
Review article

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PUBLIC COMMUNICATION

Abstract

One of the most influential and important speeches in the history is Jesus' *Sermon on the Mount*, and there were great speakers and speeches before and after him in the history of oratory, from Demosthenes, the first to record and publish his political speeches, through Cicero, the author of the work *De oratore*, the best Roman manual of rhetoric, then Aurelius Augustine with the famous *Speech on Death*, and John Chrysostom, to contemporary speakers and their speeches that marked not only the history of oratory but also history as a whole.

However, neither all speeches are anthological, nor all speakers great. As in many other disciplines, besides giftedness, there are techniques and skills that help gifted speakers to be decent, decent to be great, and great to be exceptional. Studying techniques and tools, the structure of building and organizing speech, the way of thinking about listeners, and with hard work and practice, anyone can climb up at least a ladder above their starting point in public communication.

Keywords: communication; speech; speech organization; speaker; message; topic; types of speech; public appearance; stage fright