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# SPEAKING STRATEGY AND DELIVERY

**Annotation**

In this article, the author aims at identifying key strategies for an effective speaking skill and the particular methods of delivering speech.

**Key words:** communication, pronounciation, gestures, fluency, visuals, speech.

**Аннотация**

В этой статье автор ставит своей целью выявить ключевые стратегии эффективного навыка говорения и конкретные методы подачи речи.

**Ключевые слова:** коммуникация, произношение, жесты, беглость, визуальные эффекты, речь.

Communication is considered to be among the key motivators for language study. The situation is even more pronounced for learners with linguistic majors since the ability to achieve effective communication partly mirrors their capacity in the workplace and educational institutions. Additionally, in this day of globalization and international integration, English has opened up various job

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opportunities for those who can master it, and promising work prospects have drawn much attention to the teaching and learning of this global language. This explains the increasing number of English majored in schools, as a consequence, the significance of familiarizing students with strategies to make the most of what they have learnt.

Effective speech performance can be beneficial in many professional settings. There are many strategies students can utilize to develop their ability to give speeches. Learning about these tips may aid to them give powerful, interesting, motivating, or moving speeches to any audience. In this article, we discuss 12 strategies for giving a speech and provide several delivery methods as well. Those common strategies are:

1. Practise your pronunciation and diction

Practising your pronunciation and diction can help you avoid a number of common speech mishaps, such as long pauses, hesitations, pronouncing words incorrectly or inserting phrases, like "um", in between words. If you wrote a speech, recite the entire speech several times and take note of the words or phrases that you find difficult to say smoothly. You can consider editing them or practise saying them multiple times. You can also record yourself to take note of any phrases you add between words or mispronunciations that you may not notice when delivering the speech yourself.

2. Find the right tone

Finding the right tone can be challenging if you're unsure of whether your audience wants to laugh or be more serious. Tone can also be an effective tool to convey emotion or meaning. If the mood in the room is light, then you can use a humorous anecdote to make everyone laugh. If your listeners are looking for something more serious and informative, then it might take some creativity to find a story that matches their needs and expectations. Think about the content of your speech and

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match the tone appropriately, considering that your tone may change throughout the speech.

3. Practise your posture and gesture

Gestures are a powerful way to influence the audience and add visual support to your message. Gesturing can help you emphasize words or ideas in your speech and make them easier for the audience to understand. Use gestures effectively by practising with a friend or colleague. Consider if the audience is likely to understand what you mean when you gesture. Practise before your speech so that when it comes time for delivery, you can use your body language effectively and with confidence.

4. Be aware of body language

A relaxed and confident appearance conveys confidence, while an anxious appearance might create a negative reaction. People's reactions are based on more than just what you're saying and the content of your speech. Your clothes, hair, posture, eye contact, gestures, and mannerisms can greatly influence their perception of you. Take extra care to appear natural and confident to help ensure the audience perceives you in a positive way.

5. Listen carefully

People are more apt to listen if they feel that you're speaking to them rather than simply reading from a script or paying attention only to your own thoughts and ideas in the moment. Although this may seem difficult while delivering a monologue or speech, effective public speakers listen to the audience and react to their feedback. For example, you may respond to laughter in the audience by saying, "I thought it was funny, too."

6. Maintain eye contact

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When you're speaking to a particular group of people, pay attention to maintain eye contact to convey confidence and openness. When you look away or turn your head, viewers may interpret this as nervousness or lack of seriousness, which might cause them to lose confidence in what you're saying. In addition, avoid looking down toward the desk too often or appear disinterested in their reactions. Instead, maintain a confident look, especially when sharing new information that has important implications for the audience.

7. Use silence effectively

Use pauses effectively during your speech to help create meaningful moments for reflection and silence. This is a powerful tool

to engage your audience and let them know that you're concluding your individual speaking points. For example, after telling a dramatic story, you may pause to let the audience think about the story as a whole.

8. Turn nervousness into power

If you feel nervous or anxious, you can channel this feeling into positive motivation during your speech. For instance, if you feel nervous, you can try to use that energy to convey your passion or excitement about the topic. You can also remember to maintain your posture and eye contact and remind yourself that doing so can help you seem less nervous to your audience.

9. Stay hydrated

Make sure to drink water and other hydrating fluids throughout the day and right before your speech. Water can help you express your words with clarity and avoid any voice cracks. It can also help you stay cool, especially if there are lights on the stage that may increase the temperature.

10. Attempt to memorize or learn main points

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Memorizing your speech can allow you to give it without referencing a paper copy or a teleprompter. If you don't wish to memorize your speech or it's too long to memorize, you can learn the main points, including the main arguments, introductions, transitions between topics, and conclusion. This can allow you to maintain fluency as you perform the speech, even if you read or remind yourself throughout.

11. Practise in front of other people

Practising with a friend or colleague can help reduce the pressure level, especially, if it's your first time delivering a speech. You can also have them watch you speak and offer advice and feedback. Ask them specific questions about what they think about your performance so that you can optimize your delivery for the next presentation.

12. Use visuals to help reinforce your message

Visual aids are helpful when delivering speeches, as they allow you to convey complex ideas and how they relate in a visual way. If you're talking about a topic that involves a detailed explanation, pictures or diagrams can be useful to illustrate how small changes within the system have large-scale effects. For example, during a speech about new scientific research, you can use a picture of a biological process to help explain how each piece of the process works.

These all mean that effective speaking delivery is a daunting task but it can be improved through the tips given above.

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