oprah Winfrey Show" (formerly), and "The Late Show with Stephen Colbert," among many others. The format and style of talk shows can vary greatly, catering to different audiences and cultural contexts.

c. Game Show

A game show on TV is a type of television program where contestants participate in various games or challenges to win prizes or rewards. These shows are designed to entertain the audience while engaging contestants in competitive activities that test their knowledge, skills, or luck. Game shows have been a popular genre on television for decades and have evolved over time, featuring a wide range of formats and concepts. The characteristics of game show could be identified in the following:

1) Contestants

Game shows feature contestants who are selected through auditions or casting processes. These participants may be individuals or teams, depending on the show's format.

2) Games and Challenges

The heart of a game show lies in the games or challenges presented to the contestants. These games can involve trivia questions, physical tasks, solving puzzles, answering riddles, or engaging in other activities that require skill, knowledge, or quick thinking.

3) Prizes and Rewards

Contestants compete to win prizes, cash rewards, vacations, or other valuable items. The value and nature of the prizes can vary depending on the show's budget and concept.

4) Host

A game show is typically hosted by a presenter who guides the contestants through the games, explains the rules, and interacts with the participants and the audience.

5) Format and Rules

Each game show follows a specific format with its own set of rules. Some shows have straightforward formats, while others may incorporate twists, special rounds, or bonus challenges.

6) Studio Audience

Many game shows have a live studio audience that adds energy and excitement to the program. The audience may participate in certain segments or provide reactions to the contestants' performances.

7) Time Limit

Game shows often have a time limit for each game or challenge. Adding a sense of urgency and excitement to the competition is leading the show more attractive.

8) Elimination or Advancement

In some game shows, contestants may be eliminated as the show progresses, while others may advance to higher levels or rounds. Making dramatical elimination will make the show livelier.

9) Entertainment and Engagement

Game shows are designed to be entertaining and engaging for the audience, offering a mix of suspense, humor, and excitement.

A speaker who has a role as a host needs to consider the characteristic of the program and adjust himself based on the characteristic. Popular examples of game shows include "Jeopardy!," "Wheel of Fortune," "The Price Is Right," "Who Wants to Be a Millionaire?," and "Family Feud," among many others. Game shows have become an integral part of television programming, appealing to a broad audience and often becoming long-running series that leave a lasting cultural impact.

d. Reality TV/Show

Reality TV, also known as reality television or reality shows, is a genre of television programming that presents unscripted, non-fictional situations, events, or challenges featuring real people as participants or contestants. Unlike scripted TV shows, where actors follow a predetermined script and storyline, reality TV captures real-life interactions and experiences, often in a competitive or documentary-style format. The genre has gained immense popularity since its inception and covers a wide range of themes and concepts. This TV Show can be identified by several characteristics such as:

1. Unscripted Nature

Reality TV programs are unscripted, meaning that the interactions and actions of the participants are not scripted or rehearsed. Instead, the situations arise naturally based on the challenges or tasks presented to the participants.

2. Real People as Participants

Reality shows feature ordinary people, not professional actors, who participate as contestants or subjects. They may be selected through auditions, casting calls, or specific criteria based on the show's theme.

3. Various Formats

Reality TV comes in various formats, including competition shows, dating shows, documentary-style shows, makeover shows, social experiments, and more. Each format focuses on different aspects of human behavior and experiences.

4. Confessionals and Interviews

Many reality shows include one-on-one interviews or confessionals with the participants. These interviews allow participants to share their thoughts, feelings, and reactions to the events as they unfold.

5. Entertainment and Drama

Reality TV is often designed to provide entertainment value to viewers, and this can involve moments of drama, conflict, emotional reactions, and unexpected twists.

6. Audience Engagement

Many reality shows encourage audience participation through voting, polls, or social media interaction, allowing viewers to influence the outcomes or show support for their favorite contestants.

7. Documenting Real-Life Situations

Some reality shows take on a documentary-style approach, following the lives of individuals or groups and capturing real-life situations without the competitive aspect. The host sometimes needs to bring the emotion of the audience into the program.

Popular examples of reality TV/shows include "Survivor," "Big Brother," "The Bachelor/Bachelorette," "Keeping Up with the Kardashians," "The Real Housewives" franchise, and "The Amazing Race," among many others. Reality TV has become a significant part of modern television programming, attracting a diverse audience due to its diverse formats and often relatable content featuring real people facing various challenges and experiences. Therefore, it is necessary for the speaker to act on vibe of program.

e. Sitcom

A sitcom, short for "situational comedy," is a genre of television program that revolves around a set of recurring characters who find themselves in humorous and often lighthearted situations. Sitcoms are designed to entertain viewers through comedic storytelling, witty dialogue, and situational humor. These shows typically follow a format where the characters face various everyday challenges or conflicts, which lead to comedic outcomes and resolutions. Several characteristics of sitcom could be shown in the following:

1. Comedy Genre

Sitcoms are primarily focused on comedy, using humor and comedic elements to engage the audience and elicit laughter.

2. Recurring Characters

Sitcoms feature a core cast of characters who appear in each episode, forming the central ensemble of the show. These characters often have distinct personalities and relationships with one another.

3. Humorous Situations

The core of a sitcom is the humor derived from the situations the characters find themselves in. The situations may be exaggerated, absurd, or based on everyday life, but they are presented in a comedic manner.

4. Episode Structure

Each episode of a sitcom is typically self-contained, meaning that the main storyline is resolved within the episode's duration. While there may be ongoing story arcs and character development, most sitcom episodes can be watched independently without prior knowledge of the series.

5. Studio Audience (often)

Many traditional sitcoms are recorded in front of a live studio audience, who provide real-time reactions and laughter. This audience interaction adds to the comedic experience and energy of the show.

6. Laugh Tracks

Some sitcoms use pre-recorded laughter, known as laugh tracks, to simulate audience reactions. The laugh track is inserted during post-production to enhance the comedic effect.

7. Family-Friendly Content

Sitcoms are often family-friendly and suitable for a broad audience. The humor is usually light-hearted and avoids controversial or sensitive topics. Thus, the actors over there need to enhance their humor level or has capability to deliver the humor to the audiences very well.

8. Character Development

While humor is the primary focus, sitcoms may also incorporate character development and explore relationships between the characters. Character development in sitcoms refers to the gradual evolution and growth of characters over the course of episodes or seasons. Through humorous situations and interactions, characters undergo personal changes, revealing new dimensions of their personalities. As the audience gets to know the characters better, they become more relatable and endearing. Consistent traits and quirks add depth, while new experiences challenge and shape their behaviors. The

dynamic relationships between characters drive comedic scenarios and emotional connections.

9. Running Gags

Many sitcoms use running gags, recurring jokes or catchphrases that become familiar to the audience and add to the show's charm.

Popular examples of sitcoms include "Friends," "The Office," "Parks and Recreation," "Seinfeld," "The Big Bang Theory," "Modern Family," and "Brooklyn Nine-Nine," among many others. Sitcoms have been a staple of television programming for decades, bringing laughter and entertainment to viewers around the world.

f. Drama Series

A drama series on TV is a genre of television programming that presents fictional narratives focusing on serious and emotional themes. Unlike sitcoms or reality shows, drama series are scripted and feature professional actors portraying characters within a fictional storyline. These series are designed to captivate viewers through compelling storytelling, complex characters, and emotionally charged situations.

Here are some key characteristics of drama series on TV:

1. Fictional Narrative

Drama series are based on fictional stories and events, often created by writers and show runners specifically for television. There will be various figures on this program with various characteristics. The speaker who becomes actor or actress should enliven the character or figure.

2. Serious Themes

The primary focus of drama series is on serious and emotionally engaging themes, which may include family dynamics, love and relationships, crime and justice, historical events, social issues, personal struggles, and more.

3. Character-Driven

Drama series place a strong emphasis on character development, with the characters' actions, motivations, and relationships driving the storyline.

4. Story Arcs

Drama series often have overarching story arcs that extend across multiple episodes or seasons, adding depth and complexity to the narrative.

5. Emotional Impact

These shows aim to evoke strong emotional responses from the audience, whether through intense drama, heart-wrenching moments, or powerful performances.

6. Cinematic Production

Many drama series are produced with high production values, cinematic visuals, and professional acting to enhance the storytelling experience.

Popular examples of drama series include "Breaking Bad," "Game of Thrones," "The Crown," "Stranger Things," "Grey's Anatomy," "This Is Us," "The Handmaid's Tale," and "The West Wing," among many others. Drama series have been a dominant genre in television entertainment, providing audiences with engaging and thought-provoking storytelling that explores the complexities of the human experience.

g. **Soap Operas**

Soap operas, often referred to simply as "soaps," are a genre of serialized television dramas that originated on radio and later transitioned to television. Soap operas are known for their long-running, continuous storylines, typically revolving around the lives and relationships of multiple characters. The term "soap opera" comes from the early days of radio broadcasting when these shows were sponsored by soap manufacturers. To identify soap opera, there are some characteristics which can be identified such as:

1. Serialized Format

Soap operas are structured as ongoing, serial narratives with storylines that continue from one episode to the next. They don't have self-contained episodes like traditional dramas or sitcoms.

2. Daily or Frequent Episodes

Soap operas often air multiple episodes per week, sometimes even daily, providing a consistent and continuous flow of storytelling.

3. Family and Relationship Drama

The central focus of soap operas is on the interpersonal relationships and family dynamics of the characters. The stories often involve love affairs, family conflicts, rivalries, betrayals, and other emotional entanglements.

4. Multiple Storylines

Soap operas feature multiple storylines running concurrently, each focusing on different characters and situations. These storylines may intersect and intertwine over time.

5. Dramatic Tension

Soap operas frequently employ dramatic elements and cliffhangers to keep the audience engaged and eager for the next episode.

6. Ensemble Cast

Soap operas typically have large ensemble casts, with many characters involved in various storylines. These casts can include main characters, supporting characters, and recurring characters.

7. Real-Time Aging

In some soap operas, characters age in real-time, which means that the passage of time is reflected in the storyline. Children grow up, and characters age naturally over the years.

8. Diverse Settings

Soap operas can be set in various settings, including hospitals (medical dramas), urban neighborhoods, rural communities, or upscale social circles.

9. Emotional Appeal

Soap operas aim to evoke strong emotions from the audience, often using themes of love, heartbreak, loss, and triumph to create an emotional connection with viewers

Soap operas have been a significant part of television programming, particularly during daytime hours, where they have historically aired. However, some primetime soap operas have also gained popularity over the years. They continue to attract a dedicated fan base that follows the ongoing sagas of their favorite characters for years or even decades. Some well-known soap operas include "The Young and the Restless," "General Hospital," "Days of Our Lives," "All My Children," and "The Bold and the Beautiful."

h. Documentaries

Documentaries on TV are non-fictional television programs that present informative and factual content through visual storytelling. These programs aim to educate, inform, and raise awareness about real-life events, people, places, historical events, social issues, natural

phenomena, scientific discoveries, and more. Documentaries provide viewers with an in-depth exploration of a specific subject, often featuring interviews, archival footage, expert commentary, and on-site filming to offer a comprehensive and engaging presentation.

Here are some key characteristics of documentaries on TV:

1. Non-Fictional Content

Non-fictional content in a documentary refers to the factual and true elements presented in the film. Documentaries are intended to capture and present reality, focusing on real people, events, issues, or historical occurrences. The content in a documentary is expected to be accurate and based on evidence, research, interviews, and reliable sources.

2. Informative and Educational

An informative and educational documentary on TV aims to provide viewers with valuable insights, knowledge, and understanding of various subjects. These documentaries are designed to be both engaging and intellectually stimulating while presenting factual information in a compelling and accessible way.

3. Visual Storytelling

Documentaries use a combination of visuals, including footage, photographs, animations, and graphics, to tell a compelling story and engage the audience. A public speaker should pay attention on visual story telling since visual storytelling is a powerful tool used in documentaries on TV to engage audiences, convey information, and evoke emotions. It involves the use of compelling visuals, such as footage, images, animations, and graphics, to narrate the documentary's message and enhance the viewing experience. Moreover, the speaker should also use visual metaphors to symbolically represent concepts or themes, creating a deeper level of meaning for the audience. Apart from it, in delivering scrip, strong and compelling narration or voiceover can tie together the visuals, guiding the audience through the story and maintaining coherence.

4. Diverse Topics

Documentaries cover a wide range of topics, including history, science, nature, current events, biographies, cultural studies, and social issues, among others. Based on the various topics provided in documentary, the speaker needs to understand about the topics he presents.

5. Documenting Real-Life Situations

Some documentaries focus on observing and capturing real-life situations or events as they unfold, offering a candid and unfiltered perspective. Documenting real-life situations for a speaker involves capturing and presenting authentic and compelling stories or experiences that can be shared during a speaking engagement. This process requires careful planning, ethical considerations, and a focus on delivering impactful and meaningful content.

6. Balanced and Objective

Well-made documentaries strive to present a balanced view of the subject matter, avoiding undue bias and allowing viewers to form their own opinions. Maintaining balance and objectivity in a documentary for the speaker is essential to uphold the integrity of the content and to present a fair and unbiased portrayal of the subject matter.

7. Award Recognition

Documentaries are often recognized and honored in various film and television awards ceremonies, celebrating their contribution to the art of storytelling and education. Achieving award recognition for a documentary on speaking on TV can be a rewarding acknowledgment of the film's quality and impact.

Documentaries have played a vital role in bringing attention to important global issues, shedding light on lesser-known subjects, and preserving historical records. They provide viewers with an opportunity to gain a deeper understanding of the world around them and can be both entertaining and thought-provoking. Many television networks and streaming platforms feature documentary content as part of their programming to cater to viewers' interests in exploring real-world topics and expanding their knowledge.

i. Variety Show

A variety show on TV is a genre of television programming that features a mix of different entertainment segments, performances, and acts within a single show. These shows are designed to provide a diverse range of content, offering viewers a blend of music, comedy, dance, magic, skits, celebrity interviews, and other forms of entertainment. Variety shows often showcase a lineup of guest performers and regularly feature a recurring host or group of hosts who introduce the acts and engage with the audience. These are the identification of variety show:

1. Diverse Entertainment

    Variety shows incorporate a variety of entertainment elements and performances to appeal to a broad audience. These elements can include musical performances, comedy sketches, dance routines, magic tricks, acrobatics, and more.

2. Guest Performers

    Variety shows often feature guest performers who are invited to showcase their talents or promote their latest projects. These guests can include musicians, comedians, actors, dancers, magicians, and other entertainers.

3. Host or Hosts

    Variety shows typically have a host or a group of hosts who introduce the different segments, interact with the audience, and provide continuity throughout the show.

4. Live Audience

    Many variety shows are recorded in front of a live studio audience, whose reactions and laughter add to the energy and atmosphere of the show.

5. Sketch Comedy

    Comedy sketches are a common feature in variety shows, providing humorous and often satirical takes on various topics or pop culture references.

6. Special Guests

    In addition to musical and comedic performances, variety shows may also include appearances by celebrity guests who engage in interviews or participate in comedic skits.

7. Time Slots

    Variety shows can vary in length and frequency. Some are one-time special events, while others may have regular time slots, airing weekly or monthly.

8. Entertainment for All Ages

    Variety shows aim to entertain viewers of all ages and demographics, offering a mix of content that appeals to a wide range of interests.

Popular examples of variety shows include "The Ed Sullivan Show," "The Carol Burnett Show," "Saturday Night Live" (SNL), "The Tonight Show Starring Jimmy Fallon," and "The Ellen DeGeneres Show," among others. Variety shows have been a significant part

of television history, showcasing a rich tapestry of entertainment and providing a platform for emerging talents and established performers to reach a wider audience.

j. Late Night Show

A late-night show on TV is a type of television program that airs during the late-night hours, typically after the primetime programming has ended. Late-night shows are known for their informal and often comedic format, providing viewers with a mix of entertainment, interviews, comedy sketches, monologues, and musical performances. These shows are hosted by a host or comedian who interacts with guests, engages with the audience, and offers humorous commentary on current events and pop culture.

Here are some key characteristics of late-night shows on TV:

1. Time Slot

    Late-night shows are broadcast during the late-night hours, typically starting at 11:00 PM or 11:30 PM and running until the early hours of the morning.

2. Host or Comedian

    Each late-night show has a host or a team of hosts who lead the program. These hosts are often comedians known for their wit, humor, and ability to engage with guests and the audience.

3. Monologue

    Late-night shows usually begin with a monologue, during which the host delivers humorous commentary on current events, news headlines, and pop culture. This monologue is a signature element of late-night programming.

4. Celebrity Interviews

    Late-night shows frequently feature interviews with celebrity guests, including actors, musicians, authors, athletes, politicians, and other public figures. The interviews can be light-hearted, candid, and sometimes even poignant.

5. Comedy Sketches

    Many late-night shows include comedy sketches, often featuring the host and sometimes involving celebrity guests or recurring characters. These sketches add humor and variety to the show.

6. Audience Participation

Late-night shows often involve audience participation, including audience Q&A segments, comedic bits with audience members, and occasional contests or games. Being active in this section will make the program run well.

7. Musical Performances

Late-night shows regularly feature musical performances by popular bands, singers, and musicians, providing a platform for promoting new music and albums.

8. Social and Political Commentary

Late-night hosts frequently engage in social and political commentary, offering their comedic take on current events, political developments, and societal issues. In this program, the speaker has to be able to get the knowledge about the topic.

9. Informal Atmosphere

Late-night shows have a more relaxed and informal atmosphere compared to traditional primetime talk shows, encouraging casual banter and spontaneous interactions.

Popular examples of late-night shows include "The Tonight Show Starring Jimmy Fallon," "The Late Show with Stephen Colbert," "Jimmy Kimmel Live!," "Late Night with Seth Meyers," and "The Daily Show with Trevor Noah," among others. Late-night shows have become a significant part of television entertainment, providing a space for audiences to unwind, be entertained, and stay informed while enjoying a mix of comedy, interviews, and music.

k. Travel and Lifestyle Show

A travel and lifestyle show on TV is a genre of television programming that explores various destinations, cultures, lifestyles, and experiences from around the world. These shows typically follow hosts or presenters as they embark on journeys to different locations, offering viewers an immersive and informative look at various travel destinations and the diverse ways people live and experience life. The speaker should consider the items:

1. Travel Exploration

The primary focus of travel and lifestyle shows is to showcase travel experiences, highlighting destinations, landmarks, attractions, and unique aspects of different regions.

2. Cultural Immersion

These shows often delve into the local culture, traditions, cuisine, art, and customs of the places visited, providing viewers with insights into the richness and diversity of the world.

3. Adventure and Exploration

Travel and lifestyle shows may include adventure elements, such as outdoor activities, sports, and exploration of natural wonders.

4. Personal Journeys

The shows typically feature hosts or presenters who share their personal experiences, emotions, and discoveries during their travels.

5. Informative Guides

Travel and lifestyle shows often serve as informative guides for viewers who may be interested in visiting the showcased destinations. They provide practical tips, travel advice, and suggestions for things to do and see.

6. Lifestyle and Living

In addition to travel, some shows also explore different lifestyles and living experiences, including home design, cooking, fashion, and wellness, among other aspects of daily life.

7. High-Quality Production

Travel and lifestyle shows are often produced with high-quality visuals and cinematography to capture the beauty of the destinations and enhance the viewer's experience.

8. Global Scope

These shows may focus on exploring locations within a specific country or region, or they may take a global approach, featuring destinations from around the world.

9. Inspirational and Aspirational

Travel and lifestyle shows often inspire viewers to explore new places, experience different cultures, and embrace a sense of adventure in their own lives.

Popular examples of travel and lifestyle shows on TV include "Anthony Bourdain: Parts Unknown," "Rick Steves' Europe," "No Reservations with Andrew Zimmern,"

"House Hunters International," "Departures," and "The Great British Bake Off," among others. These shows not only entertain but also provide a window into the world, broadening viewers' horizons and fostering a sense of curiosity and appreciation for the diverse cultures and experiences that exist across the globe.

7. Speaking on Radio

Speaking on the radio is a unique form of communication that relies solely on the spoken word to engage and entertain listeners. Unlike visual media, radio presents its own set of challenges and opportunities. Speaking on the radio requires a distinct set of skills compared to speaking on television or in front of a live audience. As the radio is an auditory medium, the emphasis is on vocal delivery and communication without relying on visual cues. To support the success of speaking on radio, the speaker needs to consider the characteristics of speaking on radio as follows:

a. Broadcasting

Radio stations broadcast audio content, such as music, speeches, interviews, and news, to a wide audience. These broadcasts are transmitted as radio waves through antennas and can cover large geographical areas.

b. Variety of Content

Radio offers a diverse range of content, including music from various genres, talk shows, news updates, sports coverage, weather reports, and more. It caters to different interests and preferences.

c. Live and Real-Time

Most radio broadcasts are live, meaning that they are transmitted in real-time as they are happening. This allows for immediate access to news and current events.

d. Local and National Reach

Radio stations can have different coverage areas, from local community stations that serve a specific area to national networks that reach across an entire country.

e. Accessibility

Radio is relatively affordable and accessible to a wide range of people, as radio receivers can be found in various forms, including standalone devices, car radios, and smartphones with built-in radio capabilities.

Radio has been a vital means of communication and entertainment since its inception in the early 20th century. It continues to be an important medium for disseminating information, providing entertainment, and connecting people across different regions and communities. With the rise of digital technology, radio has also evolved to include online streaming and podcasting, allowing listeners to access radio content through the internet.

a) Knowing the Audiences on Speaking on Radio

Knowing the audience totally is of paramount importance when speaking on the radio. Radio is a one-way communication medium, meaning the speaker cannot see his audience, and he relies solely on his voice and content to connect with listeners. Understanding the demographics, interests, preferences, and expectations of the radio audience can significantly impact the success and effectiveness of a radio program or broadcast. Thus, he needs to identification and adjustment to maximize the performance of speaking.

1. Tailoring Content

Knowing the audience allows the radio host or speaker to tailor the content to meet the interests and needs of the listeners. This ensures that the topics discussed, music played, and overall tone of the program resonate with the audience, making it more engaging and relevant.

2. Connecting Emotionally

Creating an emotional connection with the listener is a powerful way to enhance the impact and effectiveness of communication, particularly in radio broadcasting. When listeners feel emotionally engaged, they are more likely to be attentive, receptive, and connected to the content being presented. The speaker may show his empathy to the listeners so that the bounding can be created between them. Speaking about issues that are important to the audience or sharing stories that resonate with them helps build a strong emotional connection, fostering loyalty and continued listenership.

b) Speaking with Passion and Enthusiasm

Speaking with passion and enthusiasm is a style of communication in which the speaker expresses deep emotions, strong feelings, and genuine excitement about the topic they are discussing. It involves delivering a message with intense conviction, energy, and a positive attitude, which captivates and engages the audience. When a person speaks

with passion and enthusiasm, they exhibit genuine interest and belief in what they are saying, making the content more compelling and impactful.

Speaking with passion and enthusiasm on radio is of significant importance as it can profoundly impact the effectiveness and success of the broadcast. Showing the passion and enthusiasm to the audiences will support the process of communication. A speaker who speaks unfriendly will have less audience.

c) Maintaining A Conversational Tone On Speaking On Radio

Speaking on the radio requires a unique approach to communication since the speaker does not have visual cues or body language to support the message. To effectively engage the audience and create a pleasant listening experience, it's essential to adopt a conversational tone.

Conversational tone can be done by being natural and relaxed. The speaker can create the vibe of speaking like making a one-on-one conversation with a friend. Furthermore, speaking together with smiling can also be conducted. Smiling can actually influence the tone of the voice and make it sound friendlier. Even though the audience can't see the speaker, they can sense the positivity through the tone. Moreover, the speaker can vary his tone when speaking. Monotonous speech can be boring which can make the audience off air.

d) Control Pace and Timing

Controlling pace and timing in speaking on radio is crucial to deliver a professional and effective broadcast. Pace and timing influence how the message is received by the audience and it can significantly impact the overall listening experience. As a radio broadcaster or presenter, the speaker must strike a balance between speaking too fast and too slow. Speaking too fast can lead to listener confusion and hinder comprehension, while speaking too slowly can result in boredom and disinterest.

To control pace and timing, focus on clear and articulate enunciation. Speak at a pace that allows the audience to follow the content without feeling rushed. Strategic pauses can add emphasis and give listeners time to absorb information. Avoid dead air by filling pauses with music or sound effects.

Rehearsing the content helps the speaker become familiar with the pacing and timing, ensuring a smooth delivery. Listen to feedback from listeners and colleagues to

refine the presentation style. Stay adaptable, adjusting the pace and timing based on the content, audience, and program requirements.

Maintaining a calm and relaxed demeanor also helps the speaker control his pace and timing effectively. Consider using cue cards or prompts to stay on track during the broadcast. Lastly, study experienced broadcasters to learn from their techniques in pacing and timing. By mastering these skills, he can create a compelling and engaging radio experience for the audience.

e) Visualizing The Listeners

Visualizing the listeners is a technique used by radio broadcasters to improve their communication skills and create a more engaging experience for their audience. Although radio is an audio-only medium, imagining the listeners as real people helps the presenter connect on a personal level.

By visualizing the listeners, broadcasters can tailor their content to meet the audience's needs, interests, and preferences. It enables them to speak directly to their imaginary audience, making the delivery more relatable and impactful. This technique fosters empathy, as the broadcaster can put themselves in the listeners' shoes, understanding their perspectives and emotions.

Visualizing the listeners also helps maintain a conversational tone and a sense of connection, as if the broadcaster is having a one-on-one conversation with each listener. This approach enhances clarity in delivery and ensures the message is conveyed effectively.

Moreover, by imagining a supportive and engaged audience, broadcasters can overcome nervousness and deliver their content with confidence and enthusiasm. This positive energy translates into a more dynamic and captivating radio experience, ultimately leading to a more successful and enjoyable broadcast.

f) Using Inflation and Emphasis on Speaking In Radio

Using inflation and emphasis in speaking on the radio can elevate the impact of the message and engage the audience more effectively. The way the speaker delivers the content and emphasizes certain points becomes crucial in conveying emotions and grabbing the listeners' attention.

Inflation can be employed by using vivid and expressive language to create a more dramatic effect. For example, describing an event as "absolutely astonishing" or "unbelievably fantastic" adds intensity and excitement to the narration. However, it's essential to strike a balance and avoid overusing inflation, as excessive exaggeration can diminish credibility.

Emphasis in radio broadcasting involves using variations in tone, pitch, and volume to highlight specific words or phrases. A change in vocal delivery can add significance to important points, create intrigue, and maintain the audience's interest throughout the broadcast.

By emphasizing key information, the speaker may guide his listeners' focus and help them grasp the most critical aspects of the message. Strategic emphasis can also evoke emotions and convey the passion and enthusiasm for the topic, making the presentation more compelling and memorable.

However, it's crucial to use both inflation and emphasis thoughtfully and authentically. Overuse or insincere application of these techniques can alienate the audiences and undermine the speaker's credibility.

g) **Active Listening and Reaction**

Active listening and reaction are essential components of effective communication, fostering meaningful interactions and understanding between individuals. Active listening involves fully concentrating, understanding, responding, and remembering what the other person is saying. It requires the listener's full attention, empathy, and engagement. Reacting appropriately to the speaker's message demonstrates that the listener is attentive and responsive, validating the speaker's thoughts and feelings. They build a strong connection with the audience, enhance content relevance, and foster a sense of community among the listeners. By valuing and responding to the audience's input, radio hosts can create a more meaningful and enjoyable listening experience for the audience.

h) **Engaging With Caller and Guest**

Engaging with callers and guests is vital for interactive radio broadcasting. Active listening, asking open-ended questions, and using their names create a personal connection. Show empathy, respect, and gratitude for their contributions. Encourage

audience interaction and stay neutral during discussions. Avoid interruptions and guide the conversation back on track when necessary. Flexibility is crucial to adapt to the flow of the conversation. Express genuine interest and enthusiasm to make the interaction more engaging. By fostering a positive and inclusive environment, the speaker creates a dynamic and enjoyable radio experience for the audience.

i) Handling Technical Techniques

Handling technical techniques in speaking on radio is vital for ensuring a smooth and professional broadcast. Technical proficiency enhances the overall quality of the program and helps deliver content effectively to the audience. Here are the key reasons why handling technical techniques is important:

1. Sound Quality

Proper technical handling ensures high sound quality during the broadcast. This includes clear audio, balanced volume levels, and minimal background noise, leading to a more enjoyable listening experience for the audience.

2. Avoiding Disruptions

Familiarity with technical equipment and techniques helps prevent technical glitches and disruptions during the broadcast. Smooth operation ensures that the content flows seamlessly without interruptions.

3. Time Management

Knowing how to handle technical equipment efficiently allows the radio host to manage time effectively during the broadcast. This ensures that segments and breaks are properly timed, preventing content overlaps or gaps.

4. Audience Retention

Smooth technical handling keeps the audience engaged and prevents distractions caused by technical issues. Listeners are more likely to stay tuned when they can enjoy a seamless broadcast.

5. Professionalism

Technical proficiency conveys professionalism and competence. It enhances the credibility of the radio program and the speaker, leading to a positive perception among the audience.

6. Adapting to Situations

    Being well-versed in technical techniques allows the radio host to adapt to different situations, such as handling unexpected technical difficulties or adjusting equipment settings on the fly.

7. Broadcasting Efficiency

    Technical expertise ensures efficient use of broadcasting equipment and resources. It maximizes the potential of the available tools, making the broadcast more effective and cost-efficient.

8. Managing Remote Interviews

    Handling technical techniques is crucial for conducting remote interviews or discussions. It enables smooth communication with guests and participants located in different locations.

9. Emergency Preparedness

    Technical proficiency helps the radio host be prepared for unforeseen technical emergencies. Knowing how to troubleshoot and resolve issues promptly minimizes downtime and ensures a continuous broadcast.

10. Content Presentation

    Technical techniques, such as using sound effects or music cues, can enhance the presentation of content. Properly timed and executed effects can add drama, emphasis, or entertainment value to the broadcast.

11. Enhancing Creativity

    Technical expertise empowers the radio host to experiment with creative ideas and formats. It opens up opportunities for exploring new ways to present content and engage the audience.

j) Using Sound Effect and Music

    Sound and music play a vital role in enhancing the impact and appeal of radio broadcasts. Sound effects add realism and depth to storytelling, immersing the audience in the narrative. From simulating the sound of a bustling city to creating suspenseful moments, sound effects enrich the listening experience and make the content more engaging.

Music, on the other hand, serves as a powerful emotional tool. It sets the mood and tone of the program, evoking various feelings in the listeners. Upbeat and energetic music can infuse excitement and enthusiasm, while soft melodies can create a sense of calm and relaxation.

Strategic use of music can also mark transitions between segments or emphasize important points in discussions. Background music during talk segments maintains listener interest and prevents monotony, ensuring a dynamic broadcast.

Moreover, music can aid in branding and identity, establishing a recognizable and distinctive sound for the radio station. Well-chosen jingles and music beds contribute to the station's personality and leave a lasting impression on the audience.

k) Telling Captivating Stories

Telling captivating stories is an art that holds the power to mesmerize and connect with the audience on a profound level. To create engaging narratives on the radio, it's essential to start with a compelling opening that hooks the listeners' attention. Using descriptive language, vivid imagery, and well-developed characters, the storyteller can transport the audience into a world of imagination.

Emotional connections play a crucial role in captivating storytelling. By infusing emotions into the narrative, the audience becomes invested in the characters' journey and experiences. Suspense and well-timed revelations keep listeners eagerly anticipating the next turn of events.

An understanding of the audience's interests and preferences is vital in tailoring the story's content to resonate with them. Pacing and timing are equally important, allowing for moments of intensity and reflection. Rehearsing and refining the delivery ensure a smooth and captivating performance.

l) Collaborating With Co Host On Speaking On Radio

Collaborating with a co-host is a critical aspect of successful radio broadcasting. Effective teamwork and communication between co-hosts create a seamless and engaging on-air experience for the audience.

Clear roles and responsibilities should be established, allowing each co-host to play to their strengths and contribute uniquely to the show. Planning and preparation together ensure that the program is well-organized and executed smoothly.

Supporting and respecting each other's opinions is vital, even when discussing differing viewpoints. A friendly and natural banter between co-hosts fosters a sense of camaraderie that resonates with listeners.

Balancing on-air presence ensures equal participation and involvement, avoiding one host dominating the conversation. It is essential to give space for each co-host to express their thoughts and ideas.

Handling disagreements professionally and respectfully is crucial for maintaining a harmonious working relationship. Constructive conflict resolution strengthens the partnership and fosters a positive environment for collaboration.

Ultimately, collaborating with a co-host enhances the overall quality of the broadcast, making it more engaging, relatable, and enjoyable for the audience. When co-hosts work together effectively, the radio show becomes a compelling and memorable experience, leading to a dedicated and loyal listener base.

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