

## **THE SIGNIFICANCE OF PUBLIC SPEAKING AS AN ESSENTIAL SKILL**

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### **ABSTRACT**

*Public speaking is a fundamental skill that holds paramount importance in various aspects of personal and professional life. This journal aims to explore the critical role of public speaking skills and its impact on individual growth, career advancement, and societal influence. Through an analysis of existing literature and practical examples, this journal emphasizes the need for cultivating effective public speaking abilities in today's dynamic and interconnected world.*

**Keywords:** *Public speaking, communication skills, confidence, education.*

### **INTRODUCTION**

Public speaking is the art of effectively communicating ideas, thoughts, and information to an audience. It transcends its conventional definition as a mere presentation tool and emerges as a crucial skill that can significantly contribute to an individual's success. In this journal, we delve into the reasons why public speaking is considered an essential skill and its far-reaching implications. Public speaking is not just any ordinary skill that a person has. However, more than that, we can find that public speaking is a stronghold for a person's life. Someone who is able to master good public speaking can influence his career and success too. On the other hand, public speaking gives confidence to speakers and listeners. Therefore, this journal will discuss the importance of communication skills in public speaking.

### **METHOD**

We can find public speaking in places that require communication. In this research, observations were made of nearby objects using various methods that were easy for us to do and we often find. Among them is the ethnographic study method, namely to observe public speaking practices in surrounding contexts, such as at work, in the community, or in daily interactions. Apart from that, this study is also used to participant observation and interviews to gain in-depth insight into the use of public speaking in various situations. Second, the method used is a community survey. This community survey method is a survey conducted to collect data taken from the nearest community or environmental group and specifically to retrieve data about where public speaking is important and used in everyday contexts as well as identifying emerging patterns and trends. The last one is the social media analyst method. This social media analysis method is a method that many people know. Namely by reviewing content on social media platforms to see how public speaking is reflected and how people respond to it. With the combination of these methods, research can provide a comprehensive picture of how public speaking is integrated and applied in everyday life in various situations.

## **RESULTS**

From the results of the research conducted, we can find that public speaking does play an important role in our lives. Therefore, we have summarized several important roles of public speaking that is:

### **1. Personal Development**

Effective public speaking enhances personal development by boosting confidence, improving articulation, and refining interpersonal skills. The ability to express oneself clearly and persuasively not only fosters self-assurance but also establishes a foundation for successful communication in various life situations.

### **2. Professional Advancement**

In the professional realm, public speaking is often a distinguishing factor between success and stagnation. Individuals who can convey ideas convincingly and engage their audience are more likely to ascend the corporate ladder. Whether delivering a sales pitch, presenting a project proposal, or leading a team, adept public speaking skills are integral to effective leadership and career advancement.

### **3. Social Influence**

Public speaking is a powerful tool for influencing and inspiring others. Leaders who can captivate audiences with their words can mobilize communities, galvanize movements, and effect positive change. Through compelling speeches, individuals can shape public opinion, disseminate information, and contribute to the discourse on crucial societal issues.

### **4. Overcoming Public Speaking Anxiety**

Despite its significance, many individuals experience anxiety when faced with public speaking. This section addresses strategies and techniques to overcome this common challenge, emphasizing the importance of practice, preparation, and mindset in building confidence on the stage.

### **5. The Role Of Technology**

In the digital age, technology plays a pivotal role in shaping the landscape of public speaking. This section explores how platforms like virtual presentations, webinars, and online communication tools have transformed the way individuals engage with audiences, highlighting the adaptability required in today's communication landscape.

## **CONCLUSION**

In conclusion, public speaking is not merely a skill but a catalyst for personal and professional growth. Its significance extends beyond traditional notions of presentations, becoming a cornerstone of success in the modern world. Cultivating effective public speaking skills is an investment in one's own development and a contribution to the broader tapestry of effective communication in society. As we navigate the complexities of the 21st century, the ability to articulate ideas with confidence and conviction stands as a testament to the enduring importance of public speaking.

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