

UDC 378.147 (811.111)

## **FOCUSING ON THE IMPROVEMENT OF PUBLIC SPEAKING SKILLS IN THE ENGLISH LANGUAGE TEACHING**

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There is an opinion that the art of speaking in public is a talent possessed by special people. It is obvious lately there has been a growing demand for people who can independently express their thoughts. The requirement to “speak well” is directed not only to representatives of the media or the education sector, but as well as to all people whose professional activities are in one way or another connected with verbal communication. Therefore, the crucial attention is paid to the study of public speaking in multilingual groups at the Eurasian national university in Kazakhstan. The appeal of the president of Kazakhstan N.A.Nazarbayev noted: “Kazakhstan should be perceived all over the world as a highly educated country where the population utilize three languages: Kazakh language, Russian as a language of interethnic communication and English as a language of successful integration in the global economy”.

To begin with, speech communication is a specific form of conscious, purposeful interaction of people in the process of speaking, listening, writing and reading; carried out in the process of speech activity (using verbal and non-verbal means); involves the exchange of information and the establishment of emotional contact.

The main means of communication is verbal speech activity (from the Latin. Verbum - the word), which has 4 aspects: speaking - listening; writing - reading.. In verbal activity, the choice of linguistic (verbal) means is crucial for the expression of thoughts: sounds, stress of parts of words (morphemes), words, syntactic constructions (word combinations, sentences and their associations). Non-verbal means of communication - non-verbal symbols and signs: facial expressions, glances, gestures, posture, body movements. This also includes additional means of communication: musical signals, whistles, road signs, smells, decorations, color, flowers, etc.

There are various classifications of public speaking. In order to master the art of public speech, it is advisable to divide the speeches into types according to the target setting of the speaker.

Depending on the goals, the following types of public speaking are distinguished:

1. Informational (provides new knowledge). This may be a briefing, announcement of an upcoming event, a scientific or popular science report, a lecture.

2.Spoken and publishing:

a)inspiring (creates necessity for acting);

b) persuasive (inclines listeners to agreement with the opinion of the speaker);

c) appealing (calls for action or termination). They embrace typical speeches such as election speeches, advertising speeches, statements in scientific or political discussions.

3. Entertaining. This is, for instance, a story about an interesting case, an anecdote, and an informal speech at a banquet.

4. Protocol-etiquette (ritual compliance). A generally accepted ritual must be observed in the greeting of the official delegation, in the opening speech before the event, in the official “meritorious word”, congratulation, toasts.

The thematic organization of the text and the regulated speech are different in diverse types of public speaking. Taking into account the form of public speaking the following varieties can be regarded: a report, a performance, a lecture, conversation. Briefly we can delineate each type in terms of a content and time duration.

The report is a prepared presentation on an essential (socially significant, usually political, scientific, industrial) topic. It has a strict plan. The content includes the history of the problem, different points of view, assessment of different approaches to the problem. The report lasts from 10-15 minutes to 2-3 hours.

A message is a prepared speech on one short issue or on one aspect of the problem. Usually several speakers in their personal messages discuss different sides of the same problem. The content includes specific factual information, illustrative examples. It lasts approximately 5-10 min.

A talk is usually a prepared speech (can be extemporaneous) during the discussion of a pre-announced topic. Speeches usually reveal different points of view, complement each other. The content reveals one side of the problem (different points of view). It lasts 3-5 minutes.

A lecture is a prepared presentation (educational or scientific). The content embraces a detailed presentation of the scientific issue by an expert. It lasts from 20-30 minutes to 1.5 hours.

A conversation is a prepared dialogue with the audience. It involves questions to listeners, commenting on their answers. It is recommended for small quantity of people (up to 30 people) interested audience.

While investigating the ways of presenting the material for public speaking, Kazakhstani students pay great attention to the diverse techniques provided by tutors. The success of a good presenting speech lies in the fact when students pursue the main peculiarities of public speaking namely: coherence and cohesion.

As well as the success of any speech is ensured by the work of the speaker at each of the stages (phases) of public speech. Firstly, they should be taken into account succinctly. We describe the phases of public speaking as:

- 1) pre-communicative;
- 2) communicative;
- 3) post-communicative.

1. The pre-communicative stage is the preparation of a speech. It includes

1) the determination of the topic (determination of the degree of social significance of the topic, the degree of accessibility of the topic for the audience; the convergence of audience interest)

2) the selection of the material on the topic and substantive preparation (depends on the communicative type of audience, the order of speech, the conditions of the performance (time, place, degree of voluntariness of the audience);

3) informative text layout (sequence of material, detection of gaps or redundancy of the material);

4) speech design of the text (composition, artistic enrichment, stylistic and normative editing);

5) the determination of the strategy and tactics of speech performance (psychological and physical preparation: determination of the rhetorical position, development of self-confidence, rehearsal, etc.). The methods of preparing the text of the speech may be different:

1) impromptu - performance without preparation;

2) the outline - the points of the performance plan are accompanied by brief formulations of the main thoughts;

3) the text that is fully readable during the speech;

4) the text memorized and reproduced from memory, without reference to the recording. The choice of method depends on the preparedness of the speaker, including psychological, and the degree of responsibility of the speech.

2. Communicative phase - speech performance.

1) acquaintance with the audience and / or greeting (the goal is to establish contact);

2) introduction (the goal is to arouse interest in the topic, prepare for the perception of the topic, substantiate the choice of the topic);

3) the main part - continuous reading / live communication (consistent extension of theses, arguing, leading the audience to the necessary conclusions);

4) conclusion (the goal is to summarize what was said, to underline its significance, to increase interest in the subject of speech, to set tasks);

5) Answers to questions / farewell.

3. Post-communicative phase - evaluation of the performance. This stage is necessary to prepare for subsequent speeches, since it involves a multifaceted analysis and identification of successes and failures during speech, the degree of its effectiveness. The assessment can be independent (in the form of self-analysis) and / or expert analysis. Evaluation parameters are:

1) informative;

2) the ratio of known and new information;

3) entertaining;

4) pragmatism (practical use);

5) the availability of presentation.

In order to influence precisely the listeners, it is necessary to master the technique of oral speech (correctly and clearly pronounce the sounds, use a variety of intonations) at the practical classes, and also make the text accessible to the auditory perception (more dialogical, conversational, emotional, expressive, diverse).

Speaking to a more or less large audience, the speakers of our multilingual groups try to make the necessary impression on the audience. At the same time, they inevitably report additional information about themselves: competence in the matter under discussion, interest in the subject, and general culture, temperament, character, etc. In a short time, a public person “talks” about himself. The impression that a person creates with his speech is called a language passport. A person presents his language passport to everyone around as soon as he starts speaking. If the rules of speech etiquette and culture of speech are observed, the language passport is favorable, the speaker makes a positive impression on people. Work on a language passport is a difficult task. Here diction, energy of speech, and compliance with the requirements of etiquette, and the culture of speech are pivotal.

The Kazakhstani students of Eurasian national university should focus on the requirements of public speaking. These are the correctness (possession of the norms of the modern literary language), expressiveness (due to which the emotions and feelings of the audience are affected), accessibility (provides an adequate understanding of what was said), accuracy (manifested in the use of words in full accordance with their meaning), relevance (compliance with the terms of communication. The correctness of speech is the conformity of speech to the norms of the English language, the communicative quality that ensures the unity of the speaker and the listener, their mutual understanding.

The language norm is the rule of using language means depending on the speech situation, adopted in a certain period of the language development.

The students of our university are provided with diverse practical assignments which aim at improving speaking skills, extending the vocabulary, expanding their minds, improving the aptitude to express their opinions in English. Therefore, in order to achieve these aims, our students are given different tasks for improving speaking skills such as:

Task 1. Agree or disagree statements

1. The student's answer at the lesson is a convincing presentation.

2. Toast – an entertaining performance.

3. Anecdote to the public – an entertaining performance.

4. Speech with the assessment of anniversary person – a convincing performance.

5. Report - always prepared statement.

6. Message - a short unprepared statement.

7. Information speech is a lecture, a teacher's story.

8. The use of simple, common words by a speaker reduces the credibility, creates the impression of his incompetence.

Task 2. Prepare a short presentation or performance.

1. Report of the Chairman of the Council of Ministers on the work of the government for the year – a message.

2. Review by the librarian of new acquisitions in the student group - performance.

3. The story of fellow travelers about themselves (in the train) - a public speech.

Thus, these are only the samples of practical classes. Undoubtedly, they are considered to be extremely beneficial for students of our university to improve public speaking skills. Public speaking in English requires knowledge of different skills and strategic features. Effective teaching of speaking skills involves systematic development of all communicative competence to achieve higher levels of proficiency.

### **Literature**

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