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BASICS OF PUBLIC SPEAKING

ОСНОВЕ ЈАВНОГ НАСТУПА

Nataša Novaković
Business School of Applied Studies, Blace

Boris Teodosijević
Successful Club, Subotica, Serbia

Abstract: *Basics of public speaking is a work in which we emphasize the importance of mastering the techniques of public speaking and oratory skills, in order for that knowledge to serve each individual as a key tool for easier achievement of all objectives of business and personal communication. We explain and define the very concept of public speaking and its qualities and give an answer to the crucial question of who actually needs those oratory skills. Also, we turn to the basic divisions and types of speech, their main features and differences, as well as a very important segment of oratory which is improvised, or spontaneous speech.*
Key words: *public speaking, types of speech, impromptu speech*

Резиме: *Основе јавног наступа је рад у којем се наглашава важност овладавања техникама јавног наступа и вештином говорништва, како би то знање сваком појединцу служило као кључни алат за лакше постизање свих циљева пословне и приватне комуникације. Објашњавамо и дефинишемо сам појам јавног наступа и његове одлике, те дајемо одговор на кључно питање коме је све вештина говорништва заправо потребна. Такође, у раду се осврћемо и на основне поделе и врсте говора, њихове главне одлике и разлике, те на веома важан сегмент говорништва, а то је импровизовани, односно спонтани говор.*
Кључне речи: *јавни наступ, врсте говора, импровизовани говор*

1. INTRODUCTION TO PUBLIC SPEAKING

Here we do not deal with the history of public speaking, Ancient Greece, Plato and Aristotle, least of all the Sophists, but the aim is to bring you closer to public appearance and public speaking skills as they are woven throughout all spheres of work and life, indispensable to anyone who has contact with other people. So, if you haven't decided to live on a deserted island, which are very few left, or have taken a vow of silence, which would not be very helpful because people can perform in public without any spoken word, we encourage you to join us in this journey through the secrets of public speaking and oratory, and slowly but surely master this essential skill.

Unfortunately, it must be noted that at the present time, although perhaps not that it was any different in other times, almost all generations are growing up in an environment where they do not actively get in contact with teachings of public speaking and what it might mean, what the art of rhetoric is for and why it should be studied. Realistically, it can't be expected that young people growing up with the knowledge and skills of public speaking and rhetoric, because it is a very small percentage of parents than can actively teach these skills to their children. On the other hand, even the school system, through primary and secondary schools, including colleges, except certain majors, does not mention, much less teaches those skills.

Therefore, we are faced with the fact that many businesses fail and many goals are not achieved, especially in international business relations and diplomacy. Our public discourse look like "reality show". There is general illiteracy in society and cacophony of various "slangs" to the level of glorifying vulgarity and disrespect of every civilised and moderate mutual addressing.

One of the ways that this situation can change for the better, at least in this one visible segment of public speaking, is to learn at least some basic rules and skills of oratory and beautiful civilised dealing with our environment and, in general, to learn to communicate better. Whilst the most important moment of communication is transfer of information, which should be reliable, verified, controlled, but also dynamic and subject to change (Marković 2000. p. 13)

Well, in order to come up with an answer how to successfully master the techniques of public speaking, it is first necessary to answer the following two questions:

2. WHAT IS PUBLIC SPEAKING?

A century ago, in his book „Handbook of Public Speaking“,John Dolman noted that public speaking is significantly different from theater performances - that „ is not conventionalised imitation of life, but life itself, a natural function of life, a real human being in a real communication with neighbors, and the best is when it is the most realistic“ (Dolman 1922.).

Some official definition of public speaking would be: *"Public speaking (sometimes termed oratory or oration) is the process or act of performing a presentation (a speech) focused around an individual directly speaking to a live audience in a structured, deliberate manner in order to inform, influence, or entertain them. Public speaking is commonly understood as the formal, face-to-face talking of a single person to a group of listeners. It is closely allied to "presenting", although the latter is more often associated with commercial activity. Most of the time, public speaking is to persuade the audience.".*

When one reads this definition, it seems as if the public appearance is a simple activity, where it is only necessary to tell something to someone, to speak it and thus we finished our job and fulfill the task. Well, the thing is that in practice it is quite different and connected with a lot of different factors to be taken into account when one gives a speech.

In the mentioning of the term "public speaking," to most people the first association is: speaker > wenue > stage > microphone > large audience. Most people think of public speaking as a speech in front of a large set, holding rallies, political speeches, lectures oaт large business conferences and the like. We less think of TV guest appearance, lecture at the university, perhaps a musical performance and the like. In fact, far from it that public speaking includes only those conditions (Teodosijevic, 2016).

Therefore, let's think a little more about this concept, through some practical examples and questions.

Is public speaking exclusively talking before a large crowd of people or to a group of people? When we look at it in a different way, if you perform before a large group of people, whether it be in business, private or in any other capacity, of course it can be considered a public speach, because you transmit a specific message to this large group of people.

Is public speaking when you talk to the board of your company? It certainly is. This group of people, this board of directors may be smaller or larger, may consist of three people, may be 30 people but it's still a group. And still you're

talking to a group, you bring some information and you are in the focus of attention of this group of people. So, you're doing a public speach.

Now, let's see this. What if you speak only to your director, with a couple of other people present in the office? Or if you go to a job interview, and speak in front of your future employer, with whom there may still be one or two participants in the commission. Is that public speaking too? Of course it is. In this case too public speaking is what do you do in front of certain people, whether it is a larger or smaller group.

As an extreme case, let's see whether it is considered public speaking when you have your speech in front of just one person? This person can be anyone. For example, it can be your business partner, can be your client, your employer, director, employee, or any other person in your business environment. All this is a public performance / a public speaking.

On the other hand, not only is the public performance when you go to talk in front of people that have some business significance to you. What happens when you go to the coffee shop and want to talk to a guy or a girl, you want to appeal to that person? Can that be considered a public performance? Of course it can.

If we move this discussion fully into the private, then we can ask the question whether it is a public appearance when you talk in an environment, group of your friends? Unlike all previous cases, it may, but doesn't have to belong in a public performance. If it is a larger group, usually the speech is considered a public performance and for one simple reason - we all, in a group of people who surround us, wish in some way to position ourselves. We want to put our self at a certain place, a certain level within this social group. Whether we want to be the leader of the group, a follower of the group, someone who is always asked for an opinion and whose opinion is valued and the like. Simply we want to present ourselves in a certain way, and therefore, even in a group of friends we do public speaking.

When our talks, and discussions with our listeners are not a public performance? Only in case when we talk with someone very close to us. Or with someone who is our friend and with whom we do not want to achieve any effect, we do not want to achieve some specific goal of our performance, our speech. We do not want to persuade this friend to do something for himself or for us. We do not want to sell him anything. We do not want to achieve anything except the normal private conversation. Only in this case, such talk does not belong in a public performance arena. Therefore, only when we, speaking to someone, do not intend to present ourselves in a certain light, nor we have the intention to achieve a goal, we have no intention of

leading that person or those people in some direction, we do not want them to do anything, only then it is not a public performance. But that usually happens only in a conversation with the individual, because as soon as we find ourselves in a group, our relations are automatically set a little differently.

So, we shouldn't think about the public appearance only as something that takes place in front of a group of people, almost all of our speech can be a public performance, if we care at all about what, to whom and why we talk.

On the other hand, public speaking can actually be when while speaking you do not have any living person in front of you, but are talking only to a machine, when we speak on camera, whether it's a live broadcast, through some means of communication, or footage that would later be broadcast. Which means that in this case performance that takes place then, is public speaking. Even while talking to the machine and not a living person, you are actually talking to anyone who will ever see the footage and by which you want to achieve some goal.

So, of course public speaking include speaking in front of parliament, speaking at the rally, lecture before a full amphitheater of the faculty, but there are also talks and an address to employees, presentation of a report to the companies board, presentation of the project and seeking funds from investors, sales presentation to a group or individual, holding press conferences, guest talk in the studio with only TV host, press release without a host, a job interview, flirting and countless similar or completely different situation.

What we notice here?

Suddenly from speaking to a group, we came to speaking to the individual, or even a machine (the camera).

According to this it turns out that public performance is our every speech, even i few talk only to ourselves, locked in a closet with a pillow on our face. That is a joke of course, even though we have asked the question whether public performance involves speaking only in a business capacity, the capacity of entrepreneurs, sellers, teachers, politicians, musicians and the like, or te may conduct a public performance in private capacity too, as a person that speaks to a group of people or individuals in our private environment and so we concluded that public speaking is almost our every communication, which takes place in our private, but especially in business life.

With this conclusion we inevitably come to the question whether we need public speaking skills within the family relationships? Of course we do. Considering that, in general, women are by nature better in public speaking and more successful in achieving the goals at start, as to men, especially in family relations. Learning public speaking and oratory in the family is not needed for reason of manipulating your spouse in some way, of course that is not the goal. But because we need to find the right way to transfer some information and thoughts, so that we would be well understood, to make your spouse, so to speak, listen to you. And that there would be no disputes and quarrels within the family communication, and therefore, even within the family is very important to master the art of public speaking, in order to have good communication with your family members.

After all this, at this point we can define the notion of public speaking as: ***Every aspect of the individual addressing to the group or individual listener, either live or via electronic means of communication, which aims to achieve a specific goal, or to give a certain image of themselves through various techniques of influence, information and entertainment.***

Not to mention and describe in detail how the public appearance changed through history, and even just in the last couple of decades, how it changing its form, technique, form of address, objectives, wandered from the strictly serious, to fun and even disgusting character. In doing so, it had to adapt to the expectations of the audience, which is constantly changing over time. By this the very definition of public speaking is subject to change over time and the question is how it will look in a few decades or centuries.

3. WHO NEEDS PUBLIC SPEAKING SKILLS?

From the previous text and the definition of public speaking, the answer to the second question almost imposes itself.

Slowly we become aware that oratory and public speaking skills are of a huge and very often crucial importance in the process of building our place in society, our career, successful sales, even family relations. In addition, it is particularly important to stress that if you want individuals or groups to run on any immediate action, whatever that action may be, a good result can be expected only if you are a good, confident and pungent speaker.

No matter how much did you thought, or didn't thought about how important it is to master public speaking techniques for your situation, your specific job, now you become aware that it is very significant. Anything that you do today, you are required to know and master the techniques of public speaking, just as you might want to change your current situation, to begin to look different

in the eyes of your peers, to advance in your job, of course to better yourself in the job that you already do, or how to achieve better results and so on. Whatever your job is, you need to know oratory techniques and master the art of public speaking.

Therefore, we can conclude that it is absolutely necessary for everyone to master at least the basics of rhetoric and public appearances. Whether you are dealing with public business, politics, the media, whether you are a professor or a manager, retailer or restaurateur, whether your goal is to act and speak in front of crowds, management boards of companies, hold sales presentations to groups or individuals, better position yourself in society, or just to be liked by a girlfriend / boyfriend at a coffee shop, or to appease your professor to give you a passing grade, mastering the techniques of public speaking and oratory skills is what will make a key qualitative difference between your success or failure.

In other words, when we master the techniques of public speaking, we possess much better way to reach our audience, that audience will accept and listen to us better, and thus to obey our wishes.

In the process of mastering the techniques of public appearance and public speaking skills, there is one key thing that will greatly help us to bring our knowledge and skills to a climax of the ability to communicate and addressing the audience, so that our every audience fully understands us, listen to us easy and stress-free and unerringly know what is what you say and what the exact message that you transmit by your speech is. The key to success is the wealth of your personal vocabulary, with which you handle easily and confidently.

To enhance your personal vocabulary, the best way is to read much and constantly. To read books of different genres, styles, themes and vocabulary. Also to read some sort of professional literature, at least in those areas that personally interest you. It is desirable to read those writers that we find tiresome and hard, because very often they are the ones using all the richness of their own language, sometimes even to exaggeration, buy by that give they us time insight into the possible diversity, levels and depth of expression.

At this moment, In order not to stray into lingual stunts myself, all I'll say is that reading the daily newspapers, tabloids, fashion and similar magazines, will not help a bit to enrich our own vocabulary.

Now that we realize the importance of this, I would say, life issue, all that remains is to go the way of mastering the art of oratory and public speaking skills.

4. TYPES OF SPEECH

When it comes to speaking, one must know that there are different types of speech, because we will not talk the same way, when we hold a political rally, or if we talk to the board of the company, if we talk to our spouses, or talking with friends. Therefore, we will not want to achieve the same effect. Sometimes we want to move people in some direction, sometimes we just want to inform, to convey some information in a certain way depending on the effect we want to achieve. In other words, depending on who our audience is and what goal we want to achieve with our speech, we will choose the type of speech, and by that we will further modify our speech and adapt to the circumstances.

In ancient rhetoric (Aristotle, Cicero, Quintilian) three kinds of speech are described: political or advisory (genus deliberativum), court (genus iudical) and demonstration, ie. festive commendable or reprehensible speech (genus demonstrativum, with subspecies genus lauditivum). This division is based on the relationship of the object of speech and listener (Ueding, Steinbrink 1986. p.238).

We will not deal with the ancient division, but when we look at the division of speaking, what kinds of speech are there and how we were going to relate to different kinds of speech? Why do we even talk about diferent kinds of speech? Shouldn't it be that speech is just a speech, and in whatever situation that we find ourselves, it's just that? Of course it is not that simple. There are different types of speech in relation to what we want to achieve with that speech, what is the environment in which speech takes place and of course who our audience are. Although there are various divisions, species and subspecies of speech, such as informative talks, demonstrative, persuasive, entertaining, debate, narrative, drama, poetry, etc., I will take a look at four types of speech which are most often encountered in the business and private life and that we will definitely use with more or less frequency.

Call to action speech - characteristics of this type of speech are that it is usually much more energetic speech, followed by larger gestures, heightened tone, often faster, or variable tempo of spelling out the words and the like, by which we directly encourage our listeners to do something or make a decision instantly.

Informative speech - looks completely different from the previous one, followed by a milder, slightly slower tempo which is kept all the time, because then we actually talk like television announcers who read the news, the tone of voice is not too strong, boisterous or noisy. This type of speech is not reflect by too energetic presentation, because it actually only transmit

some information. Of course, these speeches are usually done through modern means of communication and new media. New media can be analyzed only in the context of electronic communications. Rolend Lorimer talks about three kinds of electronic communications: (1)
E-verbal communication that is most focused on the human voice and the rhetorical structure of the message, (2) Electronic audio visual communication works through the cooperation of the images and the spoken word and music, noise and silence (3) Electronic text-numeric communication that is most often conditioned by computer technology (Novaković, 2015.). In accordance with what media we use and what are its characteristics, it is necessary to adapt our speech, but that speech generally has a slightly different note, and it is usually only informative by nature.

Speech for persuading - This type of speech is accompanied by greater closeness with the audience, preferably greater physical proximity, quieter tone of voice, addressing the listener's inner being and their emotions. Sometimes you can use a slightly stronger tone, but certainly not as strong as in call to action speech, because persuading others can not be done with too turbulent speech that sort of attacks the listener, but with speech that creates a positive reaction, enthusiasm and confidence. When we want to convince someone into something, we need to be close to that listener or group of listeners. Then we talk in a way that that persuasion looks, so to speak, half meditative, so that the tone of the speech almost looks like hypnosis, the hypnotic voice, and that it puts the listener in a certain semi hypnotic trans, mild or shallow hypnotic trance. In fact, the speech that convinces listeners in something, has to relax that same audience, because only when they are relaxed, that they are submissive to accept our suggestions, which surely they will not do if they are tensed up.

Commemorative and apt speech - such as the presenting a speaker, giving and receive prizes, commemorative speeches, eulogy, inauguration, welcoming, speaks at the opening of an object, exhibitions, etc. (Pletikos 2006) This type of speech is, however, completely different from the three previous types of speech and by the specific rule. Here it should be noted that the rhetoric or the public speaking by itself, has certain rules, of course that same rules apply to almost every type of speech and for every situation, except for this fourth kind of speech. This speech looks a little different from the previous three kinds of speech, and not different in terms of energy, pace, tone, etc., because there we can almost choose whatever we want, but different in only one technical detail, and that is the way of preparing of this speech.

Regarding that the preparation of speech is one large separate theme in art of speaking, in this part of the article we will write about the preparation of

these four kinds of speech, or how to prepare yourself as a speaker. But we will mention only one segment of the speech, which could be interesting for further study, and it is an introduction to speech.

„ If the first button is buttoned wrong, we can't button the rest the right way.“ With that Goethe's maxim the importance of a good introduction is reflected in many rhetorical textbooks. The introductory part of the speech is the place to immediately recognize a good speaker (Vlašić, 2006)

Although in the previous segment we gave examples of the most common types of speech and their common characteristics, we must know that every speach is a living flowing thing that adapts to moment, audience reactions, energy of the listeners and the speaker, external circumstances and a number of other factors, so we can not take previous descriptions as unchangeable characteristic of the given speeches, which exclusively have to look in that way and only be spoken that way. In fact, in different circumstances, in each of these types of speech we'll have the need to be able to use certain features that characterize other types of speech more than the type we are currently doing, with the aim to find a best way to reach our audience and achieve the desired effect.

6. IMPROVISED / IMPROMPTU SPEECH

Sometimes we hear speakers say to us, or perhaps we ourselves thing like this: „You know, I like to have impromptu speech, to speak improvised“.

In this sentence, we just told two entirely different things, though perhaps at first glance does not seem so, these need to be explained. It is said „to have impromptu speech“ and „to speak improvised“. The two are completely different things in speaking, so it is necessary to define the essential difference.

For the purpose of learning about the art of rhetoric, we shall observers the term „speech“ not simply as „speaking the words“, but rather activity that includes the whole of our speech as an process, the whole of our public appearances. So in this case we equate the term „speech“with the term „public speaking“. Looking like that, when someone says, "I prepared a speech," it does not mean that he prepared exact words that he will speak, the way he will pronounce them, but the speech as a whole.

Also in the literature can meet an expression „improvised speech“, which in fact often describes the act of improvisation by itself, or „impromptu speech“. Unlike those types of spontaneous speech, when the circumstances are such that the speech could not prepared in advance, nor we even knew in advance

that we will have to speak at all, therefore speech is unexpected, so then the term „impromptu speech“ can be equated with the term „improvised speaking“. In view of the possible different interpretations of the term „ improvised speaking “, this term for the purpose of the text we will not use this time.

In addition, there is also the concept of "impromptu speech" as an unexpected speech when you have no warning, no time to prepare your speech. This is essentially rare, but regardless, sometimes in the business life it can happen that you are asked to do one such speech (About Education, 2012). Also, currently we'll not deal with this kind of speech, an unexpected speech, but only the concept of an improvised speaking, when we are notified in advance, and we know it will come to the speech, but the question is whether we will prepare for this speech and how.

So when we talk about whether it is possible to do an impromptu speech, it is certainly possible, but this is in any case not advised. Moreover, the basic advice is to never, in any situation, not in front of any audience, in no time, hold an impromptu (improvised) speech! Each of your speech, no matter which of the above mentioned four types, or their sub-versions, you need to adequately prepare, depending on who is in the audience, what the circumstances are, the kind of speech, the goal and the like.

On the other hand, we have the term "improvised speaking", ie the process of speaking out words during our speech, during the entirety of our public speaking, which certainly can be improvised.

We'll illustrate this with an practical example. In lectures and seminars I'm often asked the following "Given you have done this particular lecture, or course or seminar, so many times in previous years, does that mean that you no longer have any need for preparing this speech, because you prepared once many years ago and did it so many times?”. The answer is absolutely no, this is not the case. Every time it is necessary to further prepare the same speech or lecture, depending on who this new audience is, which is the current situation, what are the new circumstances of speech. Sometimes it is necessary and sufficient to only slightly adjust and adapt the speech as a whole, or some small part, compared to usual parameters of a speech or its contents, in order to maximize the effect of that speech with this new audience.

On the other hand, we have an entirely different question. Does that mean if we have prepared that speech and adapted it a bit to new circumstances, we will say exactly what we have prepared, meaning sizing the exact words and sentences that we have prepared, their sequence and the like, and that we

have no improvisation during our speech? No, preparing a speech does not mean that.

As we speak we are free to improvise, to speak spontaneously. It is necessary to know the frameworks of the speech, the direction in which the speech will go, the sequence of topics and the like, but it does not mean we need to prepare and choose the exact words and sentences that we will say at a precise time. That does not even mean that we will say the exact sequence of words and sentences exactly as we imagined when preparing this speech. Of course we will design and prepare our speech and we will try to follow the basic idea, but it does not mean that we even should try to do a speak right in that order (Карнеги 1962).

What we need to do is to adapt our speaking, the words we speak, the terms we use sentences that we're going to come up with at that point and adapt them and pronounced them depending on the given current circumstances, what the audience's reaction is, whether someone said something, asked, if someone entered the room, and anything else you can think of that can happen during your speech, what you simply can not predict.

Feel free to have improvised talk, because when you talk improvised, then you look more natural, speech itself seems much more natural, relaxed, without tension and thinking what will happen next, et. So, improvised talk does not mean to keep an improvised speech. The speech should be prepared, speaking can be freely.

In light of this, when it comes to preparing the speech, many say, "Well, I know everything on this subject, that's my job, my hobby, my life," or something like that, "why would I prepare a speech, what do I get out of preparing a speech?". It is necessary to understand the following, you can talk, or give a speech on a specific topic you know very well and then you can give yourself the freedom to talk spontaneous on the subject, but regardless of this, depending on the situation you are in and in front of what audience, it is desirable to prepare at least certain segments of the speech. Basically to devise a framework of key concepts to begin with, the introduction of the speech, then the key point of what you speak about and at the end the conclusion of the speech. By that at least you have these three things in your speech to relay on and that's basically your prepared speech. Everything in between is something you know from practice and what you can talk about almost endlessly. Of course, this is only valid when you know very well the matter which you speak of, but still use this very carefully, and not with too much freedom and absolutely no preparation.

7. CONCLUSION

Speech is a skill that distinguishes man from all other animal species and is the basis of the overall human communication. Correct mastering the art of public speaking and public appearances will distinguish you and rise you above the average individual who passes unnoticed through the world and whose ideas, quality and features are rarely noticed and recognized by society as a potential worth of our attention.

Heinz Lemmermann says: ,, Rhetoric can be found in the service of good and evil, truth and lies. Speakers gift is a dangerous weapons, which is often misused. Basically there are three methods by wich we can achive something with other people: they can be compelled, thay can be persuaded and they can be convinced. As a rule, only the last method is legitimate“ (Lemmermann, 1968. p.41).

Absolutely everyone needs to master at least the basics of rhetoric's and public speaking! Whether you are in public sector, politics, the media, whether you are a professor or a manager, retailer or restaurateur, whether your goal is to act and speak in front of crowds, management boards of companies, hold sales presentations to groups or individuals, or just to be liked by a girl/boy at a coffee shop, or to appease your boss, or be given a passing grade by teacher, public appearance and public speaking skills is what will make a key qualitative difference between your success or failure.

For all these and other life situations we need to know how to speak good, to perform boldly, to think fast and express ourselves clearly (Teodosijevic, 2014.).

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