



Strengthening the Role of Indigenous Peoples and Their Communities in Nature Conservation:  
A Project Ensuring the Full and Effective Participation of Indigenous Peoples in the  
Implementation of the Expanded National Integrated Protected Areas System

LEARNING MATERIAL

# Public Speaking

FR. FRANCIS LUCAS

## Introduction

Ask any person what is his or her greatest fear in a scale of one as lowest and ten as highest. Most of us would think it is all about death. Not really, most people fear **TO SPEAK IN PUBLIC. MORE SO FOR THE FIRST TIME.** People usually stutter, “ahhs and ohh,” “well, you know;” observe the nervous body language, looking at the ceiling, touching the nose, the ear, kneading the hands, or letting the finger wrestle...and others. IP leaders even if they are comfortable speaking in public before their tribe or community may have difficulty if and when the context, the audience, the topics for a speech is not what are usually discussed. Public speaking in governance in any organization or group is a must to be acquired as knowledge, attitude and skills.

Why are people afraid to speak in public? Speaking in public is so threatening because it is like jumping into the unknown. The speaker does not know what the reaction of people might be. Fear of criticism, fear of embarrassment, an attack on the speaker’s dignity. All these point to oneself, **ME.** All of us are people who are afraid to be psychologically massacred in public.

Fear deprives a speaker of **SELF-CONFIDENCE.** Once a speaker loses self-confidence, the speaker will feel confused and commit mistakes. Can a speaker blot this fear? Never, but a speaker can manage and overcome the fear.

Nervousness will always be there. Self-confidence will push a speaker through.

Public speaking starts with the speaker. **There are no bad speakers, only untrained speakers** that is why they are bad speakers. All trained speakers are good speakers. However, excellent speakers are born and trained. Public speaking has to undergo training. Tips will have to be provided, practice is essential, preparing and practicing a speech takes time.

Public speaking deals primarily with three Y’s namely:

- (YA) Your AUDIENCE,
- (YM) Your MESSAGE; and,
- (YS) Your SELF.

## Your Audience

Although the speaker is the most important consideration, a speaker before the speech does not think about the self. Always start with your audience, especially if you are a beginner. If you are thrown into an audience without prior knowledge of the audience's background or demographics, be FLEXIBLE, and know your audience by engaging them. Open all your nerves to the feedback you get by your questions. Look at their faces, but do not look at their eyes and faces for long. You might be distracted.

Never start with yourself, your thoughts, your opinion, your knowledge about the message, your perspective, standpoint, or your biases. Always start with knowing who will be listening to you, your audience. Who they are. Demographics, their culture, their educational background, will they be friendly to you or inimical to you. Are they interested in your message? How do they see you, equal, interesting, unique, new, worthy of their time? Will the audience see you as an equal, lower in status, lousy?

*Know your audience well. Language is important. Use their language. Your topic has to be within their own experience. Have rapport, speak to their heart. Make them engage you by engaging them.*

*As you deliver your speech, be very conscious of how they react to you, your jokes, the words you use, your stories, your message.*

The way you will use language, humor, and thought patterns will have to suit the audience's background. It may also be interesting to know based on their background the way you will use examples that hits them. The speech materials ought to connect with the audience's own experiences not beyond it, unless your intention is to change mindsets, but that is another story. If you try changing mindsets, start with what is, contrast with the new material. They have to feel it is connected to what they know and experience. The new material will help them prosper. Answer the question **"WHAT IS IN IT FOR ME."**

For example: "We always call on Makidyapat, everything is Makidyapat. When we catch a deer or a forest pig, "minamanok" agad, cooking it for five minutes."



The statements do not mean anything or much to the audience unless they belong to the Dumagat tribe. Therefore, be very careful with using language. The language a speaker uses, the psychology, the philosophy should produce a strong rapport with your audience.

## Your Message

The second consideration is your topic or message (YM). Research well about your message. NO matter how short is your statements or full speech, it has to be clear, concise, and can be understood by your audience and is within their experience. Despite your nervous state, worried that some people may know better some aspects of your topic or message, you have to convince yourself that you studied your topic, prepared for it, and know it well. Be confident. Speak with your heart. Your experience is personal and nobody has experienced what you experienced, so you are always ahead.

*The Message must be well-thought out. Remove repetitions. Make clear your sentences and their construction. Keep it short maximum of interesting 20 minutes. Speech is not a lecture. You ought to have to lead the minds of your audience, get into their perspective and bring them to your perspective in soft approach. No hard selling. When you start your speech grab the throats of your audience in the first 5-10 seconds. When you speak toward the end, move people to action. When you write your speech see to it, you first write your outline. Your speech must have cohesion, logical flow, from start, then middle and until end.*

*The message must have a focused topic, all the rest are icing on the cake. You have to dress up your message, humor, power words, and clear thoughts.*

*See to it in your speech to use anecdotes or true stories. You communicate better through "insights" that come out of stories.*

## Your Self

The greatest fool is one who does not know what s/he does not know. Know what you know, know what you do not know. Never brag, it is not wise and is fool hardy to speak about matters you are not knowledgeable about. **Before you speak, prepare, prepare, prepare.** Preparation boosts your self- confidence.

Even if you think you know the topic or message you will be presenting, see to it you double check, there may be new developments. Never show or make a statement that belittles yourself. Never, say “Hello, you know I am not a good speaker but I hope you will listen to my speech.” Never look down on yourself. The only exception is if you have become a popular speaker and use the phrase as humor. People will laugh and take that as a joke.

But if a new speaker uses the phrase to excuse oneself, the audience may leave the place telling themselves, “What is his or her right to speak when we will have to suffer listening to this fool?” Some may say, “Why speak if you think you are not a public speaker? Talk to yourself. Do not let me suffer boredom and waste my time.” The audience may even see this as an insult to their intelligence.

**Be passionate, use different intonation, pause if what you say is important.** Use humor instead of mere jokes. Humor is the ability to keep suspense then show the reverse of what they think will be your next statement. Tell jokes only if it relates directly to the topic or there is a lesson. Adjust your speech or talk according to the occasion.

**Body language is vital to a public speaker.** Speak with authority. Stand up straight with power. Do not crouch, avoid the “ahhs and ohhs,” speak straight as if you are conversing with the audience, try to be participative, ask questions. Provide challenges. See to it you are concerned about them. Your speech is about and for them. You can also try to do comparative issues. Do not leave the audience hanging. Come up with a conclusion. Be sure they get something out of your speech for their own use or the community.

## TRY THIS:

This activity summarizes public speaking tips.

Introduce yourself:

“I am Mr. Covid. I was born in Wuhan China. I am 2 years old. I am related to SARS and other Corona Viruses. Governments all over the world still are having a hard time to kill me. They do not know that I am hard to eradicate from this world.”

If you introduce yourself this way, I am sure, you will get the attention of the audience immediately. Of course it is not you. But if you can relate this pandemic to your topic, and this is your introduction, your speech will prosper.

The way you introduce yourself is crucial. Look for an aspect of who you are that your audience may need — something that most of them cannot do. For example, you are a *Katutubo* or part of an indigenous community, start by saying:

“Have you experienced getting lost in the jungle, no maps, no Global Positioning System (GPS), or even a compass? I’m sure you will die, because all the trees and paths look all the same. In the event you do not want to get lost, just call on me. As a *katutubo*, I know the jungle like the palm of my hand. And if the jungle is not familiar, I will still survive and find my way because I know how to do it. You need me, a *Katutubo*, in times of distress. Just call on me, *Igwas Makalamlam*.”

In this example, you provided the audience something unique about you. It will boost your self-confidence and they can immediately relate to you specially if your speech will explore the topic about *katutubo* or nature. Think of new ideas that relates to your topic. □



## SAMPLE IP SPEECH

### Audience:

Government officials and a few members of the corporation investing on the IP lands.

### Context:

The tribe was deprived of their ancestral lands which the corporation will use for forest products to be sold at very high prices and exported to foreign countries. Much money is at stake and much destruction is expected. The tribe through channels was engaged in a dialogue with government and the corporation representatives. The tribal leader was asked to give the opening speech.

## INTRODUCTION:

Nakakita na ba kayo ng manok na pisak ang dalawng mata, laging nababangga, napapasuot sa matitinh na lugar, huhuni-huni na di maunawaan ang gagawin at pupuntahan? Gaya ng tinigpas ang dalawang unahang paa hindi makausad, nagdurugo na ang unahang bahagi ng katawan kapag umuusad dahil sa gasgas; o disin mga ibong lipad nang lipad at hapong-hapo na dahil walang madapuan dahil wala nang makitang lupang may mga punong kakanlungan!!! Mga hayop man sila, siguradong ang puso ninyo ay malulooy sa awa.

## BODY:

Sa pagkakataong ito, nasa harapan ninyo ang halimbawa ng mga nasaktan at nagdurusang halimbawa ng nabanggit kong kawawang mga hayop. Kami pong mga katutubo ay kagaya ng mga hayop na ating nabanggit dahil sa pagkawala ng aming lupa. Ang sariling aming tinubuan ay ngayon biglang naglaho.

Kami ay ginawang bulag, di mamalayan kung saan patutungo at ano ang kinabukasan; para kaming mga putol ang paa. Hilahod, halos gumapang sa hirap ng buhay. Para kaming mga ibon, lagalag, lipad nang lipad, walang madapuan at mahimlayan dahil ang aming lupang ninuno ay kinamkam na at ipinagkait ang aming karapatang mamuhay sa sariling amin. Saan kami pupunta, saan kami susuling?

Hindi kami mga hayop, mga tao din kami kagaya ninyo; kapag kayo ay namatay, kagaya rin naming pantay ang paa. Kami po ang nangangalaga ng ating likas na yaman, napakalaki na ng nasalanta sa ating kalikasan. Alam ninyo yan mga scientist at anthropologist na ang nagsasabi na katotohanang iyan. Malaki ang tulong naming sa pagpapapaunlad ng pamayanan. Walang sweldong nagbabantay, nag-aalaga, hindi naglulustay ng mga puno, mga ilog at batis, mga bukal ng sariwang tubig, mga lamang-gubat, mga hayop sa kabundukan, mga halamang gamot, at ang manipis ngunit masustansyang lupa bumabalot bilang balat ng kabundukan.

## CONCLUSION:

Ang panaghoy naming sa inyo ay tulong. Magkapit-bisig tayong lahat upang igtalang ang aming karapatan sa lupang ninuno. Saan pa kami pupunta ngayong pinalayas kami sa sarili naming tahanan? Paano pa mapapangalagaan at makakayang ipagtanggol ang kalikasan?

Alam ng mga scientist at anthropologist na kami ang pinakamaiging mag-alaga ng kabundukan dahil lapat ang ugnayan naming sa kalikasan. Ang kalikasan ay ginawa ng Diyos para sa paggamit at pag-aalaga ng mga tao at hindi lamang ng iilang tao. Huwag sanang dumating ang panahong, sa patuloy na paglulustay ng kalikasan at pagpuluw sa aming mga katutubo, magising at magising na lang kayo sa gitna ng delubyo, paghihiganti ng kalikasan, pagkalat ng sakit na kagyat pumupuksa ng tao. Ito ay sapagkat walang gamot, walang vaccine na ang dahilan ay ang pagsalanta ng samut-saring buhay.

Gumagalang po kami sa inyo at umaasang pakikitingan ninyo ang aming hinaing at panaghoy na tulong. Kung ang mga hayop ay kinaawaan, kami pa kayang binulag, tinigpas ang paa. At tinanggalan ng madadapuan at mahihimlayan? Tao kami, Pilipino kami kagaya ninyo. Hindi kami mga hayop.

Lakip ang panalangin at pag-asa. Nawa'y sa pagtitipong ito ay mabigyan ng katarungan at makuha namin ang aming karapatan bilang namumuhay, nagangalaga at nagtatanggol sa ating kalikasan, ang aming lupang ninuno ang aming buhay at kinabukasan.

Mabuhay kayo. Mabuhay tayong lahat.

This learning material was prepared by Fr. Francis Lucas for the project "Recognizing the Indigenous Communities behind the Conservation of Nature: A Project Pursuing the Full and Effective Participation of Indigenous Communities in the Implementation of the Expanded National Integrated Protected Areas System" jointly implemented by ANGOC, Bukluran, and PAFID, this initiative is supported through the Sudden Opportunity Grant Facility of VOICE, an initiative by the Netherlands Ministry of Foreign Affairs executed in a consortium between OXFAM Novib, and Hivos.

The views expressed in this material do not necessarily reflect those of VOICE, Netherlands Ministry of Foreign Affairs, OXFAM Novib, and Hivos.

### Citation

Lucas, F. (2020). *Public Speaking*. ANGOC, BUKLURAN, PAFID, and VOICE. [Learning material prepared for the project, Strengthening the Role of Indigenous Peoples and Their Communities in Nature Conservation].



The Asian NGO Coalition for Agrarian Reform and Rural Development (ANGOC) is a regional association of national and regional networks of civil society organizations (CSOs) in Asia actively engaged in promoting food sovereignty, land rights and agrarian reform, sustainable agriculture, participatory governance, and rural development. ANGOC member networks and partners work in 10 Asian countries together with some 3,000 CSOs and community-based organizations (CBOs). ANGOC actively engages in joint field programs and policy discussions with national governments, intergovernmental organizations (IGOs), and international financial institutions (IFIs).

33 Mapagsanguni Street, Sikatuna Village, Diliman, Quezon City 1101 Philippines  
Tel: +63-2 8351 0581 | Fax: +63-2 8351 0011 | Email: angoc@angoc.org  
Website: www.angoc.org



The formation of Bukluran Para sa Pangangalaga ng Kalikasan ng Pilipinas (BUKLURAN, Inc.) or the Philippine Indigenous Peoples Community Conserved Territories and Areas Consortium (Philippine ICCA Consortium) is a nationwide network of community membership-based indigenous people's organizations (IPOs) of all ethnographic types. It is premised on bringing together indigenous peoples who assert and utilize traditional governance to protect community-conserved areas. Common to its members is the shared view that indigenous peoples' survival depends on the protection of valuable knowledge systems and the ancestral lands on which we thrive and persist. Our community-conserved areas can become the ultimate driving force in the conservation of biodiversity when our rights to our land and resources are respected and recognized.

Our main purpose is to carry out and realize the full recognition and respect for the rights, governance and self-management of our ancestral lands.

c/o PAFID: 71 Malakas Street, Diliman, Quezon City, Philippines  
Tel: +63-2 89274580 | Fax: +63-2 84355406

Philippine Association for Intercultural Development, Inc. (PAFID) is a social development organization which has been assisting Philippine indigenous communities to secure or recover traditional lands and waters since 1967. It forms institutional partnerships with indigenous communities to secure legal ownership over ancestral domains and to shape government policy over indigenous peoples' issues. PAFID works exclusively with the indigenous peoples' sector, specifically upon written or signed requests for assistance from indigenous communities or their representatives. PAFID envisions indigenous communities as responsible stewards of their resources.



71 Malakas Street, Diliman, Quezon City, Philippines  
Tel: +63-2 89274580 | Fax: +63-2 84355406  
Email: pafid@skybroadband.com.ph, pafid@yahoo.com | Website: www.pafid.org.ph