Benni Ichsanda Rahman Hz, M.Pd.

Editor:
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PUBLIC
SPEAKING

K-Media

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PUBLIC SPEAKING
iv + 152 hlm.; 14 x 20 cm

Isi di luar tanggung jawab percetakan

KATA PENGANTAR

Bismillahirrahmanirrahim..

Alhamdulillah, puji serta syukur kita limpahkan kehadirat Allah subhanawataa'ala, atas limpahan rahmat dan kasih sayangnya, kami dapat menyelesaikan buku ini dengan baik.

Public speaking merupakan bidang yang sangat penting dalam penunjang karir seseorang. Terlebih jika dipadukan dengan kemampuan *personal branding* yang dikemas dengan *passion* yang memadai, seseorang bias menjadi tokoh *public speaking* yang dicintai oleh pendengarnya.

Buku ini berisi penjelasan bagaimana menjual kemampuan diri untuk menjadi seorang *public speaker* yang handal, sesuai dengan bakat dan kemampuan setiap individu.

Kami menyadari, banyak kekurangan dalam buku ini. Oleh sebab itu, masukan serta kritik dari pihak-pihak terkait akan sangat kami nantikan, demi perbaikan ke depannya.

Terimakasih kami haturkan kepada seluruh pihak yang membantu dalam penyelesaian penulisan buku ini. Semoga kebaikan kalian dibalas oleh Allah yang Maha Kuasa. Aamiin, aamiin, aamiin ya rabbal alamiin..

Wassalam..

Penulis

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CHAPTER I

WHY SHOULD PUBLIC SPEAKING?

W hat is in your mind when you hear the word "Public Speaking"? Did you have any experience in doing public speaking? What did you feel when you were doing public speaking? Feeling relax, nervous, or even tremble?

If you feel nervous or even tremble in first chance, that is normal. But if you still tremble and nervous in more than ten tries, you have to know what wrong with yourself is.

Nervousness is something normal in public speaking. In other words, nervousness is known as anxiety. In more advanced word, it can also be mentioned as *phobia*.

According to dictionary, phobia **is an extravagant usuallyillogical andincomprehensible fear of a certain object, situation, or class of objects** (Merriam-Webster dictionary). Meanwhile, based on Indonesia Big Dictionary (KBBI), phobia or "fobia" is *ketakutan atau rasa takut yang begitu berlebihan terhadap objek atau situasi tertentu yang bisa menghambat hidup pengidap atau penderitanya.*In addition, according to Healthline, phobia is defined as an fear that isirrational of something that's implausible to cause and make harm. This word and termis derived from *phobos*, the Greek word, which can be interpreted as *fear* or *horror*.

There are millions people in the world who possess phobia on theirselves. So if you have phobia, do not feel discouraged, as you are a normal people. Below are some types of phobias, which commonly perceived and suffered by millions of people in the world.

1. **Acrophobia**

   This is an anxiety or a fear of heights
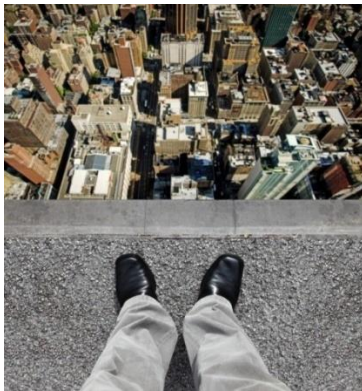
2. Astraphobia

Astraphobia is an anxiety or fear of thunder and lightning.

3. Iatrophobia

If you are afraid of visiting the doctor although your condition is not good, it means you have iatrophobia.

4. Megalophobia

Have you ever seen a big thing and suddenly you feel fear? It is called as megalophobia.

5. Noctiphobia

Some people like being alone in the night. Meanwhile, some of people feel strange in the night, especially in dark and lonely night. Anxiety of a night is called as noctiphobia.

6. Ombrophobia

Some of people enjoy raining time. But, there are people who are afraid of rain. This anxiety is called as omprophobia.

7. Pyrophobia

This is common anxiety for many people. When you are afraid of seeing big fire or afraid of setting fire in the stove, it means you have pyrophobia.

8. Tachophobia

This is an anxiety of speed. For instance, when you are in a fast car, your heart suddenly pound fastly.

9. Glossophobia

This fear is being our focus in this book. Glossophobia is an anxiety of speaking in front of public. The characteristic features and level of this anxiety are able to see when you feel:

a. Hope will not be appointed by teacher or lecturer to come to front of the class. This is still in low level.

b. Trembe when you start walking to the front and getting more trembles when you start looking at audiences' face. This is in middle level.

c. Speak stammerly when you are about start to speak. This is also in middle level. You can face this problem by practice regularly.

d. Having cold sweat. This problem is begin to be in high level anxiety. When you see audiences' face, your body

produces more sweat. You feel like everybody is going to eat you. Seems like their faces cynical looking at you.

e. Getting fever. This is the highest anxiety of public speaking. Before being called to come to the front or stage, your body starts to fever. Your stomatch starts to react, followed by your head that getting pain also. You will loose your focus, whereas your breath is going to be faster.

If you really are having those problems in middle or highest level of the anxiety, positively you are diagnosed having glossophobia.

But, do not get stressed of feel depressed. You are not the only one. You are not alone. There are millions or even hundred millions of people facing some problems like you. According to a survey in United States of America, which held by Chapman University on 2016, 25.9% Americans are having anxiety in public speaking.
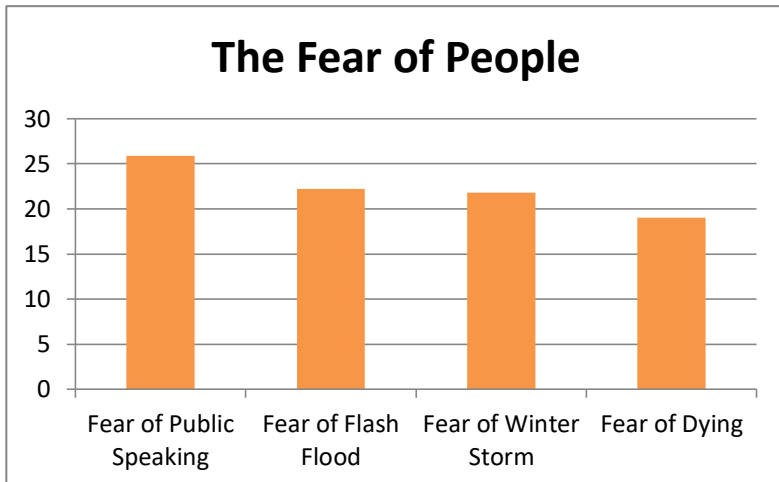
This result is really shocking, related to the fact that the percentage is even higher than the anxiety of flash floods or winter storm. Can you imagine that? Public speaking is even more frightening for some people compared to flash floods and storms that clearly have great potential for death.

So, do not be afraid if you have this phobia. According to Triasmara (2020), this phobia can whack anyone event with a different background. This fear can be experienced by businessmas who have to make presentations, job seekers who will conduct interviews, and even possible for students who are suddenly religious, keep on praying, so they are not appointed by the teacher or lecturer to answer questions.

In addition, Triasmara (2020) explained that a follow-up survey stated that people are afraid that unexpected things will happen when they speak in public. They were afraid that their audiences would be angry, and then throw them by using any thing near to them, and then would ask the speaker to come down soon by using inappropriate words.

Thus, extra practices are really necessary for you to slowly decrease this phobia. Try, try, and try are the key.

CHAPTER II
PERSONAL BRANDING

Now, after we discuss about people anxiety on public speaking, we have to discuss another aspect on public speaking: personal branding. Personal branding is defined as the ability of someone to sell positive value on his or herself. In simple words, you have to able to show special capability of yourself, in order to be considered by many people.

According to Influencer Marketing Hub (2020), someone personal brand is how he or she promote theirselves. It can be defined as the unique combination of skills, experience, and personality that someone willing the world to see you. Personal branding is also defined as the explanation of someone' story, and how the story reflects their conduct, behavior, spoken and unspoken words, and attitudes.

Influencer Marketing Hub (2020) stated that people use their personal branding to differentiate theirselves from other people. As well as, someone can tie their personal branding in with theirgoals in ways no corporate branding can possibly succeed.

Professionally, someone's personal image is the image of what people think of you. They are a combination of how people see you in real life, how the media portrays you, and the impressions people get from information about your visible abilities.

But, after comprehend the definition of public speaking, now another question appears. How do I develop my personal branding?

This is not a difficult question, but still confusing if we have not understood the concept. Firstly, you have to know what do you want to develop or to brand? Without knowing what your specialty, you will not know what to be developed or branded. Thus, you have to ask yourself firstly, what is my strength? Is this strength valuable?

How do you know your strength? How do I know that the strength should be developed? Thus, talking abouth strength, we have to know our passion. Yes, this is the main key, PASSION.

What is Passion, then?

Passion, according to Oxford dictionary, is a very strong feeling of love, hate, anger, enthusiasm, etc. In simple word, passion is your love and enthusiasm in doing something. When you act something and you really like and spiritful, it is called as passion. For example is when you are painting on a canvas. You scratch and depict your paintbrush to the canvas with happy and enjoyable heart feeling.

According to Thompson (2020), passion can be changed into determination, conviction, and love. Passion is a strong desire that can make you do incredible things.

Moreover, Thompson (2020) added that a passion-fuelled ambition can produce the best rewards of life. Someone enjoys skateboarding but he is not ready to drive his-self into fractured bones and trips to hospitals.Therefore he is not as good as heshould be.He is not passionate about skating.

Thus, passion will drive you into hard times because you don't know what it takes to get better.We all possess the cability

to create anyr kind of life we want to live. The secret to living what being our dreams is hidden in our passions and what we act in life is caused by them.

As result, Thompson (2020) concluded that passion is an emotion upon which to act. Passion doesn't yield worthwhile results without action.Passion is the source of operation in the explosion.You enjoy it sometimes though you dislike it, when you're excited about it.

To find what you are passionate about is a journey that you have to take. Don't get frustrated if you don't feel like you have not known yet. Just push yourself to do and trying what things and new things you like. By the time, you will understandalthough you have to build it. If you know your passion about, or find yourself is hot on its trail, don't ever give it up.

What if you know what you're passionate about, but you do not do anything about it? Passion is the biggest challenge. You may have all the passion in the world for something, but that passion is pointless if you never do anything about it.

You may be working a decent job that covers all the bills, but it doesn't encourage you to really pursue your passion. You're scared of what's going to happen if you change things. Well, transition is frightening, but it's not until we leave our comfort zone that we figure out what we've been missing.

You are the author of your creation. Don't settle for the bare minimum just so it worked out right now.

You'll never know what you're actually capable of until you press yourself.

But even though you follow your passion, you will find yourself crippled by defeats and other hurdles. You can't let that come to you. It's going to happen to someone in the road to

fulfilling their desire. Abe Lincoln was really enthusiastic about creating a great country. You think he's enabled a few mistakes to deter him from doing that? Don't let the walls pull you down.

How to Know that This is My Passion?

There is a special strategy used in Indonesia in findings and determining someone's passion. There are lot of schools and other education institution use this strategy to know the passion of their students. This strategy called as Dominant Brain Strategy.

This strategy will analyze and observe someone brain, to find which part of brain is more dominant in thinking or acting for something. In case, according to the science, human brain is divided into some parts. Each part has its own capacity that leads the human to think and act.

This strategy is known as Stifin stragety. STIFIn strategy is a strategy to measure somoene's capability in accordance to which part of brain he or she dominantly uses in process or act to something. This strategy was created by Farid Poniman.

Mundiri & Zahra (2017) explained that the history of the STIFIn journey began about 21 years ago, more precisely in 1999, when Farid Poniman and his partner, Indrawan Nugroho, who were then followed by Jamil Azzaini who founded the Kubik Leadership training institute. The training institute started their each training program by firstly mapping the training participants according to the type of their intelligence. As a concept, STIFIn was at that time practically a seed. Along the way, the concept improvement was carried out along with the development of the implementation of the Cubic Leadership training. However, at that time, Poniman's thesis or hypothesis was mature and firm which state that humans have genetic

intelligence. Exactly how accurate it was, that is what called continuing process of transformation.

In the beginning, Farid Poniman determined four intelligences, they are: S, T, I, and F as we can read in the best seller book, Kubik Leadership. Intellectual struggles and improvements continue to be carried out by Farid Poniman, before the publication of the book to the DNA of Mulia which finally led to the discovery of the fifth intelligences that will be explained below. Now STIFIn is final with 5 intelligence machines and 9 personalitygenetics. Thus, that there will be no 6th type of intelligence and here will be no 10th genetic personality (Mundiri & Zahra, 2017).

Moreover, Mundiri & Zahra (2017) stated that The STIFIn concept was concepted by compiling various theories of psychology, neuroscience, and human resource. The great principle refers to the concept of a single intelligence from C.G Jung. The tests are implemented by scaling all ten fingertips (which only needs less than one minute). Fingerprints of people that represent thedata about the configuration of the nervous system then be linked and analyzed to specific brain part or hemispheres which are dominantly acting as the operating system and at the same time become a type of intelligence. Even from the neural arrangement, it can still be predicted where the dominance of the intelligence machine is in the white brain layer or in the gray brain layer of the human.

So, after many research investigations, STIFINs concept was determined as accurate strategy in mapping human brain capacity. STIFINs divided human brain into five parts, they are: Sensing (abbreviated S), Thinking (abbreviated T), Intuiting (abbreviated I), Feeling (abbreviated F), and Instring

(abbreviated In). The concepts of those five categories are as follow(Poniman & Mangussara in Mundiri & Zahra, 2017):
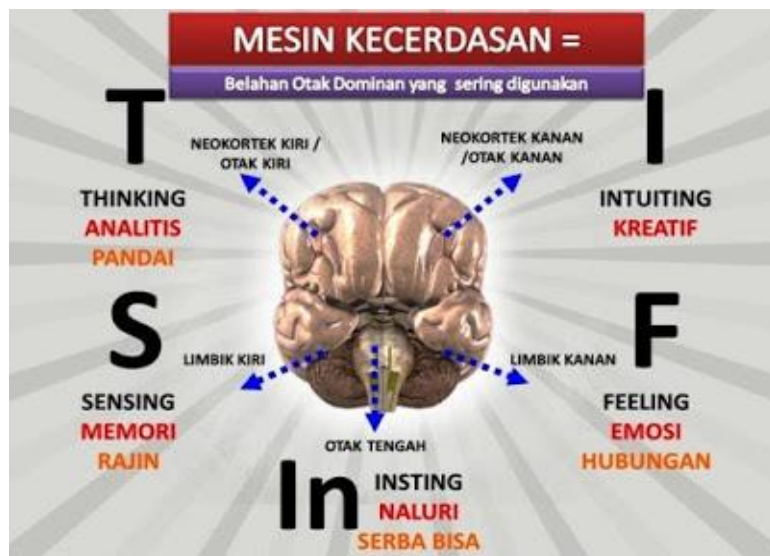
1. **Sensing** is related to learning style of memorizing, playing habits, greatness in muscles, focusing on lessons, the key to success by increasing frequency, source of muscle strength, bodily functions in the muscular, athletic body constitution, DNA adenine, blood type stimulus AB, and their own chemistry so it tends to chemistry on their power with stable social role, and tend to savingtheir wealthy. The best way to learn for sensing people is by example. They use their five senses to record how the best people act something, then copy it. Doing upcopy if possible, increasing practices, the more often the practice is done, the more advanced it is. They start from the small and then incremental increase.

2. **Thinking** has a computational learning style, serious habits, greatness in logic, focus on friendship, the key to success by setting priorities, the source of strength of bones, cerebral body function, body constitution picnis, DNA guanin, blood type stimulus A, his chemistry is so inclined to the throne with a social role in power, decisiveness, and independence. The best way of learning strategy for thinking is to use the ability of their left brain to analyze. They observe a work process or task, then find weaknesses, improve and see the results. They repeat it until they see positive results. They study the manual, see and master the structure and process. Then, they use as much data as possible to perfect the analysis.

3. **Intuiting** people have learning style that is patterned, nosy habits, greatness is creative, focus on imagination, the key to success is improving quality, a source of strength in digestion, digestive body functions, asthenis body constitution, DNA thymine, blood type stimulus B, blood type of the self so it tends to the word with words its social role that is creative, classy, knowledgeable, and influential in words. The best strategy to learn for intuiting people is to use their right brain's ability to look for ideas and patterns. Ideas and patterns can be found from anywhere, books, films, magazines or television. They always look for something new from what was seen, heard or read. They find patterns from what they have learned and connect with the knowledge they want to master. Imagination and creativity are the biggest asset for them.

4. **Feeling** has listening learning style, relaxed habits, greatness in speaking, focus on the role, the key to success is leading himself, the source of their strength is on their

breathing, their bodily respirator, their body constitution is displastic, their DNA is cytosine, their blood type O stimulus, their blood type O's fire tends to be in love with the role blazing social, mood, and feelings of love. The best strategy to learn for feeling people is through people. They get inspiration or understanding through other people. They increase discussion activities, especially with people who master the knowledge they want to master. They choose books, articles or biographies related to them and find out how they apply the knowledge.

5. **Instinct** has summarizing learning style, interfering habits, versatility, focus on appearance, key to success is helping friends, source of strength balance, circular bodily functions, physical constitution, stenis, DNA balanced between adenine, guanine, thymine and cytosine, stimulus blood type among AB, A, B and O, their chemistry is water so they tends to be happy with the social role of peace (peacemaker) and happiness. The best strategy to learn for instinct people is to respond quickly and spontaneously to the needs demanded from a situation, especially those related to the knowledge they want to master. Being free will really help them to learn. They use strengths in terms of willingness to sacrifice, by helping others do work that requires knowledge / skills to be mastered.

Now What? How to Determine that Speaking is My Passion?

Now look at yourself. You have to ask yourself firstly: Can I be a good public speaker? What kind of approach and strategy do I need to be a good public speaker? Before you answer that question, let us analyze the term below.

After seeing and understanding the concept of part of brain dominance, now a question appears: how do I know that speaking is my passion?

Well, specific test is really needed to know which part of brain you use dominantly. We have to know your blood type, and DNA that will be examined by finger scanner. After the tester knows your blood type and fingerprint, they will analyze by machine and they will tell you your dominant part of brain, whether it is S, T, I, F, or In.

If the result shows that your brain is **F (Feeling)**, congratulations, it can be ensured that your passion is speaking. In case, according to STIFFIn concept, people who have Feeling brain are the best people in doing public speaking. Their main capacity is building rapport to other people. Their happiness is when they can motivate and advice people with their words. When they have succeed in motivating people, Feeling people will be very happy.

So what if my brain is not Feeling?

Don't worry. You still be able to be a good public speaker, although the way is of course different with Feeling ways.

If you are **Thinking (T)**, you can be a great public speaker according to your own way. As Thinking is a logic person, you have to do public speaking with support of data. Or, you can be a great science or technical public speaker, as you like playing with data. You are good in delivering or explaining technical matter in public speaking. Thus, support yourself with wide range technical and science knowledge.

If you are **Sensing (S)**, you can be a great public speaker, according to your own way, too. As Sensing is strong in repetition in something, you have to practice, practice, and

practice. You are great in doing something because of repetition or by memorizing. Moreover, you are also good and strong in body movement. Thus, change your style in doing public speaking. On fire performance will be very good strategy for you because you like to have physical move.

Not only that, you are also strong in business public speaking, as your chemistry is in wealthy. You are good in selling something. Thus, take an advantage by this strength. When Sensing people are selling something, usually what they sell will be bought by the costumers or listeners. Yes, selling is Sensing people main strength and advantage. So, involve yourself in public speaking that is related to selling goods or services. By using selling approach, you are going to be an amazing public speaker.

Then, if you are **Intuiting (I)** people, you will also be able to be a good public speaker too, with your own power and strength of course. As your power is in imagination, innovation and creativity, you will be able to deliver your idea greatly. Do a public speaking for certain and specific audicences of course, you will be accepted very well. I mean, you have to put yourself in appropriate community. For example, put yourself in science-fiction community, in literature community, in comic or drawing community. On these communities, your ideas will be accepted as these fields is full of innovation, imagination, and creativity.

Support your presentation materials with elegant ways of point of view, you will be amazing public speaker. But, still please remember, you will be accepted on exact community.

Last but not least, you will also be able to be a good public speaker, whether your brain is dominantly **Instinct**.

CHAPTER III

WHAT IS PUBLIC SPEAKING?

"Public Speaking is the art of diluting a-two minute
idea with a-two-hour vocabulary".

John. F. Kennedy

Did you know Merry Riana?

What is special in herself? By her words and utterances, thousand people in her TV shows or in her presentation are amazed. She usually speaks in a big or wide room such as hall, ballroom, or auditorium. So what is she doing that make people amazed?

Or let us see in widest perspective. Do you know this guy?
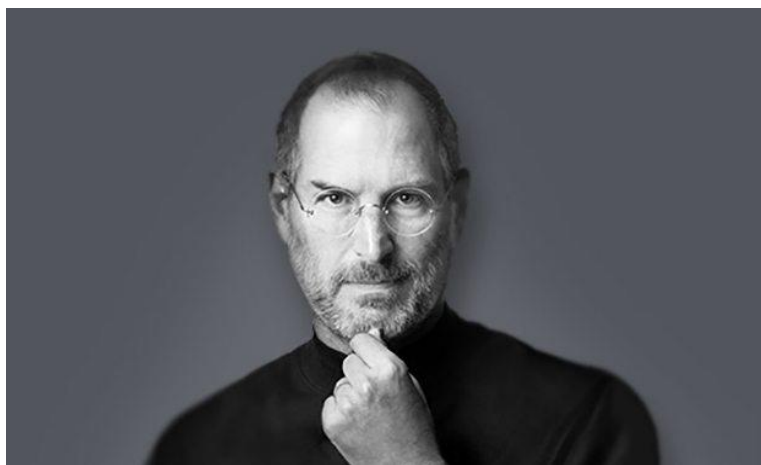
Yes. He is Steve Jobe (late). He was one of businemass the world ever had. Beside a businessmas, he was also know as great public speaker. People were not only waiting for his company's

product, but also waited for his presentation in launching the newest product. What make him special? Why was his presentation always been waited?

By those two extraordinary figures, now I am sure you can define by yourself the meaning of Public Speaking.

To make you easier in comprehend the meaning of public speaking, Mulyana (2009: 1) gave you another illustration. If in one sunny morning or afternoon we walk to the center of the city or the "square", we will occasionally be interested in seeing a large number of people surround a man who looks almost old, dressed in black, with his head tied with shabby cloth, mustache, bearded and his eyes are somewhat red like sleepless. Of course that many people to be gathered not to enjoy the drugman's appearance, but rather to witness how he skillfully delivered messages about the efficacy of the medicine, coupled with a few shows. Like a magnet, the medicine man's word power is able to make the audience not move their feet for minutes. The herbalist actually has the ability to speak in public (public speaking) which is not learned in formal and non-formal educational institutions.

Public speaking is in fact very close to our daily lives. We enjoy public speaking when we listen to Friday sermons in Mosques or public lectures in the field, spiritual services or testimonies in the television, or spiritual discourses in any circumstances. Mr Lurah, MrCamat and the Regent used to deliver speeches to their citizens when they commemorated the Republic of Indonesia's Independence Day. They are all the campaigners (jurkam) who skilled public speakers. With their amazing message and style, they are able to form public opinions and lead the audience to have a preference. Moreover, the teachers or lecturers who deliver lessons or lectures to their students are actually public speakers too (Mulyana, 2009: 1).

Function Of Public Speaking

Mulyana (2009: 2) quoted the meaning of public speaking which was defined by Aristotoles. Aristotle in his book *The Rhetoric* mentioned that there are four functons of public speaking: 1) preventing the emergence of irregularities and injustice; 2) delivering instructions in case scientific instructions that are not obtained; 3) Discussing cases so that the cases can be comprehended from various aspects; and 4) functioning as a means of self-defense.

Moreover, Mulyana (2009: 3) rewrited the definition of (Whitman and Boase, 1983:296) public speaking's definition. In more contemporary application, public speaking functions are:

to interest

to entertain

to inform

to inquire

to pursuade

to convince

to stimulate

to denounce

to impress

to warn

to arouse

to instruct

to explore

to move

to confuse

As stated Mulyana (2009: 3), Of the many functions above, **toconvince,to instruct, to inform, to actuate** dan **to entertain**are the main functions that will be elaborated below.

1. **to convince**

   As a person, your thought and ideas should be delivered to people. You have to be able to make sure that your ideas will be accepted by audiences. Thus, great ways in delivering it is really necessary. This is what is meant by the function of public speaking *to convince*.

   Expressions that generallyused in a convincing speech are Mulyana (2009: 3):

   ✓ I am convinced that .....

   ✓ I believe (that) .....

       presume

       suppose

       guess

       think

       doubt

       expect

       assume

       know

simply can't believe (that) .....

- ✓ I am sure that .....
- ✓ It is a certain thing that .....
- ✓ I am completely sure that .....
- ✓ There is no doubt that .....
- ✓ The very thing is that .....
- ✓ It appears to me that .....
- ✓ I would firmly say that .....
- ✓ I feel very certain that .....
- ✓ To the best of my knowledge,

it is possible that ...
it is propable that ...
it is likely that ...
a probable explanation of this is that ...
these data point to the possibility that ...
most probable social problem exposed to .....

- The surest thing to consider seriously is that .....
- We must now consider the possibility that .....
- Don't pose any doubt, just take this conviction that .....

2. to instruct

To instruct means to give command or to ask someone or some people to do something. As a public speaker, you are also required to be able to make people do what you speak. Here are some utterances you can use to instruct people (Mulyana, 2009: 4):

- Shall we pray!
- Let me order you to .....
- I would invite you to .....

    advise you to .....

    recommend that you should .....

- I want you to .....
- I would like you to.....
- It will be better if you
- You should have known better that ...

- Think what you could do with money you spend on cigarettes! (= I ask you to give up smoking)
- Allow me to request you to .....
- Could/Would you ..... ?
  Could/Would you make up your mind?
  Do help the World Children Fund!
- All we have to do is that .....
- There is no other way but we have to .....
- You should/shouldn't .....
  You should keep discipline.
  You shouldn't be so tough.
- I wonder if you would let me remind you .....
- Partic I would ask you to pay close attention to ..
- You should have .....
  shouldn't have .....
  You should have managed your time better.
  You shouldn't have forgotten your rights.
- If ....., ... would .....
  If the children didn't watch TV so much,
  They would have more time for their school work.
- You can ....., but .....
  You can do anything you want, but you mustn't spoil democracy.
- We are obliged to .....
- It's a good idea to .....
- It's best to .....

- You had better ..... than .....
  You had better give them knowledge of making bread than bread itself.
- It might be advisable to .....
- It would seem wise to .....
- Do you think you could just ask people to .....?
  Do you think you could just ask people to stop smoking?
- Would it be all right if we .....?
  Would it be all right if we just do nothing?
- It is advisable that .....
- It might be wise to .....

But, please remember that, when you are instructing people in public speaking, it is not same like instruction given by a commander in military, a boss in a company, or a leader in a state department. Make sure you instruct people politely and smoothly, without making your audiences fell that you are an arrogant person.

3. to inform

To inform is meant to let the audience know the truly facts about something. According to Indonesian dictionary (KBBI), information means the whole meaning that bring reality seen or occurred on that realizations. Here are some utterances you can use to give information to the audiences (Mulyana, 2009: 5):

- I would like to say (that) ....

> tell you
> inform
> report
> communicate
> make known
> let (it) be known
> put about
> notify
> declare
> proclaim
> announce
> divulge
> give out
> explain
> give a description
> analyze (that).......

- According to the researchers, ...
- In the line with the newest treaty, ...
- The results of the recent research suggested that ....
- Getting along with the agreement, ...
- Referring to the rule of the game, ...
- In accordance with the state ideology, ...
- Further studies show us that, ...
- Our data confirm that ....

- It has been reported in the previous study that..
- It is widely *known* that .....
                recognized
                acknowledged
- Generally speaking, ...
  Generally speaking, Japanese people are extremely diligent.
- In the majority of the cases, ...
- By and large, ...
- On the whole, ...

4.   to actuate/ stimulate

When you are saying something to be done, the audiences feel motivated to do what you have said. This is we call as being stimulated. One function of public speaking is to stimulate audiences. When your audiences act as you persuade, it means they have being stimulated, and you have become a good public speaker.

Here are some expressions you can choose to stimulate your audiences (Mulyana, 2009: 8):

- I do hope that .....
- Hopefully (= 1/we hope) .....
- I am   *hopeful* that .....
           optimistic about…
           an optimist that…
- I live in a hope that .....
- In the hope of arriving at a better life, ...
- There are grounds for hope that .....
- There is reason to believe that .....
- There is still hope. Look how .....
  There is still hope. Look how Husen succeeded in giving up smoking!
- I wish you good luck.
- I hope you succeed.
- Let this illustration encourage you.
- It is what I hope that you can ....
  It is what I hope that you can learn something from his experience.
- Don't ever be in despair of .....
  Please don't despair of making your English improved!
  Please don't despair of asking your children to do reading!
- There is no need to despair of being old, it's only a matter of time.

5. **to entertain**

   To create a great and not-boring perpormance, a great public speaker should be able to create fun but serious condition. The speaker should understand the circumstances, where the audiences start boring or get rid of their attention.

   As said by Mulyana (2009: 9), to bring laughter to the audience a public speaker can quote some expressions from great public figure, the consolation of the weary audience, depressed or sad in the form of scripture, aphorisms, proverbs, old pilosophy, statement of wise people, anecdotes that invite laughter and contain wisdom, parables (parabels), direct experiences, poetry, lyric of a song, rhymes, or a person's biography. Short stories such as Nasruddin and Abu Nawas and American Anecdotes compiled by L.A. Hill can be very useful in reinforcing the messages of speech that serves to entertain.

Questions and Exercises

1. What are the examples of public speaking found in your daily life?
2. Can you mention some function of public speaking? Elaborate your answer.
3. What are your attitudes and opinions on the following statements (taken from Mulyana, 2009):
   - "I will prepare myself and someday my chance will come," (Abraham Lincoln)
   - "Speech is civilization itself. The word, even the most contradictory word, preserves contact, it is silence which isolates." (Thomas Mann)

- "Speech is human, silence is divine, yet also brutish and dead; therefore we must learn both acts." (Thomas Carlyle)

4. Try to practice a public speech in front of the class with these fun topics:
   - Which one is more important: get married first, or continue S2 first?
   - Which one is correct in consuming Indomie kuah, slurp the kuah first, or bit the noodle first?
   - Why a boy with Honda Beat is never accepted by girls?
   - Why do girls remove their profil pictures in Whatsapp when they are sad?
   - Why do people like to play Tiktok? What is the benefit?
   - Why should we give gift or "envelope" when we visit a wedding?
   - Why should we serve the guess with Kurnia Syirup in Ied Mubarak? Why dont just serve Tea or Coffee?
   - Why almost all the songs in the world are about love?
   - Why almost of K-Pop fans are teenager girls?
   - Why do women get angry when people say "you are fat?"
   - Is Fizi wrong when he says "no mother no paradise"??
   - What kind of husband is the best? With mustache or not?

5. Below is a speech that written by a student, Nayu Aisyah Ramadhaningsih. Try to practice your public speaking with this text (taken from Mulyana, 2009).

Dear my Brothers and Sisters,
Ladies and Gentlemen,

In this very happy occasion, first of all, allow me to express my very sincere gratitude to Mr. Yayan G.H.M. for giving me an opportunity to speak before you all about *"What do we mean with love?"*

Love is the fundament of our everyday life. Our activities are coloured with love and love is the blood of our relation with God's creatures. It is not easy to define what love is all about because love concerns many aspects and surely we can never describe what we exactly mean with love.

In our daily life we can divide love into several categories. We can differ the love we have for our parents, our brothers and sisters, our best friends, our lover and of course our love to the Creator. When a man and a woman make up their minds to go through this life together, we know that they are in love. When a brother brings home a sweet doll for his younger sister, we call that love even when a mother is getting angry to her child, she does it because she loves him. Love is one of the mystery in our life. In

love we not only find passion, truth and belief, but hate and hurt as well.

Although love is undescribable it is something that we can touch with our feelings and our hearts. Sometimes we say that we love someone but actually what we feel is only admiration, and we just cannot differ love from admiration. It is said that when we feel we want to get close to someone all the time and we are willing to do everything for that person without anything in return, we love that person. However, I personally believe that love is more than that. Even if the above definition is close enough to the love we have for our lover, it is greater than any or its definition in this world.

In the end of this speech I would like to emphasize that once again, love is one of the greatest mystery in our life. The most important thing is not the definition but how we would ike to thank the One for love He gives us. Each of us knows what love is through experience, and if you were in pain because of love you were never in love. Thank you very much.

6. Answering a question from Starry-Eyed, Ann Landers wrote an explanation of the difference between "Love" and "Infatuation." Try to compare the definition of Ann Landers with Nayu's definition of "Love" below (taken from Mulyana, 2009).

DEAR ANN LANDERS: When I was in high school, I clipped your column that described the difference between love and infatuation. I looked at it often, and it saved me from making some foolish mistakes.

I'm a graduate student now and find myself in need of some solid emotional grounding. I wish I had that column. Will you hunt it up and run it again?

DEAR STARRY: It's one of the most requested columns of all. Thanks for asking. LOVE OR INFATUATION?

Infatuation is instant desire. It is one set of glands calling to another. Love is friendship that has caught fire. It takes root and grows-one day at a time.

Infatuation is marked by a feeling of insecurity. You are excited and eager, but genuinely unhappy. There are nagging doubts, unanswered questions, little bits and pieces about your beloved that you would just as soon not examine too closely. They might spoil the dream.

Love is quiet understanding and the mature acceptance of imperfection. It is real. It gives strength and grows beyond you-to bolster your beloved. You are warmed by his presence, even when he is away.

Miles do not separate you. You want him nearer. But near or far, you know he is yours and you can wait.

Infatuation says, 'We must get married right away I can't risk loosing him." Love says, "Be patient. Don't panic. He is yours. Plan your future with confidence."

Infatuation has an element of sexual excitement. If you are honest, you will admit it is difficult to be in one another's company unless you are sure it will end in intimacy. Love is the maturetion of friendship. You must be friends before you can be lovers.

Infatuation lacks confidence. When he's away, you won- der if he's cheating. Sometimes you ever check.

Love means trust. You are calm, secure and unthreatened. He feels that trust, and it makes him even more trustworthy. Infatuation might lead you to do things you'll regret later, but love never will.

Love is an upper. It makes you look up. It makes you think up. It makes you a better person than you were before.

CHAPTER IV

CREATING GREAT SPEECH

"All the great speakers were bad speakers at first".
Ralph Waldo Emerson

Before you perform your public speaking, it is very important to prepare your speech. A great public speaking performance should be prepared very well. You have to understand how the structure of great public speaking is

The Structure of a Speech

According Ruang Guru (2018), there are at least five aspects that should be exist in doing public speaking, they are:

- Greeting
- Salutation
- Gratitude
- Content
- Closing

Moreover, According to Mulyana (2009: 10), the speech structure or pattern can be described simply with the following scheme:

- addresses

- greetings
- opening / introduction (opening part)
- body (speech content)
- closing
- thanking (thanks for the attention of the audience)

Mulyana (2009) stated that the above structure becomes the "basic framework" or fundamental structure for each public speaking preparation you create. The speaker should memorize and comprehend the structure.

But, before performin your speech, there are some preparation lists you have to recognize, because to be able to present a successful speech or presetnatuon, you need a more detailed and structured preparation.

Related to this matter, there are some steps that you should go through and act. Rona Presentasi (2015), there are seven aspects that you have to prepare, they are:

1. Find the information background about your audiences.

This is the first step you have to take, you first find the information about your audiences, whether they are in senior high school level, university level, or worker levels. You have also understand the education or knowledge background of your audience, in order to create suitable materials. You have to know wheter they mastery high level of words or not.

You have to ask these questions to the committee or you can recognize by yourself (Rona Presentasi, 2015):

- In what class are the participants?
- Are they in one department or mix?
- How many participants?

- How long is the seminar duration?
- Is it just a presentation format or plus questions and answers session?
- If plus questions and answers session, how long will the presentation take and how long will it take?
- What is the purpose of the institution for holding this seminar for the audiences?
- Have you ever held a public speaking seminar for audienes before?
- Will the activities be held in open or closed spaces?
- Are there any supporting media or not?
- How is the quality of the supporting tools?

2. **Define the purpose of your performance/presentation**

After you have known the characteristics of your audiences, now you have to define what the purpose of your speech is.
- Is the purpose of your presentation to give information?
- Is the purpose of your presentation to motivate?
- Or is the purpose of your presentation to influence or persuade people?

Those are some questions you have to comprehend in the beginning before delivering your speech. By knowing your purpose, you will be able to prepare yourself very well. For the purposes of the speech, you can read again on the chapter II.

Thus, here below are the common expressions that you should choose in doing great presentation (Mulyana, 2009):

1. **Addresses (greetings to the audiences)**
   a. **To public or to general figure:**
      - Dear friends,
      - Dear Ladies and Gentlemen,
      - Dear Brothers and Sisters,
      - The honorable distinguished Guests,

   b. **To Presiden, Prime Minister, Minister, and other High Official:**
      - The Honourable..., the President of Republic of Indonesia, Mr. Joko Widodo..
      - The Honourable M. Joko Widodo, the President of Republic of Indonesia.
      - The Honourable Judge. Constitutional Court..
        The Honourable Governor/Senator/......
      - Honourable ...., the Senate Speaker.
      - Honourable ...., House of Representatives Speakers.
      - The Honourable ....., the Minister of ...... of ..
        The Honourable Sri Mulyani, the Minister of Finance of Republic of Indonesia.
      - Your Excellency, Admiral ......
        TNI AD head of staff, General…….
      - Your Excellency, Liuthenan General .....
        The Commander in Chief, Police of Republic of Indonesia..
      - Honourable ......, Member of Assembly
      - Honourable ...., the Assistant Secretary of Home Affairs Ministry

c. **To the Kingdom Leader, King, Sultan, Queen, Prince, Princess**

- His most Gracious Majesty, King .....
  His most Gracious Majesty, King Fahd of Saudi Arabia.
- Her most Gracious Majesty, Queen .....
  Her most Gracious Majesty, Queen Elizabeth of the UK.
- His Royal Highness, the Duke of York.
- Her Royal Highness, the Duchess of York.
- His Royal Highness, the Prince of Wales.
- Her Royal Highness, the Princess of Wales.

But as long as Indonesia is not monarchy country, this opening is usually not necessary, except in special area such as Yogyakarta.

d. **To Ambassador and other Embassy Officials:**
- The Honourable ...., the .... Ambassador to ...
- The Honorable Robert L. Berry, the U.S. Ambassador to Indonesia and Madam Berry.
- His Excellency Robert L. Berry, the American Ambassador to Indonesia and Mrs. Berry.
- The Honourable Colonel ...., the Military Attache of the U.S. Embassy and Mrs. ......

e. To religious leaders:
- Your Excellency, Rev. (Reverend) ....
  Your Excellency, Rev. Ivan Lay.
- My Dear Reverend Mother ......
- Dear Father Dear Rev. .....
- The Venerable and Very Reverend Father ......
- Your Holiness, Pope .....
  Your Holiress, Pope John Paul. ....

2. Greetings
Some general expressions in greeting use are:
- Good morning,
- Good afternoon,
- Good evening, or
- Assalaamu 'alaikum warahmatullahhi wabarakatuh.

3. Opening/Introduction
Theoretically, the opening section of a speech is very important. According to Mulyana (2009), opening is created to:
- transmit the speaker's intentions.
- attract and keep the audience's attention.
- transmitthepurpose and topic of the speech.
- give the audience an opportunity to prepare.
- bring the audience into the context of the speech.

Mulyana (2009) proposed some general opening sentences, such as:
- In this very special occasion, I would like to invite you all to send our greates grattidute to Allah the almighty God, for his guidance so we can gather here today…

- First of all, l'd like to deliver my sincere greatest to the great organizing committee that has let me to have this opportunity to deliver my speech on (the topic) *"The importance of education for society".*
- Ladies and gentlemen, it's a great honor for me to stand here, to deliver my points in front of such as great audiences. I would like to discuss about the *importance of education in our life..*
- It is a big pleasure for me to be given the special opportunity to deliver a celebratory speech on this memorable occcasion of the official announcement of the *Medan sport centre which is special dedicated to the Medan Residents.*
- It is a great pleasure for me to be given the opportunity to deliver a speech on the subject of *"The Importance of economic development in rural and remoted area"* on this precious occasion of the commemoration of the first anniversary of Anglo-American school of Public Speaking.
- Allow me to celebrate this occasion by that it is a big horour for me to tiave an opportunity to deliver a speech before the intellectual community cf audience. And I'd like to thank the organizing committee for such moment. The title of my speech is *"The Impacts of the Ongoing Change of Wcrld Politics on the Operations of Global Business."*
- May I tell you, first of all, how pleased I am to have an opportunity to stick here and deliver a speech before you. My speech title (this evening) is *"The Constraints and Opportunities Pertaining to Indonesian Direct nvestments in 1990's."*

- I am greatly honoured and gratetul for the opportunity given to me in addressing a speech on *"Children and Television Programmes."*
- It is both a pririlege and a ploasure for us all to be able to altend this meeting with so many distinguished friends from the Indonesian side attending to exchange our thoughts on pressing problems of our mutual concern, And, first of all I should like to express on behalf of my colleagues my heartfelt felicitations and gratitude to the *Bandung Lion's Club* or so successfully organizing this valuable forum. In this occasion, allow me to speak about *"Lion's Club in a Changing World."*
- I'd like, first of all, to say thank you very much to the organizing committee for this precious opportunity to deliver a speech. In this occasion l'd like to speak about *"The Significance of Computer Use in an Integrated Teaching of English Language both as Second and Foreign Languange."*
- It is a great pleasure for me to have this opportunity to give a speech on *Islam and National Development* before this gathering of elite personalities of the Indonesian Islamic Society.
- May I first of all extend my greetings and warm welcome to all participants at this Congress, and I do hope that your stay in *Bandung* will not only be an enjoyable experience but also provide to all of you a better opportunity to grasp essential problems as well as improved insights regarding our shared and mutual interests for further development of Indonesian

Sociological Association. In this occasion I'd like to speak about *"Sociology and Indonesian Development."*

- At the first place, permit me to express my appreciation to all of you and anyone else who is concerned with this activity for any effort you have done, for any fatigue you spent and for any single willing you have initiated. In this opportunity I'd like to speak about *"The Youths, the Revolution ary Ideas ard the Development of a Country."*

- It is a great honour and a privilege for me to be granted this opportunity to speak before this distinguished audience of many colleagues in *Council for World's Religions.* My topic (today) is entitled *"The Role of Religions in the Era of Post Cold World War."*

- I am honoured to speak to such a distinguished audience. My subject is *"Gender and International Relations: A Feminist Perspective of International Relations."*

- Firstly, I'd like to extend my very sincere gratitude to the Dean Board of the Faculty for inviting me as a guest speaker. It is a great pleasure for me to have this oppor- tunity and please permit me to deliver a speech with the title *"Trends of the International Relation Study in Western Academic Realm and their probable*

Appearance in Indonesia."

- First of all, I would like to thank you for giving me the opportunity to say a few words at this seminar. The seminar on *"Family and Development"* is an interesting and urgert undertaking. Its significance is further enhanced for it is conducted by Indonesia Sociological Association and in the framework of the Association's first National Congress as well.

- Allow me, first of all, to extend my most sincere gratitude to the Government of Sweden for inviting me as participant of this short course programme. It is a great pleasure for me to be in this comfortable venue and stick together with a group of intellectuals. In this opportunity I would like to describe and explain to you what *PT. TELKOM is and how it operates.*

It is important to be noted that words or sentences that being italicized are optional. It is a title or topic that can be changed according to the situation of speech given.

CHAPTER V

BODY OF SPEECH
(SPEECH CONTENT)

I n order to be a great public speaker, you have to know your passion or your dominant brain. See back the previous chapter that explain about personal branding.

Thus, when doing your public speaking, choose the best languange style that is appropriate to your characteristics. In this chapter, there some kinds of language style you can choose the best.

In this chapter, we will discuss about the methods to develop your ideas before you perform your public speaking.

Techniques of Idea Building

A. Brainstorming Technique

One of the best methods to develop or build your idea in preparing your speech is by brainstorming metdhod. This method is very popular in writing field. But, this method can also be applied in developing your idea in preparing speech.

According to Easybib.com (2020), **brainstorming** is a process when you think of several ideas on your brain related to your topic before you start writing or drafting your thought. You potentially have learned about your topic previously in certail

places or have some previous background knowledge about what you're going to write about. To start a brainstorming process, prepare an empty paper . Then, write down or draw all thoughts that appear on your mind while generating ideas about your topic. At this levelon your writing process, don't worry whether your ideas are correct or not. In the end of ther process, you can sift through everyideas later on to determine whether it has fit your final development piece or not. Use this method to freely collect ideas and thoughts about to your topic.

Moreover, there are some development ways in brainstorming process. Each of ways is explained below.

A.1. Graphic Organizer: Creating List

Create list is one of brainstorming method. According to easybib.com (2020), lists are useful for you because they possess all of your thoughts and ideas out of your mind and converted into a paper or document sheet. Because, sometimes there are thousand ideas up there in your heads, and it can be difficult to expole and make sense of what we're thinking about. If your ideas are extensive, it might be very helpful to organize your list by using categories and headings.

For example, you will develop your topic about technology, compared between three civilizations in ancient era. Related to your background knowledge, you will might enlist your ideas as the list below:

Ancient Civilization Technology

Ancient Egypt
ramp
lever
paper (papyrus)
wheel – pottery?
glasswork
ships? not sure which type

Ancient Rome
a lot of construction related items
concrete
movement of water – aqueducts
roads
bridges maybe?

Ancient Mesopotamia
wheel
chariot
maps? (double check)
writing
sailboats

Source: easybib.com

By making the lists as example above, you will be very easy to write your speech text, because the main points or the main ideas have been pointed out. Now, you can direclty write down your ideas in the text.
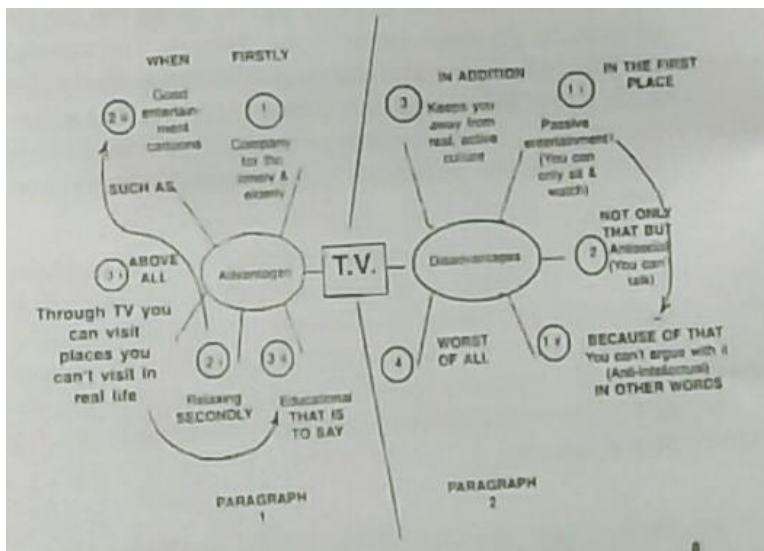
A.2 Spidergram
According to Cambridge Dictionary, spidegram is a diagram with circlesand linesin organizing some information so that it will be easier to be used or to be remembered. Meanwhile,

according to Mindmanager.com, spider diagrams or shortened into spidegram, are visual media or toolsthat is utilized to arrangeideas or data in certain logical way. The main concept is written down on a blank page and the lines are utilized to link the ideas. As more of your ideas branched out, you will get graphical representation of the topic that maybevery difficult to be understood.

For most people, visualization is the best method to be able to comprehend something. When findingcomplecated information, making a spider diagram is a fast and easy way to organize ideas and concepts. When data is shown in the form of map or diagram, it will closely more reflects the way our brains are structured.

Mulyana (2009) gives the example. As the illustration, we will talk about the benefits and disadvantage of television. First, we can build a Spidergram as follows (Mulyana, 2009):
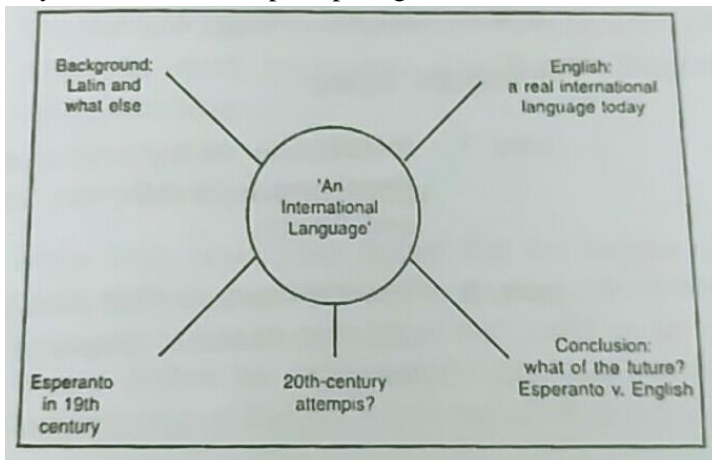
The spidergram above can be developed into text such as below (taken from Mulyana, 2009):

The advantages and disadvantages of television

Television has a number of advantages (Topic Sentence). Firstly, it provides company for the lonely and elderly. Secondly, it is relaxing when there is good entertainment such as cartoons. Above all, through television you can visit places you cannot visit in real life - that is to say, it is educational

There are also a number of disadvantages, however (2nd Topic Sentence). In the first place it is passive entertainment - you can only sit and watch. Because of that, you cannot argue with it; in other words, it is anti-intellectual. Not only that, but it is anti-social - you cannot taik when it is on, In addition, it keeps you away from real, active culture. Worst of all, you have got to pay for it.

Now, let us see the more complicated example. For instance, let us discuss a topic *"An International Language."*
Firstly, let us build a simplesSpidergramas follow:

The spidergram above can be developed into:
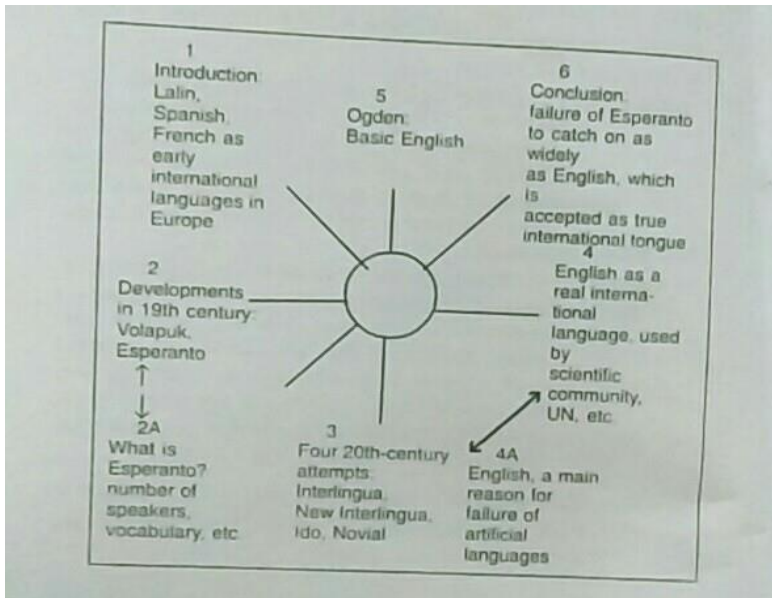
We write the Spidergram into a series of paragraphs as follows (Mulyana, 2009):

Paragraph *outline*

paragraph. 1. Introduction. background on early international languages in Europe: Latin, French and Spanish

paragraph. 2. The 19th century. First struggle at an international language artificial: Schleyer's Volapuk

paragraph. 3. The 19th century. Introduction to Dr Zamenhof's Esperanto

paragraph. 4. What is Esperanto? Quote Guerard.Facts about the language: number of speakers, vocabulary, etc.

The order of the paragraphs serves as a guide to compile a complete text as follows (taken from Mulyana, 2009):

An International Language

There have been many hopes that the human race might achieve greater unity by having one common language to speak instead of the 2,000 or so now spoken. Before the 16th century Latin was the dominant language of Europe. It crossed all boundaries, and it was an international tongue spoken by educated persons regardless of their national origins. In the 16th century, the rise to power of spain brought the spanish language into nrominence, althouugh the Latin stil ruled amongst church and state officials. With the French Revolution and the establishment of the French Em- pire under Napoleon, French seemed likely to te the supreme language in Europe during the 19th century.

By the late 19th century, however, two attempts had been made to create an international language which belonged not to one nation but to all nations. The first attempt was made by a German priest, S.M. Schleyer, who invented Volapuk, or World-speak'. In an effort to fair, Schleyer combined features of some major national languages, English, French and German, as weli as Latin. He first displayed this language in 1980, and although it aroused a good deal of interest, it failed make much headway in an era of highly charged be nationalism.

The second attempt, Esperanto, had more impact. Invented in 1887 by a Polish philologist, Dr. L. Zamennof, it was also based on the main European language. For a time, it seemed that Esperanto was going to be a powerful force amongst languages, but after the initial enthusiasm which led to the founding of Esperanto societies, hopes for it faded.

As Guerard has observed, Esperanto strives to simplity language. It takes advantage of previous language habits, it limits grammatical categories and the variety of sounds. Everything possible tad been done to make Esperanto an easy language to learn and yet flexible to use. Its word-root vocabulary is 921, with a growth in its general vocabulary from 6,000 in 1887 to over 50,000 today. At the moment, Esperanto has over, 1,000,000 speakers in 83 countries with 50 national associations, and 100 periodicals are published in this language. Yet, despite this considerable use and acceptance, Esperanto has failed to gain official Languages.

Four other attempts to create an international language have been made in the 20th century. Interlingua, invented by the Italian mathematician Giuseppe Peano in 1903, was based on classical Latin and included a Latin-derived scientific vocabulary to make it more adaptable for modern use. In the late 1940s, the principles of this language were revived as New Interlingua, but interest in it again declined. Ido, created by the Frenchman Louis de Beaufront in 1907, attempted to breathe new lite into Esperanto. Although Ido attracted supporters in the years immediately after the first World War, interest in it subsided thereafter in lavour of traditional Esperanto. Novial, constructed by the Danish linguists Otto Jespersen, was developed in 1928, but was litle used except for some experimental purposes.

One of the principal reasons for the failure of these attempts to create an international language was the rise of English as a world tongue. So wide has been its penetration that efforts have been made to create a simplified English which would serve as an easy-to-use universal language. The best known for these efforts was made in 1932 by a British psychologist, Charles Ogden, who created Basic English.

Odgen pared down the English vocabulary presently exceeding 500,000 words to 850, comprising 100 terms for

operations, 400 for general words, 200 for picture words 'and descriptive words, 100 for general qualities, and 50 for opposite qualities. In addition to using these 850 building blocks', Ogden simplified the grammar and regularized singular/plural constructions. Despite the appealing simplicity of this scheme, however,

Basic English has not had the popularity that Ogden had hoped for it. Its greatest influence has been, perhaps, on critics of English writing, who have long campaigne for a more simplified official style in government forms and local-authority publications. The Plain English Campaign, together with the work of sir Ernest Gowers, plain words, is probably the most lasting recognition of Ogden's effort to popularize a Basic English Language.

The future for an artificially created international language such as Esperanto does not look bright. On the other hand, English is fast becoming the second language in many countries of the world. It is also dominant in the scientific community, and is the language of computing and technology, as well as airtraffic control. Many developing nations have adopted it as an official second language because English is seen to be neutral in the midst of tribal, racial and cultural division in these nations.

It is ironic that Cannes, the French Riviera town where Dr Zamenhof, the founder of Esperanto, lived, and that has a street, named after him, is the setting of an irmportant film festival where most of the films shown in 1984 had English soundtracks of were to be dubbed into English. During the festival, producers and directors negotiated with translators and dubbers in an effort to make their films more international in their dialogue. Dr. Zamenhof had a vision of one language breaking down the frontiers and eroding the nationalistic differences in the world.

He would probably be disappointed that Esperanto has not yet achieved this goal, but perhaps pleased that English has arived as a worldwide second language in many countries, even if it has dore little to solve the world's many political and cultural problems.
(Ellis and Hopkins, 1985 113-121)

A.3. Graphic Organizer: Web

Another kind of graphic organizer that can be applied to organize your ideas and thoughts is a by using a **web method**. Web method is method that develop your ideas by connecting ideas and concept by using line and circle. Web methodisgreat to be appliedin doing brainstorming because they connect related concepts and ideas.

For example, we will make the web diagram with a topic: ancient civilization technology. You can develop your web as the picture below.
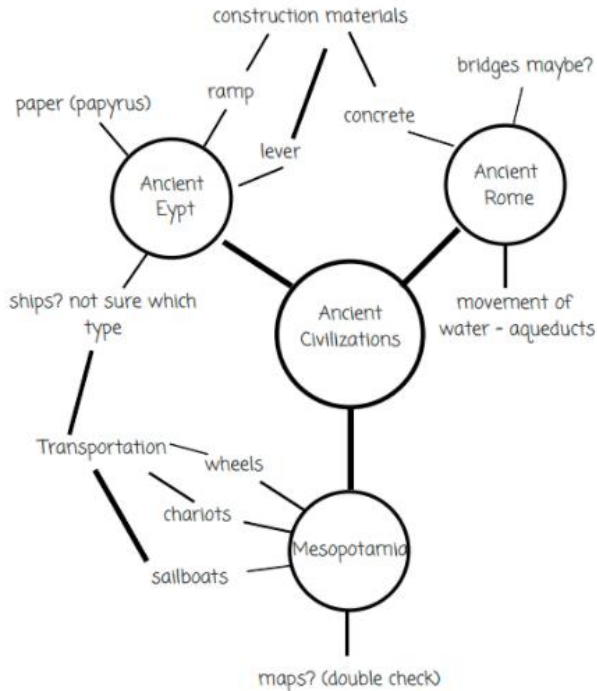
Source: easybib.com

The connections between different categories in this grapich were made by thus linking concepts and ideas together. As instance, Ancient Rome and Ancient Egypt both created very complete and different tools used whenthey were constructing homes and buildings. These materials and tools, except being from different civilizations, are related together among the construction materials heading.

A.4 Reverse

Reverse is a method that uses brainstorming process to generate bad solutions to the problem, and then analyze how the solutions being transformed into great solutions. The reverse brainstorming get you create creative and wild ideas if the processof brainstorming fails to match the requirements.

In this method, participants are asked to build multiple ideas about how to cause problems or to raise the opposite result from what being required. After that, by their reversing these suggestions, solutions to the main problem may be discosed.

Moreover, there are some steps to achieve the brainstorming process in reverse method, they are:

PROBLEM

REVERSE

COLLECT

REVERSE

EVALUATE
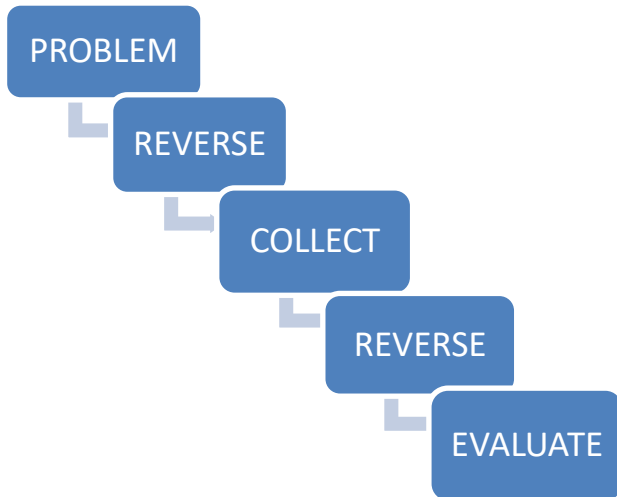
Visual Paradigm Online (2020) explained those steps as follow:

- Identify the Problem – Identify design challenge and write it down.

- Reverse the Problem - For example; instead of asking 'how can I help? Ask 'How can I make it worse?
- Collect Possible Solution: Brainstorm to figure out all possible reverse solutions. Everything is possible: reject nothing!
- Reverse Solutions: Flip the reverse solutions to create real design solutions for the actual issue.
- Evaluate the Ideas: Evaluate and decide if a real solution can be formed.

Here is the example (taken from Visual Paradigm Online, 2020):
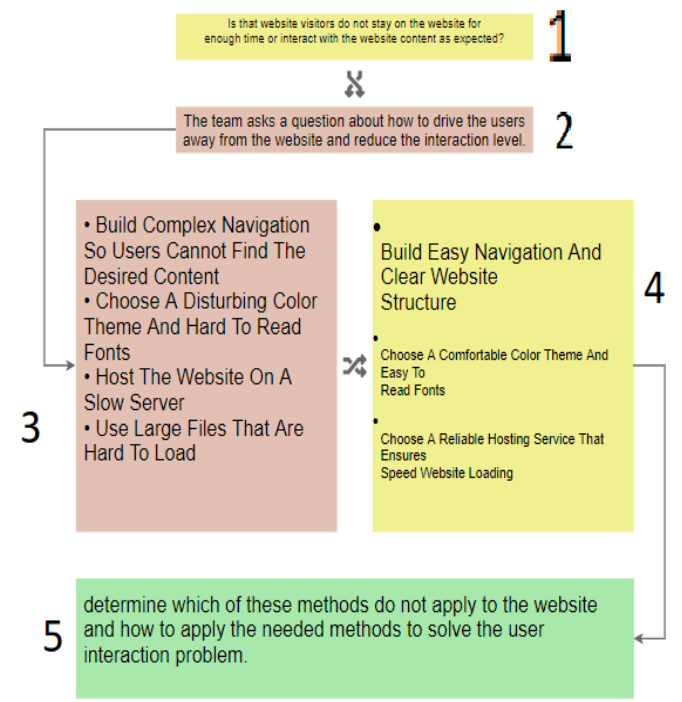
A.5.Development of idea with Inter-correlation diagram

According to Mulyana (2009), before we write a text, we can firstly build a diagram that contains the relationship of components of the text idea. For example, we will talk about *"The Influence of Plant Containing Powerful Drug on Tango's Inhabitants."* We make the connection diagram as follows:
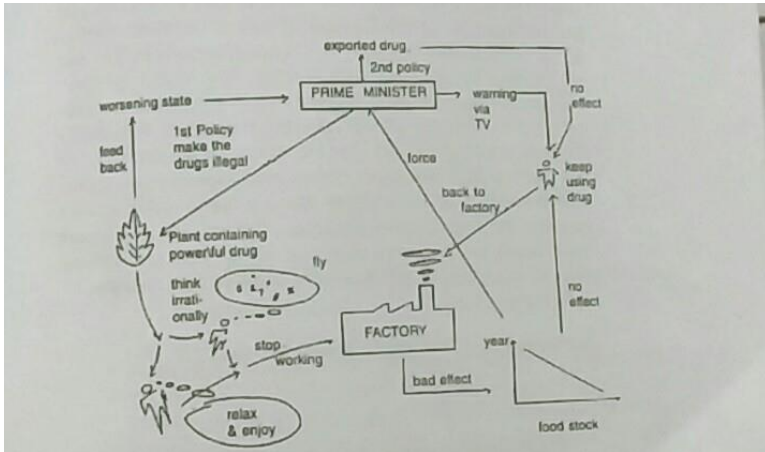
The diagram then being written into a text such as follow:

The inhabitants of Tango, a small island in the South Pacific, discovered a plant which contained a powerful drug. This drug made it more difficult for them to think rationally it stopped them worrying a bout the future, and enabled them to forget all their problems. At the same time, it made it much easier for them to relax and enjoy themselves: so much so, indeed, that the wnole population of the island stopped working and spend all their time singing and dancing and looking at the sea. Unfortunately this had a very bad effect on the country's economy, and people began to run short of food. This however didn't discourage the people from the drug, but nobody took any

notice, and before long the economy was in ruins. This forced the Government to make the drug illegal. But that only made the situation worse. The law couldn't prevent the people from taking the drug, which grew wild over the island; on the contrary, the fact that the drug was illegal merely encouraged people to take it. Eventually, the Government tound a better solution: they exported the drug to other countries. This saved the islanders from having to work more than one day a week, and allowed them to spend the rest of their time sitting in the sun without a care in the world.

(diadaptasi dari Doff, et.al., Advanced, 1983:170-171)

A.6.Idea development with cause and effect diagram

According to Mulyana (2009), the causal diagram simply contains dependent, independent and intervening components. For example we will talk about "The Effects of Smoking." The diagram can be written into a text as follows:
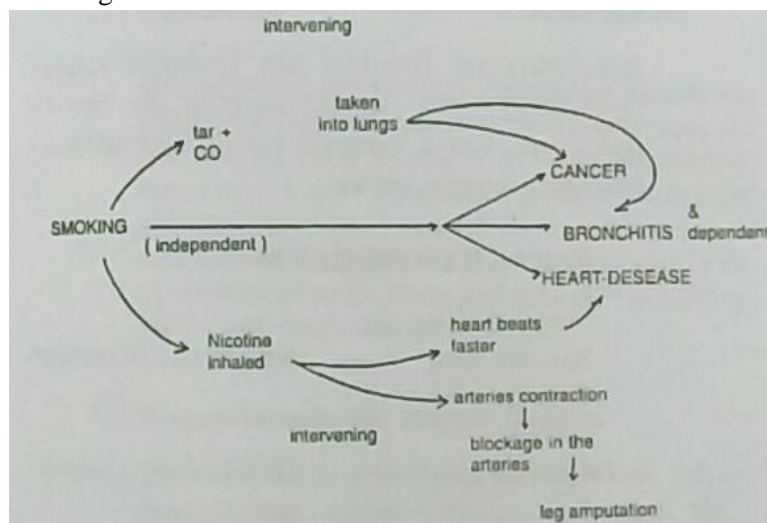
Smoking can cause cancer, bronchitis and heart disease. The nicotine inhaled from cigarettes makes the heart beat faster, and makes the arteries contract: this can lead blockages in the arteries, particularly in the legs. Cancer and bronchitis are caused by the tar and carbonmonoxide taken into the lungs. Although these harmful effects are well-known, people continue to smoke. Some people carry on even after having a heart attack or a leg amputated. (diadaptasi dari Doff, et.al. Intermediate, 1983:172)

CHAPTER VI

PARAGRAPH

A gain, in order to be a great public speaker, you have to know your passion or your dominant brain. See back the previous chapter that explain about personal branding. Thus, when doing your public speaking, choose the best languange style that is appropriate to your characteristics. In this chapter, there some kinds of language style you can choose the best.

In this chapter, we will discuss about the methods to develop your ideas by using paragraph development method before you perform your public speaking.

Idea Development with Paragpraph

There are some kinds of paragraph in field of writing. Although we are not focus on writing, but we still modify the concept of writing in developing our speech. By preparing our speech in form of text, we will be more ready to perform our public speaking. We will develop our ideas in speech through some types of paragraph.

1.   Inductive and Deductive Paragraph

According to Mulyana (2009), inductive and deductive paragraph is very important in developing the ideas. Those

two kinds of paragraph is illustrated as framework below (Mulyana, 2009):

a. Inductive Paragraph

Specific Idea
Specific Idea _____ data; facts; information
Specific Idea _____
General Idea _____ Conclusion; assumption

Inductive paragraph is defined as a paragraph in which the position of the main idea or the main sentence is at the end of the paragraph. This paragraph is inductive in nature and extends from specific to general statements.

Moreover, inductive paragraph is begun with explanatory sentences and then end by the main sentence which contains the main subject of the paragraph.

Example:

Monterey has ten big and modern malls. It used to have only two medium ones ten years ago. A sky- scraper stands within every distance of three kilometres. No bumpy street or road is somewhere met. Old house have been drawn and replaced with new mansions. "Uncle Brown's junk shop where I used to buy ragged dolls has disappeared and there stands a bank. Monterey, my home-town, has changed a lot (conclusion).

b. Deductive Paragraph

General Idea _____ conclusion; assumption
Specific Idea
Specific Idea
Specific Idea_____ data; facts; information

Deductive paragraph is defined as a paragraph where the main idea or main sentence is at the beginning of the paragraph. This paragraph is deductive in nature and extends from general to specific statements.

Types of deductive paragraphs begin with the main sentence containing the main thought, followed by explanatory sentences.

Example :

My family life is getting better (conclusion). My wife has stopped her huge activities in various organizations and now she has got a lot of time to share with our children. I have just left my previous job as a TV reporter, and now I have got a new job as an editor in a publishing company by which I do not have to travel a lot. My children all go to school and keep getting improve- ment. I just thank God for all these.

c. **Mix Paragraph**

General Idea _____ conclusion; assumption
Specific Idea _____ data; facts; information
Specific Idea _____
Specific Idea _____
General Idea _____ conclusion; assumption

Mixed paragraph is a combination of deductive and inductive paragraphs. This type of paragraph begins with the main sentence, then is followed by the explanatory sentences and finally ends by the main sentence again. It means that there are two main sentences that are located at the beginning of the paragraph and are reaffirmed at

the end of the paragraph. Meanwhile,in the middle part, the explanatory sentences are written.

Example:

Water hyacinth is considered a weed that can damage the aquatic environment. Water hyacinth easily spreads through waterways. For the people around the riverbanks, water hyacinth is a parasitic plant that only pollutes the river. Water hyacinths can cause rivers to become clogged or overflow because they are overgrown with water hyacinths. People around the edge of the lake also consider water hyacinth as a nuisance plant that hinders their activities in the lake. Nothing wrong with water hyacinth is labeled as a plant that destroys the aquatic environment.

d. Inerative Paragraph

Specific Idea _____ data; facts; information
General Idea _____ conclusion; assumption
General Idea _____
General Idea _____
Specific Idea _____ data; facts; information

Inerative paragraphis the opposite of mixed paragraphs. This type of paragraph begins with explanatory sentences, then is followed by the main paragraph of the paragraph and then continues again with explanatory sentences.

This means that the location of the main sentence which contains the main point of this paragraph is in the middle of a paragraph.

Example:

Internet can be accessed by anyone, including children. They can get whatever they are looking for from the internet they surf. If we don't monitor them carefully, our children might access content that they shouldn't consume. For this reason, it is appropriate to monitor children's internet use. By monitoring internet usage on children, we can save our children from content they are not supposed to consume.

e. Argumentative Paragraph

Specific Idea _____ data; facts; information
Specific Idea _____ data; facts; information
Specific Idea _____ data; facts; information
Specific Idea _____ data; facts; information
Specific Idea _____ data; facts; information

Argumentation paragraph is defined as paragraph that conveys idea, though or opinion of the author or speaker accompanied by actual evidence and facts. The purpose of the argumentation paragraph is to convince the reader that the ideas and opinions are true and proven.

The characteristics of the argumentation paragraph include explaining an opinion so that the reader or the audiences will be sure, containing facts to prove the writers' or speakers' opinion, exploring the source of ideas from observation and research, and then followed by the conclusion.

There are kinds of argumentative paragraph, they are:

- **Analogy pattern argument**
  This is inductive reasoning by comparing two things that have many similarities.
- **Generalization pattern argument**
  This is in the form of inductive reasoning by drawing general conclusions based on existing data.
- **Causal relationship pattern argument**
  This starts by stating specific facts that as cause, and comes to conclusions as the result.

Example:

Education quality in Indonesia today is still quite far behind with education in other countries in the world. Even Indonesia itself is still inferior to our neighboring countries, such as Malaysia and Singapore. This can be seen by the large number of their population who get education up to higher education. Meanwhile in Indonesia, the number of people who get education is still low, especially in underdeveloped areas such as NTB, NTT, Papua and many other areas. The backwardness of education in these areas is due to the unequal education in Indonesia. The government only builds educational facilities in urban areas, especially in Java island.

Moreover, the limited number of teachers in the area also contributes to the further distance access to education in the regions. Finally, education in Indonesia is uneven and tends to be left behind, so that it is unable to compete with other countries in the world.

f. Persuasive Paragraph

Specific Idea _____ data; facts; information
Specific Idea _____opinion, suggestion, persuasion
Specific Idea _____ data; facts; information
Specific Idea _____opinion, suggestion, persuasion
Specific Idea _____ data; facts; information
Specific Idea _____opinion, suggestion, persuasion

Persuasion paragraph is a form of paragraph that aims to persuade and influence readers or auidences to do something as stated in the paragraph or the speech. The author or the speaker includes evidence of data and facts to be able to influence readers.

The characteristics of a persuasion paragraph include the idea that comes from the human mind, should be able to arouse the readers' trust, avoid conflicts as much as possible and require facts and data that are accurate and factual according to the content of the paragraph.

Example:

There are still many parents and teachers who are impatient in educating their students. In fact, it takes process and patience to educate the children. This is in line with the definition of education according to Plato. According to one of the legendary Greek philosophers, education is a long and lifelong process, from when humans are young to adulthood. Starting from this statement, we as parents and teachers should be able to educate our children or students in a patient and process-oriented manner, so that the children and students can grow and develop properly. That way, the

best potential of our children or students can grow and develop properly and naturally.

Idea Development with Definition

Beside develop your ideas with kinds of paragraph, you can also develop your though through definition. You can express your ideas by definition of a word, a statement, or a special phrase or sentence.

According to Mulyana (2009), useful definition techniques can be found in providing definitive descriptions of a word, concept, construction or other form of teminology. Mulyana (2009) categorized this technique into some units, they are:

1. **Explanation/Operasional:**

A description of the definition is provided as clearly as possible. For example:

What does"Puritan" mean?Puritan may be defined as a person who is strict in morals and religion, who looks upon fun and pleasure as sinful, and who believes that all people should work hard always. (AS Hornby).

a. **Negation/Contrary*:***

A concept that is described in negative sentences. For example:

What is a university?

A university is a community of scholars. It is not a kindergarten; it is not a club; it is nota reform school; it is not a political party: it is not an agent of propaganda. A university is a community of scholars.

(Robert M. Hutchins)

b. Function and its structure:

A concept (usually a noun) is defined by its function and / or structure. 'For example:

What is peer group?

Peer group, according to William Kornblum in his book "Sociology in a Changing World", is defined as an interacting group of people of about the same age that has a significant influence on the norms and value of its members.

Context:

A concept is interpreted differently in different contexts. As GRACE word

This word means :

- Quality of being pleasing, attractive, or beautiful, especially in structure or move- ment.
  Example:
  *She delivered a speech with **grace** that astonished the audience.*
- God's mercy and favour.
  Example:
  *By God's **Grace**, the nation did endure healthily.*
- Short prayer of thanks before or after a meal.
  Example:
  *Say a **grace**, shall we!*
- As title, used when speaking to or of an archbishop, duke or duchess.
  Example:
  His/Her/Your **grace**

- A woman's name.
  Example:
  Grace Kelly
  Grace notes (in music), notes which are not necessary to the melody, and they are added to the melody for the sake of embellishment.

c. **Derivative/Ethimology***:*
The meaning of a word or concept that is derived based on its origin. For example,
What is education?
*Education is derived from the latin e means "out", and **ducere**, means "to lead";so education is "to draw forth as something latent."*
- *Classification/Differentiate:*
  We classify a concept to make sense of it. For example,
  What is Dragon-fly?

  Dragon-fly is (classified as) insect with a stick-like body and two pairs of large wings,
  Example :
  A word is referred to its object in order to be understood.
  For example:
  What is a politician?
  Do you know Margaret Thatcher?
  She is a politician.
  What is a philosopher?
  Do you know Plato?
  He is a Philosopher,

CHAPTER VII

BODY OF SPEECH

I n previous chapter, you have read how to develop parapgraph and how to develop your ideas into a good speech in doing public speaking.

Moreover, in previous chapter, you have also read about how to open your speech, completed with how to greet the audience.

In this chapter, we will learn how to express the expression in body of speech. The expressions in body of speech are the continuity of your speech, after you open your speech (as you have learnt in previous chapter). For instance:

"Good Morning ladies and gentlemen. Assalamualaikum warahmatullahi wabarokatuh.. In this very special occasion, I would like to invite you all to send our greates grattidute to Allah the almighty God, for his guidance so we can gather here today…I'd like, first of all, to say thank you very much to the organizing committee for this precious opportunity to deliver a speech. In this occasion l'd like to speak about *"The Significance of Computer Use in an Integrated Teaching of English Language both as Second and Foreign Language."*

Those expression is the opening part of your speech. Now you can continue your speech by following these patterns below.

A. Delivering The Plan Of Speech Content (taken from Mulyana, 2009):

- I shall only take …. minutes of your time
  I plan to be brief
  This should only last ….. minutes

- I have divided my speech into five sections.....
  I have put the subject into four sections.....
  I have divided my talk into five sections.....

- We can break this presentation down into the following fields
  Firstly/ first of all….
  Secondly / then / next …
  Finally / lastly / last of all ….

- I'd like firstly to talk about.....
  The first point I'm going to make concerns.....

- My second part will concern.....
  The second point I'd like to make is.....

- In the third part, I deal with the question of.....
  My fourth part of my talk will concern.....

- The fourth part of my talk will concern.....
  My fourth point deals with.....

- Finally, l'd like to talk a little about.....
  And finally, allow me to raise briefly the issues of.....
  Finally, I shall address the problem of.....

B. Let the Audiences to Ask
- I'd be glad to answer any questions at the end of my talk.
- If you have any questions, please feel free to interrupt.

C. Opening the First Part of Speech(taken from Mulyana, 2009):
- Let me start my presentation by giving you a question…
- Let me start by asking you the following questions .....
- Let me begin by noting that.....
- Let me start by posing the question.....
- I'd like to start by drawing your attention to.....
- I'd like to begin by suggesting that.....
- Let me begin by telling you an anecdote,.....

D. Outlining the Fact:
- The fact is that
- The (main) point is that ...
- This proves that ...
- What it comes down to is that ...
- It is obvious that ...
- It is certain that ...
- One can say that ...
- It is clear that ...
- There is no doubt that ...

E. Changing or Moving into another topic(taken from Mulyana, 2009):
  - Let me now turn to ....
  - Let me turn now to the issue of........
  - I'd like now turn to the question of........
  - Moving on now to the question of........
  - Can we now turn to.........
  - If we now look at........
  - Let's look now at the question of........
  - Now let's see another part of our talk.. I would now focus on........
  - Having looked at this subject, let's now turn to........

F. Outlining an important part in a speech (taken from Mulyana, 2009):
  - The interesting thing about..... is......
  - The significant thing about ...is.....
  - The most important thing about.....is.....
  - The thing to remember is ....
  - What you have to remember is.......
  - What we have to realise is.......
  - What I find most interesting about ......is.....

G. Giving clue to the development of an idea (taken from Mulyana, 2009):
  - Can I develop this point a bit further ?
  - Let me speak about this more detailly.
  - Let me elaborate on this point.
  - I'd like to look at this in a bit more detail.
  - Let's look at this problem in a bit more detail.

H. Avoiding Giving Answer:
- I'll discuss it later.
- Perhaps we could deal with that later.
- As I'll show later.
- Could we talk about that on another occasion?
- I'm afraid that's not my field.
- Later I'll come on to ....
- Later I'll be coming on to ....
- In the following part, we'll come on to it.
- That's interesting, but I'd prefer not to answer that today.
- I'll be returning to this point later
- I'll be coming back to this point later.
- I'll come on this later
- As will be shown later,

I. To recall the memory of the audience about the previous topic or discussion(taken from Mulyana, 2009):
- As I mentioned earlier,
- As I said earlier,
- As I discussed analytically earlier,
- As we saw earlier, As you will remember,
- Can I now go back to the question I posed at the beginning?
- If we come back now to the issue saying that.....
- I'd like now to return to the question.....

J. **Something has been understood (taken from Mulyana, 2009):**
- Right,
- Okay,
- Good,
- Now,
- Now then,
- Well now,
- Well,
- Right then,
- So.

CHAPTER VIII

CLOSING

In previous chapter, you have read how to develop parapgraph and how to develop your ideas into a good speech in doing public speaking.

Moreover, in previous chapter, you have also read about how to open your speech, completed with how to greet the audience, then followed by how to talk in part of discussion.

In this chapter, we will learn how to express the expression in closing of speech. The expressions in closing of speech are the continuity of your speech, after you open your speech and deliver your main points/body of your speech (as you have learnt in previous chapter). For instance:

"Good Morning ladies and gentlemen. Assalamualaikum warahmatullahi wabarokatuh.. In this very special occasion, I would like to invite you all to send our greates grattidute to Allah the almighty God, for his guidance so we can gather here today…

I'd like, first of all, to say thank you very much to the organizing committee for this precious opportunity to deliver a speech. In this occasion l'd like to speak about *"The Significance of Computer Use in an Integrated Teaching of English Language*

both as Second and Foreign Language." I shall only take 15 minutes of your time.

We can break this discussion down into the following fields. Firstly/ first of all, I would like talk about computer development. Secondly, I will inform you the benefit of computer in field of studying. Finally, I will show you some example the succeed of computer application in teaching foreign language.

I'd be glad to answer any questions at the end of my talk. You can freely ask any question.

So, the fact is that, technology has been an absolute media in teaching learning process. As the development of global need, you really cannot avoid digital tools and internet tools.

The interesting thing about computer application is, more than 80% of education institution in the advanced country have applied computer as the main media in teaching the students.

As I mentioned earlier, in this industrial 4.0 era, internet has been the main needs of mankind.

The text above is the example of speech text start from beginning until the body of the speech. Now, you have to finish it until closing part. Closing part of course also the main important point on your performance.

According to Mulyana (2009), The closing section is very important because it provides the last opportunity for the speaker to clarify or remind the ideas (remarks, points, or opinions) to attend.

Meanwhile, according to research, the last thing people hear when they are listening to speech, seminar, or talks are the part

the most people will remember and save on their memory. Thus, make your closing as the last impression for audiences.

There are many methods in closing your speech. You have to choose one or some methods among those, according to which one you like the most, or according to your **PASSION** as we have discussed in previous chapter.

Here are some methods to close your speech.

A. Closing with Quotation

To apply this method in closing your speech, you have to ask yourself first, what your audiences want or need. Or you have to know, what feel your audiences want to have in your last performance. Ask these questions on your mind:

- Do I want them to be persuaded?
- Do I want to motivate them to work harder?
- Do I want them to remember a public figure, and his or her unique qualities?

  So you have to choose what your purpose is.

  For example:

  "The ultimate measure of a man is not where he stands in moment of comfort, but where he stands at times of challenge and controversy"

- Martin Luther King Junior

  That is the example of inspirational quotation.

  Thus, in using this method of closing, you have to express a short quotation that represent the feeling you want your audiences to have. You have to express it with a transitional sentence which introduces the quote and its relevance to the audiences' needs.

B. Closing with Conclusion

Closing with conclusion means in the end of your speech, you give the summary of your talk. This summary is very important, in order to input more powerful memory to the audiences mind. But, please remember, your summary should contain the main aspects of your topic.

Phrases commonly used for this concluding part include (Mulyana: 2009):
- In concluding, I would like to express...
- I would like to conclude my speech by ....
- Lastly, I wish to say a word about.....
- Finally, I would like to......
- Summing up then.....
- As a final remark, I just wor! lik ay.....
- In parting, let me express.....
- The main points that have been explained....
- Let me try now to pull the main threads of this ar ment together.....
- In conclusion, I should just like to say......
- By way of summary, the main points in the study (the specch) seem to me to be....
- To sum up then.....

C. Closing with a Story

In the end of your speech, you may insert a story to make your speech impression more powerful.

You can close with a story that illustrates your main points and then you clearly link the main message you create with your speech. You tell a short story with a moral message and then explain the audience what moral value in the story.

Some expression in conclude your speech with story is:
- Let me tell you a story that illustrates what I have been talking about…
- I will illustrate my points with a story..
- Let me conclude my points with a tale…
- A legend story I hope can illustrate my points…
- I hope I can conclude my story with this story…

D. Close with a Humor

It is a natural knowledge that making people laugh will create more impression to our performance in public speaking. Thus, you can close your presentation or speech by tell the audiences a humor or an anecdote. By making your audiences laugh, you will be memorized by your audiences.

Thus, you can tell jokes or fun story that repeat your ideas or points. Also, repeat the reinforcement of your main point you made with a story that makes everyone laugh.

Some expressions you can use:
- Let me tell you a story that illustrates what I have been talking about…
- I will illustrate my points with a story..
- Let me conclude my points with a tale…
- A legend story I hope can illustrate my points…
- I hope I can conclude my story with this story…

To summarize all those four methods in closing your speech, here are some closing sentences that you can choose, in form of these below (taken from Mulyana, 2009):
- I have attempted today to describe some of the more in-teresting aspects of Indonesian Business Cycles. I thank you all for your kind attention and I am looking forward to

another opportunity of seeing you agzin. Thank you very much!

- In conclusion, I would like to express my heart-felt congratu lations to P.T. Sultan Kusumah on the commemoration for its second anniversary. It has indeed been a great honour and privilege for me to address the Board of Directors and the Staff of the company on this memorable occasion. would like to conclude my remarks by wishing all the bem for the further development of P.T. Sultan Kusumah.

- That was all my speech about the application of IT on teaching learning process. Any discussion and suggestions will be received very well. You may deliver your opinion after this. Thankyou very much!

- In conclusion, I sincerely hope that such forum be repeated. because it is of such foundation that an edifice of mutual understanding will be firmly built. Thank you very much! Thank you very much !

- In parting, let me express my deep sense of gratefulness for the confidence kindly put in me by Her Excellenty Madam Anne-Marie and all members of the United Congregation of World's Religions and let us pray that the Con- gregation progresses to achieve world peace and all people live in happiness. Shall we pray!.. Thank you very much!

- Ladies and gentlemen,
Today I have addressed you not with answers but questions, with challenge and with concern. In this sym- posium we are giving our ideas, our views and aspirations, We expect that you, in turn, will express yours. Let us com- pare, let us converse, let us create, let us joint in speaking the best possible foundation for our future co-operation.
Thank you!

- Ladies and Gentlemen,
  I fervently hope to have posed some problems and issues which can thrill and stimulate our thinking and discussions in a fruitful way. I thank you for your interest.
  Thank you very much!
- Today I have explicated some basic principles of world's religions. I would like to thank you all for your attentiveness. I would be very pleased if you have gained some new in- sights today and realized that there remain so many things to be understood regarding mutual understanding among the adherents of the religions. I would like to conclude to- day by wishing all the best to the United Congregation of World's Religions.
- Thank you very much!Ladies and Gentlemen,
  Finally I would like to convey my highest appreciation and heartfelt thanks to the distinguished delegates, participants and speakers of the symposium,
   I declare this symposium officially open.
  Thank you!

Moreover, Mulyana (2009) stated that the end of a speech can also be closed by delivering a poem, song verses, a short story containing wisdom, a proverb, or words of wisdom. For example (taken from Mulyana (2009):
- In parting, allow me to tell you, as a Guru once said thet God is very shy, He will not come to you unless He kou that you want Him. So, keep God in your mind, always take time to commune with Him, don't let any single minute paes by without filling your mind with God. God be with you al ways.
  Thank you very much!

There are important things to note regarding this concluding section. An orator should avoid using apologetic phrases (meant to be humbling unnecessary ones) such as:

- I know I have not done this speech very well.
- I know I have felt to say what I wanted to say.
- I know that anyone else could have done better than I.
- I hope you excuse my lack of preparation .

E.   Thanking (for the audiences' presence)
Common expressions of gratitude include::
- Thank you.
- Thank you very much.
- Thank you indeed.
- Thank you very,
- very much.
- Thank you a lot for your attention.

CHAPTER IX

SELECTING THE TITLE
OF THE SPEECH

M aking your speech title is also very important. Actually, delivering your speech title should be done in the beginning of your speech. In case, by listening or hearing your title, the audiences will get more engenged or attarative to your speech.

Moreover, the title is the head of the discussion. The title is the name contained in an idea or discussion in a speech that implies in general the content or purpose of the idea or discussion. The title is called the head of the speech because it is located at the beginning of a speech

According to Mulyana (2009), there are two main things to consider when choosing or assigning the title of a speech: Audience and Occasion (speech opportunity or situation). Audience consideration brings up questions such as:

1. Who will attend?
3. What is their educational background?
4. What is their cultural background?
5. What is the motive for their arrival?
6. Are they young or old?
7. What is their level of catching power?
8. What are their preferences for the majority?

The topic such as

How To Choose Your Future Wife/Husband

Will be more attractive to young people than to those who are elderly.

So, how to determine the most suitable and attractive title for your speech? Mulyana (2009) explained some ways to determine your title (if you use manuscript or extempore technique):

- Find words that are repeated more in the text. Repeated means that the word is always spoken in every ideas of your speech text. Usually this method is in the types of explanatory speech, description speech, and retelling speech.
- Find the main idea in the main sentence in the first paragraph of our speech text. Usually the title of this text is found in sentences whichare marked with definitive verbs, such as the word "namely", "is", "as", and others.
- By rereading the entire text and then conclude it. This method is typically used in narrative speech, exposition speech, and descriptive speech.

Consideration of speech situations brings up questions such as (Mulyana, 2009):

- Whether the speech was delivered in the context of welcoming an important guest, paying final respects to a recently deceased community leader, commemorating the grand anniversary of a country's independence or campaigning to win votes.

- A speech that is descriptive in nature with the meaning of providing information, solving a problem or examining an issue can be entitled such as:

  ON. INFLUENCE OF..... ON.......
  SIGNIFICANCE OF......ON......
  TREATMENT OF..........
  IMPLICATION OF ....FOR...........
  IMPORTANCE OF.............
  CONTRIBUTION OF.............
  DIAGNOSIS OF........
  MEASUREMENT OF........
   STUDY OF.............
  EFFECT OF ....ON......
  INVESTIGATION OF...........
  MANAGEMENT OF...........
  ROLE OF ....
  TRIAL OF ....
  EVALUATION OF..............
  ASSESSMENT OF........
   SURVEY OF ....
  FOR ANALYSIS OF ....
  IMPACT OF.........

A title should ideally be (Mulyana, 2009):
1. encompassing or comprehensive (concise).
2. informative.
3. contains key words, and
4. specifics.

"AN INVESTIGATION OF DEMOCRATIC THOUGHTS IN THE EARLY INDONESIA INDE PENDENCE"

is more specific than:
 "DEMOCRATIC THOUGHTS"

Usually the first words that express the more general hul of the title are followed by "colon" () or "dash" (-) and the more specific words. For example,
RADICAL F.MINISM: A DISCUSSION ON SIMON DE BOUVOIR'S THOUGHTS

Collecting the Material of the Speech

According to Mulyana (2009), when a speech outline has been drafted. the next step is to fill in or enter supporting information or compilers so that the outline becomes a complete speech text. In order to achieve this, it is necessary to search, evaluate and organize the supporting information.

Information can be obtained from many sources such as (taken from Mulyana, 2009):
1. Personal reflection that enlightens and produces "genuine information."
2. Personal experience of the world figure (personal experience) which provides factual precedents.
3. Other people's stories either through interviews (interview), coffee shop chats or correspondence.
4. Video and audio tapes
5. Survey
6. List of questions
7. LP Sleeve notes (short note)
8. TV and radio programs

9. Testing & experiments.
10. Personal documents (e.g., dissertation, memos, lectures, notes, diaries, letters, ete.)
11. Pamphlets, brochures, leaflets, prospectuses, newsletters, press stands and others.
12. Some references in library such as:

Reference books
- The Encyclopedia of Social Sciences
- The New International Encyclopedia
- The Encyclopedia Britannica
- The Encyclopedia Americana
- Everyman's Encyclopedia

Magazines and News Paper
- Tempo Magazine
- Kompas
- The Jakarta Post
- Business Inside
- Tribun
- Waspada

Biographical Information
- Who's who in Indonesia
- Who's who in America
- Lippincott's Biographical
- Webster's Biographical Dictionary

Books dan contain quotes
- The Home Book of Quotations
- Barlett's Familiar Quotations

Statistical information
- encyclopedia
- The World Almanac
- The Statesman's Year-Book
- The Tribune Almanac
- World Almanac and Book of Facts
- New International Year - Book
- Journal, Periodical dan Quarterly
- Guide Books

Collection of Speeches
- Vital Speeches
- Selected Speeches of Abraham Lincoln
- Scrapbook

CHAPTER X

TECHNIQUE OF DELIVERING SPEECH

A. How to Deliver Your Speech

This part is also the most important aspect in our book. Technique is the way how you deliver your speech. Your technique in delivering your speech determines your capacaity and your experiences.

Technique in this term also same with method. Your method is related with your style. Your style in doing public speaking is related to your passion. Thus, do a public speaking according to your **PASSION**. Your passion in doing public speaking will determine your personal branding.

Moreover, the right method of speech will influence a speech to be said interesting or not, so you should choose the right method of giving a speech in order to make the speech becomes amazing and interesting.

In addition, according to Mulyana (2009), the way of delivering a speech is determined by the three main elements of the speech environment, they are: the speaker himself (speaker), the time or opportunity for the speech to be delivered (occa-sion) and the audience (audience). There are five widely practiced ways of delivering a speech. We can choose one way or combine two or three of these ways.

The following speech methods, if used by experts, will all produce a good speech, but for beginners or for people who are not used to giving speeches, not all of the speech methods below are appropriate to use. Just choose the best way according to your **PASSION**.

1. **Impromptu Technique**

Mulyana (2009) stated that this method is used when we are asked to deliver a speech spontaneously. Commonly, an experienced and knowledgeable orator likes this method so much.

Moreover, according to Barton & Tucker (2020), Impromptu technique is defined as the presentation of an ideas and thougth that asked by someone without any preparation.

Impromptu itself means "in a state of ready" (in readiness). Someone is ready to make a speech at any time on any topic because he has read a lot, observed and experienced many things as well as the breadth of his interactions and views. This method can be used to test the hypothesis which says that there is a positive relationship between the volume of knowledge and the competence of speeches (Mulyana, 2009).

The advantage of impromptu method:
- it's responsive and spontaneous in an certain group context (Barton & Tucker, 2020)
- allows for a quick analysis of all audience responses to determine message reinforcing elements such as body language (gesture, hands or faces) and vocal techniques.
- allows for speech modification according to the audience response,

- Body gesture is more expressed
- practice making a coherent and consistent speech flow,

its disadvantage (according to Mulyana, 2009):
- some expressions may be misinterpreted by the audience,
- the speaker is given little or even no time to prepare the main theme of the message. As the result, the ideascan be disorganized and very difficult to be followed by listeners (Barton & Tucker, 2020)
- for those who are inexperienced, they can experience ambiguity or bias information. An idea is conveyed several times without any development of other ideas, and
- for the inexperienced, it makes it difficult to understand the language styles.

2. **Manuscript technique**

Barton & Tucker (2020) said that manuscript method is defined as the word-for-word emphasis of a written ideas. In this manuscript method, the speaker preserves his or her attention on the printed page except when using visual aids.

According to Mulyana (2009), the way of delivering speeches by reading full text is favored by most public figure such as statesmen, businessmen, politicians and academics when delivering speeches on official occasions. Such full reading is intended for caution.

Advantage of speaking with full of manu-script:
- more time and attention is given to the ideas to be conveyed,
- the exact repetition of original words. In some circumstances this can be extremely important

- choice of words and language style can be prepared carefully, and
- the expression of speech ideas tends to be grammatically correct, more precise, steady and smooth.

It's disadvantage:
- the speaker's attention to himself (self-focused) will be greater than to the audience (audience-centered),
- gestures can not be used effectively, and
- it is difficult to make adjustments or modifications to the content and format of the speech to changes in attitudes and speech atmosphere.

Please note that, it may look easy to apply this method. You might think that you only read the text when you are on the stage. In contrary, in fact, you will get nervous in very. In someofficial or formal situations,your accuracy is extremely very important in case every word and ideas will be analyzed and listened carefully by your audiences.

You will feel difficult to arrange your message with the situation. In one way, you need to focus on your text, meanwhile, in some ways, you have also to look around your audiences. Your brain will be in opposite one each other, get to follow one of those two confusion.

Thus, you have to practice a lot. More practice will result perpection.

3. Memorization Technique

Memorization means you are coming to stage without any text or manuscript. You come to the stage with only bring yourself. Of course, the topic and the ideas you will

present have been prepared previously. You have ensured yourself that you have remember all the text on your brain.

Meanwhile, according to Mulyana (2009), memorizing speech is acted by memorizing or remembering the entire text of the speech, then the speech is delivered without text.

It's advantage:

Mulyana (2009) explained some advantages of memorization technique, they are:
- eye contact with the audience can be made continuously.
- train to sharpen memory,
- acquiring language proficiency through the deposition of speech units ranging from words to paragraphs.
- hand gestures and facial expressions can be expressed effectively, and

It's disadvantage:
- tends to be memory-oriented rather than audience-oriented,
- it is not possible for the adjustment or modification of the content, and
- - psychologically, the speaker is never completely sure whether his memory will work out or not.

4. **Extempore technique**

Extempore technique is almost same with manuscript tehcnnique. The difference, manuscript technique use full text to be brought to the stage, meanwhile extempore technique only bring keywords on your text. It means, you only write down the main points or keywords to your paper, and then bring it to the stage.

By using extempore technique, you can directly make eye contact with the audiences very well. Of course, this method is not applied without any preparation and combination with other method. You have to also use you memorization here. You have to memorize what you are going to develop by looking at your text, although your text is only in keywords pattern.

Moreover, Mulyana (2009) rewrited the definition of extempore, that itwas derived from Latin which means "as a result / on the impulse of a moment" (on the spur of the moment). Similar to impromptu, extempore speech is spontaneous. But extempore speeches require planning, preparation or practice.

Advantage of extempore technique:

Mulyana (2009) explained some advantages of extempore technique, they are:

- can be adjusted to the moment or occasion of sudden speech,
- Can make eye contact with audiences anytime you want
- Body gesture is more expressed
- modifications can be made by giving attention to changes in the speech environment and audience responses,
- allows evaluation of speech preparation, speech material and successful delivery of messages after the speech has been delivered, and
- see the direction of modification by paying attention to the flow of speech thought.

It's disadvantage:
- the same as the improptu technique,
- Physical and mental readiness of the speaker is very important to gain stability in the delivery of a speech.

Those four methods or technique, of course has their own advantages and disadvantages. Those advantages and disadvantages are summarized as follow:

No.	Metode	Kelebihan	Kekurangan
1.	Impromptu	The atmosphere will be more attractive when the speaker is experienced and create some improvement	The risk is too big because there is no prior preparation
2.	Memorizing	The speaker can master the material and communicate well to the public, and can make eye contact with the public	The speaker may forget the material for the speech and cause panic
3.	Manuscript	All the materials are not forgotten and have been seriously prepared	Speakers lack of ability to communicate with the public and make eye contact, and will cause stiff if

No.	Metode	Kelebihan	Kekurangan
			they focus too much on the script
4.	Extemporer	The speaker can master the material, communicate well to the public, and the atmosphere will look more alive and attractive	Incompetent speaker may be nervous, there is a possibility that the material have ben read all but time still exists

It's according to you, which technique you like the most, and which one is the most suitable with your passion. The most important things are:

- You really mastery the technique
- Just be yourself. You are great with any potency on yourself
- Don't compare yourself with other. You are great with your own ways.

CHAPTER XI

LANGUAGE STRATEGY IN SPEECH

A. Style In Language

According to Mulyana (2009), style relates to the way we use words, phrases, sentences, paragraphs and overall composition. With regard to this style, we must answer the following questions:

- Do we use diction and cliché in speech. Do we consider the level of formality of the language?
- Do we have sufficient vocabulary?
- Do we use foreign or borrowed words?
- How do we use the conjunctions and interrupters' words?
- Do we use interrogative sentences to engage the listener's emotions in our speech?
- Is our language strong enough?
- Are we dramatizing the speech message in words?

Meanwhile, according to Sitepu (2017), when someone communicating or hearing information, whether he or she realizes it or not, everyone has their own language style.

Actually, in the field of communication study, language style is known when communication is used in writing. Style

itself is a derivative of the Latin word *Stiliis* (Sitepu, 2017). *Stiliis* is a medium or tool used to hold melted wax to be used when writing. Then, someone's expertise in using Stailiis is what will influence the writing. But now, style meaning has been changed to become a person's ability or intelligence and expertise in composing sentences and spoken language.

Sitepu (2017) argued that language style is a way or a tool to assess yourself and assess others' capacity. A person will be judged bu using the language style of his or her voice intonation, from the way he or she dresses, from the way he or she walks and greets other people as well as the behavior and ethics of the speech. Language style can also be an initial assessment to see whether someone is good or bad because the better the language style, the better the judgement of the people.

In addition, the language style shouldbring several criteria or characteristics as follows (Sitepu, 2017):

- The honesty of information or message conveyed
- Use of good and correct communication ethics
- Polite and polite in conveying information or messages
- Not convet derogatory words or sentences
- Always put respect to the other person
- The sentence or word spoken should be clear and not bring ambiguous or obscure meanings
- Use words or sentences that are straightforward
- Able to do How to Communicate Well
- Giving attention to the steps of effective communication

B. Kinds of Language Style

According to Sitepu (2017), language styles have variousy types or models due to the mixing of several elements of

communication. Apart from mixing elements, the way a person speaks can also affect his or her communication style.

Language style can ge categorized into some category, they are (Sitepu, 2017):

- Based on the communicator of the communication
- Based on the number of masses
- Based on the medium or place of communication
- Based on the subject of communication
- Based on audience
- Based on the purpose of communication
- Based on the delivery of the language or elements of the language used
- Based on feedback from the language used
- Based on choice and sentence or word structure
- Based on the tone or intonation of the voice

C. Principals In Choosing The Words

Mulyana (2009) stated that choosing words is basically the same as choosing clothes, houses, computers or spouses. It is personal and based on how we feel, our impression of ourselves, the ideas we want to convey, what we think is necessary for the audience and the depth of our cognitive and affective understanding of the words. However, we can follow some of the principles of using English words in speech as follows (Mulyana, 2009):

1. Clear

   Choose words that are clear,those that do not evoke much interpretation, well known and can be understood by the audiences.

2. Concrete
   Choose the right and specific words, words that really contain the meaning we want to convey.

   For instance (taken from Mulyana, 2009):
   the words "kesedihan," "duka," "kemalangan" and "nesapa" are still in the same range of meanings. In English there are words like:
   anguish
   sadness
   grief
   sorrow
   pain
   remorse
   affliction
   hardship
   misfortune
   trial

   But, the meaning of "kesedihan" is more suitable to be changed into "sadness", "duka" with "grief", "kemalangan" with "misfortune" and "nestapa" with "sorrow".

3. Concise
   For a phrase, we can choose words economically, concise and concise.
   For example:
   a system which was made by man
   shorten into
   a man-made system

4. Attractive

   Words can be both interesting and stimulating. Such words stir up the audience's imagination and remind them of how something looks, sounds or feels.

   For insance:

   We are staggering into the computer age.

   is more "colorful" than

   We are coming into the computer age.

5. Current

   English, as a natural language, is experiencing development. We can follow the development of the English lexicon by reading English Language Teaching (ELT) journals as well as magazines such as Time, NewsWeek or The Scientists and listening to English radio programs such as VOA, BBC and ABC.

   For instance (taken from Mulyana, 2009):

   "Globalization" or "Coca-Colonization", is the phenomenon of the coca-cola drink that hit all corners of the world.

6. Cautious

   We'd better be careful in choosing words. Pay attention to whether a word is taboo, dirty, critical or has a negative meaning. A complete dictionary usually provides an index of the classification of a word, whether it is a slang, idiom or common word (Mulyana, 2009).

   For exmaple:

   "to root" to an Australian audience it can be defined as "to have sex".

D. Stylistic Meaning Of Words And Expressions

According to Mulyana (2009), the meaning of style is an aspect of communication that is related to the situation in which a speech occurs. This meaning relates to the social environment behind the use of a word or expression. By giving attention to this stylized meaning, we can find out the geographic origin or social group origin of a singer. Stylish words or phrases can be categorized as follows:

1. Formal words

Mulyana (2009) stated that words belonging to this group are usually expressed in formal social situations such as business negotiations, official speeches, official affairs, or diplomatic matters.Meanwhile, according to Sitepu (2017), formal or official language style is a communication that uses standard words or sentences and is used in every occasion or official occasions. Sitepu (2017) stated that usually people who use this language style will not change anything, either from information or messages to the meaning or meaning of the information conveyed.

For instance:

The word "stagnant" is more formal rather than "stuck"

The word "intervention" is more formal rather than "take control"

2. General Words

These words, according to Mulyana (2009), appear in common or everyday social situations. The level of formality is lower than formal words. Below are presented examples of words with the same meaning but different levels of formality:

apprise (formal)   = inform (general)

betroth (formal)	= engage (general)
colloquy (formal)	= conversation (general)
eulogize (formal)	= praise (general)
facilitious (formal)	= artificial
govermance(!formal)	= control (general)
head (formal)	= pay attention to (general)
impart (formal)	= give (general)
jejune (formal)	= uninteresting (genaral)

3. Informal Words

Sitepu (2017) stated that unofficial or informal language style is a communication style that does not really use standard words or sentences.We find this language style at informal occasions or conversation. People who use this language style will change little information or message to shorten the use of words or sentences but it does not affect the meaning or meaning of the information or message. Usually we can see the power of informal language when conducting business communications outside the office, communicating with family, or communicating through the media or communication tools.

For example:

Our income is "stuck" for this month

"Take control" the problem, I trust you

4. Poetic Words

Mulyana (2009) stated that poetic words that are usually used to compose the sentences of a poem are often found in speeches that intend to create an impression or have a religious tendency.

For instance (taken from Mulyana, 2009):

abode (poetic)   = home (general)
cast (poetic)   = throw (general)
steed (poetic)   = horse (general)
bewail (poetic) = mourn for (general)
swain (poetic)   = young rustic man (general)
olden (poetic)   = old (general)

5. Simple Words

Simple language style is a simple, easy and straightforward style of communication (Sitepu, 2017). In other words, this one style of language uses only a few words to form a sentence. Usually we can see this simple language style in an organization or company, because the nature of this language style is more to emphasize or give orders when communicating. Even though it is so simple, this language style does not eliminate the meaning and meaning of the information or message issued.

For example:

Can you please move forward?

Please someone turn on the air conditioner.

6. Daily Words

These words appear in ordinary conversation with informal social situations. When compared to general words, the level of formality is lower. However, its use in speech is quite common.

For instance:

aggravate (coll) = irriate (general)
wrinkle (coll.)   = useful hint (general)
vim (coll)   = energy (general)

unholy (coll)	= unreasonable (general)
tycoon (coll)	= powerful business man (general)
stuffy (coll)	= ill-tempered (general)
rugger (coll)	= rugby-football (general)
punk (coll)	= rubbish (general)
oblivion (coll)	= unconsciousnsess (generall)
nitwit (coll)	=person with little intelligence (general)
muggins (coll)	= fool (general)

7. Powerful Words

This language style has advantages on its'emphasize on the tone or intonation of the voice when doing communication or give of information or messages (Sitepu, 2017). People who use this language style will usually look passionate and enthusiastic in communicating, because the nature or character of this language style is like making a speech. We can see this powerful language style when listening to speech or speech from Bung Karno who is so powerful and on fire. In addition, usually politicians or business infuencers always use this style, in order to persuade the auidences.

Example:

"There is no more time! We have to act now! This is the time to change our nations to be better!"

8. Slang

According to Mulyana (2009), slang are words or expressions commonly used in conversations between close friends or colleagues. Unusual slang appears in written English and in an official setting. A slang that is known in a

certain group or class of society may not be understood by other groups. Slang can be local. In both casual and official speech, slang is never used. In intimate group individual presentations, the presenter sometimes uses slang.

For example (some are taken from Mulyana, 2009):

Wanna (American slang)	= want to (general)
kip (British slang)	= go to bed (general)
No biggie (American slang)	= no problem (general)
gotta (American slang)	= going to (general)
lemon (British slang)	= silly and plain-looking person (general)
moke (British slang)	= donkey (general)
Shady (American slang)	= suspicious (general)
noth (british slang)	= food (general)
epic (American slang)	= Awesome (general)
kid (american slang)	= young person (general)
dump (American slang)	= break (general)
buck (American slang)	= US dollar (general)
whiz (American slang)	= smart (general)
Pigboat (American Slang)	= submarine (general)
Grub (American slang)	= food (general)
grid iron (Austr.slang)	= US football (general)
ace (American slang)	= perfect (general)
fag (Austr.slang)	= cigarette (general)
Noah's ark (Austr.slang)	= Shark (general)
buck (American slang)	= US dollar (general0
pigboat (American slang)	= submarine (general)
grid iron (Austr.slang)	= US football (general)

9. Taboo Words

According to Mulyana (2009), words that are inappropriate to say in a social setting, even more so in a speech. Although the public has a common agreement (convention) about words that are taboo.

For example:

bitch (taboo) = spiteful wornan (general)

fuct (taboo)   = have sexual intercourse (general)

shit (taboo)   = an expression of irritation or objection

10. Religion Words

Religious styles shows a voice that sometimes rises and then decreases in a slow and ceremonial style of speech. In general, this kind of style is often performed by preachersin spiritual speeches.

Morever, the words that are used related to scripture and also related to the origin of country of that religion (Arab, Greece, Yerussalem, India, etc).

For example:

Ikhlas (Arabic)   = sincere

Sabar (Arabic)   = patient

Messias (Greece)   = Messias

11. Satire/Sarcasm Stle

Sitepu (2017) stated that satire language style is one of language style that insinuates information or messages conveyed by someone. Besides that, the satire that is conveyed can also lead to someone's personality. Although the nature and characteristics of this style is a way of communicating to be sarcastic, it does not mean that this one language style is bad because this satire language style

also has the aim of increasing the meaning of a message or information. We usually listen this one style when political observers are commenting on the leadership of state institutions or when they are joking. This satirical language style also has derivative types such as Irony, Cynicism, Sarcasm, Satire, and Innuendo.

For example:

"I would rather buying ESEMKA car rather than Honda or Toyota."

12. **Jargon**

Technical words commonly used for communication in a certain work or professional environment. Jargon, according to Mulyana (2009), is used in speeches or presentations addressed to a particular professional or study group.

For instance (taken from Mulyana, 2009):

unicelular (Biological jargon)	= consisting of one cell
viaduct (Civil engineering)	= a structure which car- ries a road across a wide and deep valley
slogh (medical)	= to form dead tissue
iceberg (Metereology)	= a large mass of ice, floating in the sea,which has broken away from a glacier or ice barrier
dry ice (Chemistry)	= solid (frozen) carbon dioxide, used in refrigeration and engineering

Zenith (Astronymy)	= the point on the ce- lestial sphere vertically above the observer's head
messiah (Teology)	= anointed
albi (Law)	= a defense plea stating at the time of the alibi (Hukum) crime the accused was elsewhere or in another place
vector	= one which has mag- nitude and which is related to a given di- rection in space
neritic zone (Geology)	= that portion of the sea floor lying be- tween low-water mark and the edge of the continental shelf, at a depth of about 100 fathoms

13. Agitator Words

Mulyana (2009) defined that the agitator style is aggressively advanced and is mostly used in meetings or general meetings, which are political propaganda in nature. Usually this style is also used to build sentiment among the masses in accordance with the concept of propaganda. In this case, the soul of the masses will be controlled and led to the desired goal.

But don't be afraid. This syle of words is usually used in certain political event or in certain groups. Do not use this style in general public speaking, or you will face the law consequences (Mulyana, 2009).

14. **Ancient or Classical Words**

These words existed in the last century of the XIX century, rarely used in modern communication except in biblical revelations to sermons. For example:

lest (old)	= let (modern)
will (moderr)	= will (modern)
thou (old)	= you (modern)
art (old)	= are (modern)
dost (old)	= do (modern)
ye (old)	= you (modern)
standeth (old)	= stand (modern)
thy (old)	= your (modern)
thee (old)	= you (modern)
receiveth (old)	= receive (modern)
nigh (old)	= near (modern)
knoweth (old)	= know (modern)
heath	= has/have (modern)

15. **Clipped Words**

Mulyana (2009) explained that clipped words are useful for grabbing the viewer's attention quickly. Its use is apt in an informal setting.

As instance:

"Mathematics"is cut into"math"

logarithm	log
dormitory	dorm
telephone	phone
airplane	plane
examination	exame
professor	fraternity

CHAPTER XII

PHRASES AND SENTENCES

A variety of phrases and sentences can be found in a speech. Variety in phrhases and sentences is very important in doing public speaking, in order to make your audiences not boring. Moreover, the use of variety in phrases and sentences also determine your personality or your brand.

Thus, in doing public speaking, choose a variety that is sutiable to your style and passion, in order to determine your PERSONAL BRANDING.

According to the theory, variety of language use is caused by many factors. Susanto (2016) stated that language variation is caused by the existence of social interaction activities carried out by a very diverse community or group. Moreover, it is also caused by the speakers are not homogeneous.

Thus, again, in doing your speech, do not ever copy or imitate other people style. Just be yourself, because you are great with your own style and way.

Moreover, according to Mulyana (2009), theapplication of variety of phrases and sentences is intended to clarify, strengthen, emphasize, vary, give a nuance to remind, refine or sharpen the message. The various phrases and sentences that often appear in speeches, they are (Mulyana, 2009:

1. **Alliterations**. Alliteration is the sounds of consonant or vocal words in a sentences that is being repeated. Mulyana (2009) stated that this is a phrase or sentence consisting of words with the repetition of the first sound or letter. of those words. aAlliteration is used to vary speech messages.

    For instance:
    - She sells seashells by the sea-shore
    - France faces fascism
    - Peter Piper picked a peck of pickled peppers.
    - sad and solemn sea
    - man-made machine
    - funny-forgotten feelings

2. **Acrolect**. According to dictionary, acrolect is defined as the variety of language of a speech community which nearest to the prestige or standard of a language.

    In other word, acroleck is a social variation, which is considered more important or prestigious than other social variations. An example is the language of "bagongan", which is a variation of the Javanese language specifically used by the royal court.

    In simple word, acrolect is the language that is used by high privilege society in a certain ethnic or race, that is related to ancient history of the ethnic. For example, in Guyana. In this county, there is a level of language use, according to who use it. For example, the sentence "I told him".

    ai tɔuld him
    ai to:ld him
    ai to:l him

ai tel im
a tel im
ai tel i
a tel i
mi tel i
mi tel am

the sentence number one until three, is used by high level people in Guyana.

Please remember that when you are doing public speaking by using basilect, make sure that your auidences understand. It means, you use it only with certain auidences.

3. **Basilect.** In contrary with acrocelt, basilect defined as the variety of language of a speech community which nearest to the lowest prestige or standard of a language.

In other word, basilect is a social variation, which is considered not more important or not prestigious than other social variations. An example is the language of "English of cowboy and mine coolies" in USA which is used by regarding as "lowest level" in society, and "krama ndeso" which is a variation of the Javanese language specifically used by "usual" society.

For example: the sentence "I am eating"
I am eatin'
I is eatin'
I eatin'
Me eatin'
Me a eat
Me a nyam

The first word is acrolect. Meanwhile, the last one is basilect.

Please remember that when you are doing public speaking by using basilect, make sure that your auidences understand. It means, you use it only with certain auidences.

4. **Colloquial**. According to Susanto (2016), colloquial is a social variation that is used in all people in society conversation. The word colochial is derived from from colloquium (conversation). So colloquial means the language of conversatio, not written language. It is not true that colloquialism is called plebian language because the important thing is the context in which it is used.

    Example:
    Tosh - something that's untrue
    Skive - to skip work or school
    Chuffed - proud or excited
    Dodgy - something less than safe or secure

5. Constractions. In spoken English, usually auxiliary verbs are used in a shortened / contracted manner (Mulyana, 2009).

    As instance:
    - The president isbeing The president's
    - life is beinglife's
    - I am beingI'm
    - We are beingwe're
    - They would being they'd
    - It will being it'll

6. **Slogans**.Slogan means a sentence that is popular for people to be heard, because it has been written well by a company or an institution. The sentence has been put in people schemata or background knowledge.. For example:

- "Now or never!"
- "Good Food, Good Life"
- "Think outside the bun"
- "We don't charge an arm and a leg. We want tows."
- "Of the people, by the people, for the people" (Abraham Lincoln)
- "Because life is too short to have bad student government."
- "For success, choose the best"

7. **Reduced Forms**. According to Mulyana (2009), in rapid spoken expression, the component words of a phrase or sentence can be shortened (reduced).

For instance (taken from Mulyana, 2009):

Gonna (reduction) = going to (The family concept gonna change on the course of time)

wanna = want to (I wanna explain that later) kind of (It's a kinda rare species)

kinda = kind of (it's kinda rare species

sorta = sort of (This is a sorta human exploita- tion!)

gimme = give me (Gimme the proof!)

lemme = let me lemme (Lemme help you!)

'snot = It's not

isn't = isn't it?

Wannit = wasn't it?

I suppose	= I suppose
Cos	= because
Course	= of course
On'y	= only
Praps	= perhaps
Probly	= probably

Compared to the reduced form, the contract form is more commonly used in semi-official or official speech. Individual presentations to an intimate group can use this form of reduction.

8. **Quotations**. Quotation is a wise phrases or sentences that is taken from special fublic figure such as politician, businemass, religion figure, succesfull people, or other people who influence many people. The function is to strengthen the messages on your speech and be able to motivate many people. For example:
    - "Our goal in life is to be happy." - Dalai Lama.
    - "A thousand old man can dream, one young man can change the world." – Soekarno.
    - "Effort and courage are not enough without purpose and planning direction." - John F. Kennedy
    - "Life is simple, we make it difficult." - Confucius
    - "The only thing to fear is fear itself." (Franklin D. Roosevelt)

9. **Idioms**. Idiom is a series of words whose meaning cannot be interpreted literally, but represents a certain expression implied in it.The meaning of an idiom cannot be interpreted normally according to the constituent word; but can be

understood by certain groups. It can be said that idioms are part of a culture; so that when we encounter or learn a new culture, we will also encounter new idioms.

For example (from Mulyana, 2009):

go through is same with

last straw	final problem
round the clock	day-night
once in a blue moon	rarely happen
tie down	enforce
up and coming	get popularity
break a leg	good luck
wait on	serve
whole nine yards	all
zip through a test	hurry on exam

10. **Idiomatic Comparisons**.Idioms of comparison are idioms that contain comparison words using adjectives or nouns.

For instance (taken from Mulyana (2009):

- As right as rain
- Look at the Japanese! They are always as busy as a bee.
- Don't ever listen to him! His arguments are as dry as saw-dust.
- As hard as nails.
- He is as good as gold in writing articles
- The firm wrong clear as a erystal.
- That guy is as slippery as an eel.

11. **Rhytm**. According to Mulyana (2009), rhytm is a series of words that are stressed and intonated forms a strains (rhythmic). These strains should reflect the expression of ideas that aim to clarify the message of the speech.

As instance (taken from Mulyana, 2009):

- "If I were an American, as I am an Englishman, while a foreign troop was landed in my country, I never would lay down my arms,
  never!
  never!
  never!" (Pitt, the Earl of Chattam)
  Look at the series of word "never".

- "that we here highly resolve that these dead shall not have died in vain; that this nation, under God, shall have a new birth of freedom; and that gov- emment of the people, by the people, for the people, shall not perish from the earth." (Abraham Lincoln in the Gettysburg Address) Look at the series of word"that...".

12. **Repetition**. According to Mulyana (2009, a word, phrase or sentence can be repeated to give nuance to the speech message. The form of repetition should be accompanied by an amplification (inflection) of sound, appropriate pressure and intonation so as to create a strong impression on the viewer.

As instance (taken from Mulyana, 2009):

- "I wish I loved the Human race:
  1 wish I loved its silly face:
  1 wish I liked the way it walks:

I wish I liked the way it talks; And when I am introduced to one,
I wish I thought what jolly fun!" (Sir Walter Raleigh)

- "When you aks me where God is,
l'll tell you that
God be in my head,
and in my understanding:
God be in my eyes,
And in my looking;
God be in my mouth,
and in my speaking:
God be in my heart,
and in my thinking;
God be at my end,
and at my departing." (Sarum Missal)

13. **Antithetic Sentence**.Antithesis is defined as the expression of conflicting ideas in parallel word order. So the antithetic sentece is a language style that combines two opposing words in one arrangement.

   For example:
   - "Give every man thy ear, but few thy voice"
   - "Give me liberty or give me death!"
   - "Speech is silver, but silence is gold."
   - "You are easy on the eyes, but hard on the heart"
   - "You are easy on the eyes, but hard on the heart."

14. **Epigram**.Epigram is word that contain guidelines for life or references to actuality. Analyzed from its shape, the epigram is stuck in a part of the word which is written in a simple, concise, goal-directed form and uses too many terminologies..

     For instance (taken from Mulyana):

     - "You can fool some of the people all of the time, and all of the people some of the time, but you cannot fool all of the people all of the time." (Abraham Lincoln)
     - "I believe it is peace for our time *.. peace with honour." (Neville Chamberlain)
     - "I think, therefore I am." (Descartes)
     - "After all, tomorrow is another day." (Margaret Mitchell)

15. **Proverbs and Wise Words**.Mulyana (2009) stated that proverbs and Wise Wordsthat is suitable with the speech topicas well as touching the hearts of viewers has great persuasion power. Like epigram, proverbs and aphorisms carry a valuable message.

     For instance (taken from Mulyana, 2009):

     - Man proposes, God disposes
     - When there is a will, there is a way
     - Never trouble trouble till trouble troubles you
     - A bird in the hand is worth two in the bush
     - Nothing venture, nothing gain
     - A good neighbour is worth more than a far friend

CHAPTER XIII

FIGURES SPEECH

L anguage style is used to vary speech messages without changing the essence of the message. Again, language styles have variousy types or models due to the mixing of several elements of communication. Apart from mixing elements, the way a person speaks can also affect his or her communication style (Sitepu, 2017).

Thus, in doing public speaking, choose a figure speech that is sutiable to your style and passion, in order to determine your PERSONAL BRANDING.

Please remember that when you are doing public speaking by using specific figure speech, make sure that your auidences understand. It means, you use it only with certain auidences. Make your level of figure speech is suitable with the education background of your audiences or suitable with the schemata of your audiences.

The speech style commonly used is as follows:

1. **Metaphor.**Metaphor is a style of language that uses words with figurative meanings. in other words, metaphor is the use of words or groups of words not with their true meaning, but as paintings based on similarities or comparisons.The meaning contained in metaphorical figures is a second

placement of the original meaning, which the meaning that does not use the word in its true meaning, but as an allusion based on equations and comparisons.

For example:

- He broke my heart.
- He had a cat-who-swalewnwed-the canary smile.
- He is the apple of my eye.
- His burning words were not hot enough to motivate the dissenters to act.
- She was fishing for compliments.

2. **Metonymy.** Metonimia is a figure of speech that uses a word or two which is a brand, kind or other which is a unity of a word.

For example:

- Every day Arin only eats Indomie (Instant Noodles)
- Father took the Garuda to go to Mecca (Airplane)
- Aqua is healthier than boiled water (mineral water)
- History teacher writes on board with Snowman (Markers)
- Dad drove his new Yamaha around town (Motorbike)
- Father shaved his beard with Tatra (Razor)
- In the morning my father always drinks the ship fire (coffee)
- She every morning runs in Adidas (Shoes)

3. **Simile.** Simile is a figure of speech that compares one thing to another by using a conjunction or comparison word. Usually, simile use the word "like" or "as". Compare the sentences below:

He is a snake. (Metaphore)

He is like a snake. (Simile)

Some other simile examples are as follows:

- "Life is like riding a bicycle. To keep your balance, you must keep moving"
- "All those moments will be lost in time, like tears in rain"
- "Errors, like straws, upon the surface flow."
- "Life without love is like a tree without blossoms or fruit.."
- "As cold waters to a thirsty soul, so is good news from a far country."

4. **Personification.**Personification is to humanize or attach human values to an object or living being. Personification is a language style that uses inanimate objects or uses abstract ideas as living things or has the properties of living things.

For instance:

- "My alarm yelled at me this morning."
- "My phone is not cooperating with me today."
- In addition, the storm trampled the town"
- The sign on the door insulted my intelligence
- That door jumped in my way.

5. **Synecidoche.**Synecidoche is a style of language that uses a part of a thing to express all the parts (pas pro toto) or instead uses all parts to state some of it (totum pro parte / totem pro parte). The appointment has the following pattern (Mulyana, 2009):

- some indicate the whole, for example: We are, sixty soul, here in the room (sixty soul shows sixty people)
- the whole shows a part of it, for example: Bless of God during the smiling year! (smiling year shows spring)
- species shows the genus, for example: Cutthroat is found everywhere! (cutthroat shows assassination or murder)
- genus indicates species, for example: Creature is made its best form. (creature shows man)
- The name of the material indicates the name of the item, for example: Ten pieces of silver can make someone alive, if we are generous enough. (silver shows money)

CHAPTER XIV

FOREIGN WORDS IN
ENGLISH PUBLIC SPEAKING

English has borrowing words from other languages such as Latin, Greek, French, German, or even Sanskrit. The use of foreign words in English speech seems to indicate that the speaker appears "educated". If you are not careful and give less attention to context, the use of foreign words can make it difficult for auiedences to understand the speech message. Translation into English through repetition of sentences helps to overcome such problems. As the example:

"Our alma mater should not be an ivory tower!

Again, I say, our university should not be an ivory tower."

Alma mater (Latin) = university

The foreign words that often appear in English are, among others:

ab initio (L)	= from the beginning
sad hoc (L)	= special
ad infinitum (L)	= without limit, forever
a priori (L)	=from causes to aspect reasoning
bête noire (F)	=person or thing particularly disliked
cause belli (L)	= the cause of war

Cateris paribus (L)	= other conditions corre-	
ceteris paribus (L)	= sponding	
conditio sine qua non (L)	= indispensable condition	
coup de grace (F)	= a finishing stroke	
coup d'état (F)	= sudden or violent change in government	
créme de la créme (F)	= the very best	
de facto (L)	= in actual fact	
de jure (L)	= by right	
esprit de corps (F)	= devotion and loyalty to body by its members	
fait accompli (F)	= something done and not re-versiblel	
hara-kiri (Jp)	= suicide	
in absentia (L)	= in his or her or their absence	
in extenso (L)	= at full length	
in memoriam (L)	= in memory of	
in situ (L)	= in its original place	
inter alia (L)	= among other things	
in toto (L)	= completely	
ipso facto (L)	= by the fact itself	
mañana (Sp)	= tomorrow, indefinite future	
modus operandi (L)	= a plan of working	
modus vivendi (L)	= a way of living, a temporary compromise	
noli me tangere (L)	= don't touch me	
non plus ultra (L)	= perfection	
nouvelle vague (L)	= new wave	
per se (L)	= by or in itself, ntrinsically	
prima facie (L)	= based on the first impres sion	
pro hono public (L)	= for the public good	

quid pro quo (L)	=thing given as a compensa- tion
raison d'etre (F)	=reason that justifies or originally caused thing's existence
rura avis (L)	= a phenomenon, prodigy
real politik (Gr)	= practical politics
status quo (L)	= the situation as it is nowl
sui generis (L)	= unique
ultra vires (L)	= beyond one's legal power
vis-a-vis (F)	= relation to, opposite to
vox populi (L)	=the people's voice
Wieltanschaung(Gr)	= world-philosophy
Weltschmerz (Gr)	= world-sorrow
Zeitgeist (Gr)	= the spirit of the time
F	= French (Bahasa Perancis)
Gr	= Germän (Bahasa Jerman)
Jp	= Japanese (Bahasa Jepang)
Sp	= Spanish (Bahasa Spanyol)

Cliche

Cliché can be defined as idea or expression that is said too often uttered by many people so that it no longer has special impression and does not show its original meaning.

Moreover, according to Mulyana (2009), cliche is a word or expression whose meaning is weakened or lost because it is said too often by many people. For those who are not native English speakers (non-native speakers), cliches sound new. They are very motivated to utter them in various speech ways. Little or no cliche should be used when good reader is delivering a speech in front of English native speakers. To native speakers, cliches can

sound boring. Meanwhile, in speech exercises cliches can be applied. Some cliches known include:

Actual	= without meaning
	for example: Is this actual democracy?
Actually,	= as interrupter
	for example: it is time we took action.
Articulate	= to express in the end of the day
at the end of the day	= in the end of the day
at this moment in time	= on this time
basically	= as interrupter, for example: this is against hasically our belief!
definitely	= generally
dialogue	= discussion
dimension	= factor
dispense	= to allow
escalate	= raise up
eventuate	= ends in
framework	=structure, in structure (in the framework of)
fresh	= new
grind to a halt	= to end
identify	= to find
if you like	= if you want
in terms of	= according
in this day and age	= now
last but not least	= ends but not the last
life-style	= style of life
loved ones	= family
massive	= huge

participate in	= to be involved
persona	= people
quantum jump	= long movement
real	= without meaning
simplistic	= been simplified
spell	= to involve
target	= used figuratively
terminate	= to end
the totality of	= holistic
track-record	= note
until such time as	= up to
utilize	= apply
you know	= as interrupter, for instance: You know, freedom of press is the fourth estate of democracy

CHAPTER XV

PRESENTATION

Just like in doing speech, perform a presentation is also not different with what you are doing in speech performance.It's only bring little difference. In doing speech, you perform your speech lonely. Meanwhile, in doing presentation, you are maybe in team.

Thus, the principal in doing presentation is same with speech preparation. You can read again all the previous chapters. Just make little adjustment and adaptation.

Here are some additions of principle in doing presentation.

A. Technique of Presentation

MODERATOR . A

Good morning L &G, in this very special occasion, I would like to introduce the speaker to you. His name is Mr. Hassan, ….
Mr.Hassan would like to present his report about youth development program in Indonesia.
Mr.Hassan, please, would you please, the floor is yours.

MODERATOR . B

- **L & G that was the report from Mr Hassan about Human Resources Development. Now let's continue to the session 'questions and answers'. Before you ask a question or give a comment, please raise your hand, mention your name and your institution. For the first session I'd like to give it to three people. Yes please, the gentleman on the right, the lady on the second row, etc.**

MODERATOR .C.

- **L & G. After having the first session of QA, let's continue to the second QA. For this session, I'd like to give it to 2 people.**
- **I'd like to remind the questioners not to waste the time. (Please rephrase your question, please get to the point).**

MODERATOR.D.

- **L & G. because of the time, we would not have the third QA. Before we close we'd like to have a summary from the secretary. The secretary, please!**
- **L&G, please give an applause to Mr. Hassan. (Join me to give a big applause to Mr. Hassan, Let's applaud Mr. Hassan)**

1. GREETING & INTRODUCTION

- Good morning, my name is Hassan, Abu Hassan, I am a civil servant, I work in Semarang State University.

- Ladies and Gentlemen, it's an honor to have a report in front of distinguished audience.

It's good to see you all here ...
Speaker's opening remarks to an audience:
I'm very pleased to be here.
I'm glad you could all make it.
Thanks for inviting me.
Thank you (all) for coming.

2. SUBJECT OF THE REPORT

- I'd like to <u>talk</u> to you today about ….

- I'm going to <u>present</u> the recent progress of …..

    <u>inform</u> you about .

    <u>describe</u> about…..

... I'd like to talk about ...

Other common phrases for starting off a
presentation:

I'm planning to tell you about ...
Today I'd like to introduce ...
I'd like to start by saying something about ...

3. PURPOSE OF THE REPORT

- **The purpose of this talk is to <u>update</u> you
on …..**

  <u>put you in the picture</u> about ….

  <u>give you the background</u> to ….

First I'll describe ...

Phrases for describing the structure of a talk:
Then I'll discuss our study programmes.
After that I'll come to the main point.
Finally I'd like to say something about ...

5. OUTLINE OF THE REPORT

- I've divided my <u>presentation</u> into two parts/sections. They are ….

- We can break this <u>presentation</u> down into the following fields
  Firstly/ first of all….
  Secondly / then / next …
  Finally / lastly / last of all ….

6. QUESTIONS

- I'd be glad to answer any questions at the end of my talk.

- If you have any questions, please feel free to interrupt.

7. POLITE QUESTIONS AND ANSWERS

- Do you mind
  if I ask you about …
- Would you mind
  if I ask you whether /if …
- Could you tell me about ….
- I'd like to know about ….

... I didn't catch the question.
When you can't hear something:
Could you repeat the question?
Could you say that again?
Sorry, what did you say?

Could you bear with me, ...
A very useful phrase when you need ti
check or find something. Alternatives:
Excuse me for a moment.
Just a moment.
Can you give me two minutes!

Sorry, where was I?
If you are distracted or forget what you
wanted to say! Other possibilities:
Can you/anyone help me?
Let me think.

You were just about to tell us ...
Helping the speaker to remember the poin
he/she wanted to make!
You were talking about the schedule.

As I mentioned earlier, ...
Useful language for recapping
(summarising/reviewing) what was said
earlier in the presentation:
As I pointed out/mentioned earlier ...
As I said before ...

I'd like to finish by thanking you all ...
Language for ending a talk:
Thank you.
Thank you for inviting me.
Are there any questions?

... you are very welcome to contact me ...
Asking the audience to contact you:
I'd be very happy to hear from you.
I'd welcome your feedback.

Answering by opinion

It seems to me that ...	I can imagine that ...
In my opinion, ...	I think/believe/suppose ...
I am of the opinion that .../ I take the view that ..	Personally, I think ...
	That is why I think ...
My personal view is that ...	I am sure/certain/convinced that ...
In my experience ...	I am not sure/certain, but ...
As far as I understand / can see, ...	I am not sure, because I don't know the
As I see it, ... / From my point of view ...	situation exactly.
As far as I know ... / From what I know ...	I am not convinced that ...
I might be wrong but ...	I have read that ...
If I am not mistaken ...	I am of mixed opinions (about / on) ...
I believe one can (safely) say ...	I am of mixed opinions about / on this.
It is claimed that ...	I have no opinion in this matter.
I must admit that ...	
I cannot deny that ...	

Outlining Facts

- The fact is that
- The (main) point is that ...
- This proves that ...
- What it comes down to is that ...
- It is obvious that ...
- It is certain that ...
- One can say that ...
- It is clear that ...
- There is no doubt that ...

10. AVOIDING GIVING AN ANSWER

- **Perhaps we could deal with that later.**
- **Could we talk about that on another occasion?**
- **I'm afraid that's not my field.**
- **That's interesting, but I'd prefer not to answer that today.**

11. CHECKING THE QUESTIONERS SATISFIED

- **Does that answer your question?**
- **Do I answer your question?**
- **May we go on?**

CHAPTER XVI

MEETING

J ust like in doing speech, perform a meeting is also not different with what you are doing in speech performance. It's only bring little difference. In doing speech, you perform your speech lonely. Meanwhile, in doing meeting, you are maybe in team.

Thus, the principal in doing meeting is same with speech preparation. You can read again all the previous chapters. Just make little adjustment and adaptation.

Here are some additions of principle in doing meeting.

A. Skills Checklist

Preparation for meetings

Chair
- Decide objectives
- What type of mecting (formal or intormal, short or long, regular or a 'one off, internal / external information giving / discussion / decision making)?
- Is a social element required?
- Prepare an agenda.
- Decide time / place / participants / who must attend and who can be notified of decisions.

- Study subjects for discussion.
- Anticipate diflerent opinions
- Speak to participants.

Secretary
- Obtain agenda and list of participants
- Inform participants and check:
  - room, equipment. paper, materials
  - refreshments, meals, accommodation, travel

Participants
- Study subjects on agenda, work out preliminary options.
- If necessary, find out team or department views.
- Prepare own contribution, ideas, visual supports, etc.

The role of the Chair
- Start and end on time.
- Introduce objectives, agenda.
- Introduce speakers.
- Define time limits for contributions.
- Control discussion, hear all views.
- Summarise discussion at key points.
- Ensure that key decisions are written down by the secretary
- Ensure that conclusions and decisions are clear and understood.
- Define actions to be taken and individual responsibilities

B. English Meeting Instruction

Subject	Text
Greetings	• Good morning, ladies and gentlemen • Good morning, gentlemen • Good afternoon, ladies and gentleman • Good afternoon, everybody • Well, since everyone is here, we should get started. • Hello, everyone. Thank you for coming today. • I think we'll begin now. First I'd like to welcome you all. • Thank you all for coming. • I really appreciate you all for attending today. • We have a lot to cover today, so we really should begin. • Can we all welcome Nasir, our new IT manager? • I would like to extend a warm welcome to our Manager of Sales, Andis.
Opening	• Ladies and gentlemen, before we start, let's say Alhamdulillah to our almighty God because of his blessing we can gather today. • Before we start, to get the favor, lets read bismillah 5 times and al-fatihah.

Subject	Text
	• Ladies and Gentlemen, it's an honor to have a report in front of distinguished audience. • I am very pleased to be here

Subject of the Meeting	• We'd like to talk to you today about ….
	• I'm going to present the recent progress of …..
	  inform you about .
	  describe about…..
	• I annm planning to tell you about…
	• Today I would like to introduce…
	• I would like to start by saying something about…
	• Today, we are here to discuss last month's marketing project.
	• I've called this meeting so we can review the most recent project.
	• By the end of this meeting today, we should have completed…

Pleasing to Asking/Giving Instruction	• Do feel free to interrupt me if you have any questions. • I'll try to answer all of your questions after the presentation. • I plan to keep some time for questions after the presentation. • I'd be glad to answer any questions at the end of my talk.

Subject	Text
	• If you have any questions, please feel free to interrupt.
Outline of the Report	• I've divided our meeting into two parts/sections. They are …. • We can break this meeting down into the following fields.. • Firstly/ first of all…. • Secondly / then / next … • Finally / lastly / last of all ….
Summing up	• To conclude,... • In conclusion,... • Now, to sum up... • So let me summarize/recap what I've said. • Finally, may I remind you of some of the main points we've considered.
Inviting Questions	• I would be happy to answer any questions. • If you have any questions, I would be pleased to answer them. • I would welcome any comments/suggestions. • Now I'll try to answer any questions you may have. • Can I answer any questions? • Do you have any questions? • Are there any final questions?

Subject	Text
Giving Questions	- Do you mind if I ask you about … - Would you mind if I ask you whether /if … - Could you tell me about …. - I'd like to know about ….
Outlining Facts	- The fact is that - The (main) point is that ... - This proves that ... - It is certain that ... - One can say that ... - It is clear that ... - There is no doubt that ...
Giving Opinions	- As far as I'm concerned … - In my opinion … In my view … - From my point of view … - The way I see it is (that) … - To my mind … - I (strongly) believe (that) … - I (honestly) think (that) … - I (really) feel (that) … - Personally speaking, I believe …
Asking for Opinion	- What do you think? - Do you see what I'm getting at? - Do you see what I mean? - Do you agree with me?

Subject	Text
	• Would you go along with that? • Would you agree with me that … ? • What are your thoughts on that? • Don't you think (that) … ?
Agreeing	• I (totally) agree with you / that. • I couldn't agree more. • I'd go along with that. • I feel the same. • You're absolutely right. • Absolutely / Definitely / Exactly. • No doubt about it. • That's a good point. / I see your point. • I see where you're coming from.
Disagreeing	• I'm afraid I disagree. • I don't agree with you / that. • I'd be inclined to disagree. • That's not the way I see it. • I don't think so. / I don't feel the same.
Criticizing	• I see your point but … • I kind of agree with you / that. • I agree with you to an extent, however, … • You make a good point, but …
Giving Reasons	• Firstly… • Secondly….

Subject	Text
	• One reason is…. • Another is…. • To start with…. • Added to that…. • For one thing….
Interrupting	• Excuse me. Can I just say….? • Could I come in here…? • Sorry to interrupt but…. • Yes, but….
Closing	• That's all our meeting today. • Hope you get all the points. • See you on the next meeting. • Before we close, let's say istighfar 5 times and hamdalah..

C. Practice

Opening:

- Good morning, ladies and gentlemen. Well, since everyone is here, we should get started. I really appreciate you all for attending today.
- Ladies and gentlemen, before we start, let's say Alhamdulillah to our almighty God because of his blessing we can gather today. Before we start, to get the favor, lets read bismillah 5 times and al-fatihah.
- Today, we are here to discuss last month's marketing project.

- If you have any questions, please feel free to interrupt.
- I've divided our meeting into two parts/sections. They are …. Firstly/ first of all….

Closing:
- In conclusion,...
- Do you have any questions?
- That's all our meeting today.
- Hope you get all the points.
- See you on the next meeting.
- Before we close, let's say istighfar 5 times and hamdalah..

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PUBLIC
SPEAKING

Public speaking merupakan bidang yang sangat penting dalam penunjang karir seseorang. Terlebih jika dipadukan dengan kemampuan *personal branding* yang dikemas dengan *passion* yang memadai, seseorang bisa menjadi tokoh *public speaking* yang dicintai oleh pendengarnya.

Buku ini berisi penjelasan bagaimana menjual kemampuan diri untuk menjadi seorang public speaker yang handal, sesuai dengan bakat dan kemampuan setiap individu.

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