



THE IMPORTANCE OF PUBLIC SPEAKING SKILLS IN TODAY'S WORLD

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<https://doi.org/10.5281/zenodo.15502285>

Annotation: In today's dynamic and interconnected world, public speaking has become one of the most vital communication skills for personal, academic, and professional success. The ability to convey ideas effectively, influence audiences, and present oneself confidently is no longer optional—it is essential. However, despite its importance, many individuals experience anxiety and fear when speaking in public. This article provides a comprehensive analysis of the significance of public speaking skills in the modern world and explores practical strategies for overcoming public speaking anxiety. By focusing on preparation, psychological techniques, and audience perception, the article aims to help individuals build confidence and improve their performance in public speaking scenarios.

Keywords: Public speaking, communication skills, anxiety, glossophobia, presentation skills, leadership, confidence, speech anxiety, preparation, visualization.

Introduction

In the 21st century, communication has taken a central role in all aspects of life. With globalization and digital advancement, people are expected to express their ideas clearly and persuasively in various settings such as classrooms, business meetings, conferences, and social platforms. Among the many communication skills required today, public speaking stands out as a particularly powerful tool. The ability to deliver a compelling speech or presentation not only reflects one's knowledge but also influences the way others perceive them. Public speaking is essential for sharing information, inspiring action, persuading audiences, and leading change. Despite its critical role, public speaking is often accompanied by fear and nervousness, commonly referred to as glossophobia. This fear can hinder a person's potential, reduce their effectiveness, and impact their career. Therefore, developing strong public speaking skills and learning how to overcome the associated anxiety is of utmost importance in modern education, professional development, and leadership training. This article examines both aspects: the growing importance of public speaking skills and the proven methods to overcome the anxiety associated with it.

Public speaking is not merely about standing in front of a crowd and delivering words; it is about conveying a message with clarity, confidence, and impact. In today's competitive environment, individuals who master public speaking enjoy a significant advantage. Here are several reasons why it is increasingly important:

Career Advancement: In job interviews, team meetings, presentations, and negotiations, effective public speaking can set individuals apart.

Leadership and Influence: Leaders who articulate vision and motivate teams through speech are more effective and respected.

Academic Success: Students who can present their research or ideas confidently often outperform their peers.

Personal Confidence: Mastering public speaking boosts self-esteem and helps individuals express themselves better in all areas of life.

Social Engagement: Whether in activism, volunteering, or social events, being able to speak up helps individuals contribute meaningfully.

In the modern age of globalization and information, public speaking has become an essential skill not just for politicians or media professionals, but for individuals in every profession. Here's why public speaking is so important today:

Vital Communication Tool

Being able to speak clearly and confidently means being able to convey ideas effectively. Those with strong public speaking skills can express themselves clearly, which leads to better understanding and stronger personal and professional relationships.

Professional Growth

In many careers—such as education, healthcare, management, law, and technology—presenting ideas to a group is part of the job. Professionals who can confidently speak in public are more likely to lead projects, represent their organizations, and advance in their careers.

Leadership and Influence

Good public speakers can influence others. The ability to inspire, motivate, and guide people through speech is a key quality of effective leaders. Many famous leaders are also excellent public speakers.

Civic Engagement and Social Involvement

To take part in community activities, advocate for social change, or present opinions on public issues, individuals need the ability to speak publicly. Public speaking gives voice to ideas and empowers people to participate actively in society.

Competitive Advantage

In today's competitive job market, those who can confidently deliver presentations, participate in discussions, or speak at interviews have an edge. That is why public speaking is increasingly emphasized in education and training programs.

Conclusion

Public speaking is a critical skill in the modern world, shaping how we communicate, lead, and grow professionally and personally. Whether in the classroom, boardroom, or community, those who can express their thoughts clearly and confidently hold a distinct advantage. However, public speaking anxiety is a real and widespread issue that must be addressed. Through consistent practice, mental preparation, and a supportive learning environment, individuals can not only overcome their fear but also become impactful speakers.

Developing these skills from an early age and reinforcing them throughout one's career is key to building a society of confident communicators and effective leaders. Investing in public speaking is investing in lifelong success.

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