

## 4.9.11: Introduction to Effective Public Speaking

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### What you'll learn to do: Identify key principles of effective public speaking

Like speaking itself, public speaking is a learned behavior. Just as no one comes out of the womb speaking eloquently, no one becomes a powerful orator without practice. In this section, we'll discuss the “why” of public speaking—the audience's expectations and the benefits that accrue to the speaker—and introduce a simple five-step process for developing an effective speech.

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