***Rif:LUMSA LM52 AA 2022-2023 September 2022***

***Corso in Relazioni internazionali – LM 52 - Primo Semestre AA 2022-2023***

**Title:**

*“****COMMUNICATING IN THE GLOBAL AGE****”*

**This paper is divided in FIVE PARTS:**

1. **Introduction pag 2**
2. **Theories and Techniques of effective Speech Communication**
3. **Speech delivering pag 7**
4. **Speech writing pag 35**
5. **A Personal Compass for Self-Esteem in the XXI century pag 52**
6. **Annex (criteria for evaluation of student’s speeches) pag 55**
7. **INTRODUCING THE COURSE**

**FOCUS:**

**A young person not supported by:**

A) a **GLOBAL VISION** of the contemporary world with which he/she interacts;

B) a strong **ETHICAL BACKGROUND**;

C) a good understanding of the **GROWING ROLE PLAYED by THE INDIVIDUAL and the CIVIL SOCIETY** in the global world;

D) a significant knowledge of the **TECHNOLOGICAL EVOLUTION** and of the velocity of its change;

E) the understanding of the **changing nature of POWER** in the XXI century

F) the ability to use the “**SOFT SKILLS”, and RAISE and EXPRESS IN PUBLIC THEIR VIEWS** in a clear and concise fashion

**is destined to be cut off the epochal changes occurring and forced to the role of SPECTATOR on the side-line**

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* In the dialectic between **challenges and opportunities,** the individual in the globalized world must learn to **KNOW the ENVIRONMENT** in which they live and **define their appropriate COMMUNICATION STRATEGY.**
* **The strengthening of the individual JUDGMENT CAPACITY is essential to determine WHEN and HOW to speak.**
* The individual must **HAVE AN OPINION** on major events and the **ABILITY TO CONVEY IT APPROPRIATELY in public.**
* this strengthens **the SELF-ESTEEM of the individua**l in handling complex problems.

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* This Course aims **at strengthening**:
* **the self-confidence of the students**
* **their capacity to raise and express in public their views in a clear and concise fashion**
* It also aims at providing the students with the ability to:
* **select, define and master complex and multi-faceted issues**
* **evaluate the phenomena occurring around them - have a clear opinion on them – develop the ability to express themselves**

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**Workshops, practical exercises and training on the various Public Speaking topics shall take place:**

**Example:**

**how to prepare/present a speech before an audience – voice intonation – breathing – body language – role of memory – impromptu speech,** etc.

The topics discussed will be proposed through interactive lessons/dialogues, supported by the personal experience of the professor and the curiosity of the students, to whom will be proposed the **reading of selected material before each lesson to help them to take part actively at the class discussions.**

**Practical exercises will regularly take place during each lesson, with direct active participation of the students**: they will be asked to take the floor and to present their homework before the professor and the other students, to improve personal performances. **Interactive workshops and simulation of public “live” speeches will also take place.**

**At the end of each lesson, the professor will propose assignments to be elaborated by the students for the following lesson**.

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**Text:**

**Ad hoc “LECTURE’S NOTES” specifically written by the Professor for the Class**

**SUGGESTION:**

“**What I saw at the Revolution: a Political Life in the Reagan Era”, by American Author Peggy Noonan (** Presidents Ronal Reagan and Bush Sr Speechwriter and 2017 recipient of the **Pulitzer Prize).**

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**Professor’s BACKGROUND & MAIN SOURCES:**

* 1) **MASTER in “PUBLIC SPEAKING”** at **Georgetown University - Edmund Walsh School of Foreign Service, Washington DC, with Professor Lillian Brown, COACH of former Vice President Al GORE and Senior CBS TV anchor-person**
* **Title of the Class: “Facing the Fear”**

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**II: Theories and Techniques of effective Speech Communication:**

**FIRST THINGS FIRST:**

* **Why do you want to learn Public Speaking?**
* Because it can help you professionally?
* Because you are a shy person and want to be at ease with friends?
* **You have the answer…..**
* **You live in the XXI CENTURY and are part of the MOST DIGITAL and GLOBAL GENERATION** on the face of Earth
* You have a **UNIVERSITY BACKGROUND**
* Therefore, you **must know:**
* **The WORLD in which you live /INTERPRET it and GIVE IT A SENSE /FIND YOUR PLACE in it/ Know its FUNDAMENTALS**
* **STUDY, STUDY, STUDY……//REHEARSE, REHEARSE, REHEARSE….// PRACTICE, PRACTISE, PRACTISE, PRACTISE like a crazy – BE HONEST WITH YOURSELF / BECOME YOUR OWN BEST CRITIC……**
* **Nothing becomes MUSCLE MEMORY unless you practise a lot**
* **make time EVERY DAY to REHEARSE if you want to become a good speaker and in the event of an IMPORTANT SPEECH**
* **WHY?**
* **It is often said that people judge you during the first FIVE SECONDS of simply looking at you, and again during the FIRST FIVE SECONDS after you begin TO SPEAK**
* **These dual aspects of your person – your APPEARANCE and your VOICE and SPEAKING ABILITY – can make a CRUCIAL DIFFERENCE in your life**
* **REMEMBER:**
* **The higher you go in your professional life, the more is expected of you and the more you will need to develop SOLID COMMUNICATION SKILLS.**

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**WHAT IT IS PUBLIC SPEAKING**

* **Is the process or act of PERFORMING A SPEECH to a LIVE AUDIENCE or TO GIVE A PESENTATION BEFORE AN AUDIENCE**
* **FORMAL** (face-to-face speaking of a **SINGLE PERSON to a GROUP of LISTENER**S): when you speak to someone you do not know, or you want to make a good impression on.
* **INFORMAL** when your choice of words and grammar tends to be more familiar
* Public Speaking accomplishes the purpose of **INFORMING/PERSUADING/ENTERTAINING** /**CELEBRATING** and uses different METHODS/STRUCTURES/RULES according to the speaking situation.
* It can serve the purpose of:
* transmitting information,
* telling a story,
* motivating people
* Encouraging people
* With P.S. you not only practice **WHAT you say**, but also **HOW you say it**

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**PUBLIC SPEAKING ALLOWS US TO:**

* **Form connections / Influence decisions / Motivate change**
* W**ithout communication skills the ability to progress in life would be impossible**
* P.S. is a **SOFT SKILL** that requires **excellent COMMUNICATION SKILLS // ENTHUSIASM // the ABILITY TO ENGAGE with the AUDIENCE**

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**THE BENEFITS OF P.S:**

* **DEVELOP SELF-CONFIDENCE**
* **CAREER’S ADVANCEMENTS**
* **DEVELOP CRITICAL THINKING**
* **PERSONAL DEVELOPMENT**
* **MAKE NEW SOCIAL CONNECTIONS**
* **EXPAND OWN PROFESSIONAL NETWORK**
* **In synthesis:**
* The capacity to connect with others with **CONFIDENCE, ELOQUENCE, IMPACT** helps us to **develop stronger RELATIONSHIPS**

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**HISTORICAL BACKGROUND:**

* **P.S. is not a XX Century invention, it has been used for millennia……..**
* **Greeks called it RETHORIC**
* **Romans called it ORATORY**
* **Socrates** (concept of ***Sophia*** = Knowledge and wisdom)
* **Plato** founded the “***Academy***” , the first institution of higher learning in the West world. He innovated the use of dialectics in philosophy
* **Aristotle** established the “***Lyceum***” (original name in Greek was **gymnasium)**, whose name derived from the location of the “*Peripatetic School*”: **the relevance of logic**
* Importance of the Roman senator and orator **Cicero** for the use of **RETHORIC**, an art used for informing/persuading/motivating (the famous “*Captatio benevolentiae*”)
* They established canons which were followed in the Middle Ages and Renaissance:
* **Any citizen who wished to succeed in court, politics, social life had to learn TECHNIQUES and RULES of P.S. – nothing was left to imagination…..**
* The **LATIN STYLE** was the primary form of P.S. until the beginning of the 20th century.
* In the last 50 years, however, it began to grow OUT OF STYLE as a trend of “ornate” speaking because of more **“SCIENTIFIC” methods and more “PLAIN” STYLES of SPEAKING, WRITING and LIVING.**
* Today are used new technologies such as videoconferencing, multimedia presentation and other non-traditional forms.

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**II. THEORIES AND TECHNIQUES OF EFFECTIVE SPEECH COMMUNICATION**

**SPEECH DELIVERING AND SPEECH WRITING**

**IIA) SPEECH DELIVERING:**

**PUBLIC SPEAKING is divided in two MAIN BODIES, linked as SIAMESE SISTERS:**

* **SPEECH WRITING** & **SPEECH DELIVERING ------ written & spoken word**
* **Remember:** you **first WRITE** a speech and then **DELIVER** it
* **Speeches are intended for the EAR, not the EYE: they must be HEARD, not READ --- it is like WRITING ALOUD…..…**……
* **IN THIS CLASS WE SHALL REVERSE THE ORDER: for practical reasons, we start with SPEECH DELIVER and then we analyse SPEECH WRITING**

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**THE TEN MOST-OFTEN ASKED QUESTIONS ABOUT PUBLIC SPEAKING:**

* What kind of clothes should I wear when I am going to give a speech?
* What colours are best to wear when appearing on television?
* When I hear my voice on an audio tape, I don’t like it. What should I do?
* My friends and colleagues say I talk too fast, or they have trouble understanding what I just said. How can I slow or improve my pronunciation?
* At my age, can I change my voice (lower the pitch, get rid of a regional accent)?
* When I stand up before others what can I do to avoid the stage fright I feel?
* How should I sit (legs crossed or uncrossed, leaning forward or backward)?
* What should I do with my hands?
* When I am giving a talk or lecture, how can I organize my thoughts?
* What should I do when I am asked a question that I do not want to comment, or I do not know the answer?
* **This CLASS IS DESIGNED TO HELP YOU TO COPE WITH THIS**
* As you develop your public presence, you **MUST LEARN TO ANTICIPATE**.
* When you arrive for a public appearance, it is too late for you to change your clothes, rewrite your speech, or learn to sit under the lights
* **Do it BEFORE IT IS TOO LATE…….**

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**ACQUIRING SPEAKING EXPERIENCE:**

* **FIRST OF ALL, REMEMBER**:
* **In life, NOTHING IS SIMPLE or comes with NO EFFORT**
* “**No free lunch**” as the Americans say
* There are not **MIRACLES or SHORTCUTS!!**
* **The secret is that there IS NOT SECRET in this world……..**
* **What you need most is:**
* **1. DETERMINATION (at 13, Churchill was already convinced to became PM)…therefore DETERMINATION is the name of the game……**
* **2. FAITH IN YOURSELF…..**
* **Keep it SIMPLE: do not try to reinvent the wheel!**
* **Talent is important but must be refined**
* What really matters is **curiosity, honesty, flexibility, passion, wish to learn**
* If you want to be successful a **lot of STUDY and PRACTICE are needed in PUBLIC SPEAKING as in every sector of life.**
* **It will be a LONG JOURNEY**, for you but you already took the **first step** enrolling in a P.S. CLASS, where you will learn the **basics & fundamentals of SPEECH-MAKING and gain SPEAKING EXPERIENCE**: they are **two different things while being interconnected**.
* THE JOURNEY shall be long and perhaps, as everything in life, **never-ending, but you GOT STARTED.**
* Think back to your first day in the kindergarten, your first date, your first day at the university: **you were nervous because you were facing something NEW, something you had NO EXPERIENCE of**.
* Once you became accustomed to the new situation, it was no longer threatening and you took pleasure in it: **it will work the same way with P.S.**
* The more you learn about P.S., the more speeches you deliver, **the less troubling speech-making and speech-delivering will become.**
* Learning to deliver a speech is not much different than learning any other skill: **it proceeds by TRIALS and MISTAKES.** As when you were an infant and learned how to walk and speak…..
* **Therefore, THE PURPOSE OF THIS CLASS IS:**
* **To Invest on your curiosity and enthusiasm**
* **To shorten the learning process**
* **To minimize the errors**
* **To provide a NON-THREATENING ENVIRONMENT and NON-COMPETITIVE “LABORATORY”**
* As the Class goes on, your fears and concerns about P.S. will gradually recede until they are replaced by a healthy nervousness before you speak (we shall see why it is healthy….)

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**THE FOLLOWING POINTS TO BE EXPLAINED LATER IN MORE DETAILS:**

**6 BASIC ELEMENTS OF P.S:**

* **SPEAKER**
* **MESSAGE**
* **AUDIENCE**
* **CHANNEL**
* **FEEDBACK**
* **CONTEST/PLACE**

**6 ELEMENTS OF GOOD SPEECH-DELIVERY:**

* **VOICE**
* **VELOCITY OF DELIVERY**
* **VOLUME**
* **PITCH (TONALITY)**
* **ARTICULATION**
* **PRONUNCIATION**
* **FLUENCY**
* Remember: there is not such a thing as a PERFECT SPEECH, make it **EFFECTIVE**.

**SIX IMPORTANT QUESTIONS in P.S.:**

* **WHO** is saying what
* **WHY** you are saying this
* **What** to say – the content
* **Whom** – the audience
* **Which** medium is being used
* **What are** the effects

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**STRATEGY to become a GOOD SPEAKER:**

* **Remember:**
* **The speech itself is important, but SO THE PERSONALITY of the SPEAKER**
* **You must be perceived as COMPETENT and LIKEABLE**
* **“we capture people with our eyes and seduce them with our voices”…….**
* **PLAN** appropriately
* **PRACTICE** a lot
* **ENGAGE** with the audience you are talking to
* **PAY ATTENTION** to the **BODY LANGUAGE** (hands, voice, eyes)
* **THINK POSITIVELY** (handling the “stage fear”)
* **COPE** with your **NERVES**
* **GET a FEEDBACK**
* **Keep record of** **YOUR SPEECHES** and watch **RECORDING**
* **(WE SHALL EXPLORE ALL THIS IN DETAILS)**

**Therefore, THE “MUST HAVE” TO BECOME A GOOD SPEAKER:**

* **Know well WHY you are speaking - what do you want your audience to think after they her your presentation?**
* **Know well THE MESSAGE you want to pass – In one SENTENCE: WHAT IT IS THAT YOU WANT TO SAY?**
* **Know well the AUDIENCE**
* **Show PERSONALITY, CREATIVITY (think “OUT OF THE BOX” mentality)**
* **Speak PLAINLY: the ability to keep things SIMPLE, UNDERSTANDABLE and SHORT**
* **Be CONFIDENT and PASSIONATE: you know well the topic and you are the first to believe in what you are saying**
* **Do not be AFRAID of FAILING: learn from MISTAKES**
* **Develop the ability to become a “STORY-TELLER”**
* **Develop the ability to raise AWARNESS: what you say is IMPORTANT**
* **Take advantage of PAUSES & SILENCE**
* **Pay attention to your EYE-CONTACT & BODY LANGUAGE**
* **(WE SHALL EXPLORE ALL THIS IN DETAILS)**
* **REMEMBER:**
* **Great speakers are not born that way: they have WORKED ON THAT.**
* **Natural TALENT & CONFIDENCE are just part of this.**

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**3 BASIC RULES:**

* **1) Make the AUDIENCE the CENTRE of the EVENT:**
* **It is not you; it is them: the AUDIENCE & the MESSAGE must be at the centre-stage**
* **2) focus on the RELATIONSHIP with the AUDIENCE:**
* **three relationships at work at the same time:**
* **Between YOU and the AUDIENCE: you engage, interest, activate**
* **Between YOU and the CONTENT of the SPEECH: you interpret before them your speech**
* **Between the AUDIENCE and the SPEECH: the audience relates to the speech because YOU point out WHY it matters to them**
* **3) UNDERSTAND YOUR PURPOSE:**
* **Never confuse TOPIC and PURPOSE:**
* **TOPIC is what you are talking about**
* **PURPOSE is WHY you are there to convince them**
* **The audience is there because it is interested and hopes to be better informed on the topic**

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**GOOD PUBLIC SPEAKING CONSIST OF 3 CORE TYPES OF COMMUNICATIONS:**

* **PHYSICAL**: it is the BODY LANGUAGE & the ENVIRONMENT you chose for the presentation
* It tells the audience how CONFIDENT you are about the topic
* Ex: smiling and adopting the right posture help you to look confident and in control, making the audience more likely to listen and to trust you
* **VISUAL**: it includes – if any – pictures, charts, graphics, power points, etc
* **THE STORY** itself: it is the CORE of your speech; it is the reason you are there to speak.
* You need to learn to become a proficient STORY-TELLER

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**PUBLIC SPEAKING IN ENGLISH:**

* **English is the LINGUA FRANCA of our age**: geopolitics, diplomacy, movies, culture, business
* Today all the most relevant P.S. events are held in ENGLISH
* Therefore it is **ESSENTIAL you have a GOOD KNOWLEDGE** of it otherwise you risk to be relegated to the side-line (Ex: a political leader being translated in a focus group with other leaders)
* P.S. is hard enough even in your national language, let alone in English……: this is the reason **you need to MASTER the LANGUAGE (English) and the TECHNIQUES (P.S.)**
* **English could become a BARRER/WALL** between you and the people around you: you become concerned, unsecure, frustrated, rigid or timid, you say less than you could, you speak only of topics you know well
* A good KNOWLEDGE of English is paramount, but it is **only the FIRST STEP**, since you need to **COMMUNICATE YOUR MESSAGE** **(P.S.)**
* **In synthesis**: **speaking good English and good P.S. in English are complementary but are not the same thing**
* **The following can help you:**
* 1) **Master the art of STORY-TELLING**: it requests time and patience; it is a skill you develop overtime – to do so **listen to GREAT SPEECH**ES (Churchill-Kennedy-Steve Jobs etc) – listen to a lot of different TV programs: **News/formal**; **Movies/entertaining**, et: try to assimilate gestures, body language, voice tonality
* Penetrate **their sense of HUMOR – their EMPHASIS – the METRIC used – see the GOAL they wanted to achieve**
* 2) **always remember to ADAPT yourself to the audience:**
* When in Germany, little humour
* While in the UK a lot of humour but little gesticulations
* While in Italy gesticulation and smiles
* While in Japan and Asia in general, be always formal
* Remember: **every culture has different rules for PHYSICAL COMMUNICATION**
* If you did not grow up in an English-speaking environment, you may not know which type of body language your audience would appreciate, therefore do not take risks

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**THE 3 PILLARS OF PUBLIC SPEAKING and PERSUASION are:**

**ETHOS – PATHOS – LOGOS:**

* **Canonized 23 centuries ago by Aristotle.**
* **They are modalities of PERSUASION used to CONVINCE and APPEAL to an audience**
* **Persuasive speaking is a skill you can use throughout your entire life**, whether selling a product or being interviewed for a job.
* **You need three QUALITIES** to be well-received from your interlocutor/audience:
* 1) **ETHOS**: your **CREDIBILITY and CHARACTER** – it **establishes the logical framework of the event – your reputation precedes you**
* 2) PATHOS: it **establishes the emotions** - **your EMOTIONAL BOND with your listeners**
* 3) **LOGOS**: your LOGICAL & RATIONAL ARGUMENT
* 1**) ETHOS**: from ancient Greek: character – ethics derives from ethos
* It consists in **CONVINCING your audience that you are good, fair, and credible** and your words can be TRUSTED
* The right “atmosphere” must be started from the beginning of your speech, or the audience will not accept what you say
* **Characteristics of ETHOS**: trustworthiness and respect (your values, honesty, principles, compassion) – similarity to the audience –authority – expertise and reputation
* 2) **PATHOS**: from ancient Greek: suffering and experience // empathy, sympathy and pathetic derive from PATHOS
* It is the **ability to PERSUADE by APPEALING to the audience’s emotions** – you want to emotionally connect with them and influence them to accept your argument
* If you have a low path the audience is likely to find flows in your arguments
* **Emotions are potent MOTIVATORS** and with them you are able to make your message pass (Ex: Martin Luther King – Trump –Hitler)
* 3**) LOGOS**: the **LOGICAL APPEAL** – Evidence / Facts/ Statistics / Data
* It derives from ancient Greek – logic comes from LOGOS
* It is the appeal to **LOGIC by relying on the audience’s INTELLIGENCE**. To do so, you need to **offer EVIDENCE** in support of your argument (difficult in a time of fake news….)
* **LOGOS also enhances ETHOS** (credibility and character).

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**ONE BIG PROBLEM…… the “STAGE FEAR”**

**HOW TO MANAGE STAGE FRIGHT and the SENSE OF INADEQUACY:**

* For some people P.S. could more scaring than death!!
* It is called **GLOSSOPHOBIA**: it derives from ancient Greek: “TONGUE FEAR”
* Fear of speaking in public – like fear of physical danger – triggers the body’s **“FIGHT – OR – FLIGHT” response.**
* The brain releases chemical substances – adrenaline is one – which increase heart rate, rapid breathing, tremor and increase perspiration. The well-known butterflies in the stomach……
* It is an **unpleasant sensation of ANXIETY** that often risks compromising the outcome we intend to obtain
* **OR:**
* It pushes you to **GIVE UP** and not do that presentation, speech etc
* **You renounce even before trying…..**
* You tell yourself: next time…**but that “next time” never materializes…..**
* **Careful: it low your SELF-ESTEEM……**
* **Most common symptoms:**
* Humid palms,
* knees weaken,
* you cannot get your breath,
* mouth dry
* Strong perspiration
* Stomach feels upside
* Hearth beats so fast you think you suffocate
* **MOST COMMON FEARS:**
* “What the audience will think of me?”
* “What if I make a mistake during the presentation?”
* “I surely forget all I have to say”
* “I may be misunderstood”
* “I will become red, and the audience will see my anxiety”
* I will gesticulate and the audience understands I am inadequate”
* “Perhaps it is better if I try another time”.
* **FEARS materialize when you OVERSTIMATE the STAKES of communicating your IDEAS in PUBLIC**, viewing the speaking event as a potential threat to your credibility and image, or it happens **when the speaker CRITICIZE himself/herself too harshly during the perform**.
* **Fear and sense of inadequacy is COMMON** when you are asked to speak in public, to make statements in public, when to present a document in a professional meeting
* **It is experienced also by well-experienced managers, entrepreneurs, university professors**
* **Actors are nervous before a play – athletes before a game – politicians on the campaign trail**
* **not only students!!**
* **Some of the greatest speakers of all times suffered from it: from Lincoln to Churchill – Leonardo Di Caprio was so nervus about giving an acceptance speech he hoped not to the Academy Award.**
* **None overcomes it ONCE AND FOREVER!**
* Sometimes, this fear depends on **LACK OF EXPERIENCE,** and this concerns above all **BEGINNERS**
* Therefore, it is so **important to BE WELL PREPARED – study and practice……**
* **REMEMBER:**
* **A good speaker is someone who leaves nothing to the chance…..: details are as important as fundamentals.**
* **Therefore:**
* **Know and respect your fears**
* **Plan every detail of your appearance**
* **Make sure to wear appropriately**
* **Rehearse your speech until you “FEEL” it is right, and you are comfortable with it**
* **Before you pronounce the speech clear your throat**
* **Go to podium slowly, maintaining the feeling you are in control: do not rush**
* **Breathe profoundly**
* **Survey your audience and make eye-contact with them**
* **NEVER start a speech looking at your notes**
* **Think for a couple of seconds before you start and begin your first sentence pronouncing it BY MEMORY**
* **Above all: do not try to be PERFECT, just EFFECTIVE…..**
* **WHAT TO DO when you are overcome by NEGATIVE THOUGHTS:**
* **REMEMBER:**
* **Fear of PS is not something to be conquered once and forever, but to be MANAGED every time.**
* **It is impossible to think clearly when you are flooded by anxiety or fear: FACE and RESPECTS YOUR FEARS**
* **Therefore:**
* **Prepare like crazy – plan well your strategy- rehearse well**
* **START SMALL - Begin speaking to small audiences on “EASY” subjects in non-threatening situations**
* **Breath intensely, until you feel better – do not try to chase it away – it will not go….**
* **Drink a glass of water**
* **Tell yourself: “is ONLY a presentation/speech” // not the endo of the world**
* Remember that the **negativity is all in YOUR HEAD**: **if you are well prepared you will make it**
* **Slow down your breathing and delivery and Pause: when we fear something, our natural reaction is TO SPEED UP**
* **Stay in the present: anxiety occurs when you try to do two things at a time: give your speech and think about your fear.**
* **Be process-oriented: see each performance as a rehearsal for the next one / work on improvements, one step at a time / gain confidence: “I CAN DO IT!!”**
* **Accept the fact that a perfect speech is an ILLUSION: do not pretend to become a SUPERSTAR**
* **Visualize a happy place you go after the speech: meeting friends for an aperitive, etc**
* **The worst SELDOM HAPPENS…..**
* Also remember: the audience is much more available than you believe. **They are there to LISTEN TO YOU, NOT TO AGGRESS YOU.**
* **A PRACTICAL TIP:**
* **Place a RUBBER BAND around your wrist.**
* **If your thoughts turn nervous, SNAP the RUBBER BAND to get back on track……**
* **IMPORTANT:**
* **If you KNOW YOUR FEAR, YOU ARE NOT OVERCOME BY IT:**
* **A good PREPARATION is essential: if you are well prepared, know your material, know the audience a lot of the anxiety goes away.**
* **THINK POSITIVELY:**
* **CONFIDENCE is the well-known power of POSITIVE THINKING**: if you think you can do it, you usually can. If you predict disaster, that is almost always what you will get.
* Speakers who think negatively about themselves are much more likely to be overcome by STAGE FEAR then are speakers who think positively
* Therefore: **LEARN TO DEVELOP STRONG POSITIVE EMOTIONS.**
* **The TRUE SECRETS to overcome the fear are:**
* 1) **TO RESPECT IT,** to consider it a potent **INCENTIVE to IMPROVE your PERFORMANCE**
* 2)  **to prepare yourself adequately**: if you are a BEGINNER, or a SHY PERSON, **do not think to IMPROVISE.**
* **Fear can be MAGIC!** As your confidence grows you feel your fear going away, because you transform your fear into a cheering companion that enables you to master the art of speaking in public.
* **Therefore do not remove your fear . “FEEL IT…**…and see what happens!
* **With TIME, PATIENCE and TRAINING speaking in public will become a JOY.**
* **Do not expect PERFECTION**
* The main reason people are concerned about making a mistake in a speech is that they view speech-making as a PERFORMANCE, rather than an ACT OF COMMUNICATION.
* They feel the audience is judging them and asking for perfection, but audiences are not lie judges in a contest. They are not there to watch **a SOLO-PERFORMANCE but to listen a well-crafted address that communicate the speaker’s ideas clearly and directly.**
* As you work on your speech make sure to prepare well, but do not panic if you make a mistake.
* **Once you free your mind of these burdens, you will find it MUCH EASIER to approach your speech with CONFIDENCE**
* **ATTENTION!! BEING SHY IS NOT AS SUFFERING STAGE FRIGHT:**
* You realize you are too shy to speak in public: you blush, sweat, feel ashamed
* **You can overcome it by doing small steps at a time: small, informal appearances among friends and gradually build confidence in yourself**
* **TO OVERCOME YOUR SHYNESS:**
* **Do not tell around: no need to advertise**
* **Keep it light: it is not a matter of “live or die”**
* **Work on your voice tone: give it a more profound, convinced tonality**
* **Stop doing SELF-SABOTAGE and cultivate your BOLDNESS**
* **Know and put in value your strengths**
* **Chose relations carefully**
* **Stop being always NICE**
* **Stop saying always YES!**
* **Think that your ideas can help other peoples**
* **Be CREATIVE – behave “OUT OF THE BOX”**
* **Avoid situation you know you can get in trouble**
* **EMOTIONS:**
* In a good speech – **evocative/ persuasive** – there is place for EMOTIONS: **YOURS** and those you arouse in the AUDIENCE
* It is **always appreciated to reveal some vulnerabilities**: If you get emotional (but do not start CRYING!) the audience will appreciate
* The audience may not remember every word you pronounced **but they remember HOW YOU MADE THEM FEEL…..**

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**GETTING PREPARED:**

* **The most important thing before writing your speech**:
* **Why are you speaking?**
* **Are you the right person to speak about that topic?**
* **In one sentence: what it is that you want to say?**
* **make an AUDIENCE ANALYSIS, by AGE, SEX, PROFESSION, EDUCATIONAL BACKGROUND, LEVEL OF EXPERIENCE // what do they know about the subject? // what do they need to know? // what do they feel about the topic?**
* **Once you have selected your topic, always WRITE the speech** you want to deliver in writing it you would retain and see its deficiencies
* **Remember: writing put in direct contact the MIND and the MOUTH**

* **STUDY CAREFULLY HOW TO DELIVER IT**
* Write **short sentences: your sentences cannot be too long and convoluted**
* **PRIORITIZE - Avoid LOGORRHEA:** do not try to say everything there is to be said on the topic
* **Your material must be SIMPLIFIED, BRIEF and to the POINT**
* **Underline the most relevant passages** you want to put emphasis on
* **Use bold letters to stress them**
* **Organize your ideas in a logic and sequential fashion**
* **Try to memorize some passages** to impress your audience
* **Review and repeat it several times ALOUD** to listen to your own voice
* **Do not trust your ears**: you do not know for sure how your voice is received by third persons
* Therefore: **record your speech and listen to it several times**
* **Repeat the speech in front of friends you trust**
* **Do it before a MIRROR**, to see how you behave, intonation, tremors etc.
* **While speaking stand still to breathe regularly**
* **Articulate distinctly and speak slowly** enough to be understood and **rapidly enough** to be interesting
* To create an immediate and mutual sense of trust and respect with the audience, **try to DELIVER YOUR OPENING from MEMORY rather than READING it from your written notes.**
* **Be spontaneous and enthusiastic but also competent**
* **About QUOTATIONS:**
* **Quotations are like SPICES- good to be used but with WISDOM**
* **About JOKES and the use of HUMOR:**
* **Great but be sure to be able: nothing WORSE than a joke that falls flat!!!**
* **Therefore, you must know well the audience you are going to speak to / the local CULTURE & HABITS**
* **About STATISTICS:**
* **Use with MODERATION – a speech filled with statistics becomes a STATISTICAL ABREACT, not a speech**
* **Smile as much as you can! (not as an idiot…)**
* **About PUNCTUATION:**
* **Crucial to an effective speech**
* **It is less a matter of INFLEXIBLE RULES than of PURPOSE and STYLE**
* **It can be organized by SINTAX – grammatical construction - or it can be ELOCUTIONARY, deriving from the RHYTM and PACE of the speech.**
* **It also depends on RESPIRATION-BREATHING.**
* **In general: PUNCTUATE according to the EAR and not the EYE.**
* **LEAVE NOTHING TO CHANCE: PRACTICE, PRACTICE, PRACTICE!!!**

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**THE DAY BEFORE: HOW TO GET READY:**

* **THE EVENING BEFORE you deliver a SPEECH, or you have PROFESSIONAL INTERVIEW:**
* Go to a movie theatre to watch an entertaining movie (no violence and blood)
* If at home, watch “light” programme
* Do not eat too much, preferably carbohydrates
* Do not drink too much
* Do not assume any substance which might obfuscate your mind
* Don’t go to bed late
* While in bed breathe profoundly

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**THE DAY OF THE SPEECH:**

* **Have breakfast: do not go around empty stomach! But do not eat too much either…..**
* Not swallow much liquid – not EXICITING LIQUID such as coffee - and above all not sugar: **take food which releases energy slowly, such as fruits, cereals. Otherwise, you risk to feel the urgence to urinate….**
* **No nicotine – no alcohol**
* Any time you remember **take a few profound breaths**
* **Do some movements before you speak (a small walk, etc)**

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**HOW TO WEAR TO GIVE A GOOD IMPRESSION OF YOURSELF:**

* **In general P.S. events are FORMAL**
* Depends on the AUDIENCE
* FORMAL/PROFESSIONAL
* UNIVERSITY
* LESS FORMAL/FRIENDS
* **In this Course we consider FORMAL:**
* **WHAT THE PUBLIC MUST FIRST SEE IS YOU, PLAIN AND SIMPLE…**
* **It is you who must “shine”, not what you wear**
* **You must feel good and CONFIDENT about your appearance so that you can FORGET about HOW YOU LOOK and CONCENTRATE on the MESSAGE**
* **THE COLOR SPECTRUM:**
* **In principle, wear plain colours and patterns that are “neutral”**
* Sober dress/cloths – always clean – **intermediate colours: not too vivid (on camera they would blurry) but not even grey**
* **Avoid bright reds, black, white.**
* Remember the **audience loves to “judge” and criticize speakers for their clothes**
* Wear clothes where you can breathe in: not too rigid, or synthetical fibres
* **Do not try to be “unique” or “special**”: they may misunderstand you
* But also, **not dismissive and too “modest”**
* Look for the honest compromise and, above all, **BE COMFORTABLE with yourself: strike the RIGHT BALANCE.**
* **CLOTHES FOR WOMEN:**
* **Good fit is essential**: better a little roomy than too tight
* Try to wear long sleeves, even in summer, since short sleeves give an informal look
* Pay attention to **COLOURS COORDINATION**
* **If seated before an audience, consider wearing pants**
* **YEWELRY** should enhance your appearance without becoming the main attraction.
* The **BASIC RULE** **is that anything that sparkles or shines too much will distract attention away from your face and what you are saying (UNLESS IT IS WHAT YOU WANT….).**
* **SHOES:**
* Important you wear comfortable, well-fitting shoes with LOW HEELS, above all if you need to stand for a long time while giving your speech
* Avoid shoes too coloured or have heels in unusual shapes
* **MAKEUP:**
* Makeup has only one purpose: to enhance your NATURAL BEAUTY.
* It maximizes your good features and diminish small problems
* **Do not overdo**
* **CLOTHES FOR MEN:**
* Your clothes should communicate **CONFIDENCE and AUTHORITY**
* Clothes well cut, made of good fabric
* Avoid bold patterns, stripes, anything that ATTRACT ATTENTION AWAY FROM YOUR FACE
* **SHIRTS:** avoid colours that “BLINDS” a camera lens.
* Preferable white or blue, not too “shiny”
* Important the shirt’s collar: in formal occasions avoid open shirts
* **SOCKS:** avoid short socks that show your leg.
* Better black or dark colours
* **TIES:** for a man is “a declaration of independence” – one of the few things men can make the difference
* Choose a quiet, neutral tie that does not **ATTRACT ATTENTION AWAY FROM YOUR FACE**
* In a famous TV debate for 1960 US Presidential elections, Candidate J.F. Kennedy won it over Nixon because **he was well-shaved and appeared focused, free and easy**, while Nixon had a long beard, and his suit was not ironed
* This means that **TOPICS are important but also THE IMAGE YOU GIVE OF YOURSELF**

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**5 ASPECTS OF PHISICAL DELIVERY:**

* 1. **Gesturing (hands)**
* **2. Eye contact**
* **3. Voice’s use**
* **4. Body Language & Facial expression**
* **5. Movements on the podium**
1. **GESTURING - ABOUT THE USE OF HANDS:**
* **It is a most important issue**
* Latin peoples are famous for gesticulation / also Americans
* **You need to give the impression you KNOW WHAT TO DO WITH YOUR HANDS**
* Do **not be theatrical but not even motionless**
* **Example from the “BBC”:” I CAUGHT A FISH and it was THIS BIG”…..**
* Always assume the **intermediate posture: Moderate movements, in slow motion**
* **Hands must always be visible**
* Do not rub your hands all the time
* Do not **dry them with a paper tissue in public**: you would confirm the idea you are not at ease
* When shake hands with someone **always try to have a dry hand**: a sweaty hand gives the impression you are uncertain
* Therefore, before shaking hands, dry them also on your suit if needed.
1. **IMPORTANCE OF EYE CONTACT:**
* **It is essential to establish a direct EYE CONTACT with the audience: each one of them must believe you are speaking directly to him/her**
* It gives the audience the impression **the speaker is CALM, IN CONTROL and he/she creates a DIRECT CONTACT with them:** **everybody in the room IS IMPORTANT for the speaker.**
* Eye contact also gives you the possibility **TO CHECK REACTIONS OF THE AUDIENCE TO YOUR WORDS**: if they are bored, un-interested, they are talking, checking their telephones, watches, etc.
* It is important **not to look always at the same persons in the audi**ence and **not only to those seating in the first row** - but to look **at different people in different moments**
* Important – either if you read a text or speak by hearth - **to go about with your eyes and head from LEFT to RIGHT and the other way around.**
* **Remember always to accompany your eye contact with moderate movements of hands**
1. **THE UNIQUE ROLE OF THE VOICE:**
* **Your voice is the most FLEXIBLE SPEAKING TOOL you have apart from the BRAIN**
* **Remember: you do not communicate TELEPATICALLY….**
* You can have the best arguments, the finest and most ethical intentions, you can dress properly **but if you have an inadequate voice your performance will have a modest or even negative effect**
* **People judge the voice of a person in the first few seconds of listening to them: you do not have a SECOND CHANCE**
* **YOUR VOICE SHOULD BE AN ASSET AND NOT A HANDICAP………….**
* **Your entire body is a voice-making box. It is capable of a wide range of colorations & effects,** from **astonishment to incredulity,** from **mockery to seduction.**
* **To speak without VOCAL VARIATIONS means using a “MONO” – tone, a single tone ---“mono-tonus” ….**
* **Consider some excellent political leaders who deliver in a mono-tonus voice, though they say serious and important things**
* **On the contrary, leaders without background who present their message in an attractive, profound voice.**
* **Anglo-Saxon leaders never read, always establish eye-contact with the audience**
* **We live in the “Information Age”: anyone can be catapulted into the spotlight** and be heard around the world
* Therefore, is **imperative you work on your voice**:
* This means having **accurate PRONUNCIATION, clear ARTICULATION, PLEASANT VOICE TONE, good vocal PRESENTATION SKILLS.**
* **You can MAKE IT: you can lose or modify regional or foreign accent**
* **You need a lot of training before you master this ability: IT WILL NOT BE ACQUIRED OVERNIGHT….**
* **Therefore, train yourself reading aloud texts on various subjects: politics, social life, economy, culture (NOT ONLY WHAT YOU LIKE, BUT WHAT IT IS IMPORTANT FOR YOUR FUTURE LIFE)**
* **Ex from BBC: stress this sentence: “I DO NOT WANT TO SEAT THERE AND DOING NOTHING”…..**
* **THE FIVE ELEMENTS OF A GOOD DELIVERY:**
* **Directness & simplicity– do not be confused or complicated ---avoid skipping words & long sentences // REMEMBER: USE SIMPLE LANGUAGE**
* **Spontaneity – be yourself but always rehearse well….**
* **Animation – do not remain motionless but do not be agitated**
* **Expressiveness – vocal and facial**
* **Enthusiasm: do not just read your paper – communicate your message with enthusiasm: Remember: enthusiasm is CONTAGIOUS!!**
* **HOW TO TALK LOUD & CLEAR:**
* **Open your mouth**
* **Breathe from your diaphragm – before speaking open your abdomen**
* **Relax neck & shoulders – never rise your shoulders to breath**
* **Maintain proper posture**
* **Speak in your natural voice**
* **Avoid yelling & screaming**
* **Keep your throat moist by drinking little sips of water**
* **Speak slowly**
* **Avoid the MURBLINGS: the “AHS”, and “MMM”, and “YOU KNOW”. BETTER TO PAUSE**
* **CHARACTERISTICS OF A GOOD VOICE:**
* **A good voice is:**
* Resonant
* Relaxed
* Well-modulated
* Controlled
* Low pitched
* Warm
* Concerned
* Confident
* Authoritative
* Colourful
* Expressive
* Natural
* Audible
* Positive
* **CHARACTERISTICS OF A BAD VOICE:**
* Nasal
* Harsh
* Tremulous
* High pitched
* Breathy
* Timid
* Too loud
* Too soft or inaudible
* Sarcastic in tone
* Ineffective
* Hesitant
* Flat
* Weak
* dull
* **LIST OF SIGNALS TELLING YOU NEED TO IMPROVE THE WAY YOU SPEAK IN PUBLIC:**
* Listeners often ask you to repeat what you just said
* You have a pronounced regional accent
* You get tired after having spoken 10 minutes
* Your listener’s eyes wander over after you have been speaking for a while because you speak in a monotone tone
* You must stress that you have important responsibilities in life: meaning by that they would not know it from listening to your voice
* You look mature but your voice sounds too young
* **TIPS TO BREAK THE MONOTONY OF A SPEECH:**
* **1. In each sentence pronounce at least one or a few words in a different tone: VARY tonalities!! Sometimes LOW the tone as to share a small “secret”, to attract confidence, sometimes RAISE the volume to emphasize your concept**
* **2. Add moderate gestures during your speech**
* **3. Review in advance the most important points of your presentation**
* **LEARN TO SPEAK PROPERLY:**
* People around you as well as those faraway must **hear you clearly**
* **Tone of** **voice not too high – hysterical – not too low – depressed**
* **Clearly articulate every single word you pronounce**
* **Never speak in a hurry or with an agitated tone of voice**
* Always **speak slowly** but do not bore your audience
* **Never give the impression you speak slowly because you are searching for your words and you do not know what to say and how to say it**
* **Breathe regularly while you speak**
* **Focus on pauses**
* **Use voice exercises**
* **Record & listen** to your voice: you shall be surprised…..
* **Never truncate words**
* **REMEMBER: repeat and repeat the words which are difficult for you**
* **WHAT TO DO:**
* **Train yourself in your national LANGUAGE as well as in ENGLISH**
* **Choose a good radio voice, RECORD IT and repeat the sentences and pronunciation**
* **Practice reading aloud for 10 MINUTES A DAY**
* **Watch CNN - BBC – Al Jazeera News at evening**
* **REMEMBER:**
* **A lovely speaking voice does not just “HAPPEN”, it is the RESULT OF HARD WORKING and PRACTICE (it can take months….)**
* **Two of the greatest voices ever: Winston Churchill, who you certainly know, and Walter Cronkite, you likely do not know.**
* **Study the character and the voice of Cronkite, possibly the best English voice of the XX century and a “media- icon” for the American audience**
* **He was the “anchor” for the US network CBS and in 1963 “invented” the modern TV night**
* **He used to conclude his tv broadcast with the famous sentence: “*and that's the way it is*”. His successor Dan Rather imitated the sentence, saying: “and** *that's part of our world tonight***“.**
* **BREATHING:**
* **MOST IMPORTANT human activity: our first and last act on the face of the Earth.**
* **If you do not breathe you do not live!**
* For normal conversation you can get along with shallow breaths, **NOT WHILE YOU SPEAK IN PUBLIC.**
* **before speaking open your abdomen** //When you breathe correctly you centre your body and are firmly balanced and relaxed
* **Lear to breathe FULLY and DEEPLY** from your **diaphragm (**so-called **BELLY BREATHING**): it is the technique used by professional singers.
* **Always take a deep breath before the first word of what you are about to say.**
* **Wear comfortable clothes to breathe freely, without constraint**

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1. **BODY LANGUAGE & POSTURE:**
* **Your body has an UNSPOKEN LANGUAGE, independent of what you say**
* I**t conveys to the audience the whole sum-up of your VOICE - USE OF HANDS – ATTIRE – DRESSING etc which DEFINE YOUR PERSONALITY and the “idea” of yourself – material and immaterial.**
* **It is a most powerful COMMUNICATION TOOL: it can project your confidence or your fragilities**
* **It says things to the audience you cannot say consciously**
* **On your BODY LANGUAGE depends on how you DELIVER YOUR MESSAGE and you BEHAVE** before the audience and **how YOU ARE PERCEIVED**
* **Be aware of your posture all the time**: while walking to the podium, standing from a table, seated to attend a public function, etc.
* **STANDING UP when you present a speech makes you more OFFICIAL**; it creates a separation between you and the audience
* You must be CENTERED and **holding yourself erect with your head up**
* **Be sure of yourself**: keep your neck long, your head high
* **Breathe intensely** to keep the oxygen supply high
* Do not walk in a stiff, artificial manner: concentrate on presenting a relaxed posture
* **Remember that your face is more important than your hands**
* **Make attention with what to do with your legs**: if you are comfortable CROSSING them do it, but make sure not to change position every 5 minutes
* **A GOOD POSTURE** In addition to projecting **CONFIDENCE,** **helps you to breathe deeply and support your voice.**
* **Make your gestures FEW and well DEFINED**
* Closed fists express hostility
* Open palms express openness
* Arms folded across the chest close out the audience
* **Elbows by your body**
* **Put your hands between your chest and your chin**
* **Push the hands against the podium** to give you confidence and strength
* **When you sit relaxed but erect, arms, hands and legs at ease and you lean slightly forward your body is communicating OPENESS – AVAILABILITY –** you transmit to the audience a feeling of wellness
* **You must speak slowly and convincingly**, **clearly articulating your words, using eye contact, create an intimate and friendly atmosphere with the audience**
* Example: You may have a great voice but be inappropriately dressed – in this case your impact will be negative
* You must avoid giving the impression **you are afraid, or confused**, or to have something to hide
* **Be always sure of yourself, confident, available, IN CONTROL.**
* Do not get nervous if someone in the audience does not pay attention to your speech
* **GOOD BODY LANGUAGE:**
* Head erect, a slight smile,
* Hands at rest (no gesticulation), folded and relaxed
* Lean slightly forward when someone speaks at you
* Be always alert
* **BAD BODY LANGUAGE:**
* Slump backward, with legs crossed,
* Wring hands nervously
* Ignore people around you
* Look downward
* Toying with your glasses or a pen
* Tap your foot nervously or swing a leg rhythmically
* Look into space
* Toss your hair
* Chew gum or chow your own lip
* Scratch anything
* **REMEMBER:**
* When you are tired you run the risks to say unpleasant things or do something that later you REGRET
* You cannot say: “sorry, I don’t feel well because I ate or drunk too much yesterday night”…..

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**PAUSES WITHIN YOUR SPEECH:**

* **Pauses emphasize and stress your words: effective speakers speak at a natural PACE and keep sentences SHORT. This helps them TO REMEMBER what they have to say and to BREATHE REGULARLY during the delivery.**
* **SILENCE CAN BE POWERFUL!**
* Use pauses as you would **use punctuation marks** to EMPHASIZE sentences.
* **Pauses slow your delivery when you talk too fast – a signal that you are NERVOUS! - and they give you a chance to breathe.**
* **Pauses ALERT your audience to pay SPECIAL ATTENTION to a certain thought, as you would say: “listen to this!”**: strategically placed pauses cause the audience to wait expectantly for your next statement and help you to make the **EMOTIONAL CONNECTION WITH THE AUDIENCE.**
* **SLOWING DOWN helps you to enhance your IMPACT on the audience: you give them a chance to LISTEN/UNDERSTAND/APPRECIATE/METABOLIZE your message**
* **Remember:**
* **Do not RUSH TO CONCLUSIONS as you had to swallow a bitter medicine……**
* **EXERCISE to learn HOW & WHEN to pause:**
* **STUDY the Martin Luther King speech: “I HAVE A DREAM”-**

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**BREVITY:**

* **Is a major key to a successful speech**
* **We normally present too much information: try to present A FEW BASIC POINTS WELL – go for the BIG PICTURE!**
* Watch TV: they need to give you a concentration of news in a matter of seconds
* With today’s audiences’ short attention spans, listeners get tired quick
* **In a minute you can pronounce, on average, 115-150 words**
* **If SLOW: 100 words**
* **If AVERAGE: 130**
* **If FAST: 160**
* **Therefore, in a 3 minutes speech you use 375-450 words**
* **In a 20 minutes speech: 2.600 words at 130 a minute**
* **EXERCISE:**
* **STUDY:**
* **1) President Lincoln GETTISBOURG ADDRESS (pronounced in 1863 – 260 words only…): Unparalleled example of CONCISENESS**
* **2) President Lincoln’s FAREWELL SPEECH at Springfield, in 1861: 9 lines – precision, elegance, rhythmic virtuosity**

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**SOUND BITES:**

* When you have only a few minutes to get your message through **A CLEAR MESSAGE IS ESSENTIAL**
* **GOOD SOUD-BITES can make your speech important but use APPROPRIATELY: do not exaggerate.**

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**AS A MEMO/REMINDER ALWAYS KEEP A SMALL NOTECARD WITH YOU:**

* **It will be your INSURANCE POLICY!**
* Writing, on a small sheet, **a few BASIC ELEMENTS and FACTS of what you are about to speak** will HELP YOU A LOT.
* It helps you to remain focused and not digress
* **It helps you in case you have a MEMORY LAPSE: in this case you DO NOT PANIC**
* **Type your speech in LARGE LETTERS**
* **Use underlining and mark your manuscript**
* **No need to MEMORIZE the material, just FAMILIARIZE yourself with it.**
* **If you can ignore the manuscript and speak from your notes your presentation WILL BE GREATLY ENHANCED.**

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**DEVELOP GOOD LIVING HABITS:**

* Avoid illness
* Wash frequently your hands
* Distance yourself from someone who has cough or cold.
* Try do not SMOKE (health and voice….)
* Drink as little alcohol or coffee as you can
* Getting regular exercise
* Drink enough water to avoid dehydration
* Remember that excessive stress endangers your immune system making you vulnerable to colds and infections
* Take the time to cultivate good and loyal friendships
* Recognize the problems created by an overloaded schedule
* Keep some time always for yourself
* Have a hobby you really enjoy, be it golfing, playing tennis, fishing, dancing….
* Develop a sense of humour
* See change in your life as a positive challenge
* Take a series of “minivacations” rather than waiting for a long one
* Take naps whenever possible
* Eat lunch in a park and do not bring your phone with you
* If you have a difficult problem to solve , lean back and relax: letting your thoughts wander: it is an effective problem-solving method

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**MAIN COMPONENTS OF A SPEECH:**

* **An important speech has 4 components: STYLE, SUBSTANCE/CONTENT, DELIVERY, IMPACT**
* **STYLE:** the best orators are masters of both written and oral words. Their speeches are fine to read and hear
* **SUBSTANCE**: a speech may be long and well-presented and yet lack any substance. Great oratory must centre on a worthy theme, and it must appeal to and inspire the audience’s finest values and ideals.
* **IMPACT:** great oratory always seeks to persuade the audience of facts and ideas. The best speeches change hearts and minds and remain “fresh” for decades….
* **DELIVERY:** You do not need to become **a WORLD REPUTED ORATOR but nevertheless you can IMPROVE YOUR TECHNIQUE and REFINE YOUR MESSAG**E carefully **studying great speeches of the past.**

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**STUDY GREAT SPEECHES OF THE PAST:**

* **To become a good orator, you must read a lot: history/politics/ fiction/ poetry/ economics**
* **Above all, STUDY THE SPEECHES OF IMPORTANT PERSONALITIES**
* Here you find **an arbitrary list of some great speeches in the history:**
* **Socrates: “**The Apology”, 399 B.C.
* **Abraham Lincoln**: “The Gettysburg Address”, 1863 - a powerful speech composed only by 260 words…..
* **Franklin Delano Roosevelt**: “The only thing we have to fear is fear itself”, from his first Inaugural Address, 1933
* **Charlie Chaplin**: the final speech in the movie “the Great Dictator”, 1940
* **Jawaharlal Nehru:** “tryst with Destiny”,1947 – to celebrate the independence of India
* **John F. Kennedy**: “ask not what your Country can do for you but what you can do for your Country”, 1961, from his Presidential Inaugural Address
* **Martin Luther King:** “I have a dream”, 1963 – a call for racial equality and an end of discrimination
* **Elie Wiesel**: “The perils of indifference” 1999
* **Barak Obama**: Inaugural Address, January 20 – 2008
* **The 4 GREATEST SPEAKERS OF THE XX CENTURY:**
* Winston **Churchill:** impromptu – British accent
* John F. **Kennedy**: excellent deliverer -- American (New England) accent
* Adolf **Hitler**: ability to excite
* Martin L. **King**: ability to motivate
* **TRY TO LOCATE ON THE INTERNET SOME OF THEIR SPEECHES AND LISTEN TO THEM**
* **My SELECTION of SUGGESTED READINGS of GREAT SPEECHES of the XXI CENTURY:**
* **They are MEN & WOMEN – WHITE & BLACK or others – AMERICAN ENGLISH & ENGLISH/ENGLISH or ENGLISH as a SECOND LANGUAGE**
* **The suggested speeches you can READ & LISTEN to check HOW they were WRITTEN & DELIVERED**
* **You shall remark their STYLE – VOICE INTONATION – HANDS MOVEMENT – EYE CONTACT - HUMOUR**
* **You will see HOW NATURAL the speakers were, HOW MUCH they were “THEMSELVES”…..**
1. **Barak OBAMA: INAUGURAL, January 20th, 2009**
* His Inaugural is an **inspiring speech**, that touches upon plenty of great moments of American history but, at the same time, well grounded in reality: this is a fine line Obama walks magisterially.
* The speech **flows easily from a point to the next** and each point build upon the previous one: easy to be followed by any audience.
* Obama has a great **SPEAKING VOICE and is clearly understood by every audience**.
* Though it is an official speech, he makes it also **ENGAGING & ENTERTAINING**: the audience was thrilled by it
1. **Greta THUNBERG’S ADDRESS to the United Nations, September 24, 2019**
* She is an excellent speaker, especially considering that **she speaks English as a second language, and she delivers her speech before all UN.**
* She does not make “compliments” and rebukes the most powerful leaders of the world: Greta manage to do this, at her young age, without any fear
* She keep her speech **SHORT & CRISP**, going straight to the points she wants to stress
* She gets **EMOTIONAL during the speech** – genuine tears & passion - and her emotions impact the public opinion: **her message COMES ACROSS**
1. **QUEEN ELIZABETH’S SPEECH DURING THE STATE VISIT TO THE REPUBLIC OF IRELAND, May 18, 2011**
* Beautiful “**QUEEN’S ENGLISH**”!
* A most difficult topic (the first sitting British monarch to visit the Republic of Ireland): she was apologetic and conciliatory
* The Queen has delivered countless speeches in her **life but it is evident that she wanted to be SURE of her words** and the speech is **WELL-CRAFTED in every single detail** and pronounced magisterially: **a great PREPARATORY WORK behind the scene**…..
* **Other SUGGESTED SPEECHES:**
* **Steve Jobs**: “Connecting the dots” – commencement Address, Stanford University, 2005
* **Meryl STREEP**: “The importance of authenticity” – Commencement Speech, Columbia University, 2010
* **Bill GATES**: “The importance of new ideas” – Key-note speech, March 21, 2013
* **Bill CLINTON:** key-note speech at the College Graduation, Columbia University, June 20, 2012
* **Tom Hank**: Commencement Address, Yale University, June 27, 2011.

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**IIB). SPEECH WRITING**

**As we said earlier, PUBLIC SPEAKING is divided in two main bodies, strictly interrelated:**

* **SPEECH WRITING** & **SPEECH DELIVERING**
* **We studied SPEECH DELIVERING, now we pass to SPEECH WRITING**
* **THIS IS MOST IMPORTANT, BECAUSE BEFORE YOU DELIVER A SPEECH, YOU WRITE IT……..**

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**1. BASIC PRINCIPLES OF SPEECH WRITING:**

* **Be sure** when you ACCEPT….
* Conduct an accurate **AUDIENCE ANALYSIS**
* **Determine the PURPOSE** of your speech
* **SELECT a CENTRAL TOPIC** and 3/4 variants and secondary/derivate/supplementary POINTS: do not try to encompass everything, **starting from Adam & Eve**…..
* **GATHER appropriate material**: data, quotations, references etc
* **Make your speech READABLE & DELIVERABLE**
* **The way a speech is WRITTEN, the words chosen, the images created is the KEY to make a speech MEMORABLE**
* **BASIC PRINCIPLES/CHARACTERISTICS OF EFFECTIVE WRITING:**
* **BREVITY**: do not waste your time and the time of the reader/audience
* **CLARITY**: make sure not to be confused or confuse the reader/audience
* **INTELLIGIBILITY**
* **GOOD COMMUNICATION**: the purpose of language is to communicate/inform/guide/influence
* **EMPHASIS**: you write something “special”, not a medical recipe or an office memorandum
* **HONESTY**: you are the first to believe to what you say
* **PASSION:** make appeal to the sentiments of the reader/audience
* **CONTROL**: be always cold in your analysis & in control of what you write/read – do not allow your sentiments to drive you out of control
* **ELEGANCE: replace abused words with more elegant ones**
* **AVOID TECHNICISM AND JARGON**
* **AVOID MONOTONY**
* **REVISION**: always read and re-read what you wrote
* **GETTING EFECTIVE FEEDBACK**
* **Try to use the “rule of three”**: three adjectives or examples (example: “broader in scope, bolder in size and historic in impact”)
* **AVOID PLAGIARISM**

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* **AN EXAMPLE: SPEECH-WRITING AT THE “*QUIRINALE*”:**
* **I share with you the technique I used during my years at the Presidency of the Republic of Italy (Quirinale):**
* **I was assigned a speech and told how much time I had to prepare it**
* **According to the CONTEST, I gathered information and material**
* **In my mind I formed a skeleton/FAMEWORK, keeping into consideration the fact I had to adapt to the STYLE of the PRESIDENT.**
* **I started WRITING**
* **I eliminated what was superfluous or ambiguous**
* **I inserted a few IMAGES to create a particular atmosphere/environment**
* **I read a few times ALOUD**
* **I read it in front of the staff of the office to get FEEDBACK**

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**2. BASIC PRINCIPLES/CHARACTERISTICS OF EFFECTIVE DELIVERING**:

* **CONFIDENCE**: inner knowledge of yourself – you know you are a trustworthy person and you prepared well for the speech
* **PASSION**: you insert ETHOS to the speech, making appeal to the audience’s sentiments
* **BE YOURSELF**: do not try to imitate others, you would sound false and plagiarist -- no arrogance/no superiority/no inferiority
* **VOICE MODULATION**: high and low, like a wave; use of pauses
* **CONNECT WITH THE AUDIENCE**
* **“PAINT A PICTURE”**: in your speech create images/metaphors: it is the “secret” of the STORY-TELLERS
* **REPETITION OF CONCEPTS** (like in “I have a dream” speech by M.L. King)
* **CADENCE & BALANCE,** to impart a flowing movement and harmonious effect to the speech (**the average spoken sentence runs from 8 to 14 words**: anything longer is difficult to be followed)
* **ALTERNATE LONG and SHORT SENTENCES**
* **REPEAT KEY WORDS and CONNECTIVE, such as: and, for, because, but…..**
* **INSERT IN THE SPEECH IMAGES and METSPHORS**
* **TO APPEAR CONFIDENT:**
* **KNOW WELL YOURSELF & YOUR SCRIPT**
* **MAINTAIN EYE-CONTACT** with the audience
* **USE GESTURES** to emphasize points
* **MOVE AROUND THE SCENE** if you are good at it (Benigni)
* **MATCH FACIAL EXPRESSION** with what you are saying in that moment
* **BREATHE SLOWLY & STEADLY**
* **AVOID TICS** (tossing the hair/adjusting glasses or touching your face
* **NEVER TRY TO IMPROVISE** unless you know you are gifted at that
* **DO NOT LOOK AROUND FOR APPROVAL**
* **PRACTISE A LOT**
* **WATCH VIDEOS**
* **WINSTON CHURCHILL’S FIVE PRINCIPLES:**
* **BEGIN STRONGLY**
* **HAVE ONE THEME: tell in a sentence what you want they remember. Be able to write it in the back of a pack of matches**
* **USE SIMPLE LANGUAGE: avoid technicisms, Latinate words**
* **PAINT A PICTURE IN THE LISTNER’S MIND: people can’t “SEE” complex words, but they understand “IRN CURTAIN” because they are able to see it**
* **END WITH A STRONG CONCEPT, something easy to be “taken home”**

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**HOW TO PREPARE AND PRESENT A SUCCESSFUL SPEECH AND HOW TO READ IT:**

* Whatever the type of speech it must be **CLEAR & UNAMBIGOUS**, so that the audience can easily understand it.
* **The MESSAGE** of the speech should be **DEFINITE & RELEVANT** to the matter you are discussing

**HOW TO WRITE A SPEECH:**

1. **ANALYSE YOUR AUDIENCE**
* **Always check before speaking to what kind of audience you are going to speak**
* analyse the **demographics and attitude of the audience** (age, schooling background, gender etc)

**II)** **SPEECH TOPICS**

* **Determine the purpose** of your speech
* Consider the occasion, the audience expectations
* **Consider your own background and knowledge of the specific topic**: you cannot pretend to know all topics. **If you think you are not qualified to discuss it decline the invitation to speak**
* Once you have your topic **choose 3-5 main areas you will speak on**
* **Select the title - it must be: relevant, brief, attention getting**

**III)** **RESEARCH YOUR TOPIC**

* **Locate your material on reliable sources**: internet, books, Wikipedia etc
* **Always double-check the seriousness of the sources because you put your face on what you say**
* Remember to write down authors names and titles of books
* **Citing sources adds to your credibility** (avoid CHEATING & PLAGIARISM)

**IV)** **SPEECH ORGANIZATION:**

* **First of all, form in your mind a clear understanding of the concepts and ideas you will present** you sounds compelling only if you know the subject and you are convinced by what you say
* Then, **write a “skeleton” outline of your speech: short words and sentences**
* Make sure **to use understandable expressions**
* **Avoid vague end repetitious words**
* **Go through the whole speech at least 3 times**, just as if you would present it to a real audience: **Stand up – speak up – use gestures – move hands- make eye contact**
* **Check the time carefully**: you must remain in the given limits
* **Present the speech in a direct, sincere, and enthusiastic manner**
* **Speak directly to the audience, not to a single person, nor to the papers before you or the floor….**
* **Speak in a friendly, conversational manner**
* Consider your manuscript as a guide**, and try not to READ IT VERBATIM**

**HOW TO WRITE A SPEECH IN PRACTICAL TERMS:**

* Like a MOVIE or a BOOK, a SPEECH must have: a **BEGINNING/INTRODUCTION** - a **MAIN BODY** – an **END/CONCLUSION**
* **BEGINNING:**
* you state the topic you wish to present. It must be **SHORT & CRISP**. Try to find an appropriate famous **QUOTATION** to corroborate your arguments
* **Attention getter**: with the first few words you get or loose the attention of the audience
* **Rhetorical questions**: important because they make the audience think of the topic
* **Thesis statement**: it includes a single sentence summing up the focus of the speech
* **Humour**: can make the difference but careful to use appropriately. Never exaggerate
* **Significance:** it gives the audience a reason to listen to you. Motivate them: your topic is relevant for their lives!
* **Credibility:** explain the audience why you are qualified to give the speech (but do not exaggerate!)
* **REMEMBER: SPECIFICS** are important & persuasive, **GENERALITIES** are not
* **MAIN BODY**: FOCUS on **ONE MAIN POINT** and 3 or 4 derivates, variables, addenda. Include **DATA** and other **author’s OPINIONS**: if you do so, **ALWAYS QUOTE your source**
* Always qualify and quote your sources
* **Be clear and short**
* **Talk in simple terms especially if you are addressing a non-expert audience**: think you describe the topic to a young or elderly person
* **If you cannot avoid using jargon, be sure to define technical words**
* **Stay focused on your topic**
* **Don’t be abstract**
* **Avoid excessive details**
* Remember that quoting concrete data and figures impress the audience but do not become too technical
* **If see you are losing the audience attention, make a joke/humour**
* Use analogies, testimonies, statistics

**TRANSITIONS/SIGN POSTING**

* They form a **bridge between parts of the speech**
* Explain the audience you **are leaving one idea and passing to the next** so they can follow you
* A speech is not a book where you know exactly at what page/chapter you are. During a speech the audience does not know where they are, **UNLESS YOU TELL THEM**
* You let them know by using a special language called **SIGN-POSTING**, whit which you **SIGNAL them where you are**
* Examples: “Let us begin by…” -- “now we move to…..” – “let us consider this in more details….” -- “I would now to recap….” – “to start…” -- “to finish….” -- “in conclusion….”.
* **CONCLUSION**: you shortly recap your points without repeating them. Try to end with a brilliant **QUOTATION**
* **With introduction is the most important part of the speech: make the ending point POWERFUL**
* Review and summarize the main points discussed reinforce your main idea but do not repeat it in detail
* **Final statement should leave a lasting impact on your audience and bring your ideas to a close**
* **A good speaker knows when to stop:**
* **a speech should end before the audience wants it to end instead of ending after the audience wishes it had ended.**
* **Using an appropriate quotation is a good way to close a speech**
* **Look at the audience in the eye and SMILE.**
* **Anticipate applause and enjoy them**
* **Look relaxed and content to have given a good speech.**
* **REMEMBER:**
* The **BEGINNING** and the **END** of your speech should be **SYMMETRICAL in STRENGHT**
* If you start strong you cannot finish weak.
* You may take the audience’s attention **QUOTING/ASKING RETHORICAL QUESTIONS/MAKING APPROPRIATE JOKES…….**

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**PRACTICAL TIPS:**

* **Never UNDERSTIMATE the general intelligence of your audience & never OVERSTIMATE their specific knowledge of the topic**
* Once you **know the TOPIC** and have started to **think to the MESSAGE**, **GATHER the supporting MATERIAL: you have the FOUNDATIONS of your speech**
* **At this point, you have an idea of what you wish to deliver**. It is time to start putting “**FLESH AROUND THE BONES”**: **START WRITING**…… At the beginning it will be too verbose, a lot of repetitions. **Do not become impatient**. leave it aside a go back to it the following day: you may have fresh new ideas.
* **Start to eliminate redundancies. Go back to the speech AGAIN and AGAIN…..**
* **Read it ALOUD** at least three times. **RECORD your voice**. If you can, **SHARE IT with trustworthy friends.**
* **REMEMBER: articulate the VOLWES like in ITALIAN – LONG and the CONSONANTS CRISP**
* **IMAGINE: VOWELS are like the wate of a river.**
* **CONSONANTS are like the banks of the river**
* **OPEN THE MOUTH and ARTICULATE DISTINCTIVELY**
* **Ask yourself frankly:**
* **“WOULD YOU READ IN FRONT OF AN AUDIENCE THE TEXT I WROTE?”…..**
* **“What is it I AM TRYING TO SAY?”**

**ALWAYS REPEAT, REPEAT AND REPEAT THE SPEECH BEFORE DELIVERING!!!**

* **REHEARSE THE SPEECH ALOUD**
* **Better if you manage to MEMORIZE at least a part of the speech: it makes a better impression if you avoid to read the text**.
* **KEEP THE TEXT UNDER YOUR EYES** and from time to time have a look at the script. **It is your “INSURANCE POLICY”!**
* Consider your previous experiences: did you prefer a speech lively delivered or one red by the speaker?.........

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**TYPES OF SPEECH:**

**FIRST OF ALL, REMEMBER:**

* **SPEECHES ARE NOT LIKE ORAL PAPERS, uninspired pieces of writing that don’t create interest, don’t excite or persuade, fail to paint images and offer no hooks to help the audience to remember…..**
* **When people read a magazine, they can go back and read again: when they listen to your speech, they have only ONE CHANCE….**
1. **IMPROMPTU:**
* **IMPROMPTU comes from the Latin/French word “EXTEMPORANEOUS”**
* **It is a speech FORCED UPON YOU BY CIRCUMSTANCES/no previous preparation**: either you are not expecting to speak, or you are requested to speak on a topic you had not anticipated – you are requested to say a few words on a specific subject to celebrate events, to introduce or present people,

This can happen when you attend special events, **like weddings, birthday’s parties, celebrations**

* **It can be a “cruel trick” for a novice:** when you are asked to take the floor with no previous preparation you **feel the adrenaline, your cheeks become red, your voice trembles**
* **Therefore, you need to train yourself for this type of situation**
* **The worst thing is to decline to take the floor because you are afraid to give a bad impression or do not know what to say**
* **It normally does not exceed 2/3 minutes**

 **BUT:**

* **See the other perspective**: in real life you may be asked to speak without notice. **It can be USEFUL TO DEVELOP COMMUNICATION SKILLS and good to BUILD CONFIDENCE IN YOURSELF and it is a GREAT PREPARATION FOR “LIFE SURPRISES”……..**
* **Whatever the reasons you cannot turn down the request to speak**
* **Therefore, you must rely upon what you know of the topic**
* **You force yourself to STAND UP, tall – appear SMILY and CONFIDENT – BREATHE deeply – tell yourself that you are going to BE GOOD – FOCUS with your EYE-CONTACT the audience (not your feet: it would convey the impression you are fragile, timid, frightened) – avoid “RAMBLING”**
* You must select, organize and adapt your material and ideas **QUICKLY…..**
* **You must accomplish this in the short time from the moment you are called upon to the moment you face the audience**
* **ABOVE ALL: remember well that “LESS IS MORE”…..**
* **THINGS YOU CAN DO TO AVOID PANIC and EMBARASSEMENT:**
* 1) if you suspect there is the possibility to be called upon, **PAY CLOSE ATTENTION TO THE DISCUSSION**
* 2) **CONTROL YOUR EMOTIONS and BREATHE PROFUNDLY**: the adrenaline in your blood is inevitable and helpful
* 3) If you have a few moments before you speak, **take a pen and something to write on -** whether it is a napkin, an envelope, anything you have in your pocket - and **WRITE DOWN 2-3 IDEAS, no more because an impromptu speech lasts at most 2 minutes**
* **Even a TINY BIT OF A SPEECH IS BETTER THAN NOTHIN**
* 4) If you succeed to find a good entry remark and a final sentence your speech will be perceived as a success.
* Therefore, the first few words and last ones are of critical importance
* 5) **don’t try to learn by hearth what you want to say:** it will not work. Instead, look at the 2-3 points you wrote on the piece of paper
* 6) **you are in control of the event**: therefore, if you are not familiar with the topic you are requested to comment on, say something else, using your sense of humour
* 7) **feel free to acknowledge that you are not prepared for a speech and say it with humour**: this will relax you and create a friendly environment
* 8) **before starting to speak take a couple of long breaths**
* 9) **To be more comfortable, do not look around in the audience but focus on one or two persons, you are more familiar with**.
* 10) in any case: remember – **LIFE CONTINUES WHATEVER HAPPENS……..**

**WHAT TO DO IF YOU DRAW A BLANK:**

* To suddenly lose one’s train of thoughts or draw a complete blank, **happens more frequently that you imagine, and every great personality has suffered from it.**
* **WHEN CAUGHT OFF GUARD MANY PEOPLE CAN SUFFER EXTREME ANXIETY: THAT IS WHY A GOOD SPEAKER MUST BE ALWAYS PREPARED!**
* **First: DO NOT PANIC! A few tricks can help you:**
* 1) **act as if you were thinking to something specific to say and walk back and forth slowly.**
* This would give the audience the impression you want them to fully appreciate what you just said
* 2) **if there is someone in the audience you are familiar with, make eye contact with them and silently ask for help: A WORD COULD BE ENOUGH**
* 3) **you may want to ask the audience a question**: “can you hear me?” or: “do you have any questions?”
* 4) **you can ask for a pause**, saying: “excuse me, my throat is dry: can I have a glass of water?”
* 5) if the above does not work **choose deliberately to change the subject you were speaking about**: **do it without letting the audience understand you are in trouble**
* 6) if nothing of the above works **admit candidly to the audience you forgot**! They will be understanding….

**SUM UP:**

**WHAT TO DO IN CASE OF PANIC BEFORE OR WHILE YOU ARE SPEAKING:**

* **Drink water**
* **Take profound breaths**
* **Avoid starting to clear your throat and rubbing your hands**
* **Always keep your temper and smile**
* **Imagine yourself on a sunny beach**
* **Tell yourself that the event will be soon over**
* **Always write some points on a piece of paper as an “insurance”**
* **Look for consolation to someone familiar to you in the audience**

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**2) EVOCATIVE:**

* You want **to remember and celebrate a particular event**, such as great events in the past to more mundane event – weddings, funerals etc
* It implies the use of **rhetoric and metaphors**
* Makes appeals to deep sentiments
* Examples:
* 1) Marc Antony celebrating the funeral of Julius Cesar
* 2) US President Lincoln visiting the graveyard of Gettysburg where a famous battel of the US Civil War was fought. Memorable example of effectivity and conciseness
* 3) US President Reagan speaking after the explosion of the Shuttle Challenger

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**3) LECTURE – also called INFORMATIVE:**

* **Is an oral presentation intended to present information or teach people about a particular subject**, for example by a university or college teacher, a politician, a businessman, a pastor
* Lectures are criticised as a TEACHING METHOD since they represent a ONE-WAY method of communication that does not involves audience participation but relies on passive learning
* On the other hand, lectures delivered by talented speakers can be highly stimulating
* KEYNOTE SPEECHES are widely used in community centres, libraries, museums, churches

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**4) MOTIVATIONAL:**

* **It is designed to CHANGE THE WAY the audience sees the challenges facing them in the future**
* **It can be a graduation speech, a company meeting, the address of a President during a difficult moment for their country, a conference Keynote, a sporting event.**
* Listen to someone who says something which resonates with you alters the way you look at that problem
* Motivational speeches can come in different forms, but they all have one thing in common: **RESONANCE: they hit the listener at the right time and in the right way**
* **EXAMPLE:**
* **JESUS, uniting ETHOS and PATHOS**
* **M.L. KING speech “I HAVE A DREAM” – “I will take you to the promised land”**
* **HITLER: an effective speaker (the inventor of propaganda) – put emphasis on ETHOS and destroying LOGOS**
* **Several Prime Ministers around the world did that for the CV 19 Pandemic**
* **EXERCISE:**
* Read the **STEVE JOBS “Commencement Address” at Stanford University in 2005: “how to live before you die”**

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**5) PERSUASIVE:**

* **It is the speech used by a speaker who wants to convince/persuade the audience to believe in a certain point of view**
* **ADVERTISEMENT** is an example of persuasive speech
* It is also used in debates to win a point or for legal matters
* **You must convey the idea you are a trustworthy person and convince the audience you are right**
* You must have a logical argument and organized speech
* **You must use PATHOS/emotional arguments** in order to appeal to audience sentiments and convince them to agree with you

**Careful:**

* **It is often associated with a negative connotation**: most people think that the speaker is trying to change their perspective and beliefs and reject
* **The contrary is also true, if the speaker succeeds to gain the attention and confidence of the audience of his ethical goal**

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**6) ENTERTAINING:**

* It is a speech tailor-made for entertain the audience
* This does not mean it is simple: it must be well prepared, above all if you are a shy person or someone not able to improvise
* You can choose in an ample array of topics, from “who are you in the Harry Potter world?” to “having a dog is better than having a boyfriend/girlfriend”.

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**EXERCISES TO START TRAINING YOURSELF AT HOME:**

* **the power of SYNTHESIS:**
* **being synthetic means to be FOCUSED and always IN CONTROL**

**1) Write a statement in 200 words and read it ALOUD**

* **Then reduce it to 100**
* **Then reduce it to 50**

**2) Write a statement of 1 page (A4 Format)**

* Start with a topic you know well
* Then switch to a topic you do not master.
* **Control the SOUND of your VOICE:**
* We always listen to others, never to ourselves
* **READ ALOUD a column on a topic you know well**
* **Then switch to a topic you know less well**
* **READ ALOUD before a MIRROR, or in front of a FRIEND, or RECORD YOUR VOICE.**
* **Control your POSTURE, use of HANDS and BODY LANGUAGE**
* **Repeat, repeat, repeat!**
* As the Americans say: “**NO FREE LUNCHES”: there is no substitute for HARDWORKING…………**

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* **AN ARBITRARY LIST OF TOPICS on which YOU COULD PRACTICE AS HOMEWORK by WRITING A TEXT and then READING IT ALOUD:**
* By banning single use plastics people may save oceans from further pollution
* How will the world look like after the end of CV 19 Pandemics?
* How will the world look like after the end of the Ukrainian crisis?
* People who learn foreign languages are smarter than those who don’t
* Social media make people less social
* The best things in life are free
* English as a language of global business
* There is no single beauty concept
* The universal values are universal or are only Western?
* What effects meditation has on human body?
* What is more important, wisdom or knowledge?
* What is more important, freedom or justice?
* Does true wisdom come with learning?
* Would you describe a glass as half full or half empty? And why?
* Do matters matter? And why?
* What are the major features of the city of the future?
* How can people all over the world reach peace?
* Do colours affect how people feel?
* Team sports are better than individual sports?
* How would you rule the world if you could?
* Convince people to vote you for President of the country?
* What would be your firsts moves if you were elected as President?
* If you could start your own political party, what would it be?
* If you could receive a letter from your future self, what would you like to know?
* What was the best surprise you have ever received?
* Describe your holiday plans
* How can people achieve their dreams?
* Which movie would you describe as “the best movie ever”?
* Why we should – or should not – follow traditions?
* Describe how modern mass media influence views
* Does advertising affect choices?
* Does society determine what is normal and what it is not? And how?

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**IF YOU HAVE TO MAKE A SPEECH OF INTRODUCTION:**

* **BREVITY, above all!!**
* The more important and well-known the speaker the shorter your presentation
* **REMEMBER: it is not you, the introducer, the protagonist, but the speaker you introduce**
* Greet the Chairperson who asks you to take the floor
* Secure audience attention arousing curiosity about the speaker and the topic giving SHORT information about the speakers, his position and experience and relation to the topic
* **Talk to the audience, not the speaker**
* Repeat the name of the speaker
* **NEVER:**
* **Make personal remarks**
* **Talk about yourself**
* **Mention speaker’s speaking ability**
* **Make the speaker’s speech**
* **Do no read from a note since you speak only for a minute or two**

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**HOW TO HANDLE A QUESTIONS & ANSWERS SESSION:**

* **Never refuse to take questions from the audience --- encourage FEEDBACKS**
* A good **Qs&As session can clarify topics you did not develop well** enough and gives you the opportunity to re-emphasize some of your points
* **You can state like this: “I will be delighted to take a few questions”………**
* **Before starting, explain you will take XXX questions or speak for XXX minutes: a Qs&As session cannot last long – you would lose the impact you made on the audience**
* **Listen carefully to the question: is it a question or a comment?**
* **Recognize the person you give the floor, tell them to introduce herself/speak loud/ go straight to the point**
* Do not give the floor only to the people sitting in the first rows and do not give the floor twice to the same person
* **If the person uses the floor to make a statement cut him/her short and ask for the question**
* Repeat the question so that all the audience can be informed and that you correctly understood it
* **As you answer, be short and clear: do not create additional problems for yourslef**
* **If you do not know the answer, be honest and say it**
* **If asked an embarrassing or too personal question politely refuse to answer**
* **Cut off the session when you feel the time has come, without being rude.**
* **REMEMBER:**
* **Accept with grace CONSTRUCTIV CRITICISMS: they help you to improve…..**

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**HOW TO READ A SPEECH:**

* **The essence of PUBLIC SPEAKING is to SPEAK DIRECTLY TO AN AUDIENCE: is a LIVELY EVENT!!**
* **Nevertheless, it may happen you must READ a TEXT**
* In this case remain valid the **above suggestions PLUS the following:**
* **Write the speech on medium large papers** you can handle easily
* **Always number the pages!**
* **Underline important concepts**
* **Mark with a pen the points you want to make a pause to help the concept to go deep into the audience**
* **Circle words you have difficulties in pronouncing: if needed try spelling them phonetically**
* place the manuscript on the surface of a podium if you have it
* if not, keep it in one hand above waist level
* **keep IN ANY CASE eye contact even while reading!**
* **Try to memorize some sentences not to be monotone**

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**IF YOU TAKE PART IN A DEBATE (YOU ARE NOT THE ONLY PERSON ON SCENE):**

* **Make sure to know well the topics at hand and the rules of the “game**”: inquire what is the context, interlocutors present, time allotted to each speaker, etc
* **Be always short and crisp – synthetical but not elusive**
* **Use a vivid voice but do not** shout: your argument is good “*per se”*, not because you scream
* **Always reply to questions** and do not try to “escape” from them: it would give the impression you are not ready/reliable
* If you do not have the answer for the question you are posed, **better to SAY HONESTLY: “I DO NOT KNOW”**
* Speak for the allotted time and do not go beyond that
* Never ever **make SEXIST REMARKS or point out PHYSICAL DEFICENCIES of your interlocutors**
* Give the impression (EVEN IF IT IS NOT TRUE) you know what you are speaking about and you could speak much longer but you don’t
* **Do not speak “over” the other speakers**: if the others would do, leave that to them
* **Always keep your temper and calm**
* **If you happen to become emotional do not worry**: the audience prefer this to arrogance
* **Remain focused for all the event**: they may ask you something all of a sudden and you must be ready to replicate
* Use figures to corroborate your topics: it always stresses preparedness

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**PREPARE THE EQUIPMENT:**

* **Know well the VENUE** where you deliver your speech. Walk the room, walk the stage, study the acoustic – get a “feeling” of the place.
* Do not trust third people: **always MAKE SURE YOURSELF and do a TEST before the speech**
* **This will increase your SELF CONFIDENCE – only a truly authentic understanding of the material gives you tranquillity**
* **Understand what you need**: a microphone, a podium, a projector, lights and so on
* Check the equipment is well positioned: **while on stage would be too late to correct!**
* If you use a microphone, test it before the empty scene to be sure it operates correctly.
* Remember: **it is the micro which must be adjusted to your head and not the other way around**
* **Talk into it like a telephone – your mouth 5-10 cms from the micro**
* When you make eye contact, moving slowly from right to left, **do not forget to always speak into the micro**
* **Be always prepared if something goes wrong**: lights go off, micro does not work. **Use your sense of humour in this situation…….**

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**ABOUT THE USE OF VISUAL MATERIAL:**

* **Visual material (film clips – slides – videotapes – projections – power-point) can reinforce your speech but you need to MASTER the technique! – a good picture is worth 1.000 words….**
* **Why you use audio-visuals?**
* **Save time**
* **Increase the impact of the speech**
* **Clary complex issues**
* **To break the monotony of a presentation**
* **CAUTION!!:**
* How many times have you seen embarrassing events where the speaker did not know how to use the material he carried?.....
* Imagine yourself driving your car on a freeway: **YOU HAVE ONLY A FEW SECONDS TO PICK UP THE MESSAGES FROM THE BILLBOARDS**! You make it because they are **SHORT A& SIMPLE**
* The same must happen with your audio-visual material: **it must be SIMPLE & SHORT!**
* **IT S ALWYS BETTER TO GIVE PEOPLE THE BIG PICTURE before moving into the DETAILS**

**Remember:**

* **1) Visual material is designed to AID not REPLACE the speaker, otherwise it creates confusion // the audience can tend to focus on the charts and loses your words,**
* **Therefore: ONE IMAGE – ONE MESSAGE, not two or three….**
* **2) always carefully plan – check – rehearse before starting…**
* Decide exactly what material and where in the speech use it
* Keep the message clear and simple: **do not exaggerate with charts and figures and unnecessary details**
* Make sure the figures and points are VISIBLE also by distant viewers
* Display the material only when it must **be used and not before**: otherwise, the audience will look at it and lose you
* **Do not turn your back to the audience when illustrating your visual material**
* **Do not stand in front of the chart and cover it with your hands or body.**

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1. **Personal Compass for Self-Esteem in the XXI century**

**WHAT IT IS SELF-ESTEEM:**

* **Our complex world requires strong self with a clear sense of IDENTITY, COMPETENCE AND WORTH.**
* The **stability** we cannot find in the world we must create within our own persons.
* **The self-esteem is an individual’s subjective evaluation of their worth. It is what we think of ourselves and our abilities**
* It is the **positive or negative evaluation of the self** and how we feel about it
* **It encompasses BELIEFS about oneself**: Ex: “I am loved”; “I am alone” etc
* **It also includes EMOTIONAL STATES**: despair, triumph, pride, shame
* **It can be HIGH and LOW:**
* **When TOO HIGH** can leave you over-secure of yourself, arrogant, too ambitious
* **When TOO LOW**, can leave you feeling insecure and unmotivated. The less we aspire and the less we are likely to achieve.
* **HEALTHY SELF-ESTEEM is correlated to rationality, reality, intuitiveness, creativity, independence, flexibility, ability to manage change, willingness to admit and correct mistakes, benevolence, cooperativeness.**
* **POOR SELF-ESTEEM is correlated with irrationality, rigidity, fear of new and unfamiliar, conformism, rebelliousness, defensiveness, overcontrolling behaviour, fear or hostility to others.**
* **REMEMBER:**
* **SELF-ESTEEM IS THE HEALTH OF THE MIND.**
* **It is LIFE SUPPORTING and LIFE ENHANCING.**

**THE NINE PILLARS of SELF-ESTEEM:**

* **Develop your sense of purpose**: You should have one outstanding GOAL in life and keep it ever before you
* **Work hard to build an attractive personality**
* **Build a positive mental attitude**
* **Stay always focused**
* **Enforce self-discipline**
* **Learn from adversity and defeat**
* **Cultivate creative vision**
* **Maintain sound health**
* **Be ready to go the extra mile to achieve your goal.**

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**9 TIPS FOR IMPROVING YOUR SELF-ESTEEM:**

* 1) **be nice to yourself**

The “little voice” inside you that says you are right or no, is very powerful. Therefore, be kind to yourself: speak to you as you would speak to your mate.

* 2) **do not compare yourself with others**: rather, focus on your own goals
* 3) **nobody is perfect**: accept that perfection is not of this world…..
* 4) **remember that everybody makes mistakes**: they help us to learn and grow
* 5) **focus on what you can change**: useless to go after things you do not control
* 6) **do what makes you happy**: if you spend time doing things you enjoy, you are more likely to think positively
* 7) **celebrate the small stuff**: small victories are a great way to build confidence and start feeling better about yourself
* 8) **helping people in need helps you to boost your mood** since you understand you are useful to someone and ultimately to yourself
* 9) **surround yourself with positive people** and avoid those who trigger your negative thinking.

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**LIFE IS AN ENDLESS JOURNEY……**

* Think of your place in the world 20-30 years from now
* Learn to separate the essential from the non-essential
* Seize the opportunity: times are changing
* Appreciate the elements of discontinuity and disruption
* Focus on the challenges as well the opportunities
* Embrace system thinking and lateral thinking
* Have quick reactions but always think of the consequences of the decisions taken
* Support creative changes
* Think divergently and convergently
* there are not simple answers to complex questions
* Challenge the conventional wisdom: always take the unknown path
* Look beyond the horizon
* Keep an open mind
* Get ready for the unforeseeable
* Question your assumptions, question answers, question yourself
* Don’t accumulate ideas and things
* Always keep your word
* Never lose your credibility
* Encourage teamwork
* Remember: there is no substitute for hard work
* Don’t try to predict the future but work on plausible scenarios of alternative futures
* Look always to the grand design
* See the trees in the forest
* Remember the bad thing: nothing lasts forever
* remember the good thing: nothing lasts forever
* Don’t take anything for granted
* Stimulate rapid thinking
* Don’t be impatient
* Think global, act local
* Don’t trust new technologies as they were articles of faith
* Remember that fundamental questions as the same today as they were at the times of Plato
* Don’t do unto others what you don’t want done unto you
* Interact with young people since they provide new perspectives
* Recognize the importance of the intergenerational solidarity
* Put things in perspective: after you go, your job will be completed by others
* Bet on quality over quantity
* Rights and duties always go hand in hand
* Life begins at the end of your comfort zone
* Never stop learning
* **Add your own thoughts and priorities…………….**

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1. **CRITERIA FOR EVALUATION OF STUDENT’S SPEECHES:**

**CONTENT:**

* **Intellectual content: appropriateness of subject**
* **Emotional content**

**ORGANIZATION:**

* **Introduction/main body/conclusion**
* **Well-defined structure of the speech**
* **Logical presentation of arguments**

**STYLE:**

* **Language: the right word used at the right time**
* **Imagery: creating images with words – people remember more IMAGES than they do WORDS**
* **Brevity: ability to delete “dead wood” from speech**

**DELIVERY:**

* **Voice: breathing – articulation – resonance**
* **Gesture & body language**

**FINAL EVALUATION:**

**overall effectiveness of the speech within the context of the specific audience and speaking situation**

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