



**Unit**

**1**

**Speaking  
Confidently  
and Ethically**



## In this unit you will learn to:

- define the importance of public speaking;
- know the basic mode of speech communication process;
- explain the reasons for stage fright;
- apply strategies to deal with stage fright;
- get familiar with the guidelines for ethical speaking;
- deliver the first introductory speech confidently and ethically.



### 1.1 Speech Reading: Why Study Public Speaking?

#### Activity 1 Lead-in Listening

Listen to the speech and answer the following questions.



1. Do you think the champion speaker did a very good job in terms of speech content, organization, language, and delivery? Why or why not?
2. What is the symbol of China in your eyes?
3. In what order did the champion speaker organize her speech?

#### Activity 2 Pre-reading Questions

1. Why do you decide to take the Public Speaking course in this term?
2. Have you ever delivered a satisfactory public speech?
4. How did you feel before, during, and after your speech?
5. How do you evaluate your speech?
6. What are the major benefits of public speaking?

## Why Study Public Speaking?<sup>1</sup>

1 Today, beyond the relative security of the college or university classroom, nearly 7,000 speakers will stand in front of the American audience and deliver speeches. And during those same twenty-four hours, people will make more than 30 million business presentations. These speakers will express and **elaborate their ideas, champion the cause**, and promote their products or services. Those who are successful will make sales, obtain support, and educate and entertain their listeners. Many will enhance their reputations as effective speakers. To achieve these goals, each will be using the skills, principles, and arts of public speaking.

2 Consider, too, that somewhere on a college campus right now is the student who will one day deliver an **inaugural address** after being sworn in as president of the United States; the student who will appear on national television to accept the Tony Award<sup>①</sup> for Best Actress, or the Academy Award<sup>②</sup> for Best Director; and the student who will present breakthrough medical research findings to a national conference of doctors and medical technicians, or whose words will announce the passage of important legislation.

3 Studying and practicing public speaking benefit you personally, professionally, and publicly.

### Personal Benefits of Studying Public Speaking

4 First, mastering public speaking can help you to acquire skills important to your success in college. According to a recent Carnegie Foundation report:

*To succeed in college, undergraduates should be able to write and speak with clarity, and to read and listen with comprehension. Language and thought are **inextricably connected**, and as undergraduates develop their linguistic skills, they improve the quality of their thinking and become intellectually and socially **empowered**.*

5 Second, public speaking can help you to become more knowledgeable. There is a saying that we learn: 10 percent of what we read, 10 percent of what we hear, 10 percent of what we see, and 70 percent of what we speak.

6 Consider for a moment two different ways of studying lecture notes for an exam. One method is to read and reread your note silently. An alternative is more active and makes you a sender of messages. You stand in your room, put your lecture notes on your dresser, and deliver the lecture out loud, pretending you are the instructor explaining the material to the class. Which method do you think promotes better

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1 This text is adapted from *New College English* (Book 5, 2nd ed.), Beijing: Foreign Language Teaching and Research Press.



understanding and retention of the course material? You will not be surprised to learn that it's the second method.

7 Speaking is an active process. You discover ideas, shape them into a message, and deliver that message using your voice and body. The act of speaking is a crucial set of your thinking skills. As the British author E. M. Forster observed, "How do I know what I think until I've seen what I've said?" The process of developing and delivering an idea clarifies it and helps it uniquely your own.

### **Professional Benefits of Studying Public Speaking**

8 Studying communication, especially public speaking, is important to you not only personally but also professionally. In fact, numerous studies document a strong relationship between communication competence and career success. Effective speaking skills enhance your chances of first securing employment and then advancing in your career. Hafer and Hoth surveyed thirty-seven companies, asking them to rate the characteristics they considered most important when hiring an employee. Out of twenty-six characteristics, oral communication skills ranked first.

9 More recently, three speech and business professors collected 428 responses from personnel managers in business organizations to determine the "factors most important in helping graduating college students to obtain employment". Oral communication skills ranked first and listening second. The researchers concluded:

*From the results of this study, it appears that the skills most valued in the contemporary job market are communication skills. The skills of oral communication (both interpersonal and public), listening, written communication, and the trait of enthusiasm are seen as the most important. It would appear to follow that university officials wishing to be of the greatest help to their graduates in finding employment should make sure that basic competencies in oral and written communication are developed. Courses in listening, interpersonal, and public communication would form the basis of meeting the oral communication competencies.*

10 Once you are hired, your speaking skills continue to work for you, becoming your ticket to career success and advancement. Researchers Roger Mosvick and Robert Nelson found that managers and technical professionals spend approximately twice as much time speaking and listening as they do reading and writing. A survey of 500 executives found that speaking skills "rated second only to job knowledge as important factors in a businessperson's success". That same study also showed that effective communication helped to improve company productivity and understanding among employees. Oral communication and public speaking clearly play a critical role in your professional life.

### Public Benefits of Studying Public Speaking

11 Finally, public speaking can help you to play your role as a member of society. As the German writer Thomas Mann noted, “Speech is civilization itself. The word, even the most **contradictory** word, preserves **contact**—it is silence which isolates.” Public speaking is an important part of creating a society of informed and active citizens.

12 A democratic society is shaped, in part, by the **eloquence** of its leaders:

—Franklin Roosevelt, who rallied a nation during the Great Depression<sup>③</sup> by declaring, “The only thing we have to fear is fear itself”;

—John F. Kennedy, who urged citizen involvement, **exhorting us to** “Ask not what your country can do for you; ask what you can do for your country”;

—Martin Luther King, Jr., who challenged us to dream of a day when people will be judged not “by the color of their skin but by the content of their character”.

13 But a democratic society is also shaped by the quiet eloquence of everyday citizens:

—the police officer who **informs** residents **of** a crime-plagued area how to set up a neighborhood watch program;

—the social worker who addresses the city council and secures funding for a safe house for abused and runaway children;

—the elementary school teacher who speaks to civic clubs, generating support for a meals-on-wheels program for elderly citizens **confined** to their homes.

14 In each of these instances, the speaker used the power of the spoken words to address a need and **solicit** an appropriate audience response.

#### Analysis

The presenter delivers the speech in order to help college students to get a better understanding of the importance of public speaking and encourage them to study the art of public speaking for a brighter future. Of course, by using some public speaking skills, the presenter successfully achieves the goal.

Firstly, the speech is well-organized with a three-part anatomy—introduction, body, and conclusion. In the introduction part, the presenter makes a list of domains where public speaking is frequently made in order to relate the speech topic to the audience. By doing so, the presenter can get the audience’s interest in the speech topic and engage them in thinking about the topic.

Besides, at the end of the introduction part, the presenter formulates a very solid central idea with “Studying and practicing public speaking benefit you personally,

professionally, and publicly.”. Therefore, the audience are navigated into understanding the personal, professional, and public benefits of public speaking.

Throughout the whole speech, the presenter uses examples, statistics, and testimony to support the main idea, which makes the speech credible and persuasive enough for the audience to understand the benefits of public speaking.

The presenter uses some brief and hypothetical examples to illustrate the importance of public speaking. For example, giving presentation on the lecture note during the final week is much more efficient than reciting the materials by oneself to prove that public speaking is personally beneficial to college students. Besides, the presenter also uses some very influential people as examples to prove that public speaking is socially beneficial to people.

In the speech, the presenter employs some statistics to make the speech more credible. For example, the presenter uses such statistics as “we learn: 10 percent of what we read, 10 percent of what we hear, 10 percent of what we see, and 70 percent of what we speak” to support the main point that “public speaking can help you to become more knowledgeable”.

In addition to the use of examples and statistics, the presenter also uses testimony to make the speech more reliable. For example, the presenter uses “Speech is civilization itself. The word, even the most contradictory word, preserves contact—it is silence which isolates.” to support the idea that public speaking is an important means of creating a society of informed and active citizens.

In the conclusion part, the presenter reinforces the central idea that “the speaker used the power of the spoken words to address a need and solicit an appropriate audience response” to highlight the importance of public speaking and signal the end of the speech.

In summary, the presenter successfully helps the audience to realize the importance of public speaking with a strong central idea, a clear and precise organizational pattern, and adequate evidence including examples, statistics, and testimony to support the main idea.

### Useful Words & Expressions

confine	<i>v.</i>	控制，限制
contact	<i>n.</i>	联络用的
contradictory	<i>adj.</i>	矛盾的，对立的
eloquence	<i>n.</i>	能言善辩
empower	<i>v.</i>	授予……权力
inextricably	<i>adv.</i>	密不可分地，解不开地
solicit	<i>v.</i>	征求，募集

champion the clause  
elaborate one's ideas  
exhort sb. to do sth.  
inaugural address  
inform sb. of sth.

支持条款  
详尽阐述某人的想法  
劝告某人做某事  
就职演讲  
通知某人某事

### Notes

- ① the Tony Award: Established in 1947, it is the highest award for American plays and musicals, jointly established by the Broadway League and the American Theater Wing. It is known alongside the Oscars for film, the Grammy Awards for music, and the Emmy Awards for television as one of the four top awards in the American arts.
- ② the Academy Award: It is a film award hosted by the Academy of Motion Picture Arts and Sciences, established in 1929. This award is the oldest, most authoritative, and professional film award in American history and is also the most influential film award worldwide.
- ③ the Great Depression: It originated in the United States between 1929 and 1933, and later spread to the entire capitalist world, including economic crises in capitalist countries such as the British Empire, the Third French Republic, Germany, and the Empire of Japan. It was characterized by its long duration, wide range, and strong destructive power.

### Critical Thinking

1. How does understanding the speech communication process enhance one's ability to speak confidently and ethically?
2. What role does intercultural communicative competence play in public speaking, and how can it be developed for more effective cross-cultural communication?
3. How does public speaking differ from conversation, and what adjustments can speakers make to use them effectively?
4. How can public speakers ensure that their speeches are not only effective but also responsible and respectful?
5. How does critical thinking enhance the ethical dimensions of public speaking?



## 1.2 Skill Focus: Speaking Confidently and Ethically

Public speaking is an essential skill that involves effective communication with a group of people through words, physical delivery, and sometimes visual or audio aids. It can be intimidating for many individuals, but it is a skill that can be developed and improved over time. To speak confidently and ethically, it is important for you to understand the speech communication process, intercultural communicative competence, critical thinking, and how public speaking differs from conversation. By applying these principles to practice, you can become a more effective and confident public speaker.

### 1.2.1 The Basics of Public Speaking

Public speaking is an art, but not a talent. In order to improve your public speaking skills, you should know some basics about public speaking, such as the speech communication process, intercultural communicative competence, critical thinking, the similarities and differences between public speaking and conversation, and speaking in a multicultural world. Based on your understanding of the basics of public speaking, you should put the following tips into practice to speak in public confidently and ethically.

#### 1. Speech Communication Process

Regardless of the different kinds of speech communication involved, seven elements in a speech communication process should be taken into consideration, which are situation, speaker, channel, message, audience, interference, and feedback.

#### Examples

##### (1) Situation

It was 5:15 p.m., and the Midwest Food Festival and Expo had been going on all day. Gourmet food vendors from the Great Lakes region were presenting their products to distributors and restaurant owners, but the presentations had taken much longer than expected.



(2) Speaker

Jason Cruz, the owner and operator of a gourmet salsa company, was worried. As the last speaker of the day, he knew he faced a tough situation. He had been allotted 30 minutes, but the festival was scheduled to end in 15 minutes and the success of his products depended in large part on his presentation.

(3) Channel

Jason stepped to the microphone and began to speak. He could see members of the audience looking at their watches, and he knew they were eager to have dinner after a long day of meeting.

(4) Message

Now that he had the audience's attention, Jason presented each of his products as briefly as he could. He streamlined his planned remarks to emphasize the salsa that would be the most appealing to grocery shoppers and restaurant diners. He ended by handing out samples of two pieces of new salsa that had won awards in recent food shows.

(5) Audience

The audience were grocery shoppers and restaurant diners, who were eager to have dinner after a day's meeting.

(6) Interference

"Good afternoon," Jason said, "and thanks for your attention. I know everyone is ready to relax after a long day. So am I. I was given 30 minutes to tell you about my salsa, but I'll do my best to finish in 15 minutes. I think you'll find the time well worth your while, because your customers are going to love my products." Jason was relieved to see people smiling as they settled back in their seats.

(7) Feedback

As promised, Jason finished in 15 minutes. "So, that's it!" he concluded. "Thanks for your attention after such a long day." The festival organizer came up to Jason after his presentation. "Great stuff—both the talk and the salsa," she said. "Next year I think we'll try to make all the presentations as concise and efficient as yours."

## 2. Public Speaking and Cultural Diversity

Speech making is becoming more and more complex as cultural diversity increases, and part of the complexity stems from the differences in language from culture to culture, so you should develop the ability to communicate effectively in cross-cultural situations. When talking to the cross-cultural audience, you must be

especially alert to how cultural factors will affect their responses to your speech. You should show respect for the cultural values and expectations of the audience. But some inexperienced public speakers sometimes fail to take their audience's cultural values and customs into consideration due to ethnocentrism.

Ethnocentrism can play a positive role in creating group pride and loyalty. But it can also lead to prejudice and hostility toward different racial, ethnic, religious, or cultural groups. To be an effective public speaker in a multicultural world, you need to have intercultural communicative competence and keep in mind that all people have their special beliefs and customs, so you should try to avoid ethnocentrism.

Avoiding ethnocentrism does not mean that you must agree with the values and practices of all groups and cultures. At times you might try to convince people of different cultures to change their traditional ways of doing.

Due to the diversity of the modern world, in which people have different cultural backgrounds, you should be alert to how cultural factors might affect how the audience respond and adapt your message accordingly when you work on your speeches.

### **3. Public Speaking and Critical Thinking**

Certainly, demonstrating respect for cultural diversity does not imply that you should undervalue your own culture. As an ethical speaker, you should cultivate your critical thinking skills.

Critical thinking involves the ability to think clearly and systematically about various aspects of an issue, such as the logical connections between ideas, the validity of evidence, and the distinction between facts and opinions. Critical thinking is a skill that can help you to further develop your arguments and position your speech in a strong manner. It utilizes your thought, plan, and action. You should be sure to consider the research at-hand and develop an argument that is logical and connects to the audience.

Critical thinking has been regarded as a vitally important part of public speaking because it can enhance your skills as a critical thinker in many occasions. For example, when you plan the structure of your speeches, when you organize your thoughts logically and cohesively, or when you express your ideas in clear and accurate language, critical thinking can help you to think clearly, accurately, and effectively.

### **4. Public Speaking and Conversation**

To get a better understanding of the nature of public speaking, you should be

aware of the similarities and differences between public speaking and conversation. There are some similarities between public speaking and conversation: (1) organizing your thoughts logically; (2) tailoring your message to the audience; (3) telling a story for the maximum impact; (4) adapting to the audience's feedback.

Compared with conversation, public speaking is more highly structured and requires more formal language and a different method of delivery.

### **1.2.2 Speaking Confidently**

Public speaking is important in both personal and professional life, but there are indications that public speaking ranks high among the things that people fear the most. For most people, when they speak they are very nervous or stage frightened. When delivering a speech, you should pay attention to the importance of speaking confidently.

Speaking with confidence has great personal and professional benefits, such as building self-esteem, building trust and relationships with people around them, and having open discussions with others.

However, stage fright, which is one of the barriers to prevent you from speaking confidently, is a common phenomenon that cuts across language, culture, and national borders. Speaking in public is very challenging for all of you, so you should gain some knowledge about speaking confidently by exploring what stage fright is, examining the different causes of nervousness, and using some strategies to manage your fears of public speaking.

Here are some tips on dealing with the nervousness: (1) practice more; (2) prepare, prepare and prepare; (3) think positively; (4) use the help of visualization; (5) know the fact that most nervousness is not visible; (6) don't expect perfection, etc.

Only after you know that stage fright is quite normal to all public speakers can you deal with nervousness positively, and then become more confident in public speaking and in other areas of your life and work.

### **1.2.3 Speaking Ethically**

Public speaking is a way of making your ideas public, a way of sharing your ideas with other people, a way of influencing other people, and a form of empowerment. It carries heavy ethical responsibilities. Therefore, you should be ethical to take responsibility for whatever you say in your speech. Speaking with ethics is very important because it can enhance human worth and dignity by fostering truthfulness, fairness, responsibility, personal integrity, and respect.

As for ethics, it is the branch of philosophy that deals with issues of right or wrong human affairs. There are two most important aspects in ethical speaking: remaining honest while avoiding plagiarism, and setting and meeting the speech goals.

Plagiarism means presenting another person's language or ideas as one's own. There are three kinds of plagiarism: global plagiarism, patchwork plagiarism, and incremental plagiarism. Global plagiarism means using the content of a speech entirely from a single source and passing it off as one's own. Patchwork plagiarism is the one using ideas or language from two or three sources and passing them off as one's own. Incremental plagiarism means failing to give credit for particular parts of a speech, which are borrowed from other people. It always occurs when a speaker fails to give credit for specific quotations and paraphrases that are borrowed from other people.

Ethical speaking means speaking in a manner that is clear, concise, truthful, and responsible. As a speaker, you should try your best to achieve the speech goals and be truthful and devoted to the good of society. In order to speak ethically, you can follow the following basic guidelines: (1) make sure your goals are ethically sound; (2) be fully prepared for each speech and be honest in what you say; (3) avoid name-calling and other forms of abusive language; (4) put ethical principles into practice.

To be an ethical speaker, you should set a sound goal of your speech, do a thorough research of the topic, use statistics, testimony, and other evidence accurately and fairly, be free of plagiarism, and make good preparation for the upcoming speeches, making assuring that you can achieve the desired speech goals.

### Exercises

**I. Decide whether the following statements are TRUE (T), FALSE (F) or NOT GIVEN (NG) according to the Skill Focus in this unit.**

1. English public speaking skills are crucial to your personal success as you work and live in a world shaped by globalization. (     )
2. In order to be a successful public speaker, you must have your personal credibility, the knowledge of the subject, the preparation of the speech, the manner of speaking, and the sensibility to the audience and the occasion. (     )
3. The audience's frame of reference does not play a very important part while interpreting the message delivered by the speaker. (     )

4. Public speaking and ordinary conversation are similar in that both involve adapting to The audience's feedback. (     )
5. Speech making becomes much easier as cultural diversity increases. (     )
6. Regardless of your topic, your speech should have three main parts—an introduction, a body, and a conclusion. (     )
7. The larger your audience is, the more formal your presentation must be. (     )
8. Having a higher expectation of your public speech will help to reduce stage fright. (     )
9. Preparation is a very effective way to reduce stage fright. It is estimated that proper preparation can reduce stage fright by up to 75%. (     )
10. Avoiding ethnocentrism means that you must agree with the values and practices of all groups and cultures. (     )

II. Choose the best options to answer the following questions or fill in the blanks according to the information given in this unit.

1. Speech making is a form of power, so you should always be sure to speak \_\_\_\_\_.  
A. concisely  
B. persuasively  
C. ethically  
D. consistently
2. As a public speaker, you should face ethical issues when \_\_\_\_\_.  
A. selecting the topic for your speech  
B. researching your speech  
C. organizing your speech  
D. all of the above
3. What are the major reasons for being nervous while making a speech to the audience?  
A. The lack of self-confidence.  
B. The higher expectation to be perfect.  
C. Enough preparation for the speech.  
D. Only A and B.
4. \_\_\_\_\_ is the belief that one's own group or culture is superior to all the other groups or cultures.  
A. Ego-centrism  
B. Ethnocentrism  
C. Elitism  
D. Patriotism



5. Stealing ideas or language from two or three sources and passing them off as one's own are called \_\_\_\_\_.
  - A. global plagiarism
  - B. patchwork plagiarism
  - C. incremental plagiarism
  - D. ethnocentrism
6. Which of the following is NOT one of the guidelines for ethical speechmaking?
  - A. Be honest with what you say.
  - B. Avoid name-calling and other forms of abusive language.
  - C. Make sure your goals are ethically sound.
  - D. Explain your credibility on the topic at the very beginning of your speech.
7. When you prepare your first ice-breaker speech, how will you organize your speech?
  - A. Get the attention and interest of your audience in the introduction part.
  - B. Use chronological or topic order to organize the body part.
  - C. Make your audience know that you are going to finish and reinforce your major theme in the conclusion part.
  - D. All of the above.
8. Rather than trying to eliminate stage fright, you should aim at transforming it into \_\_\_\_\_.
  - A. confident apprehension
  - B. professional stage fright
  - C. positive nervousness
  - D. shared anxiety
9. The primary purpose of speech making is to \_\_\_\_\_.
  - A. gain a desired response from the audience
  - B. display your knowledge about a topic
  - C. enhance the audience's self-concept
  - D. promote your ethical standards
10. The tendency of people to be concerned about all with their own values, beliefs, and well-being is called \_\_\_\_\_.
  - A. ego-centrism
  - B. ethnocentrism
  - C. individualism
  - D. plagiarism



## 1.3 Speaking Task: Making the First Introductory Speech

**Task I Introduce yourself / your classmate / a guest speaker to your classmates with at least 300 words and then deliver the speech to your classmates.**

Your speech should be in an organic structure with an introduction, a body and a conclusion, and it can cover the following six aspects: (1) name; (2) introduction of yourself / your classmate / guest speaker; (3) background—family background and educational background; (4) personality, interest, passion and goal; (5) personal details appropriate to the setting of the speech; (6) unity.

**Task II Deliver a speech introducing the most successful person in your eyes with at least 300 words to your classmates.**

The following are some tips for your reference: (1) speech must have an introduction, a body, and a conclusion; (2) speak extemporaneously with brief notes, but not a manuscript; (3) practice your speech confidently and ethically at least 3–5 times in front of a mirror or recording device before your presentation; (4) use verbal language and non-verbal language; (5) make sure that your speech should conform to the time limit (3 minutes).



## 1.4 Self-Reflection: Evaluating Your Speech on Speaking Confidently and Ethically

Evaluate your speech on speaking confidently and ethically based on the rubrics provided. Rate your speech on each point: E—excellent, G—good, A—average, F—fair, P—poor.

Checklist: Speaking Confidently and Ethically

Items	Scores					Comments
	E	G	A	F	P	
Are you enthusiastic about your speech topic?						
Have you thoroughly developed the content of your speech?						
Have you worked on the introduction so your speech will get off to a good start?						
Have you rehearsed your speech orally until you are confident about its delivery?						
Have you worked on turning negative thoughts about your speech into positive ones?						
Do you realize that nervousness is normal, even among experienced speakers?						
Do you understand that much nervousness is not visible to the audience?						
Are you focused on communicating with your audience, rather than on worrying about your nervousness?						
Have you visualized yourself speaking confidently and getting a positive response from the audience?						
Have you examined your goals to make sure they are ethically sound?						
Have you fulfilled your ethical obligation to fully prepare for the speech? (1) Have you done a thorough job of studying and researching the topic? (2) Have you prepared diligently so as not to deliver misleading information?						

(To be continued)

(Continued)

Items	Scores					Comments
	E	G	A	F	P	
Is your speech free of plagiarism? (1) Can you vouch that the speech represents your own work, your own thinking, and your own language? (2) Do you cite the sources of all quotations and paraphrases?						
Are you honest in what you say in the speech? (1) Is the speech free of any false or deliberately deceptive statements? (2) Does the speech present statistics, testimony, and other kinds of evidence fairly and accurately?						
Have you made a conscious effort to put ethical principles into practice in preparing your speech?						