



# PUBLIC SPEAKING AND SEMINAR PRESENTATION MADE EASY

*For Tertiary Students, Academics,  
Public Servants, Social Workers and  
Professionals*

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**About the Institute of Communication and Entrepreneurial Development**

The Institute of Communication and Entrepreneurial Development was established to help Nigerian students, undergraduates, graduates and professionals within the country to become capable of communicating effectively in spoken and written English. For instance, it is the observation of the institute that many tertiary students in the country have challenges regarding effective communication, and this situation has limited many of them in their professions and career development. In addition to this assignment, the institute also seeks to build entrepreneurial consciousness in young Nigerian graduates and undergraduates so that they don't just end up as job seekers, they can become job creators. For further information on ICED, you can contact the institute through the authors: Dr. David Imhonopi (08051158226; 08030983526) or Ugochukwu Moses Urim (07040063685) or through their emails: davidimhonopi@yahoo.com and ugochukwuurim@gmail.com.

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**David Imhonopi**  
**Ugochukwu Moses Urim**

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## INTRODUCTION

Effective communication in the modern society has become an important requirement, among others, for career advancement, academic success and for creating personal attraction and charm. This view is shared by Gareis (2006), when she observed that of all the skills employers desire in employees, oral communication skills rank highest. Similarly, survey after survey reports that oral communication skills are considered even more important than writing and math skills, as well as a number of other job-related qualities, such as initiative, technical competence, and organisational abilities (Adler & Towne, 1996; Hagge-Greenberg, 1979; Waner, 1995). This is because employees who can speak well in public can sell their organisations, products and services better and become able ambassadors and/or representatives for their organisations. Oral communication encompasses an interesting kaleidoscope such as conversations, interviews, discussions, debates, and negotiations, among many others. Many of these speech events take place in fairly nonthreatening settings, with interactions occurring either between two people or within small groups. While feelings of communication anxiety do occur in these settings, they are usually infrequent and of minor proportions.

Public speaking is a different matter because the speaker shares his or her views with a larger audience and often experiences apprehension and nervousness before and during the presentation. However, there are times in almost everyone's life when public speaking is required. Such occasions can be as informal and brief as offering a toast at a party, making an announcement, giving eulogies to a well-deserving community leader or as formal and involved as delivering a speech at a graduation ceremony. Many careers are based on and require a certain amount of public speaking. These include teaching, the legal profession, politics, broadcast journalism, business especially at the management levels, marketing, sales, preaching, and others. For workers within these vocations, public speaking forms an integral plank of their daily lives and assignments. Likewise, people in leadership and management positions are routinely asked to share their views or provide guidance in larger settings. But even for those whose careers do not require public speaking, opportunities for speaking in front of diverse audiences abound. There are individual or group presentations in a