

CHAPTER II

PODCAST AND PERSUASIVE PUBLIC SPEAKING

A. Speaking Skill

1. Definition of Speaking skill

Speaking is a one of skill we use in English. Speaking the change of knowledge, information, idea, opinion, feeling that should be a concept and following from what they want to say. Speaking has an important role as a means of daily communication. Speaking is an interactive process of communication used to express the ideas from the speaker to the listener. Speaking is the ability to speak fluently and presupposes knowledge of language features and the ability to process information and language at the same time (Harmer, 2007). Speaking is a productive skill since it produces ideas, messages, and suggestions, and we need to practice it (Chastain, 2004)

One in daily routine has the speaking ability to do social contact with others and to develop interaction (Pelenkahu, 2017). Speaking is used in the civilized world to express thoughts and connect with others (Firmansyah & Valatansa vegian, 2019). Speaking is not only an operation creating, getting, and interpreting the information, and analyzing the speaking; it also has complex steps because it is about the situation and condition of speaking, such as the subject of speaking, the speakers' knowledge, the condition of the speakers' environment, and the purpose of speaking based on Florez, 1999 as cited in (Pratiwi & Prihatin, 2021).

The researcher concluded speaking is the ability to express the other's thoughts, ideas, and feelings using regular words in the form of phrases or sentences that are relevant to the topic under discussion.

2. Aspect of Speaking skill

During speaking process occurred in interaction, there are several features of speaking involved. According to (Duong, 2014) commonly thought of the most important aspects of speaking is grammar, fluency, accuracy, vocabulary and pronunciation.

a. vocabulary

Vocabulary is a word which has its meaning in every function. A word expresses the content of ideas to avoid confusion in communication. It plays a useful role to define any objects, actions, ideas as well. According to (Horby, 1989) an acceptable language is made up of the number of vocabularies. Mastering vocabulary would define someone's capability in understanding language.

Moreover, Uakirgila (2012) as cited in Salam (2021), describes vocabulary as knowledge of words in spoken and written forms and productive and receptive forms. Receptive vocabulary is a type of vocabulary that can convey ideas from other people's words to be understood through listening or reading. Meanwhile, productive vocabulary is vocabulary in the form of language by speaking and writing to convey messages and ideas to others.

b. Grammar

This is similar to rigid rules in oral and written form. (Brown, 2020) mentions that, Grammar is a system of rules governing the conventional arrangement and relationship of words in the sentence. Moreover, (Al-Mekhlafi, A. M., & Nagaratnam, R. P., 2011) write that grammar is a set of rules that determines the structure of a language, and it could be the way to combine units of a language.

1) Pronunciation

This is the process of pronouncing a particular word in a proper manner. Where pronunciation should be acceptable is a necessary aspect in speaking as well. Referring to Nation and Newton (2009, 76), pronunciation is an individual sound which involves good

articulation, and it has features of sound such as aspiration, voicing, voicessetting, intonation, and stress. Pronunciation plays a great role in speaking, and it gives a hint toward what is being said. The interlocutor will misunderstand on catching the meaning whether the speaker pronounces wrong pronunciation

2) Fluency

It means knowing about how he/she expresses ideas without using filling word (“um” and “ah”) while talking to the other occurs. Yingjie (2014,58) mentions that fluency is the capability to speak in effective speed and to speak smoothly and to produce the right word without thinking too much.

3) Accuracy

According to Kusnierek (2015,78), accuracy refers to an understanding word, right in structures, syntax, and better in catching the meaning of messages of language without part of mistakes, and it does not cause hesitation in interaction. Obviously, good accuracy creates impression toward how he/she delivers the message to the other.

B. Public Speaking Skill

1. Definition of Public Speaking Skill

Public speaking is a process of designing and delivering a message to the audience (Wrench, J.S., Goding, A., Johnson, D.L, & Attias, B.A., 2012). To be a good public speaker, planning and organizing the topic or material are needed. There are three types of public speaking based on the intended purpose: informative, persuasive, and entertaining (Wrench et al., 2012). The most common types of public speaking are informative. The purpose of informative speech is to share knowledge with others. It happens in the classroom, the teachers share their knowledge with the students. Persuasive speaking is how the speakers try to persuade others. The speaker must convince, motivate, and invite the audience to change or move to be

better. Then entertaining speaking involves organizing some events such as presenting and accepting awards, introduction to wedding toasts, delivering eulogies at funerals, and memorial services to after-dinner speeches. Whereas students who have public speaking class hold some benefits. These benefits include developing critical thinking, fine-tuning verbal and non-verbal skills, and overcoming a fear of public speaking.

Public speaking must follow the structure very well, because it must adjust to the time allotted. In addition, listeners or audiences also cannot provide comments or questions outside the allotted time (Danandjaja, 2011: 108).

2. Types of Public Speaking skill

Public speaking opportunities come in many shapes and forms. The types of public speaking based on their objectives according to (Hughes, 2002) are as follows:

a. Informative Public Speaking

Informative public speaking is a speech or presentation that aims to convey information. For example: lecturers give material, talk on radio and television. A speech that provides knowledge about a person, an animal, or an object is known as informative speech (Dailin, 2017). The goal of an informative speech is to teach the audience something through objective facts. According to the definition above, an informative speech is one in which the speaker is tasked with conveying knowledge to an audience.

b. Persuasive Public Speaking

Persuasive public speaking is conversation that seeks to influence or convince the audience to do or not do something. This type of public speaking can also be used to promote products or services. Persuasive can be interpreted as an activity that is performed by someone either spoken or written to influence others to do something desired by the speaker or writer.

c. Public Speaking Entertaining

This style of public speaking is intended to be entertaining. The speaker tries to create an exciting mood in this form of public speaking. Entertaining speaking is one whose sole purpose is to have the audience enjoy the presentation. This type of public speaking is deliberately designed to entertain. In this type of public speaking, the speaker tries to build an atmosphere of excitement. The purpose of entertaining speaking besides to educating, informing, or inspiring is to make the audience smile, relax, and enjoy. Not only do they use interesting stories to convey the message, but they also use body gestures and facial emotions. Also students' enthusiasm for using podcast as learning sources is shown by their efforts to download podcasts frequently, listening to them regularly for listening practice and entertainment (Abdurrahman, T, R., Basalama, N., & Widodo, Moh. R. , 2018).

d. Technical Public Speaking

Technical public speaking almost always involves visual aids or handouts (printed material). Public speaking is indeed informative, but the information is very technical. Example: how to learn online.

e. Short Public Speaking

Short public speaking in general is an expression of gratitude, conveying a welcome, acceptance or release, or giving a welcome. If you are delivering a welcoming speech, it should be as concise as possible, because there is a keynote speaker.

Based on the explanation above, the researcher will focus on public speaking persuasive as the score indicator of this research. The 12 researcher choice persuasive because persuasive speaking besides to educating, informing, or inspiring is to make that seeks to influence or convince the audience to do or not do something. Not only do they use interesting method to convey the message, but they also use body gestures and facial emotions.

B. Persuasive Speaking Skill

(Osborn, 1997) Define persuasion this way: “the art of convincing others to give favorable attention to our point of view” (p. 415). useful one. First, it acknowledges the artfulness, or skill, required to persuade others. Whether you are challenged with convincing an auditorium of 500 that they should sell their cars and opt for a pedestrian lifestyle or with convincing your friends to eat pizza instead of hamburgers, persuasion does not normally just happen. Rather it is planned and executed in a thoughtful manner. Second, this definition delineates the ends of persuasion—to convince others to think favorably of our point of view. Persuasion “encompasses a wide range of communication activities, including advertising, marketing, sales, political campaigns, and interpersonal relations” (German, K. M., Gronbeck, B. E., Ehninger, D., & Monroe, A. H. , 2004)Because of its widespread utility, persuasion is a pervasive part of our everyday lives.

Although persuasion occurs in nearly every facet of our day-to-day lives, there are occasions when more formal acts of persuasion—persuasive speeches—are appropriate. Persuasive speeches “intend to influence the beliefs, attitudes, values, and acts of others” (O’Hair, D., & Stewart, R, 1999). Unlike an informative speech, where the speaker is charged with making some information known to an audience, in a persuasive speech the speaker attempts to influence people to think or behave in a particular way. This art of convincing others is propelled by reasoned argument, the cornerstone of persuasive speeches. Reasoned arguments, which might consist of facts, statistics, personal testimonies, or narratives, are employed to motivate audiences to think or behave differently than before they heard the speech.

Functions of Persuasive Speeches

So far, we have discussed the functions of persuasive speeches—to influence or reinforce—only peripherally as they relate to our working definition. Next, we turn to an in-depth discussion about how persuasive speeches function.

Speeches to Convince

Some persuasive speeches attempt to influence or reinforce particular beliefs, attitudes, or values. In these speeches, called speeches to convince, the speaker seeks to establish agreement about a particular topic. For instance, a climatologist who believes that global warming is caused by human behavior might try to convince an audience of government officials to adopt this belief. She might end her speech by saying, “In recent years, humans have been producing machines that expel CO₂ either in their production, their consumption, or in both. At the same time, the level of CO₂ in the atmosphere increased dramatically. The connection is clear to many of us that humans have caused this damage and that it is up to us to similarly intervene.” Throughout her speech, the scientist would likely recite a number of statistics linking human productivity with global warming in her effort to convince the government officials that both the causes and solutions to the climatic changes were a distinctly human problem.

Speeches to Actuate

Other times, persuasive speeches attempt to influence or reinforce actions. Speeches to actuate are designed to motivate particular behaviors. Think of a time when you found yourself up at 2 a.m. watching infomercials. Someone on the television screen was trying very hard to sell you a \$20 spatula that morphed into a spoon with the click of a button. The salesperson described its utility and innovation for your kitchen, and he described why it would be a good purchase for you—after all, how does a busy person like you have time to use two different utensils? “But wait,” he would say, “there’s more!” In case he had not already convinced you that you needed this kitchen tool, he ended his spiel with a final plea—an extra Spoonatula for free. In this infomercial, the

salesperson attempted to convince you that you needed to buy the kitchen tool—it will save you time and money. Thus, not only was the commercial an attempt to convince you to change how you felt about spoons and spatulas, but also an effort to incite you to action—to actually purchase the Spoonatula. This illustrates a function of persuasive speeches, to motivate behavior.

Types of Persuasive Speeches

Persuasive speeches revolve around propositions that can be defended through the use of data and reasoning. Persuasive propositions respond to one of three types of questions: questions of fact, questions of value, and questions of policy. These questions can help the speaker determine what forms of argument and reasoning are necessary to support a specific purpose statement.

Propositions of Fact

Questions of fact ask whether something “can potentially be verified as either true or false” (Herrick, 2011). These questions can seem very straightforward—something is or it is not—but in reality, the search for truth is a complex endeavor. Questions of fact rarely address simple issues such as, “is the sky blue?” They tend to deal with deep-seated controversies such as the existence of global warming, the cause of a major disaster, or someone’s guilt or innocence in a court of law. To answer these questions, a proposition of fact may focus on whether or not something exists. For example, in the U.S. there is a debate over the prevalence of racial profiling, the practice of law enforcement officers targeting people for investigation and arrest based on skin color. On one hand, the American Civil Liberties Union advances the proposition: “Racial profiling continues to be a prevalent and egregious form of discrimination in the United States” (ACLU, 2012, para. 2). They verify this claim using data from government studies, crime statistics, and personal narratives. However, journalist Heather MacDonald (2002) proposes that studies confirming racial profiling are often based in “junk science”; in fact she says, “there’s no credible evidence that racial profiling exists” (para. 1). To substantiate her proposition, MacDonald relies on a study of traffic stops on the New Jersey turnpike along with personal narratives, policy analysis, and

testimony from a criminologist. The claim that racial profiling exists is either true or false, but there is evidence for and against both propositions; therefore no consensus exists. While some propositions of fact deal with the existence of a particular phenomenon or the accuracy of a theory, others focus on causality. For example, the U.S. government appointed a commission to evaluate the causes of the nation's recent economic crisis. In their report the commission concluded by proposing that recklessness in the financial industry and failures on the part of government regulators caused the economic crisis. However, Congressman Paul Ryan has proposed that Medicare is to blame, and the chief investment officer at JP Morgan has proposed that U.S. housing policy is the root cause of the problem (Angelides, 2011). Each of these three propositions of fact is backed by its own set of historical and economic analysis.

When advancing propositions of fact, you should focus on the evidence you can offer in support of your proposition. First, make sure that your speech contains sufficient evidence to back up your proposition. Next, take the time to interpret that evidence so that it makes sense to your audience. Last, emphasize the relationship between your evidence and your proposition as well as its relevance to the audience (Herrick, 2011).

Propositions of Value

Persuasive speakers may also be called to address questions of value, which call for a proposition judging the (relative) worth of something. These propositions make an evaluative claim regarding morality, aesthetics, wisdom, or desirability. For example, some vegetarians propose that eating meat is immoral because of the way that animals are slaughtered. Vegetarians may base this claim in a philosophy of utilitarianism or animal rights (DeGrazia, 2009). Sometimes a proposition of value compares multiple options to determine which is best. Consumers call for these comparisons regularly to determine which products to buy. Car buyers may look to the most recent Car and Driver "10 Best Cars" list to determine their next purchase. In labeling a car one of the best on the market for a given year Car and Driver (2011) says that the cars "don't have to be the newest, and they don't have to be expensive .

. . They just have to meet our abundant needs while satisfying our every want” (para. 1). Both the vegetarian and car examples offer standards for evaluating the proposition. Since propositions of value tend to be more subjective, speakers need to establish evaluation criteria by which the audience can judge and choose to align with their position. When advancing a proposition of value, offer a clear set of criteria, offer evidence for your evaluation, and apply the evidence to demonstrate that you have satisfied the evaluation criteria (Herrick, 2011).

Propositions of Policy

Although the Schiavo case was rooted in a question of value, the debate resulted in a question of policy. Questions of policy ask the speaker to advocate for an appropriate course of action. This form of persuasive speech is used every day in Congress to determine laws, but it is also used interpersonally to determine how we ought to behave. A proposition of policy may call for people to stop a particular behavior, or to start one. For example, some U.S. cities have started banning single use plastic bags in grocery stores. Long before official public policy on this issue was established, organizations such as The Surfrider Foundation and the Earth Resource Foundation advocated that people stop using these bags because of the damage plastic bags cause to marine life. In this case local governments and private organizations attempted to persuade people to stop engaging in a damaging behavior shopping with single use plastic bags. However, the organizations also attempted to persuade people to start a new behavior shopping with reusable bags. When answering a question of policy, speakers will typically begin by describing the status quo. If you are arguing that a change must be made, you must first identify the problem inherent in the current behavior, and then demonstrate that the problem is significant enough to warrant immediate consideration. Once you have established that there is a problem which the audience ought to consider, you can then offer your proposal for a preferable course of action (Herrick, 2011).

Also there are four public speaking methods that are often applied, namely impromptu, manuscript, memorized, and extempore.

1. Impromptu (Ad Libitum)

Reported from the book *Business Communication: Building Good Relationships and Credibility* (2009) by Yatri Indah Kusumastuti, impromptu is a method of public speaking that is done without preparation or suddenly. The speaker (public speaker) does not prepare or read the material, but only thinks about what problems will be conveyed to the listeners.

2. Manuscript (manuscript)

According to Destila Vitisfera Putri in the book *Fluent Speech and Public Speaking Without Nervous Without Panic* (2021), the manuscript is applied by reading the script or material in full. Before starting public speaking, the speaker prepares the material to be delivered, then reads it in public according to the contents of the script. Usually this method is used in official speeches, for example speeches at state events.

3. Memorized

This method is done without using any scripts or materials at all. Memorized relies on the power of memory and mastery of the material. Before giving a speech or doing public speaking, the speaker must make and memorize all the material to be delivered.

4. Extempore (using notes)

Quoted from the book *Introduction to Public Speaking: Theory and Practice* (2020) by Pajar Pahrudin, extempore is a method that is carried out with the help of notes, pointers, outlines (outlines of material) or slides of material displayed on the screen via an LCD projector. Extempore is considered the best public speaking method, because the speakers are free to improvise, maintain eye contact, are more communicative, and the conversation is more controlled because there is a systematic material.

C. Podcasts Learning Media

1. Definition of Podcast

Podcast can be one of the alternatives and innovative tools that may improve the students' understanding and their accomplishment in speaking. Podcast is an episodic series of digital audio or video files that a user can download in order to listen. Alternatively, the word podcast may refer to the individual media file. Rashtchi (2001, as cited in Sze) mentions that podcast is the innovative media which can meet the students' and classroom needs. Edisingha (2007) found that by using podcast the students found it easier to access speaking practice, and podcasts helped them to improve their oral presentation skill.

In this global era, being able to speak English is essential for people to communicate with global community (Samad, I.A & Fitriani, S.S, 2016). To help non native speakers to learn to speak this language, there are many kinds of technologies invented. According to (Marshall, J. R., 2002), new opportunities can be gained by using technology. It offers users to connect with people around the world and gives a lot of unique perspectives and experiences.

There are a ton technologies invented, and one of those which provides material for language learning is called the podcast. The podcast, an uploading audio or video file to the internet, has emerged as sources in the academic field, and it provides many kinds of material in learning. Using podcast has benefit for both the students and the teachers. The obvious benefit of podcast for students is that podcast offers up-to-date content and authentic native voices which are good for listening practice Kohler et al. (2010). Furthermore, podcast is easy to find and download. Students can access podcast everywhere and anytime they want.

2. Advantages and Disadvantage

The definition of advantage means anything that provides a more favorable position, greater opportunity, or a favorable outcome. Mainly the synonyms of advantage are gain, benefit, profit, and many other. You can

find advantages in almost all things and concepts that we are using, facing, listening, watching, etc. in life.

The definition of disadvantage is the state or an example of being in an unfavorable circumstance or condition. Also, you can say it as something that puts one in an adverse position or condition.

The use of podcasts also has a positive impact on increasing students' online learning motivation (Olliger, Supawan and Christine, 2010). Students find it easy to get learning material and can repeat it again. The ease of obtaining material and satisfying results make students have higher motivation when using podcasts as a medium for online learning. In some of these studies, it can be concluded that apart from being able to improve learning outcomes, podcasts can also increase students' learning motivation and practical skills. Meanwhile, in this study, the research team focused on seeing the effectiveness of podcasts on learning outcomes and interest in learning.

In learning outcomes, it is proven that it can increase from the moderate to good category. It's just that interest in learning is in the same category, which is moderate and tends to decrease in points. Also linear with the results of field trials, which showed that when the media was tested on individual groups and small groups the results increased, but when given to large groups the response decreased compared to the previous trial. It can be seen that the larger the group, the greater the variation in responses and interest in a learning media.

Interest according to (Hurlock, Elizabeth H, 1999) is explained as a source of motivation that drives people to do what they want when they are free to choose, bringing satisfaction which is a need somebody. The stronger the need, the stronger the interest persists. Besides that, interest is a temporary pleasure. If the fun exists, the possibility the intensity and motivation that accompanies it persist in a person.

D. Students Response

Response as one of the main of soul can be interpreted as a memory image of observation, has stopped, just an impression. Response can be interpreted as a result or impression obtained from an observation. In this case, what is meant by response is observation about the subject, the events obtained by concluding information and interpret messages. According to Rosenberg and Hovland (1960) as cited in Azwar (2012), there are three components of attitudes that is called tripartite model, namely :

1. Cognitive.

This component can be identified by the representation of what does someone beliefs or thought toward something (Azwar, 2012). The measurable dependent variables from cognitive component are based on perceptual responses and verbal statements of beliefs.

2. Affective

Affective which is defined as emotional feeling toward something. Generally, emotional reaction is affected by belief or what someone believes of something. It can be favorable and unfavorable toward something. The measurable dependent variables of affective component are sympathetic nervous responses and verbal statements of affective.

3. Conative (behavior).

It refers to someone tendency to act in a particular manner that is congruous to his/her attitude. The measurable dependent variables from conative component are overt action and verbal statements concerning behavior.

According to Rosenberg and Hovland as cited in Anwar, there are three components of attitudes that is called tripartite model. The first component is cognitive. It can be identified by the representation of what does someone beliefs or though toward something. The measurable dependent variables from cognitive component are based on perceptual responses and verbal statements of beliefs.

The second component is affective, it is defined as emotional feeling toward something. Generally, emotional reaction is affected by belief or what individual belief of something. It can be favorable and unfavorable toward something. The measurable dependent variables of affective component are sympathetic nervous responses and verbal statements of affective.

The last component is conative or behavior. It refers to someone tendency to act in a particular manner that is tendency to act in a particular manner that is congruous to his/her attitude. The measurable dependent variables from conative component are overt action and verbal statements concerning behavior.

The Factors of Response: an individual's response can occur if the causal factor is met. In the initial process, the individual not only responds to the stimulus caused by the circumstances around him. Not all stimuli get an individual response, because individuals do the appropriate stimulus and withdraw. Hence then the individual besides dependent on the stimulus also depends on each country itself. Factors that will get individual stimuli are two factors:

- a. Internal factors are the factors that exist in the individual human being. It consists of two elements: spiritual and physical. Then someone who responds to something from the stimulus still affects one of the elements alone and they stand the result of a different response of intensity in the individual that responds or will differ the response between the person and the other person. Physical or physiological elements include the existence, integrity, and workings of sensory devices, nerves and specific parts of the brain. Spiritual and physiological elements of existence, feeling, reason, fantasy, mental, mind, and motivation.
- b. External factors are factors that exist in the environment. It's the intensity factor and the type of stimulant or people call it by the stimulus factor. According to Bimo Walgito (1996) the psychic factors associated with the object because of the stimulus, and the stimulus will be about the sensing device.

E. Previous Study

Several studies have been conducted related to this research. The previous research that became a reference in writing this research was as follows;

The first study was conducted by (Samad, Bustari, & Ahmad, 2017) under the title “The Use of Podcast in Improving Students Speaking Skills” the research conclude that the podcast media demonstratet positive fruitions on students speaking achivement.

The second research was conducted by (Rahmawati & Sianturi, 2021) under the title “Audio podcast based learning media in improving students listening compherasion and prnounciation disscus about the use of podcast as an learning medium in indonesia has not been widely adopted.

The third research was conducted by (Yoestara & Putri, 2018) under the title “Podcast as Alternative What to Improve EFL Students Listening and Speaking Performance” disscus about podcast is an effective teaching tool to enhance the indonesia students speaking and listening skill since it can provide acces outhentic material.

By (Edy Kirtianto Pabebang 2020) entittle “ Enhancing Students’ Speaking Skill Using Podcast: An Experimental Study” disscus about EFL learners’ speaking achievement after learning using podcast. It indicates that the use of podcast can empower students in speaking skill. The analysis indicated that the significant value was higher than p-value.

Previous studies above have similarities and differences with this research. Their similarities are mostly describe the implementation of podcast for persuasive in public sepaking skill. rarely any researcher discuss and research about the programs from the public speaking subject about podcast. While in this study, researcher will focus on discussing and researching the implementation of podcas for persuasive in public speaking skill.