

ORGANIZATION OF PUBLIC SPEAKING AND PUBLIC PRESENTATIONS, PRACTICAL TIPS TO PRACTICE PUBLIC PRESENTATION SKILLS

*Orazbayeva A.S.¹

*¹MA, senior lecturer, Kazakh National University by al-Farabi
Almaty, Kazakhstan, e-mail: Alima.orazbayeva@gmail.com

Abstract. The article under research deals with the organizational ways or techniques to deliver a speech in public. The given article covers the problems as the definitions of public presentation and public speaking, differentiating features of both notions, practical recommendations on what makes public speaking and presentation special, and how to develop public presentation skills. Delivering a speech before the public is not an easy task, we have to practice this skill, learn certain techniques to improve, and be informed about the world experiences of organization of public speaking and presentation. The authors use both terms public speaking and public presentation together as synonymic terms that go as one related notion. At the same time, they have some differences which are typical to each of them. And one of the tasks in writing the given article is to show their essence and differentiating features.

As the result of the research, the authors give a number of practical tips and recommendations to organize effectively public speaking and presentation. There are so many methods to organize public presentations, but again our task is to recommend the most effective ones that are worked on and chosen from our own experiences.

The research methods are descriptive, comparative, analytical, and pragmatic analysis. The research methodology is an analytical research review of existing ideas on the described topic, and personal viewpoints as the specialist in the given field. The article is fully practical and concerns on the essence of public speaking, its functions, characteristic features, and tips for the effective organization of public speaking for our students. The authors have given their professional points of view on the organization and teaching public speaking skills to students to communicate well in different settings.

Keywords: impromptu speaking, deliver a speech, presentation style, public speaking, rapport, confidence, verbal communication, non-verbal communication, clarity

Basic provisions

Public speaking is listed as one of the core skills that everyone needs today in modern society. Beginning from just ordinary person who gives speeches in their personal lives to professionals such as TV announcers, teachers, students, businessmen, politicians, lawyers, entertainers, or any other category of people who are involved in official speaking have to deliver a speech before the public. But of course, it is not an easy task, we must develop and improve certain skills to do it well. In order to speak well in public, we need to learn certain skills and techniques. As the name suggests, public speaking is the great tool to create and to sustain a society (www.publicspeakingproject.org).

A person who wants to give successful presentations can learn certain techniques and keep in mind some procedures, and for this purpose, our task in the given article is to provide the readers with some techniques and tips on how to create engaging speeches before the public. No matter what your aims, plans, or interests

are, developing public speaking skills will benefit your personal, professional, and public life.

Let's analyze these three aspects where public speaking is needed. In our *personal lives*, we give special speeches to praise, to congratulate, etc. It may be a birthday party, an anniversary, a housewarming party, a funeral, or any other special event that takes place in your life, and you have to say a toast or a very small but important speech. In order to give such a speech, you have to feel confident, to find suitable words. Not everyone has the skill to do it very expressive and creative, we need to learn some special techniques.

For *professional purposes*, it is more crucial than a personal life. People in different jobs and professions must speak well, announce ideas clearly, negotiate to make a deal, persuade for their ideas, and opinions, and communicate effectively to leave a good impression on their fellow counterparts (Aras, K., 2012).

At the same time, public speaking helps you to judge others' opinions, to give resolutions, and to find a way when confronted with difficulties.

Introduction

Let's consider and evaluate the several definitions of public speaking which are given by definite authors.

If we analyze the definitions of public speaking, we can see that it is the way of speaking that has its own structure and manner in order to inform, influence, or entertain them. Public speaking is commonly understood as the formal, face-to-face talking of a single person to a group of listeners (Journal of Economics, Management, and Informatics, 2017).

The purpose of public speaking is to give information to a live audience (Schreiber, et all, 2012).

Public speaking is an oral presentation or speech delivered to a live audience, a formal or staged event, or an impromptu speech.

Public speaking is a time when you have to stay in front of a bunch of people and tell them something, after gathering your materials and preparing what to say you are at the podium and start talking (Gregory, 2010).

Public speaking involves talking in front of a group of people, usually with some preparation.

According to the above-given definitions of public speaking, we can summarize that *public speaking* is a formal or informal lively speech delivered in front of the public with or without preparation in an organized way in order to share information, to inform the audience where the speaker speaks, the audience listens, there is not such a lot of opportunity to interact with each other. Public speaking is an organized, face-to-face, intentional action that is addressed to a group of people with the help of verbal and non-verbal communication, visual or audio aids.

Speeches have different functions in public speaking: trying to convince the audience (persuasive character), trying to inform something new or topical in an international or local area (informative character), saying a toast at special events to discuss funny moments of the author (entertaining or educating character), learning

a lesson or pushing the weak students or people to motivate in something (influential character), introducing the winner of an award (celebratory character).

Development of public speaking skills helps us to make a greater impact on listeners, to make a good first impression on the audience, to speak impromptu, to feel confident before any special event and official talking, to practice effectively to convey ideas and connect with others.

In the given article we would like to give the essence of public speaking and presentations, practical recommendations to be a successful speaker, to give the key differences between public speaking and presentation, describe the pros and effectiveness of this skill to develop communication skills of our students in English classes.

Methods and materials

The research methods are descriptive, comparative, analytical, and pragmatic analysis. The research methodology is an analytical research review of existing ideas on the described topic, and personal viewpoints as the specialist in the given field. The article is fully practical and concerns the essence of public speaking, its functions, characteristic features, and tips for the effective organization of public speaking for our students. The authors have given their professional points of view on the organization and teaching public speaking skills to students to communicate well in different settings.

Results and discussion

Public speaking is giving an oral presentation before an audience, in our case in front of the class in order to share your thoughts, ideas, and questions with others in the group. But not everyone can speak confidently before the class even if you know them, you are familiar with them. It is not an easy task. We have to learn and develop certain skills, communication or presentation.

The terms public speaking and presentation are in fact synonymous terms but have their differences. Public speaking is giving a speech face-to-face to a live audience. Public presentation is to provide the audience with detailed information on the topic using technological advancements. There are the more detailed differences between public speaking and public presentation:

Table 1. The key differences between public speaking and public presentation

<i>Public speaking</i>	<i>Public presentation</i>
face-to-face lively speech	face-to-face prepared visual speech
speaking between a speaker and the audience	captivating attention with the help of visuals and style of delivery
verbal and non-verbal types of communication	not only verbal but also visual communication
in most cases, the aim is to entertain, encourage, and motivate the audience	to combine verbal and written content and to work with special visual presentation programs
may be spontaneous and speaking on feet	prepared act on a specific topic

no time is given to get prepared	has time to prepare the presentation
may be formal or informal in style, creative	usually is formal
In most cases, the speaker has to convince the audience to agree	the purpose is to educate the audience on the topic
size of the audience in public speaking is not limited, more	size of the audience in public presentation is limited, small or mid-sized group
communication oriented	content-oriented
interactive discussion	mostly one-way communication
use of visual aids is minimal	use of visual aids is essential
no specific time is given, can be long or short	time-bound and follow a certain structured format

The next issue we would like to highlight in the given article is giving practical tips for organizing well public speaking or public presentation. Delivering a speech is an art that one can develop with practice. If you practice the skills and follow certain techniques to do a speech before the public, we think you are able to do it well.

The following recommendations can help you stay on top in giving presentations or public speaking.

Take the time to prepare well for your presentation

If you set a certain and proper time to get prepared for your speaking or presentation it is good for you to gain confidence, and to know your presentation slides' content well without reading. It is an opportunity to refine your weak areas in your presentation. Do not do your slides on the day of your presentation, do it beforehand, and then practice or revise to present.

Begin and end your presentation on time

Try to value your time and your audience time avoiding speaking over time. Begin and end your presentation on time, if you need to set an alarm clock to give a sign to you to end.

Know your audience

Find out as much information as possible about your audience, who will attend your presentation. Consider if they are men or women, mostly men or women, students or instructors or both, etc., what their ages, occupations, interests, and why they would attend your presentation. If you gather answers to these questions, you can easily tailor your text, and prepare answers to possible questions, to know beforehand about their interests.

Dress appropriately for your audience

It is always necessary to look smart or dress to impress. According to some cultures smart dressing impresses most people. You have to pay special attention to your clothes, hairdo, shoes, makeup, and appearance. It helps you to gain the trust of your audience, and to achieve the right first impression.

Have a backup plan for visual aids used in your presentation

Always think that electronic devices are not trusted because the room cannot accommodate presentation equipment or no internet access. Create a plan on how you would handle a situation like that. Prepare handouts or posters in paper versions

in case you cannot show your presentation. Always make a copy of the presentation text or materials.

Tone down information overload

Delete all the excess text from your slides. Too much information is not accepted by the audience, include in your slides the points that you think are essential that grab the attention. Do not write only texts in your slides. Not flood the people with information that is not necessary or not important, nobody wants to read what you have written, their task only is to hear some useful information. Instead, use powerful pictures or images to attract attention.

Don't use inappropriate humor

You will have to know your audience in order to use jokes or anecdotes appropriately. Again, study your audience beforehand, if they like or dislike jokes, if jokes are appropriate to your topic of the presentation, and if the essence of jokes is right or wrong in different cultures.

Vary your speech tones

Your voice quality should be clear, and appropriate, not monotonous. You have to keep your audience engaged. Read issues that help you work on your voice and tone.

Relate your topic back to your audience

Focus on the audience. Think over how your presentation can help the audience, what benefits they will get from listening to you, and how the information in your presentation will teach a lesson to them. Choose live stories or experiences that relate to your audience. Your presentation should not talk about you.

Keep it simple

Use simple wording or language to make it clear. Do not use complicated terms or words that you do not understand yourself. You and your audience need to have presentation content that is understandable, accurate, and received positively. Use explanatory titles to increase comprehension. Tie your words closely to the visual aids. Lead your listeners through the aids, using a pointer to help them track you.

Watch your language. Avoid slang, colloquialisms, clichés, metaphors, and other expressions that mean nothing to the listeners. Limit acronyms and jargon, and then explain those you do use, checking for mutual understanding. Explain key concepts or data in several ways and allow ample soak-in time.

Rehearse or practice the presentation

Stand up in front of the mirror and rehearse your speaking. More than anything, practice before the delivery. Talk before your friends, family, or colleagues to overcome your fear of crowds. Great public orators tape their practice speeches and replay them to find out the mistakes they have made so that they can avoid them on stage. Look through your notes, slides, and text. Practice it several times, imagine as if you are answering the audience questions, and time yourself.

Make friends with people

In public speaking and presentation, it is good to build rapport with your audience. Smile often, be open and positive, try to remember their names, give your audience a chance to speak more, use warmups, add in a short video, and invite people onto the stage to tell their stories or experiences.

Connection is the ability to relate to your audience, establish rapport, and create trust. Connection helps you to capture attention, generate interest, and inspire action. Connection comes from knowing your audience, adapting your message, and showing your personality. To enhance your connection, you can use eye contact, gestures, and vocal variety. You can also use humor, questions, and feedback to interact with your audience. Connection is not something you can fake, but something you can cultivate with empathy and authenticity.

Be enthusiastic

Present yourself as an enthusiastic, pleasant, intelligent, smart, and calm person. Do not show that you are nervous, even so never tremble.

Give an attention-grabbing introduction and a summarized conclusion

According to some experts' opinion the introductory part of any public speaking has four key functions. Introductions must attract the audience's attention, they must show the aim of the speech, and they must predict the main issues (Wilbur, 2008). Organize your introductions so that the audience cannot forget them. For this purpose, it is better to use such strategies as telling a story, using humor, using quotations, visual aids, referring to the occasion, referring to recent or historical events, personal interests, using an analogy, organizing a question-answer session, or asking a question.

You can use many types of stories such as case studies, examples, your story (an experience you had), stories about students, and teachers, a story in the news, a story from history, and a "signature" story.

A signature story is how you explain where you were and what happened to bring you to do what you do now. You show them your journey and help them imagine making a similar journey. Your signature story should be a life-changing experience or realization that helped you overcome an obstacle or weakness.

You can tell short stories out of your personal experience or use visual aids to make the listeners travel with your speech. You must end it within the specified time.

To keep the session interactive

To keep the session interactive, you can ask the audience some questions or even ask for their opinion. Don't get tense even if you forget some facts while delivering a speech. Be confident; think of yourself as a great orator and be yourself.

The next issue about the topic we have researched is to describe the pros and effectiveness of public speaking and presentation skills to develop the communication skills of our students in English classes.

Why public speaking is important for language learners. There are many reasons for this. First, public speaking helps learners to organize their speeches. As an official public speaking has a strong structure, it has an introduction, body, and conclusion. Students learn how to organize the introduction, the body, and the conclusion. As we have mentioned above, the introductory part of public speeches is very important. What makes an introduction special? A good introduction needs to get the audience's attention, state the topic, and preview the main points.

Second, public speaking helps students to speak impromptu. An impromptu speech is a speech with little or no preparation about a topic in front of the audience. Impromptu speaking skills can give you self-confidence, build your reputation, and

also help you deliver a speech, conduct a successful question-and-answer session, and make important connections at a networking event.

Third, public speaking helps to improve public speaking skills such as clear articulation, good presentation style, connecting with an audience, and good presence.

Clear articulation means the ability to communicate ideas clearly and connected logically. You have to use simple and clear language; communication messages should be smart and not complicated. Candidates should omit filler words in their messages. Presentation style means how you present your presentation and speaking, what methods you use to convey information, and how you involve your audience in the presentation or topic. Connecting with the audience means organizing question-and-answer sessions, implementing audience participation, giving a chance to express their points of view, and comprehending your messages and their meaning. Having a good presence means being confident, interacting with the audience, having eye contact, having good looks, and having a good room setup.

How to improve my public speaking and public presentation skills? As the result of the topic research, we recommend the following strategies: 1) learn the language of verbal and non-verbal communication (it helps you organize your oral speech and support your message with confidence); 2) practice giving presentations before the public as much as possible (training giving group or individual projects, presentations); 3) study technological advancements to use in your presentations (it helps make your presentation meaningful, attractive, at the same time helps build rapport with the audience); 4) analyze the audience (try to study the audience interests, attitude, age, profession, needs, perspectives, it helps to build relationship, how to involve them into discussion, interaction, helps you to be confident); 5) be creative (it means to use your imagination, originality to make your speech memorable, engaging); 6) develop storytelling skills (find out interesting and original stories or create your own stories, share your life experience telling in the way of story; it helps you to gain trust of your audience, to be connected to your public, it makes your speech and presentation memorable).

After analyzing the essence, methods, and techniques of public speaking we have to suggest the part of the curriculum of public speaking to keep in mind in order to practice and get used to that way of speaking.

Curriculum of public speaking

Topic: Public Speaking and Presentation strategies. Giving a successful presentation

Aim: to introduce the students to public speaking and public presentation strategies

Objectives: to give the difference between public speaking and public presentation; to give practical recommendations to improve public speaking skills; to train some activities to learn public speaking strategies.

Activities:

Task 1: The teacher first informs students of today's topic and second asks them to talk about the speakers/lecturers they know that are good at presenting. Students also can tell stories from their own experiences.

Task 2: Question-answer session (brainstorming)

Discuss these questions:

1. Do you ever have to speak to an audience? How does/would it make you feel?
2. Have you ever heard of a speaker who you felt was inspirational? What techniques did he/she use to engage the audience?
3. What, for you, makes a good presentation?
4. What might be some of the issues to bear in mind when giving a presentation to an international audience?
5. Did you have any experience attending special lectures or talks given at your university?
6. How to begin and end formal presentations?
7. Is room set-up important in public presentations? Why/why not?
8. Do you have to make presentations? Do you like/hate presentations?

Task 3: Say if you agree or disagree with the following statements and explain them.

“Only the prepared speaker deserves to be confident.” (*Dale Carnegie, American writer and lecturer*)

“All the great speakers were the bad speakers first.” (*Ralph Waldo Emerson, American essayist and poet*)

“Tell the audience what you are going to say, say it; then tell them what you've said.” (*Dale Carnegie, American writer and lecturer*)

Task 4: Choose any type of story that is used in presentations and tell them to the class. Explain where you can use this story or on what topic it will be appropriate when you give public presentations.

Task 5: Give each student an object to describe to others in a short speech. Students can present a speech in three parts: introduction, body, and conclusion.

Task 6: Students select a person who has experience or knowledge on a topic they want to learn more about. Students prepare a list of questions to ask, open-ended questions to encourage talk. When interviewing a person, the student should take notes. Bring students together and present a 2- or 3-minute talk on what they have learned.

Task 7: You are a student in culture study class, and your class is studying what different people from other countries need to know when they come to your country. Your teacher has asked you to write an information sheet for tourists. In order to prevent misunderstandings with local people, tourists should know everything about the country which they are visiting. Please, write an information sheet including culturally sensitive issues (e.g. greetings, acceptable behavior, non-verbal communication including gestures, etc.).

Task 8: Read the problem below and discuss possible solutions. Compare your solutions with your groupmates. Do you agree or disagree with their ideas?

“I study at college, and I have to memorize 50 or 60 words each week. It is a bit stressful and makes me feel nervous because I sometimes face with difficulties to speak in English. Could you give me a few suggestions about how to learn new words and memorize them well? Thank you!”

Assessment criteria for public speaking:

Was the topic or presentation original, or interesting to the public?

Was the opening attention-grabbing?

Did it lead to the topic, the body of the speaking?

Were the transitions used in speaking?

Were the facts, samples, and stories used in speaking effectively or not?

Were the physical actions used in the presentation or speaking (body language, eye contact, facial expression)?

Was the conclusion effective?

Was the speaker confident, sincere, and enthusiastic?

Conclusion

Public speaking is usually done before the audience to inform, persuade, share ideas, discuss issues, entertain, to teach a lesson. A lot of people say that giving special messages, i.e. speeches in public is very easy at all. In fact, it is not. It is a special technique that people learn from experts paying or not paying money. Public speaking and presentation can be used for different purposes beginning communicating in your family circle to highly official meetings, conferences, seminars, and classes. Mastering public speaking can take time, energy, and payment. When you gain certain techniques of public speaking you can easily give speeches that are very engaging, memorable, and influential. If you learn public speaking skills, they will be beneficial in different settings. You can improve your communication skills, increase confidence, and improve organization skills.

As the authors mention there are many cases that the students practice public speaking skills, and taking part in such speaking activities they gain confidence, learn certain techniques, become successful in any speaking in front of the audience (Rinehart, 2020). In order to be a successful public speaker students must keep in mind the recommendations we have given in the article, it means that rehearse your presentation, work on the pronunciation of the words, and terms that you use in the presentation, use visual aids that fit to your presentation, work on your language, delete all excess text from your slides, try to use only main points, be patient to yourself and your audience to understand your message, do not forget to give a chance to your audience to speak, try to do your presentation interactive. Giving presentations and public speaking is an art, and try to make it more colorful, memorable, and effective.

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КӨПШІЛІК АЛДЫНДА СӨЗ СӨЙЛЕУ МЕН ПРЕЗЕНТАЦИЯ БЕРУДІ ҰЙЫМДАСТЫРУ, КӨПШІЛІК АЛДЫНДА СӨЗ СӨЙЛЕУ ДАҒДЫЛАРЫН ШЫҢДАУ

*Оразбаева А.С.¹

*¹магистр, аға оқытушы, Әл-Фараби атындағы Қазақ ұлттық
университеті,
Алматы, Қазақстан, e-mail: Alima.ozabayeva@gmail.com

Аңдатпа. Қарастырылып отырған мақалада көпшілік алдында сөз сөйлеу тәсілдері немесе әдістері туралы айтылады. Бұл мақалада көпшілік алдында сөз сөйлеу мен көпшілік алдында презентация беру анықтамалары, екі ұғымның саралану ерекшеліктері, көпшілік алдында сөйлеу мен презентацияны ерекше ететін практикалық ұсыныстар, көпшілік алдында сөйлеу дағдыларын дамыту жолдары қарастырылған. Көпшілік алдында сөз сөйлеу оңай шаруа емес, біз бұл дағдыны шыңдап, белгілі бір жетілдіру әдістерін үйренуіміз керек, көпшілік алдында сөз сөйлеу мен презентацияны ұйымдастырудың әлемдік тәжірибесінен хабардар болуымыз қажет. Біз көпшілік алдында сөз сөйлеу және презентация беру терминдерін бір-бірімен байланысты синонимдік ұғым ретінде қолданып жүрміз. Дегенменде олардың әрқайсысына тән кейбір айырмашылықтары бар. Берілген мақаланы жазудағы біздің міндеттеріміздің бірі – олардың мәнін анықтау, айырым белгілерін көрсету.

Зерттеу нәтижесінде авторлар көпшілік алдында сөйлеу мен презентацияны тиімді ұйымдастыру үшін бірқатар практикалық кеңестер мен ұсыныстар береді. Көпшілікке арналған презентацияларды ұйымдастырудың көптеген әдістері бар, бірақ біздің міндетіміз - өз тәжірибемізден таңдалған және жұмыс істейтін ең тиімділерін ұсыну.

Зерттеу әдістері сипаттамалық, салыстырмалы, аналитикалық және прагматикалық талдау болып табылады. Зерттеу әдістемесі – сипатталған тақырып бойынша бұрыннан бар идеяларды және осы саладағы маман ретіндегі жеке көзқарастарды талдауды зерттеу. Мақалада көпшілік алдында сөз сөйлеудің мәні, функциялары, сипаттамалық ерекшеліктері және студенттеріміз үшін көпшілік алдында сөз сөйлеуді тиімді ұйымдастыруға арналған кеңестер толығымен практикалық мәселелер қарастырылған. Авторлар студенттерге әртүрлі жағдайларда жақсы қарым-қатынас жасау үшін көпшілік алдында сөз сөйлеуді ұйымдастыру және үйрету туралы өздерінің кәсіби көзқарастарын береді.

Тірек сөздер: дайындықсыз сөйлеу, сөз сөйлеу, презентация стилі, көпшілік алдында сөз сөйлеу, қарым-қатынас, сенімділік, вербалды коммуникация, бейвербалды коммуникация, нақтылық

ОРГАНИЗАЦИЯ ПУБЛИЧНЫХ ВЫСТУПЛЕНИЙ И ПРЕЗЕНТАЦИЙ, ПРАКТИЧЕСКИЕ СОВЕТЫ ПО ПРАКТИКЕ НАВЫКОВ ПУБЛИЧНЫХ ВЫСТУПЛЕНИЙ

*Оразбаева А.С.¹

*¹магистр, старший преподаватель, Казахский национальный университет имени аль-Фараби, Алматы, Казахстан

e-mail: Alima.oralbayeva@gmail.com

Аннотация. В исследуемой статье речь идет об организации способов и приемов публичного выступления. В данной статье рассматриваются такие проблемы, как определение публичного выступления и публичной презентации, разграничение особенностей двух понятий, практические рекомендации, что делает публичное выступление и презентацию особенными, а также способы развития навыков публичного выступления. Выступить перед публикой – задача непростая, нам предстоит практиковать этот навык, изучать определенные приемы для его совершенствования, быть в курсе мирового опыта организации публичных выступлений и презентаций. Мы используем оба термина «публичное выступление» и «публичная презентация» вместе как синонимы, которые представляют собой одно родственное понятие. В то же время они имеют некоторые различия, характерные для каждого из них. И одна из наших задач при написании данной статьи — показать их сущность и отличительные признаки.

В результате исследования авторы дают ряд практических советов и рекомендаций по эффективной организации публичных выступлений и презентаций. Методов организации публичных презентаций очень много, но наша задача – порекомендовать наиболее эффективные из них, отработанные и выбранные на основе собственного опыта.

Методы исследования: описательный, сравнительный, аналитический и прагматический анализ. Методика исследования – аналитический обзор существующих идей по описываемой теме и личных взглядов специалиста в данной области. В статье рассмотрены практические вопросы сущности публичных выступлений, функций, особенностей и советов по эффективной организации публичных выступлений наших студентов. Авторы изложили свою профессиональную точку зрения об организации и обучении студентов навыкам публичных выступлений для успешного общения в различных условиях.

Ключевые слова: импровизированная речь, произнесение речи, стиль презентации, публичное выступление, взаимопонимание, уверенность, вербальное общение, невербальное общение, ясность

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