

## THE ART OF PUBLIC SPEECH AND COMPONENT OF SUCCESSFULL SPEECH

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**Annotation:** Public speaking is a vital skill that plays a key role in education, leadership, business, and social influence. This article explores the essential elements that contribute to the art of public speech and identifies the core components of successful communication in front of an audience. Drawing from communication theory and rhetorical practice, it examines how clarity, confidence, audience awareness, structure, body language, and emotional appeal contribute to speech effectiveness. The article argues that mastering public speaking is not only about verbal delivery, but also about understanding and engaging the audience. Developing this competence can transform a speaker into a persuasive and impactful communicator.

**Key words:** public speaking, speech delivery, communication, audience engagement, rhetoric, speech structure, verbal and nonverbal language

### INTRODUCTION

The ability to speak confidently and effectively in public is a valuable skill in nearly every area of life. Whether addressing a classroom, leading a business meeting, or speaking at a public event, the speaker's success depends on more than just words-it depends on how those words are delivered and received. Public speaking is both an art and a science, combining rhetorical strategy with personal expression and audience awareness [5]. Understanding the components of a successful speech helps speakers inform, persuade, and inspire others with confidence and clarity.

### MAIN PART

The art of public speech is grounded in effective communication. A powerful speech begins with clear intent. The speaker must know the purpose-whether to inform, persuade, entertain, or inspire-and structure the message accordingly. This clarity guides the speech's organization and choice of language, helping the audience understand and follow the argument[1].

One of the most critical components of a successful speech is audience awareness. A skilled speaker tailors their tone, examples, and style to suit the specific listeners. A speech to young students will differ in tone and vocabulary from one given at an academic conference[2]. The speaker must anticipate the audience's expectations, background knowledge, and potential questions to ensure the message resonates.

Structure and organization are equally important. An effective speech typically follows a three-part model: an engaging introduction, a well-developed body, and a strong conclusion.

The introduction captures attention and sets the tone. The body presents ideas logically, often supported by examples, facts, or stories. The conclusion reinforces the message and leaves a lasting impression.

Delivery-both verbal and nonverbal-is another key element. A confident tone, controlled pace, and appropriate pauses enhance clarity. Nonverbal elements such as eye contact, posture, facial expressions, and gestures help maintain engagement and emphasize key points. A monotone voice or lack of eye contact can diminish even the most carefully written speech.

Emotional appeal also plays a central role in successful public speaking. Audiences respond not only to logic but also to emotion. A speaker who shows genuine passion, tells a compelling story, or connects personal experiences to larger themes can create a stronger emotional connection. This connection often determines whether the message is remembered and acted upon [3].

Language choice contributes to the speech's impact. Simple, vivid, and direct language is often more powerful than complex or abstract phrasing. Rhetorical devices such as repetition, metaphors, rhetorical questions, and parallel structures can add rhythm and emphasis, making the speech more memorable[4].

Finally, practice and preparation are foundational. Great speakers rehearse their speeches to improve timing, adjust their tone, and internalize their key points. They also prepare for unexpected interruptions or questions, allowing for flexibility and poise during delivery.

## **CONCLUSION**

Public speaking is a multidimensional skill that combines preparation, strategy, and personal presence. A successful speech depends on the speaker's ability to connect with the audience, structure their message clearly, and deliver it with confidence and authenticity. By mastering both verbal and nonverbal elements, speakers can influence, motivate, and inform with lasting impact. The art of public speech is not limited to natural talent-it can be learned, practiced, and perfected by anyone committed to clear and meaningful communication.

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