

**Public Speaking**  
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**Lecture: 08**  
**Content Creation and Organization**

Good morning friends and welcome back to NPTEL online lectures on public speaking. you might remember well that in the previous lecture we have talked about a very important weapon of a public speaker and that is audience awareness and credibility. So, as a public speaker, once you know your audience members and once you have created a sort of credibility or a rapport.

Now is the time to deliver but before you deliver, don't you need to prepare the matter or the content. And even if you have prepared the content, I mean while you were doing a lot of research as I mentioned in the previous lecture that one has to gather a lot of information but mere gathering is not enough. This gathering is the gathering of materials rather, is to be organized. They are actually to be woven, they are actually to be tailored just like a beautiful shirt that you are wearing.

If you go into the background of it, you might have found that the tailor might first have cut the cloth into certain pieces and when he had got all the pieces. Now he is in a position to organize it. In the same way as a public speaker you are going to organize the content that you have prepared. But how will you create the content. From where will you get the materials. Of course, you are blessed enough to be in an age where technology is every now and then at your back and call.

And most of the time you spend with technology--- going to several websites going to several software's going to try your hand at several topics as well. But the question is---- Is it adequate to gather material only from several Internet sources? Because the authenticity comes into question. And that is why in this lecture we shall be talking about the various ways not only of creating the content, but also of checking the authenticity of it.

Now when we talk about the sources for content creation, even in olden days our teachers used to say how many hours do you spend in library. To the younger generation today the

term library may appear to be very redundant but still serious readers pay a visit to the library, library is such a place where you can get all sorts of information. Even nowadays we have digital libraries fine but even through digital libraries we are actually trying to get a sort of content.


So, the very first thing in this regard when we are going to create the content and we are going to look for information is the library research.

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### Sources for Content Creation

**Library Research-** With the flux caused by Internet, the value of library has been belittled because everything is just **one click away**. However, people fail to realize that libraries are indispensable and extremely resourceful. Some of the features are listed below:

- ❑ **Librarians-** People usually refrain from troubling a person in a silent library but librarians are taught to cater to our requirements when it comes to books and locating sources.



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With actually time which has nowadays been impacted by Internet. Of course, most of us feel ah that the importance of library over the years has belittled because everyone wants to get things just on the click of a mouse. But you know mouse at times cannot provide you the authentic information since everyone has got the right to click a mouse and visit several websites. But can we really ensure the authenticity of whatever we get. People at times fail to realize that libraries are still indispensable.


Now think of an incident that you get to read one newspaper every day. But then if you really want to verify certain things, don't you feel that you need to read some more newspapers and library is such a place where you can get all sorts of newspapers. Like that it is library where you can get books of all titles of all subjects with different references. But then do we really have the time to visit libraries? Some of the features which can actually help us even when we visit the library actually have to be taken into consideration.

You know since most of us run short of time and that is why perhaps we do not want to go to the library. But there is actually an advantage in visiting a library because the main person of the library I mean the librarian he is actually such a person--- they all the time will help you and can tell you where or in which section you can get the relevant book of a particular subject or of a particular area.

People usually refrain from troubling a person in a silent library but librarians are actually trained they are actually taught to cater to our requirements when it comes to books and locating sources. Of course, even when you go to visit libraries digitally, there also I mean it is the same process it can lead you to several sections, sub sections ah you can go to several catalogues, you can visit, I mean, the same process is being followed and it is only the librarians that can help you.

So, it is always better especially for the new guys--- the youngsters to take heed of all these and visit a library. It is library where you can get the periodical, databases. Nowadays since people do not have much time and they do not want to go to the books which were either published in the 1970s or 80s fine, but library is such a place where you can get even old books, my dear friends! The place I belong to I am proud to so, say that in our library we have the Shakespeare's folio. Now think of it in today's days when one simply believes in a sort of Internet, it actually at times becomes very difficult to get those books which were actually written originally and were kept in the library.

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**Periodical Database-** This allows to locate magazine and journal articles. After obtaining the citations of the desired articles, one can request and download the full article if the library has access to it. In some cases, however, only abstracts are available and one should never cite an article on the basis of the abstract alone.

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And you know the database the periodical database it can actually help you to locate a magazine and not only the magazine but the journal articles also. You know, it is always said ah that when you are conducting a research also, people believe that you should provide the updated information but in order to provide the updated information, it does not mean that information which were in the past that has become irrelevant.

My dear friends, research is an ongoing process and actually it can always help you. You can always understand the gap when you come to know about a book or a periodical say of 19th century, 20th century. After obtaining the citations of the desired articles, one can request and many libraries also have the facilities that if you really want to download and then you also want the printed version. So, you can be allowed.

So, you can download the full article if the library has got access to it. Now it is even when you really want to take some print out of a journal or because you know most of the international journals where you do not have the accessibility, it is only the library because the library has got the licenses. And then if you are a member of that you can also be allowed ah to get an access to sometimes if the need be, you can also get the same paper being printed.

So, in certain cases only abstracts are available online and if you really want the entire paper. Sometimes we also get requests when our abstracts are already there either on Research Gate or on some other site. Many people often request for the full paper, fine? So, at times it is not possible also for many of us to provide the full paper but in libraries one can have the access to. So, one should never cite an article because nowadays youngsters are always in such a hurry that they may at times cite only an abstract and that may actually impact their research they can be questioned. At times if you do not know what has been discussed in this paper how are you going to cite? It only on the basis of the abstract. That is why it is always beneficial for you as a researcher and every public speaker while he or she is researching one needs to be very careful of all these realities.

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❑ **The Catalogue-** Lists all the books in a library along with their availability status. One can find books using limited information like name of the book or author or publisher or year of publication.

There are 3 important things you need to know:

Library	Location	Call Number	Status
Lib Library	Stacks	PH095 S 018F F56 2017	Available

1. Location of the book within the library\*
2. Call number (the book's "address")
3. Whether or not the book is available

\*Many libraries will have something similar to the "click for map" link to pull up a map of the exact location

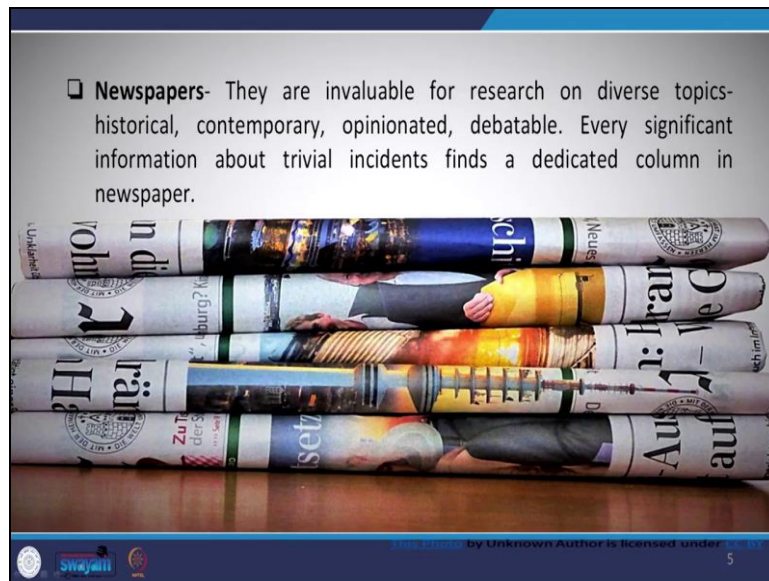
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Then comes the catalogue. Now what is a catalogue? It is actually the list the catalogue lists all the books in the library along with their availability status. You are not the only one doing a research on a particular area on a particular topic, there might be other people also that is why library can tell you whether that particular book or that particular journal is presently available with them or not sometimes it might have been taken by somebody else.

So, they can provide you the time limit or the time span when you can get it. One can find books using limited information like name of the book or the author or the publisher or the year of publication. Now, here you can find that how when you are going to visit a library fine it is with the stock register ah nowadays which have all which has already been digitalized fine and with the number a sensor number call number and then they also provide you the status.

So, that can in a way provide you a sort of security and it can also help you in the days to come. Now as I had been saying that as an individual you can have access only to one or two newspapers and that also to the place where you belong. But if I really want to or if you really want to read a newspaper say like *The Washington Post* or you want to read a newspaper from a different country. I think it is library which in most of the cases might have this accessibility.

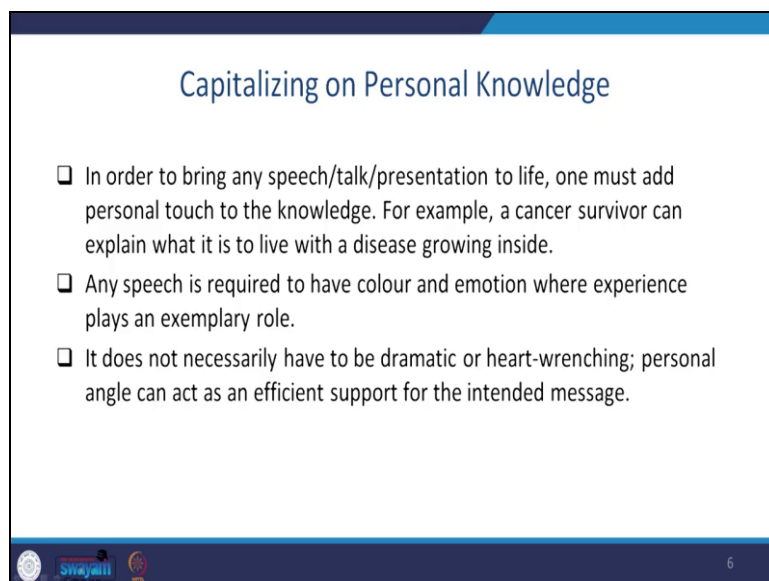
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These newspapers are invaluable research on diverse topics ranging from history, contemporary politics, opinions, fine? Sometimes you know you are conducting a research on the columns of a particular author. Where can you get nowadays it has been the tendency of most of us that when you have a pile of newspapers, you actually want to destroy it but in libraries they are always preserved.

So every significant information even about trivial incidents can find a mention as a dedicated column in the newspaper. So, when you are carrying out a research as a public speaker, where you are going to speak on a historical topic or say on a scientific topic, from where you want to show the trend on a particular topic or area or subject or whatsoever I think newspapers can come to your aid in a very effective manner, my dear friend.

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Now in many cases you also can be a resource. How? You can capitalize on your personal knowledge suppose at times you have also got an opportunity to hear from a person who actually triumphed out of a very serious disease and he is at times invited to deliver a talk. Now it is if you are reading newspapers you can find that there are several management gurus, several people who started their own ventures.

And they became very successful as a start-up they are being invited. So, as a public speaker if you have also got that experience of such a disease or such a profession where you have triumphed or excelled over, perhaps you can bring a life to it. So, in order to bring any speech for that matter or talk or presentation to life, one must add some personal touch to the knowledge maybe it is your personal experience.

Say for example a survivor of a serious disease can explain what are the various phases at times it has also been seen that some persons who have already lost some of their near and dear ones either because of a Covid or anything like that. They can also give a talk on creating a sort of awareness among people as to how they can keep themselves away from the dangers of this pandemic and all.

So, as a person also you can capitalize on your own knowledge. My dear friends, any speech is required to have a sort of colour not only colour but also emotion. So, if a person who has recovered from a serious illness, you might have also got an access to some of the books where they write that how one got succeeded even from a serious disease like Cancer and people often are attracted to read that because such a person can give the real account of it.

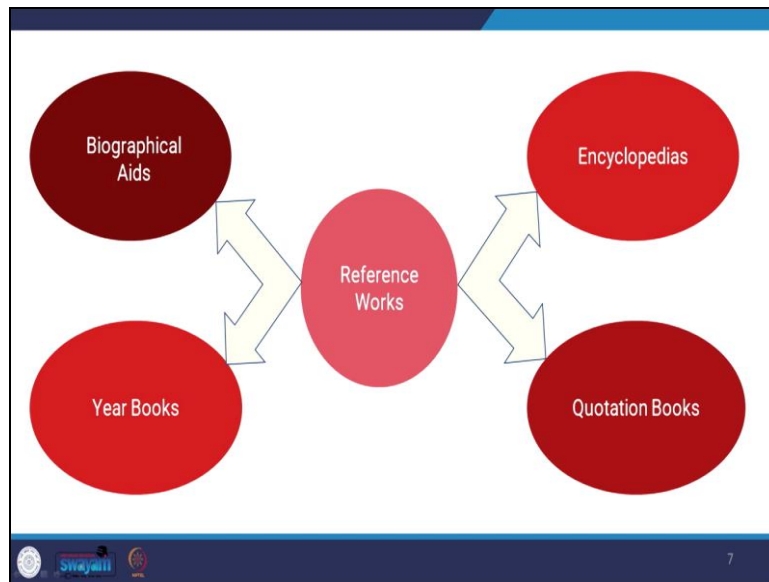
So, and through the emotion where experience plays a very exemplary role. Actually, it is not mandatory while giving such a sort of speech or a talk that one becomes very heart wrenching fine. In terms of emotionality because one has suffered personal angle can simply act as an efficient support one need not be very much emotional while doing. So, because you are trying to disseminate your own experience of how you survived despite the dangers of such a dreadful disease fine.

Can you really not find some food for thought in it the way a person puts his own experience as a public speaker and through that he is actually trying not only to excite not only to entertain but also to motivate people towards a sort of start-up business. Now when we come

to the reference section of a library which is very important, because as a public speaker you will get the chance to speak on different occasions and on different topics.

Sometimes you will be invited to talk on a great person's life. Fine? Especially on the Jayanthis, anniversaries whatsoever.

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So, in that you can right way go to the reference section where not only will you get the information regarding several biographies, autobiographies fine. At times, you can also get the yearbooks if a person is conducting a research in economics and wants to. So, are the economic trends of every year. If a person is carrying out his research or going to deliver a talk on population control over the years, naturally these annual year books will be of great help to them and then there are encyclopaedias.

And, of course, as I have been saying that as a public speaker you have to win, you have to triumph and you can also triumph by making even a dry subject becoming very interesting and for that you need to refer to certain quotations. It is library where you will also get in the reference section a book of quotations. And quotations for all occasions, quotations of all great people, quotations not only from science, from literature, from philosophy, from geology from biotechnology I mean from diverse fields.

So, is not library such a big thing that can help and that can help us prepare a beautiful talk of ours, my dear friend?

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I mean when we go to the specialized research sources, nowadays we have virtual libraries you can also become a member of such virtual libraries and through the search engines you can get yourself in a position to find what is there on the Internet. But my dear friends, time and again, I must tell you that while you are going to take information or culling information from the Internet, you must be sure about the authenticity of this.

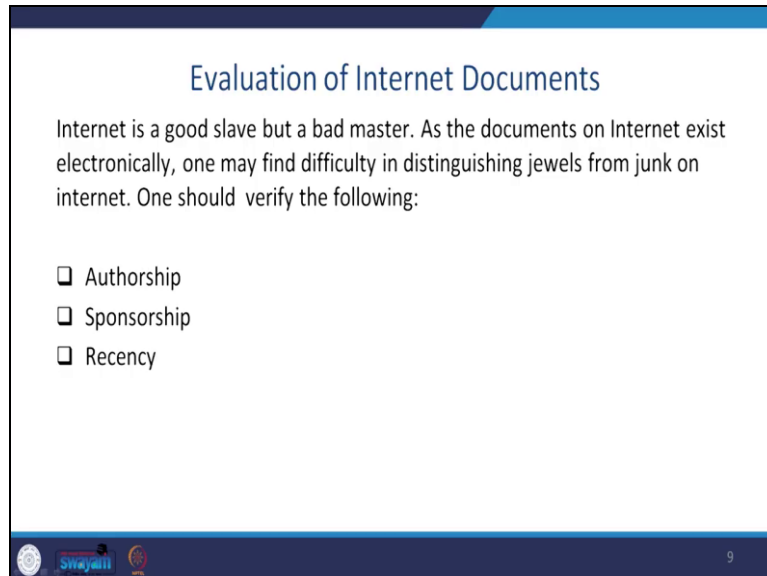
Moreover, when you are going to deliver a talk on some of the government policies, you once again require a sort of data that is authentic and you know government sources and documents can also be found on government e-resources where I think the data will be authentic you can refer to. Because if you are going to produce a fake data or a data that is not verified, I think as a public speaker you are going to sink your own reputation.

Then there are multi-cultural resources also through which you can get to know about different cultural dimensions. If you are working in the area of sociology or you are going to give a talk on culture, there are multiple sites which are catering to the multicultural diversity. But in order to verify it once again, I will advise you to go through the books that can be at your own disposal.

I mean the information that we get through Internet sources have to be verified, have to have a sort of authenticity. Now, who had said this, what sort of research has gone in this area and what is actually the rank of the person, what is the stature of the person. Fine? And in which way was this research that he conducted in the year 1820 is still valuable? What more things have been added to it?

So, authorship is very important because we must admit the fact that Internet is a good slave but it is actually a very bad master. Fine?

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The slide is titled "Evaluation of Internet Documents" in a blue font. Below the title, the text reads: "Internet is a good slave but a bad master. As the documents on Internet exist electronically, one may find difficulty in distinguishing jewels from junk on internet. One should verify the following:". Below this text is a list of three items, each preceded by a square checkbox: "Authorship", "Sponsorship", and "Recency". At the bottom of the slide, there is a dark blue footer containing a circular logo on the left, the word "Swayam" in the center, and a small number "9" on the right.

It actually provides you lots of information but the information ah that exists electronically of course we may be able to find them but then you need to understand that how you can segregate jewels from junk on the Internet. Because of the easy accessibility everyone can add to. Sometimes you all and you know we are living in an age of fake news also at times my dear friend. So, let us guard ourselves and how can we do that from knowing the authorship the sponsorship and also the recency how relevant it is, is it still relevant, fine.

So, if you keep these things into consideration I think you are going to gather a data that has a sort of authenticity. Now when you have done all these sorts of research, now is the time you created an outline. Because an outline will serve as a reminder to you while you are preparing and we have seen many speakers having on a sort clip the outline of his talk. If he is not going to speak you know with the help of all these technical gadgets and whatsoever then he brings on a piece of paper. And on the piece of paper, he has the outline of his entire talk.

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## Create an Outline

- A formal written outline of the whole speech/talk is fairly condensed again when it is made as a speaking outline.
- Unlike a formal written outline, speaking outline is solely developed through keyword and phrases which highlights the main ideas.
- The condensed outline for speaking is later laid out in small cards for access while presentation.
- Speaking cards help to make a fluent and timely presentation.

So, unlike a formal written outline speaking outline is solely developed and you know one does not write everything here. What one writes one may write, keynotes so as a public speaker you need to see the things which can help you and which you often tend to forget. I mean, sometimes, we have seen people forgetting even the real quotations and they provide a quotation where some word either has been left or some word has been added.

So, that way it is going to harm the reputation of the person that you are quoting. So, key words and phrases which can highlight the main ideas. A formal written outline of the whole speech or a talk is fairly condensed again. So, as a public speaker, even when you have created an outline because you cannot bring a whole you know set of pages or the entire speech. So, it is it has to be condensed.

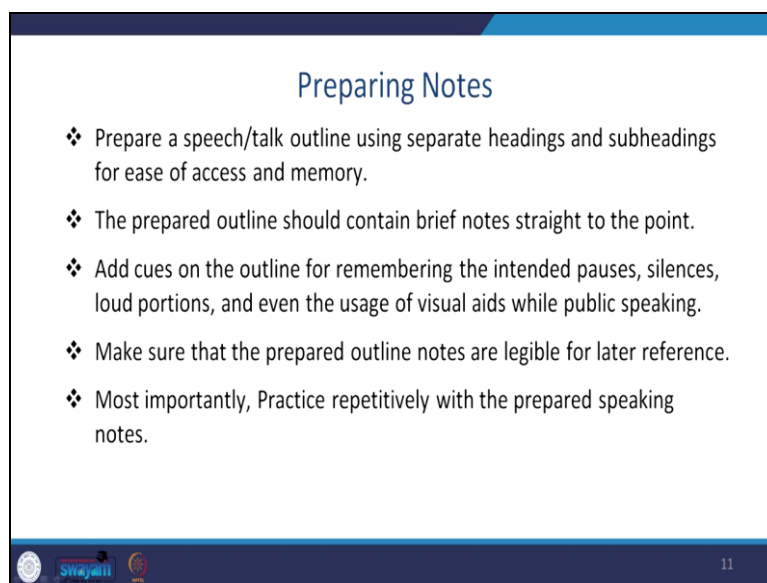
So, have a condensed outline for speaking and that is actually later laid out either if you feel that it is very mandatory for you because you do not remember everything, let you have the opportunity or the facility of bringing cards. Of course, in today's age it may appear to be very redundant, but still there are traditional speakers who bring some cards and with the help of the cards they keep on.

Because they want that their talk or their speech or the presentation might be very systematic. Speaking cards help to make affluent and a timely presentation, my dear friends. And you know through this you can always ensure that your audience members are in sync with you, you are not going to lose the battle rather you have been able are to sustain their interest.

Sometimes many speakers also may bring notes. But then when you are going to bring notes say to it that not everything should be written.

Otherwise, you know non-verbally you will be a failure because the audience members also want to see the speaker who is addressing. So, prepare a speech or a talk using separate headings and subheadings just for your own ease, just for your own help and for your own memory. Because at times your memory can fail the prepared outline should only have brief notes but then they should be straight I mean they should be very much focused concentrated.

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The slide is titled "Preparing Notes" and contains five bullet points. The slide has a blue header and footer. The footer includes the Swayam logo and the number 11.

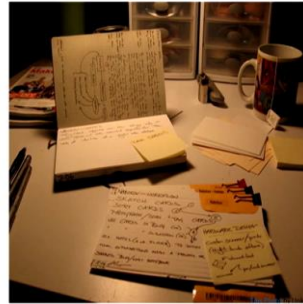
- ❖ Prepare a speech/talk outline using separate headings and subheadings for ease of access and memory.
- ❖ The prepared outline should contain brief notes straight to the point.
- ❖ Add cues on the outline for remembering the intended pauses, silences, loud portions, and even the usage of visual aids while public speaking.
- ❖ Make sure that the prepared outline notes are legible for later reference.
- ❖ Most importantly, Practice repetitively with the prepared speaking notes.

One can also add I have seen many speakers when they prepare their notes, they also see to it that they write pauses where they can pause, where they can bring give a longer pause where they can become aggressive, but then initially you cannot apply all these tactics, please ensure that the prepared outline notes are legible even for your future time reference. And most importantly one has as a public speaker to practice. Or to rehearse, time and again because preparing from your notes where your own eyes are stuck in it, that can actually create a lot of damage to you, as regards your reputation. Cue cards will of course bring but when you bring cards you should also have the care to provide some sign posts we shall discuss about signposts in some other lecture where we are going to talk about the connectives. Fine?

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## Cue-cards for Memory (Signposting)

1. Breakdown your content into parts/ ideas.
2. Identify keywords.
3. Highlight each card (4x6 inch) with the main idea as the title.
4. Number the cards as per the order of the larger content.
5. Print/ write in clear, larger and legible font.
6. Color-codes comes handy to spot necessary cues.



Connectives are very essential, otherwise the entire talk will become very monotonous. The keywords have to be identified, no doubt, but then when you are writing all these things as a public speaker yourself, you ought to know what you have written. Sometimes, so happens that people write and they themselves are not sure about what they have written. So, this can create a sort of damage and this can make you very much embarrassed at the time of it.

Many people often use colour codes I have also been provided a coloured pen where if I have to do something you know I can mark it but then if I am using a note what I will do I will write it in a different colour. So, that I can, my memory also gets coloured, my dear friend. Now when you have done all that you are to support and there are several supporting ways through you can explain ah you can provide statistics if it is related to data.

You can also provide parallels, analogies testimony. I mean you can provide justification as to what you are speaking because a public speaker also has to provide the sort of argument which he had loaded with in his content, otherwise it will appear that it is just a mere concoction and not logically approved, not logically supported. My dear friends, apart from all these as a public speaker you can also have some other things.

But need to know that you are aware of how they can be used they can be objects, they can be posters, graphs, charts, videos clips, and of course, power point is the easiest way one can use. But while using power point presentation or bringing slides one needs to ensure that one knows how many slides one has brought. And if he has brought it, is he really going to explain because at times people write everything, but then they go unexplained and as a speaker your reputation suffers, my dear friend.

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### Organization the Content

- ✓ The whole content could be deconstructed into a collection of main points.
- ✓ The task of a public speaker lies in organizing the procured content from various sources into a curated collection.
- ✓ There are many organizing patterns suggested for organizing content for public speaking.

The diagram shows a central blue circle labeled 'Organizing pattern'. Surrounding it are five smaller blue circles, each connected to the center by a light blue line. The patterns are: Topical Pattern (top), Spatial Pattern (top-right), Problem-Solution Pattern (bottom-right), Cause-Effect Pattern (bottom-left), and Chronological Pattern (left).

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So, when you are going to organize please believe in a pattern and the patterns can be five-fold that means it can be special I mean distance wise it can be logical it can be cause- effect it can be chronological, I mean on the basis of time it can also be problem solution. So, whatever appears to you to be the most appropriate, you go for that because the task of a public speaker lies not only in organizing the content from various sources, but also organizing it very systematically.

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### Monroe's Motivated Sequence for Persuasive Presentations

The flowchart consists of five colored rectangular boxes stacked vertically, connected by downward-pointing arrows. The steps are: Grab attention (orange), Define the need (grey), Satisfy the need (yellow), Visualize the solution (blue), and Call to action (green).

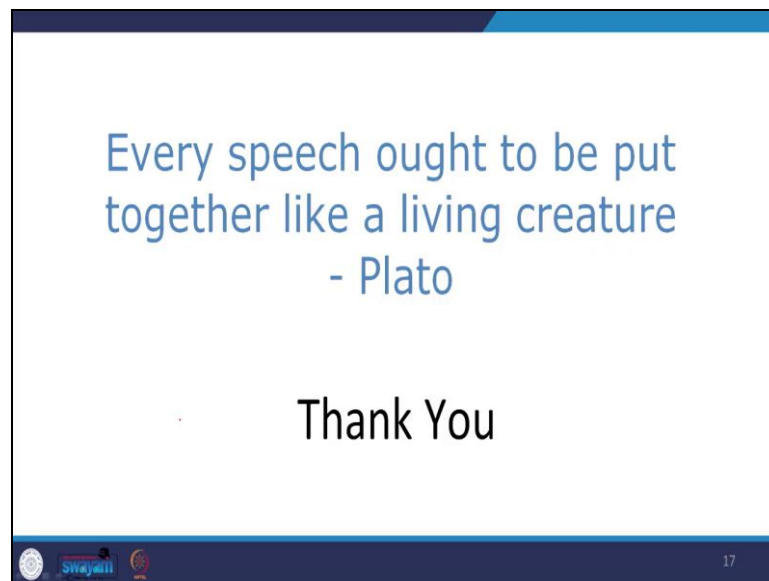
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If you have been able to do that I think there are chances that you will never fail as a public speaker. Because as a public speaker there are certain things which Monroe shows and says that in order to keep your motivational level in the best possible manner a public speaker

should first try to grab the attention. And once you have grabbed, you are going to define the need not only define, but satisfy the need.

Provide visual solutions if any, and then the final one that is call to action. So, if you have been able to do all that, I think you are in a better position to deliver a talk that will bring you laurels from all the corners of your audience members. My dear friends, we have to come to end but in the end is always the beginning.

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And as a public speaker you need to understand that every speech ought to be put together like a living creature who has got life. And nothing can have more life than a speech or a presentation, where the speaker ensures to have a sort of coordination between what he says and what is actually understood by the audience. Because communication for that matter is a two-way process where the speaker and the listener speaker and the audience see and they fight for a cause where both the parties are looking for a solution and the solution lies in satisfying the crowd by providing the content in the most contented manner. With this, we come to the end of this talk. I hope you will next time be able to create your own content and you will make everyone contented and not discontented. Thank you very much. Have a nice day.