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Analytical Appraisal of Major Components of Public Speaking

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Abstract

This paper appraises the key components of public speaking such as organization of the speech, confidence boosters, audience types, non-verbal language, overcoming stage fear, audience engagement approach and paralanguage. The objective of the paper is to demonstrate the impact of key components on public oration. How technical and thematic aspects of public speech can influence the effectiveness of the delivery is the inquiry question in the study. Public speaking is a fundamental communication skill that influences academic, professional, and social success. This paper analytically appraises the major components of public speaking, including content organization, verbal delivery, non-verbal communication, audience engagement, and psychological preparedness. Drawing on theories from Communication Studies and empirical research, the study examines how these components interact to produce effective speech outcomes. The paper adopts a qualitative analytical approach based on existing literature and highlights the importance of integrating cognitive, emotional, and behavioral elements in public speaking. The findings suggest that successful public speaking is not dependent on a single factor but rather on the balanced coordination of multiple components. The study contributes to pedagogy and training by offering insights into improving public speaking competence.

Keywords: Public Speaking, communication skills, non-verbal communication, audience engagement, speech delivery

Introduction

Public speaking is a structured form of communication in which a speaker delivers a message to an audience with a specific purpose. It plays a crucial role in education, leadership, and professional development. Despite its importance, numerous speakers struggle with delivering effective speeches due to lack of training, confidence, or understanding of its core components. Due to the pressure of time, and diverse audience, speakers mostly lose confidence when addressing a specified topic on the stage. This pressure and fear can be reduced and overcome provided that public speakers are well-prepared and consider some points including avoiding their search for perfection and their expectation of the equal audience attention. When the speaker focuses on the audience more than on the topic, she is likely to get nervous on the stage; when the speaker seeks the perfect version of her speech, she may feel pressured. Instead, she must visualize the

success of her speech and take public speech an act of sharing views and perspective on a particular topic with a particular group of audience. Besides, if the speaker has analyzed the audience in terms of demography, psychology and need, she can manage to address any topic and, on any occasion tactfully well.

This research paper provides an analytical appraisal of the major components of public speaking. It aims to explore how different elements content, confidence, body language, paralanguage, organization, audience analysis, delivery, audience interaction, and psychological readiness contribute to overall effectiveness of the speech in mass. Public speaking pervades in almost every profession wherein the leader of the organization or the leading figures of teams address copartners and coworkers. The role of public speaking in students' lives demands practice and learning. Speakers need to have both competence and confidence for better and more effective communication with the public. In politics, business and in education, the need public speaking is paramount. The study embodies interpretive and analytical approaches to examine basic components of public speaking.

Objectives

The main objective of this study is to assess the impact of diverse elements including verbal, non-verbal and paralanguages in public speaking. To achieve the objective set so far, the analytical and thematic appraisal is accomplished.

Literature Review

Since public speaking encompasses a wide scope in academia, business, and politics, a considerable range of studies are reviewed to specify the gap for the concurrent study. According to Stephen E. Lucas (2015), public speaking is a process of making a speech to a live audience in a structured and deliberate manner. It involves both verbal and non-verbal communication strategies. Hence, Lucas' limited reading of the public speaking has not covered the key components of public speaking. The Shannon-Weaver Model of Communication highlights the importance of sender, message, channel, and receiver. In public speaking, effectiveness depends on minimizing noise and ensuring clarity. Similarly, Aristotle has identified three persuasive appeals: ethos (credibility), pathos (emotion), and logos (logic) required for the composition of a persuasive speech which is either delivered or limited to the writing version. These remain foundational in analyzing public speaking effectiveness.

Studies demonstrate that public speaking anxiety, often termed glossophobia, negatively affects performance. Psychological preparedness is therefore a critical component. The existing literature implies that without addressing psychological aspects of the public speakers, content and information on the proposed topic for public oration cannot be sufficient. Both confidence and commitment can keep the public speaker intact with speaking skills.

Nisrina Mutia Oktavira and Dian Rahma Santoso (2025) have highlighted confidence required in public speaking. Public speaking helps students develop self-confidence, which

is indispensable; public speaking is not something that can be delivered by memorizing the content. Instead, it is about expressing ideas clearly and meaningfully with proper articulation, eye contact, and spontaneity. Confident speakers can convey messages more effectively, engage with their audience, and demonstrate improved fluency and creativity. Even on formal occasions, the confident speakers can draw the undivided attention of the audience. Besides, they can manage stage fear and can communicate their message effectively and competently. Although all individuals have the competence to speak in mass, the prepared and confident ones can manage the stage fear and can perform better than those who are less mindful of how to overcome fear, the status of the audience, and knowledge of the audience engagement techniques.

Oktavira and Santoso (2025) reemphasizes on a psychological aspect—self-reliance that means the speaker's belief in her competence to accomplish the act of speaking with a wider audience. The ability to speak includes her passion to interact with the public despite her personal shortcomings including imperfections, mistakes, and setbacks. Such dark aspects, which are often experienced in public speaking, cannot overwhelm the speaker. The more self-confident students promptly undertake the responsibility of learning techniques and strategies for better and more effective communication. Provided that the speakers are confident, they set clear goals, manage anxiety, and stay positive in building relationships with people around including their audience. As a result, their speech becomes motivating, engaging and satisfying.

Recep Bilgin (2022, p. 38) has focused on the linguistic proficiency essential in public speaking. Provided that the speaker commands the language of delivery, the performance tends to be effective and engaging. Without the command of language, she cannot become an effective public speaker. The linguistic competence reflects her cognitive dimension. Besides, psychological dimension matters including self-confidence, which is a basic factor. This psychological aspect is influenced by the speaker's anxieties, shyness, lack of self-confidence and discomfort.

Bilgin (2022, p. 39) has asserted that logical presentation is essential. However, it is not always possible. Word diction, paralinguistic properties including volume, pitch, stress, tone and nonverbal language influence the public speaking. How the speaker is dressed, and how she stands and has eye contact with the audiences play a significant role in public speaking, the attitude of the speaker and her emotions including excitement and passion influence the entire act of public presentation. Bilgin has stated:

When you do not care about the comprehension level of the listener, it means you will not convey your message effectively because, together with your skills to exhibit, the other party's perceptions and level of comprehension are crucial. Their cultural values and judgments also have the effect of contributing a different dimension to your message. (p. 39)

The public speaker needs to consider the listener's culture and socialization as these things influence how she receives and responds to the message conveyed so far. Xiaojian Zheng et

al (2025) emphasized on competence and confidence of the speaker. These two skills crucially affect the act of searching self-efficacy and career management. The ability to speak and self-reliance are critical skills for the professionals that boost public communication and engagement required in the career journey. Individuals can manage their classroom with the ability to communicate. Besides, the classroom environment can be fostered, and performance of students can be assessed effectively. Hence, the integration of information and communication can foster the learning process in the sense the classroom teaching and learning can become more interactive and approachable provided that communication gets easier.

García-Monge et al. (2023) have focused on the need of public speaking in academic and professional domains as it can prove the means of success. Professionals and academics with commendable communication skills can have more leverage in university system and leadership positions in their career journeys than those who lack communication skills. When business houses hire employees, they prioritize communication skills of the candidates. Nevertheless, most of the people fear public speaking as Public Speaking Anxiety (PSA) pervades in society and thus directly affects professionals and academics.

Yuslaili Ningsih et al (2023) have labeled speaking ability as the success for English as Foreign Language (EFL) student's communication competence. The EFL skill of speaking in the target language is recognized by an individual's capability for oral communication utilizing that language. Speaking is the key skill in language learning; it's not just about studying, but practicing it is the most crucial aspect too. Communicating with others doesn't imply using a language devoid of significance but also involves conveying a message to the audience. Engaging with others can be viewed as a method of exchanging information. Effective oral communication is a crucial speaking ability to convey the message clearly so that it can be comprehended by the listener. The speaker achieves effective oral communication when the listener can understand the conveyed message in the speech. It must possess the ability to deliver effective spoken communication. Communication encompasses more than just words; it includes symbols and verbal gestures, as symbolic actions extend beyond mere spoken expressions (p. 82).

According to Jiewen et al. (2016), stress reactivity is a multifaceted phenomenon that encompasses various response systems such as cognitive, emotional, physiological, and behavioral reactions. Their study shows that performance tasks driven by motivation, featuring social-evaluative threats and uncontrollable factors that provoke strong and consistent psychological and biological stress reactions.

Additionally, the scholars focus on body language that offers signals that can aid in comprehending stress reactions. They identify physical expressions of emotion. Their research, they have sought to apply integrated approaches to analyze psychological, physiological, and behavioral reactions to a laboratory-created psychosocial stressor. This comprehensive method allows for a deeper insight into human feelings in scenarios that provoke psychosocial stress. They believe that performance in public speaking is affected

by personal variations concerning personality, evaluations, and coping mechanisms, with possible effects observable in emotional experiences, physiological responses, and behavioral results.

Urinova Urazgul (2025) have shown the connection between public speaking and teacher educators who need speaking competence for better performance in the classroom setting. In her view, teacher educators need to prepare student teachers to express ideas clearly, oversee classrooms convincingly, and convey confidence in both academic and professional environments. Despite its importance, public speaking is often insufficiently covered in many EFL teacher training programs, usually overshadowed by grammar, reading, and writing aspects.

Digital platforms, vocal analysis tools, and AI-based feedback systems offer opportunities for rehearsal and self-assessment. On the other hand, certain teacher candidates do not possess the necessary computer skills to effectively use these resources. This suggests that teacher education programs need to include not only the teaching of speaking skills but also the integration of digital competency development. Integrating paralinguistic training through workshops, practice labs, and peer review meetings allows programs to better prepare future educators for the challenges of classroom dialogue and professional discussions according to Urazgul (2025).

Methods and Materials

This study adopts a qualitative analytical approach, relying on secondary data from books, journal articles, and communication theories. The thematic analysis of major components reveals critical insights that inform our understanding of the subject matter. By conducting a comparative evaluation of theoretical perspectives, the research focuses on strengths and limitations inherent in each approach to enrich the analysis. Furthermore, synthesizing the findings into a cohesive conceptual framework allows research to integrate diverse insights and provides a structured means of interpreting the complexities involved. This analytical process not only enhances comprehensibility but also lays the groundwork for future research and practical applications. The research paper uses personal and professional experiences as the source of primary information logically backed up with the secondary source information. The research comprises of the latest literature on public speaking and its components. To address the gap, the research uses empirical information based on the researcher's personal engagement in the professional journey as a managerial communication expert.

Major Components of Public Speaking

1. Message

Message refers to the intended information the public speaker transmits to the audience at large. The public speaker needs to express intent clearly and comprehensively for effective communication between her and the audience. In public speaking, where both the public speaker and audience emerge as human components, the message that facilitates communication between them and what the speaker genuinely intends to express is the message. The message's content is more than just the expression of words. It is inherently very abundant as it includes additional components. Attitudes, actions, and non-verbal signals serve as complementary components alongside words. Moreover, a successful delivery by the public speaker, including his expertise, emotions, attitude toward the topic, and the way she communicates the message to the intended audience, is crucial. Consequently, the message's content can be further enhanced. The integration of these elements leads to the emergence of the message along with all its facets. The content of the message must be presented in a manner that the recipient can comprehend mentally. Emotionally, the message ought to be conveyed with the appropriate mindset. The clarity of the message is crucial since the listener usually interprets it from their viewpoint, irrespective of the speaker's intention. Consequently, the speaker ought to concentrate on the understanding of the other party, instead of what he/she wishes to express in the message he/she communicates. As a result, the public orator must convert it into a format that the audience can comprehend most easily and, if needed, enhance the material with visual aids as well.

2. Organization

The organization of a speech is crucial for its effectiveness, as it typically comprises three main components: introduction, body, and conclusion. Each of these sections must exhibit clarity and coherence, ensuring that ideas are presented in a logical flow that facilitates understanding. A well-structured speech not only captures the audience's attention from the outset but also maintains their engagement throughout by presenting comprehensive information that builds on previous points. Ultimately, the organization of the speech plays a significant role in conveying the intended message and persuading the audience. A well-organized speech enhances audience understanding and retention. There are generally five ways to organize public speech. The first is chronological. The information based on the date in a sequence is delivered by the speaker. The second is the cause and the effect approach. The speaker starts the speech with effects and then reveals the relevant causes of those effects. The third is the problem and solution paradigm. Hence, the speaker begins the speech with a very burning problem shared with the audience and then presents alternative solutions. The fourth approach is topical. The speaker commences the presentation with a broad topic and then gradually elaborates it by dissecting its subtopics. The final is the compare-contrast method. By comparing and contrasting variables of the speech topic, the public speaker manages to demonstrate merits and demerits of the different variables. The

message should be conveyed clearly to the audiences whatever the approach is implemented in organizing the speech by the speaker.

3. Verbal Delivery

When delivering messages verbally, the speakers need to consider paralinguistic properties such as volume, emphasis, voice, accent, tone, pitch, pace, and articulation as they shape effective communication. Volume refers to the loudness of speech, which can enhance or diminish the impact of a message. High volume is required for exciting the audiences and low volume is used when something unpleasant is shared with them. Emphasis involves highlighting specific words or phrases to draw attention and convey importance. The voice itself carries unique characteristics, such as accent, which can signify cultural or regional backgrounds of the speaker. Tone reflects the speaker's attitude toward the subject. Speakers may sound aggressive and sometimes humorous in accordance with the need of audiences' mood and topic of the speech. Pitch refers to the highness or lowness of the voice, contributing to emotional expression. Pace, or the speed at which one speaks, can affect comprehension and engagement, while articulation ensures clarity and precision in delivering the message. Together, these components form a complex interplay that influences how information is perceived and understood. Effective speakers use variation in voice to maintain audience interest and emphasize key points. To maintain appropriate paralinguistic properties in accordance with the nature of the topic, the speaker must rehearse and train oneself.

4. Non-Verbal Communication

Non-verbal cues play a crucial role in communication, as they encompass a wide array of factors including eye contact, facial expressions, and body movements. Eye contact can convey confidence or aggression, while a simple smile can indicate happiness and approachability. Body positionality and movement, along with gestures, further enhance the message being conveyed. The use of space, including intimate, personal, social, and public spaces, reflects the nature of the relationship between individuals and can signal comfort or discomfort. Posture also serves as a non-verbal indicator of one's emotional state, with slouched shoulders often suggesting sadness or stress, while an upright posture can signify confidence or cunningness. The tone of voice, although verbal, can intertwine with these non-verbal elements to amplify emotions such as aggression or happiness, underscoring the complexity and importance of non-verbal communication in human interaction. Non-verbal communication often conveys more meaning than words, reinforcing or contradicting verbal messages.

5. Audience Engagement

To engage audiences effectively, the speaker must analyze the audience in terms of demographic details, psychological status, and audience types. Knowledge of the audience fosters speaker's both competence and confidence. Effective audience engagement is crucial for capturing attention and maintaining interest throughout a presentation or discussion. It is

essential to recognize the diverse types of audiences, including prisoners, vacationers, graduates, and students, as well as the varying levels of interest they may exhibit, ranging from engaged participants to bored individuals. To foster a more interactive environment, presenters can employ strategies such as humor, storytelling, and the incorporation of jokes, which can significantly enhance relatability and connection. Additionally, facilitating a question and answers session can further encourage interaction, allowing the audience to feel more involved and invested in the content being presented. By understanding the dynamics of audience types and employing engaging techniques, presenters can create a more impactful and memorable experience.

6. Psychological Preparedness

Emotional intelligence plays a crucial role in effective communication, allowing individuals to connect with their audience on a deeper level. Coupled with self-reliance, it fosters a sense of confidence that is essential for successful public speaking. Positive affirmation serves as a powerful tool to reinforce one's self-belief, while speech clarity ensures that the message is delivered effectively. Additionally, memory recall is vital for retaining key points, enabling speakers to engage with their audience without relying heavily on notes. Impressive and memorable body language further enhances delivery, capturing attention and reinforcing the spoken message. Fearlessness in front of an audience is critical, as it allows speakers to express themselves authentically. Finally, the visualization of success in public speaking can significantly impact performance, as it prepares the mind to navigate challenges and embrace opportunities for connection and influence. Preparation, practice, and positive attitude towards topic and audiences can help mitigate stage fear. Confidence plays a significant role in public speech. No speakers can excel in public oration if she lacks confidence despite having a lot of competence. Low confidence works as a psychological barrier to public speech.

Discussions

The study shows that the effectiveness of public speaking relies on the combination of various elements instead of singular skills. The basics of public speaking are verbal, nonverbal and paralinguistic aspects since the speaker are expected to excel in all these categories for an effective speech delivery. For instance, powerful content becomes less effective if the presentation is lacking, whereas superb delivery cannot make up for a flawed structure. The research emphasizes the significance of modifying speech techniques according to the traits of the audience and the situation. In educational environments, especially in metropolitan areas across the globe, there is an increasing demand to integrate public speaking instruction into programs to improve students' communication skills. The onset of certain emotional issues involves factors that jeopardize public speaking. The primary causes of the deterioration of public speech include:

Monotony: A dull speech is a factor that spoils audiences' engagement. The listeners expect high of the public speaker. They seek to get mesmerized with the speech. To meet the expectations of the audience, the speaker must deliver a vibrant and pleasant speech that can

draw even undivided attention. The path to monotony involves choosing and organizing the topic, along with failing to engage the audience during the speech, leading to a drop in their motivation. Furthermore, the speaker's failure to modulate their tone of voice appropriately and their lack of body language are significant elements. An essential reason that contributes to monotony is when a speech exceeds the audience's comprehension. In this situation, the intended message is not sent accurately, which leads to a loss of time. Thus, during any public speaking occasion, it is indispensable to take steps to eliminate dullness and lethargy.

Anxiety: Anxiety is the byproduct of over- thinking about the topic and the audience's judgments. Some speakers get engulfed in meditating about the subject matter, i.e. what to speak and how to speak. Considering public speaking as something extraordinary before starting the speech makes the speaker anxious. The speaker's stress and feelings of unease diminish the impact of the presentation. A person who cannot emotionally manage this issue is not suited for public speaking.

Overvaluation: Overjudgment decreases the speaker's confidence. Rather it discourages her from speaking before the audiences are supposed to know more than the speaker does. The speaker's valuation of the audience does not only uncover the divergence from the speech content in various directions, but it also acts as an emotionally binding factor for the speaker, which ultimately forces them to feel less significant before the audience. Thus, it is a significant aspect that makes the speaker feel concerned. To foster confidence, the speaker must stop doubting oneself. Instead, she should consider the limitations of the audience in terms of knowledge about the topic on that specific occasion. Seeking the perfect version of oneself as a speaker can never allow anyone to become a public speaker.

Underestimating: The speaker must not underrate the audience. Instead, she should consider them as the copartners in the communication process. Behaving friendly, the audience with dignity can help the speaker to excel in the delivery. Although the speaker is authority, she must collaborate with the audiences for healthy public dialogues. The speaker's controlling conduct towards the audience can negatively impact the audiences right away and make the speech unworthy of their attention.

Conclusion

The paper has highlighted the significance of public speaking and its components required for effective delivery. Public speaking is a comprehensive skill that needs a blend of confidence and competence, as well as effective stress and fear management strategies, particularly when addressing stage fear. The speaker's verbal language and vocal quality significantly influence audience perception, necessitating attention to factors such as dress and overall appearance. Understanding the audience through analysis is crucial, as it aids in the organization of speech and fosters audience engagement. Besides, recognizing and overcoming communication barriers whether physical or psychological is essential for effective delivery. Body language, including gestures and posture, plays a vital role in reinforcing the message, while paralinguistic elements such as tone, volume, pitch, and pace contribute to the overall impact of the presentation. By mastering these elements, speakers

can enhance their effectiveness and connect more deeply with their audience. This analytical paper has appraised key elements of public speaking, highlighting its significance in the communication process.

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