

## **РИТОРИКА**

**Nazarenko O.I.**

*Lecturer of English,*

*National Technical University of Ukraine*

*“Igor Sikorsky Kyiv Polytechnic Institute”*

### **PUBLIC SPEAKING SKILLS AS A COMPONENT OF TELECOMS SPECIALISTS’ PROFESSIONAL TRAINING**

Scientific and technological progress as a component of the evolutionary process is characterized by significant transformations in all spheres of human activity. Providing the country’s economy with highly qualified specialists and integrating them effectively into business and manufacturing industry is a matter of top priority for the tertiary education system.

Telecommunications ensure the balanced interaction between manufacturing, services and consumer sectors, as well as different economic and business centers of Ukraine, and cover countries throughout the world stimulating faster development of economic processes. Professional training of telecommunication specialists should harmonize the educational process, scientific achievements in information and communication technologies (ICT) and market needs.

According to the statistics, apart from sufficient technological background and experience, the most demanded skills are creativity, ability to adapt quickly to integration processes, ability to provide efficient customer service and other operations that require strong soft skills among which communication and public speaking dominate the labour market.

Public speaking is the subject of rhetoric – the study of the technique of using language effectively. The principles of public speaking are derived from a long tradition since ancient times. The first speeches were recorded on papyrus in Egypt about 4,500 years ago. Historical sources bear evidence of high development of oratory skills in Babylon, India, and China. In ancient Greece and Rome, the art of public speaking was studied in schools and was regarded as a civic duty of every citizen, and played a significant role in the public life. The scope of rhetoric was considerably extended and its basic

principles were developed by Aristotle as early as the IV century BC and are still followed by speakers as well as writers today. Oratory or eloquence – the ability to formulate thoughts and control language – helps to develop the culture of behavior and communication, moreover it is considered to be an effective means of persuasion and influence on people.

Public speaking as a speech delivered in front of a mass audience is characterized by situationality, focus on oral direct communication with listeners, the use of linguistic and non-linguistic means of influence on listeners, forethought and preparedness, monologic form and dialogical character and ease [1, p. 158].

Therefore, an important prerequisite is to familiarize students with the principles of creating and presenting a purposeful speech including how to analyze an audience and adapt a speech directly to the audience's beliefs and interests, how to define and set objectives, how to create a powerful introduction and memorable conclusion, how to outline the body of a speech, how to use notes, estimate the time and what one should do to overcome anxiety. Besides, it is crucial to practice using voice and language effectively, manage the body language and handle a question-&-answer session.

Stephen E. Lucas differentiates public speaking from conversation characterizing public speaking as more highly structured than a conversation, strictly limited in time and prepared in more details, delivered in more formal language. Effective speakers have to avoid using slang, jargon and bad grammar, distracting physical mannerisms and verbal habits. He regards speech communication as a process which includes seven elements: speaker, message, channel, listener, feedback, interference, and situation. The interaction of these seven elements determines the outcome in speech communication [3, p. 28].

In today's business environment, "presentation", which means a verbal report presented with illustrative material, such as slides, graphs, etc., as a form of public speaking has become more popular and demanded by employers. The specialist who has to make presentations should be able to select actual material to create a report, tailor it to the needs and interests of an audience, structure a speech organizing sequence of parts, design it with relevant visuals applying necessary ICT, and deliver it in a simple and straightforward manner taking care of a high level of culture of speech and communication.

So far as public speaking needs careful preparation but class time is not enough to cover the ESP syllabus the project "The Art of Presentation" has

been set up in the Institute of Telecommunication Systems of NTUU “KPI”. Within the framework of this project a series of workshops entitled “What Makes an Effective Presentation?” is held every year.

The workshops allow students to become familiar with the principles of creating a purpose-oriented speech using multimedia technologies and presentation techniques.

“10 Steps to a Winning Presentation” is the workshop dedicated to selecting and adapting material to create a speech, structuring it, adhering to “feedback” technique (the speaker’s response to questions from the audience), reducing anxiety.

During the workshop “Voice and Body Language” students practice mastering the elements of speech: articulation, pace of delivery, voice timbre, intonation and pausing (syntactic and psychological), creation of a rhetorical image that makes the appearance of a speaker, posture, location in space, hand gestures, facial expressions.

The “Designing Visuals Aids” session introduces how to create effective visual aids designing slides, using colours, fonts, charts and graphs in the proper way and how to make a presentation dynamic by means of animation.

The key features of the workshops are the active participation of students in discussing the essence of issues related to creation and presentation techniques, the acquisition of qualities needed for effective public speaking, the development of speech culture and skills in gaining points reasonably, the ability to listen to others and respond to questions successfully, the development of creativity and critical thinking, cognitive motivation, the use of professional knowledge and good command of English.

The scope of multimedia presentations application is very wide:

- presentations aimed at informing an audience: presentation of an idea, product, service, project or program, presentation of the latest technologies, presentation of a plan of future works, presentation of a business plan, official introduction to the post, presentation of volume and content of completed works, presentation of a technological process, presentation of results of completed works, presentation of work results at the end of the year (unsatisfactory, positive results), self-presentation;

- presentations targeted to persuade an audience: persuasion of management staff to realize an idea of production optimization, persuasion of potential investors to invest in a certain project, conviction of partners in the feasibility of cooperation, presentation of goods for sale;

– presentations to motivate employees to be more optimistic in case any production problem arises [2, p. 137].

The experience of teaching a professional English-language presentation to telecoms students indicates that students, who major in technical disciplines, are more motivated to learn the language through the content of specialty related subjects. They are encouraged to develop those skills which will become necessary in their professional environment. Participation in workshops allows students to develop educational and cognitive independence, promote deepening, systematization and control of the knowledge acquired as a result of independent extra-curricular work with primary sources, documents, additional literature, develop logical thinking and speaking skills required for creating and delivering a presentation.

The practical application of public speaking skills is immediately realized while students participate in different conferences, in particular:

- making speeches at the section “Modern Information and Telecommunication Trends” of the annual international scientific and technical conference “Problems of Telecommunications” which takes place in the Institute of Telecommunication Systems;
- the annual international students’ scientific and practical conference “Innovations in Science and Technology” organized by the faculty of linguistics of National Technical University of Ukraine “Igor Sikorsky Kyiv Polytechnic Institute”.

### References:

1. Hamova H.I. (2019). Publichnyy vystup yak realizatsiya orators'koyi maysternosti: linhvistychni doslidzhennya [Public Speech as Realization of Public Speaking Art: Linguistic Studies] Zb. nauk. prats' KhnPU im. H.S. Skovorody, 50, 156-165.
2. Nazarenko O.I. (2013). Vykorystannya mul'tymediynoyi prezentatsiyi dlya formuvannya inshomovnoyi profesiynoyi komunikativnoyi kompetentnosti u studentiv vyshchoyi tekhnichnoyi shkoly [Using Multimedia Presentation to Form Students' Foreign Language Professional Communication Competence at Higher Technical Schools]. Naukovo-pedahohichnyy zhurnal «Molod' i rynek». Vydavnytstvo Drohobyts'koho derzhavnoho pedahohichnoho universytetu, № 8, 103, 134-137.
3. Stephen E. Lucas. (2004). *The Art of Public Speaking*. New York: McGraw-Hill.