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**AUSTRALIAN ARMY**

**TRAINING INFORMATION  
BULLETIN**

**NUMBER 48**

**A GUIDE TO SPEAKING IN PUBLIC**

**OCTOBER 1980**

# AUSTRALIAN ARMY

## TRAINING INFORMATION BULLETIN

Number 47

### A GUIDE TO SPEAKING IN PUBLIC

OCTOBER 1980

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Headquarters Training Command  
17 October 1980

Issued by command of the Chief of the General Staff



(B.A. McDONALD)  
Major General  
General Officer Commanding

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### Australian Army Training Information Bulletin Number 48

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#### AMENDMENT CERTIFICATE

1. Proposals for amendments or additions to the text of this pamphlet should be made through normal channels to the sponsor. To facilitate this, there are amendment proposal forms at the back of this publication.
2. It is certified that the amendments promulgated in the under-mentioned amendment lists have been made in this pamphlet.

<i>Amendment List</i>		<i>Amended By (Printed Name and Initials)</i>	<i>Date of Amending</i>
<i>Number</i>	<i>Date</i>		
1.			
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1. For issue through Department of Defence (Army Office) (DGCO)
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## PREFACE

1. This issue of Training Information Bulletins (TIB) deals with the development of particular communication skills. All officers, warrant officers and non-commissioned officers are given formal training designed to develop their oral and visual communication skills in instructional situations, for the prime purpose of imparting knowledge to others. Little formal training is given in the similar but subtly different skills needed to effectively inform, explain and persuade.
2. 'On duty' speaking for these purposes is usually confined to briefing military audiences and speaking to civilian audiences as a representative of the Army. The TIB in this issue are designed to provide guidance on how to express ideas clearly, completely and convincingly in either circumstance.
3. Credit is given to the Canadian National Defence Headquarters; the Presentations Division, Headquarters, Far East Air Forces, United States Air Force; and the United States Army Armor School for the basic manuscripts from which these TIB were developed. Both TIB are unclassified and contain no copyright material.

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Contribution to TIB is encouraged. Any article that discusses training skills, methods, techniques, trends, developments or other relevant training information will be considered for publication if sent to Headquarters Training Command.

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TRAINING INFORMATION BULLETIN

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A GUIDE TO SPEAKING IN PUBLIC



## A GUIDE TO SPEAKING IN PUBLIC

- References:   A.   TIB 47, A Guide to Briefing  
                   B.   DI(G) ADMIN 08-1

### Introduction

1.     On occasions you may have the opportunity to represent the Army in making public speeches. It may involve an appearance before a luncheon club, an ANZAC Day function, the local Chamber of Commerce. A church group or a Parents and Teachers Association of a school near where you are stationed. There are a few basic differences in the public speech that distinguish it from the military briefing as covered in TIB 47. Keep the following points in mind.

### Points to Watch

2.     The audience will not understand technical language or jargon. Your normal speech is filled with words that will be Greek to civilian listeners. What purpose will acronyms serve in your speech if they haven't the vaguest idea as to what the letters mean? Prepare your talk and rehearse carefully to eliminate professional language.





3. In giving a military briefing; your appointment or posting is often sufficient to establish your qualifications to speak upon a subject. In speaking before a public audience you will ordinarily be introduced by the presiding officer or programme chairman. His introduction will serve to establish your qualifications. Talk the introduction over with him if at all possible. He will not be averse to your suggestions as to what he is to say. If this has not been possible you may find it advisable to begin your talk with something the chairman has said in introducing you. "Mr Robertson has mentioned that I am presently assigned to the Army's Directorate of Personnel Support. Because it is related to my topic for this evening, I would like to explain the functions of that office."

4. Contrary to popular belief, the civilian audience is not convinced that a speech must begin with a joke. Certainly the injection of humor is occasionally desirable. If you are tempted to begin with a joke, keep two undesirable possibilities in mind. If the story "goes over" you will have to wait for the laughter to subside, and even then the audience may expect you to continue to be funny. If the joke falls flat you will probably gain sympathy rather than the attention of hearers. If you open with a story, be certain that it is brief, timely, related to your topic and in good taste!



5. TIB 47 cautions you frequently about the need for brevity in the briefing speech. Similar limitations, although perhaps not so drastic, should be kept in mind for the public speech. The bush parson is said to have observed that there weren't any souls saved after the first twenty minutes of a sermon. Twenty minutes of speaking in public speaking is a good target. However, suppose that the invitation to speak suggests that you talk for an hour. Examine your subject, determine how long you can be intensely

interesting and cut five minutes off that, then inform the chairman how long you will be able to speak.

6. The civilian audience will not have the common bond of a single professional interest that is characteristic of military audiences. Your audience in public speaking may range from unskilled labourers to business managers and public officials. There may be a wide range in ages. Learn in advance the nature of your audience and design your speech to reach all of them.

7. The physical facilities of the place where you are to speak are probably the responsibility of the programme chairman or the appropriate committee member. But you are the individual who has to speak. Arrive early and check them out! If there is a public address system try it out! If there isn't, establish your required voice level. Remember the times you've been trapped by an inaudible speaker, or had your ear drums blasted.

8. The speaking situation will determine whether civilian clothes or uniform is desirable. Remember, if you are introduced by your military rank, or if allusion is made to your service connections, you represent the Australian Army. Careful attention to your personal appearance cannot be over emphasized.

### **Introducing and Thanking a Speaker**

9. An equally important, but often "botched" form of speech which you may be called upon to give is that of introducing or thanking a guest speaker. Annex A provides you with a comprehensive guide to performing this duty in a manner which will reflect credit on both you and the Army. This guide is equally suitable for giving such speeches in either a military or a civilian environment.



**Conclusion**

10. Apart from the points to watch described in [Paragraphs 2 to 8](#) above, the preparation and presentation of your public speeches can follow the guidelines given in Reference A. Remember, before embarking on a public speech you must consult Reference B which provides the Army's guidelines on public comment by serving personnel. These guidelines must be followed in public speaking.

Annex:            [A. Introducing and Thanking a Guest Speaker](#)

## INTRODUCING AND THANKING A GUEST SPEAKER

### Introducing a Speaker

1. **The Task.** The introduction of a guest speaker to an audience should be a specially tailored work of art that is suited to the purposes of:

- a. asking the speaker and the audience feel comfortable in the presence of each other, and
- b. putting the audience in the right frame of mind to receive the speaker's message.

2. **The Technique.** One method which is generally successful is expressed in terms of the "W-SI-SI" formula. This is interpreted as follows:

- a. **W. Welcome** the speaker on behalf of the audience. Be brief.
- b. **S. Subject** State the subject. Be brief.
- c. **I. Importance** Explain the relevancy of the speaker's subject to the audience. Be brief.
- d. **S. Speaker.** Describe the speaker, his qualifications and any other points about him that are of special interest to the members of the audience. Be brief.
- e. **I. Invite** the speaker to address the audience.

3. **Some Rules:**

- a. **Rule 1.** Make your speech of introduction brief. It should take up a maximum of 60 seconds and a minimum of 30 seconds.
- b. **Rule 2.** Give facts about the speaker, not vague, meaningless generalities. Don't say he is "A well-known speaker", that "he has spoken to large and appreciative audiences", that "he is well-qualified to talk on this subject". Such phrases are dull, trite and unconvincing. Give facts which prove he is equipped to speak on his subject. What has the speaker done? What has he written? What position does he hold? Why is he qualified to talk on this subject? If he is a VIP, study his entry in "Who's Who" beforehand.

- c. **Rule 3.** Announce the speaker's name (and title) clearly. Give it so clearly (and correctly) that it cannot be misunderstood.
- d. **Rule 4.** Don't try to show off. Don't try to impress the audience with your own speaking ability or your importance. The "bigger" the speaker, the smaller should be the introduction!
- e. **Rule 5.** Restrain the impulse to look at the speaker when you announce his name. Continue looking at the audience when you say, "I introduce Mr Blank".
- f. **Rule 6.** After you have announced the speaker's name, turn to him, bow your head slightly, and say in a conventional tone, "Mr Blank". Then leave the platform immediately.

### Thanking a Speaker

4. **The Task.** The task of thanking a guest speaker involves saying a few words that fairly represent the audience's feelings and, at the same time, compliment the speaker.

5. **Some Rules:**

- a. **Rule 1.** Be natural and say only what you really mean. Avoid flattery, pedantry and self-conscious attempts to create a notable impression yourself.
- b. **Rule 2.** Avoid giving the impression that you are trying to take over from the speaker and give another speech. Therefore, don't comment on the actual matter of the speech, but concentrate on its qualities, its wealth of information, the evidence of special preparation, expenditure of time and trouble etc.
- c. **Rule 3.** Try to make some comments directly referring to the speech, eg "As you reminded us, sir, when you said..." etc.
- d. **Rule 4.** Be brief.