**Name: Marwah Sadat**

**ID: 15303**

**Course: communication skills for media**

**Semester: 4th**

**Program: Media studies and mass communication**

 Q1: Does speaking in public fill you with fear and anxiety? Discuss how to overcome this situation?

Answer:

Fear of Public Speaking:

Glossophobia

The term glossophobia derives from the Greek word which means fear or dread.

A person with glossphobia is unable a person to control his fear and has extremely fear of public speaking .such as fear of meeting new people or fear of performing tasks in front of others.

Symptoms

Physical symptoms of glossophobia may include:

﻿

* Sweating
* Increased heart rate
* Dry mouth
* Difficulty breathing
* Nausea
* Headache
* muscle tension
* need to urinate

The fear of public speaking is  Fear of public speaking can prevent you from taking risks to share your ideas, to speak about your work, and to present your solutions to problems that affect many people and as a result, it can affect how much you grow personally and professionally, and how much impact you can have.

 **Here are some tips to overcome your fear of public speaking:**

**1: Be prepared and Organized and Know your material.**

If you are prepared for your speech and your thoughts are organized and have an idea that you are going to deliver I can reduce your fear of public speaking.

This doesn’t mean you should memorize your presentation, but you should know what you want to say and have an outline of the key points. Give special focus to the introduction, because this is when you are likely to be most nervous.

**2:Practice before going to in front of the audience:**

Practice can make you prepare for your speech and as well as you will be more relaxed when you go for your speech because it will be not your first try. With first try people can make a lot of blunders so before going for public speaking do practice your speech make a script for yourself and practice again and again .You should continue practicing until you’re comfortable with what you’re going to say. Then practice more. Your confidence will increase as you realize that you know what you’re going to say.

**3:Read your script in loud voice:**

Before going for a speech read your script in loud voice and practice again and again

**4: Uncertainty:**

There are a lot of things that people are uncertain about, people maybe uncertain that how the ideas will audience perceived, how will be judged or the impression that will make on audience.

The key is not to spend more time in that uncertainty but rather focus the opportunity they have to stand in front of the audience and speak about something they care about.

**5: Do practice in front of the mirror:**

Read your script in front of the mirror and notice your nonverbal communication

Because as much the verbal communication is important the nonverbal is also important, so notice your facial expression , your gestures, your posture, make sure your nonverbal communication is so calm and relaxed.

**6: Videotape your presentation:**

You can note if changes are needed. And you may be pleasantly surprised at how authoritative you look and sound.

**7: know your audience:**

If you know your audience you will be more relaxed that whom you are going to deliver your speech and as well as to prepare your material according to their knowledge and level.

**8: make questions for yourself:**

Jot down a list of questions you might be asked by audience and be prepared to answer them.

**9: Engage your audience:**

plan to involve the audience in your presentation by asking questions with this they may become familiar to you and your anxiety about the large number of audience may reduce.

**10: Do breathing exercises:**

Practice breathing exercises in your daily routine with this your fear of public speaking will be controlled and your voice will be clear. Before going to the stage take a deep breath because when you become stressed or anxious, your brain releases cortisol, the “stress hormone.” By taking deep breaths, your heart rate slows; more oxygen enters our blood stream and ultimately communicates with the brain to relax. Deep breathing also ups your endorphins, the “feel good” chemical.

**10: Focus on you speech not audience:**

Ignore your audience be relaxed and do not be nervous, focus on your material and message that what you are going to deliver.

**11: Easing into Eye contact:**

One of the reasons that a lot of people are nervous because they think people are judging them the people are staring at them when they stand in front of the audience. So what you can do rather than look directly to the eyes of people you are talking to, Making direct eye contact can feel uncomfortable at first. Yet, as you practice it more, it will actually make you less nervous.

12: **Be present:**

 Just because you are physically onstage doesn’t mean you’re all there. Your audience follows what you are thinking and feeling even more than what you are saying and doing which means you have to be fully present to make a real connection.

**13: make slides in PowerPoint**:

Write your all points and make slides for yourself that can be easier for you while delivering your message.

**14: make you vocabulary strong:**

You need to learn a lot of words, build your vocabulary by leaning new words.

**15: do not be nervous:**

Be relaxed and don’t be nervous

**16: avoid talking fast:**

Avoid talking too fast be patient and practice slowing down when you speak, and you will be more calm and relaxed.

**17: be relaxed and forget about fear of public speaking:**

When you become relaxed and let go your stress you will be more comfortable to go and deliver your speech in front of hundred or more people.

Q4: Write a note on Formal Speech?

Answer:

**Formal Speech**:

Formal is a type of speech that is given in serious and professional events.

Formal speech or behavior is very correct and serious rather than relaxed and friendly, and is used especially in official situations.

Such as:

* business meetings
* offices
* hospitals
* courts of
* Laws
* Universities/schools/colleges
* Wedding ceremonies
* Special events
* Dinner parties

**Purpose of Formal Speech:**

The purpose of the formal speech is to inform, to persuade, to entertain the audience about different topics and things.

**Tips for Good Formal Speech Presentation:**

* First of all clear your idea , your purpose that what are you going to do?

To inform your audience? To entertain them? To persuade them?

* After that as you cleared your purpose go and do research on your topic.
* Do your research about your topic from reading different books and visiting different website on the internet as well as use your own knowledge idea and life experiences from the beginning.
* Keep the timing in your mind **because** when you know the time duration of your speech this can figure out the extend that how much material you are going to prepare for your speech. And don’t make it too much long this can make your audience tired.
* Understand your audience because this can help you to make your speech more informative and creative , when you have idea about who you will be addressing to can help you add more information or to make your speech according to their knowledge.as well the language that you will use should be understand by them.
* Always start your speech which something that you are familiar with
* Use human interest stories, people take must interest while listening to such stories.
* Keep your speech organized when you stand in front of the audience, because you must have an idea that from where you are going to start your speech and clear your mind and thoughts about an idea that you want to

deliver in order.

* Always try to write your speech by picking main points do not put a lot of information and ideas into your speech
* Use clear concise and short sentences rather than long and complex words and sentences.
* Always write your speech in a way that you are communicating someone face to face
* Practice your speech multiple times before going to stage because it will be easy for you while delivering, because practice makes perfect.
* While delivering your speech talk to you audience naturally give each of your audience importance keep them engaged with yourself be interactive with them
* Use easy short and clear words while delivering your speech
* To capture your listeners’ attention is to use the words of another person that relate directly to your topic. Maybe you’ve found a really great quotation in one of the articles or books you read while researching your speech. If not, you can also use a number of sources that compile useful quotations from noted individuals.
* Try to stress and pause before and after important words , ideas and sentences while delivering speech
* Deliver your speech in a way and use such sentence that
* Be relaxed and take a deep breath before staring your speech , this can reduce your fear and stress .

Q2: How to organize and support ideas?

When you have idea for a topic to formulate you’ll want to make sure that the idea has enough support. Be aware to select a good topic it must be focused and when deciding on a topic, there are a few things that you will need to do to organize and support idea.

* First of all what you are going to so is clarify your topic and identify your purpose that your topics about what and and what you want your audience to take away from it and as well as choose the topic that interesting and more focused to the audience because as your topic will be informative good and focused people will take more interest in it.
* You need evidence to support what you’re saying. Try examples from history, current events, and your own life.
* You should have supporting material with yourself that to explain your idea and concept of the topic , strong information can make your topic more better. Try to find more information about your topic and do research about what you are going to deliver your presentation or speech.
* After going research about your topic and collecting of information as well as supporting material , you should highlight any three main point for your presentation or speech
* Deliver your idea depending on your topic and by keeping your audience in mind. That to whom you are delivering your speech and about what you are talking. If you are talking about something serious be formal and if your aim is to entertain audience then don’t be too much formal.
* Create an outline for your speech, this can help you to remind main points, it is a best practice for becoming prepare for your speech because sometimes people forget the main idea of the speech or say sentence that don’t even have sense , therefore by using outlines  you write your speech in order, to know which topic to cover in what order.
* **INTODUCTION:**

You introduction is the first impression that you are going to make on people Audiences make judgments about you and your message in the first minute. Start your introduction in a way to impress people to judge you in a positive way. The first major purpose of an introduction is to gain your audience’s attention and make them interested in what you have to say. A good speaker start his/her speech in a way to grab the attention of the audience and to be connected with them.

The second major function of an introduction is to reveal the purpose of your speech to your audience. Have you ever sat through a speech wondering what the basic point was? Have you ever come away after a speech and had no idea what the speaker was talking about? An introduction is important because it forces the speaker to be mindfully aware of explaining the topic of the speech to the audience. If the speaker doesn’t know what her or his topic is and cannot convey that topic to the audience, then we’ve got really big problems!

* **Conclusion:**

Audiences tend to put a lot of emphasis on their first and final impressions of a speaker Because of this, it is very important to finish your speech with something great. One of the best ways to conclude a speech is to tie the conclusion into the introduction. For example, you might begin your speech by telling a suspenseful story that relates to your topic, but save the end of the story for the very end of your speech. Or refer back to the same quotation. Or refer to the joke that you told. Any of these strategies will give your speech a sense of connection and closure, and will leave the audience with a great final impression.

**Q5:** Write a persuasive speech on topic “Stay Home, Stay Safe” in light of current pandemic situation.

**Answer:**

**Persuasive speech:**

Good morning

I am standing here today to talk about something very important.

 Do we miss walking on the roads freely and eating in the steak house sitting around people, or do we miss the long crack jokes and laughs at coffee bar? Yes of course each of us misses badly the old days, the old good corona free days. Each of us is trying really hard to suffer this unprecedented time and none of have any idea about the unforeseen future, but we are desperately waiting for the free tomorrow. If we have to bring back the old times for that we need this pandemic to be ended, which is only possible if we overcome the battle of COVID-19? How can we overcome the battle of COVID-19? To break the chain of transmission, to be least physical interactive, to go less and spend more time at homes. It can only be possible if we limit our exposures, If we all limit our outings and increase our home times. Each war and vast level diseases in each era brought some restrictions and implementations for its solution, same the novel disease corona virus brought, which is to stop interaction, which is possible by staying at homes. The least we will go out for irrelevant shopping and not so important outings, the least we will have chances of getting infected with Corona. To remember the major point that is, this virus is not only contagious to us but in no time, it can transfer from us to our loved ones which is even more worse. This is why governments under all states are commanding to stay at home, because staying at home is the only safe option.

To make it more clear for a second just have an overview, why would a state risk it's economy by shutting down everything? Why would all educational institutions get closed for unknown time? Why would all business endeavors get closed and get to online sale while clearly knowing that online sell would never profit them as much. Still if we don't realize how dangerous and deadly it is, I don't know then what worse is coming our way.

Staying home makes you safe, your family too, you community become safer and this way the country and world will get back to normal life.

Staying at home is sacrifice for the Mobile generation like us, most of us used to have outings to overcome our depression and loneliness, and it's now painful to remain indoors, that's why it's a sacrifice but each disaster needs a sacrifice in the world to get vanish and to begin a new start, and since we can get a new start staying at home sacrifice would not be as big, this is not even a little bit match able to what our grandparents did for this generation, there are a lot what happened in Wars, in Disasters, in deadly contagious times, but still if we got we need to deal with it bravely.

Let's stay at home, let's recall all our good old memories, let's ride a bike, cook for our loved ones, read a good book over with a brewed mug of coffee, create a more good family bonds, lets normalize all those childhood long family gossips on dining table, and crack jokes till midnight and laugh out really hard, If staying at home is the only option we need to find our own good ways to deal with it and survive this. Because after all staying home is staying safe.

**Q3:** Discuss briefly “Media briefing guidelines for media managers”?

**Answer:**

**Media Briefing:**

* a meeting called by an organization, government, etc. to inform  the  press of something
* A media briefing is different than a press conference in that it usually just involved members of a Media Relations Department and members of the media. Media briefings are not normally meant for broadcasting.  In other words, they are usually completely "off the record".  “Off the record” is an understanding between media and sources that direct quotes, source names, or identifying information cannot be provided in any media coverage.  Media briefing are less an opportunity for “news” and more an opportunity to ensure media understand a concept, a ruling, a decision, or a process.  It is an informal setting for members of media and EMB staff to discuss confusing or complicated issues. With detailed briefings, as with other information for the media, invitations should be issued to all media, regardless of political persuasion or ownership.
* It is an event or meeting set by an organization or government where they invite the press to give them briefing about what the event is held about.
* It can also be political conferences, governmental decisions on any. Issues, or opposition parties arranging a conference. Anyone can arrange a conference and invite press to give them details about their purpose of event and so the press can further on circulate it to the public.
* The purpose of the media briefing is to convey information to a vast level of people.

**Example**:

* Meeting of opposition leader, Bilawal Bhutto invites media for briefing and let the country and his party followers know about he wants to talk about.

**OR**

* Doctors association invites media briefing to inform public about the threats and new challenges of corona virus.

**Media briefing guidelines for media managers:**

 **Following are the guidelines for media managers for media briefing.**

* Be on time, to get adjusted on time and get comfortable in the environment.
* Prepare the entire questionnaire a night before the event.
* Check your gadgets properly.
* Meet everyone with good hand so you can find some good sources for future.
* Should have good and quick communication skills.
* Take a pen and page to write important points quickly.
* Be with open ear the entire time to notice and hear everything.
* Be cautious about each thing happening there.
* Be organized so you do not panic on the spot.

**Good Briefings:**

* The following steps make a good Briefing.

**Sourcing experts:**

* One must be enough good in taking out the source in quick time, your news will only be valuable if your news have good source.

**Topic:**

* Make sure about the genre of the event, your news will have value only if it have some interesting topic that can grab attention of the viewers.

**Unreleased News:**

* Do not talk about the news that is not yet released because anything can happen in between and you will get ashamed of what you said earlier.
* **Timing:**
* Time matters a lot be on time, and your brief record should also be on time, and release it on air on time do not get late. Look if the news will get suitable at morning or at noon for views.

**Who attend the event?**

* At briefing when all the journalists are. Invited, have a record of them.

Journalists should know that who attends the event and who are the guest according to this, they can prepare themselves for questions and meeting.

**The end**