

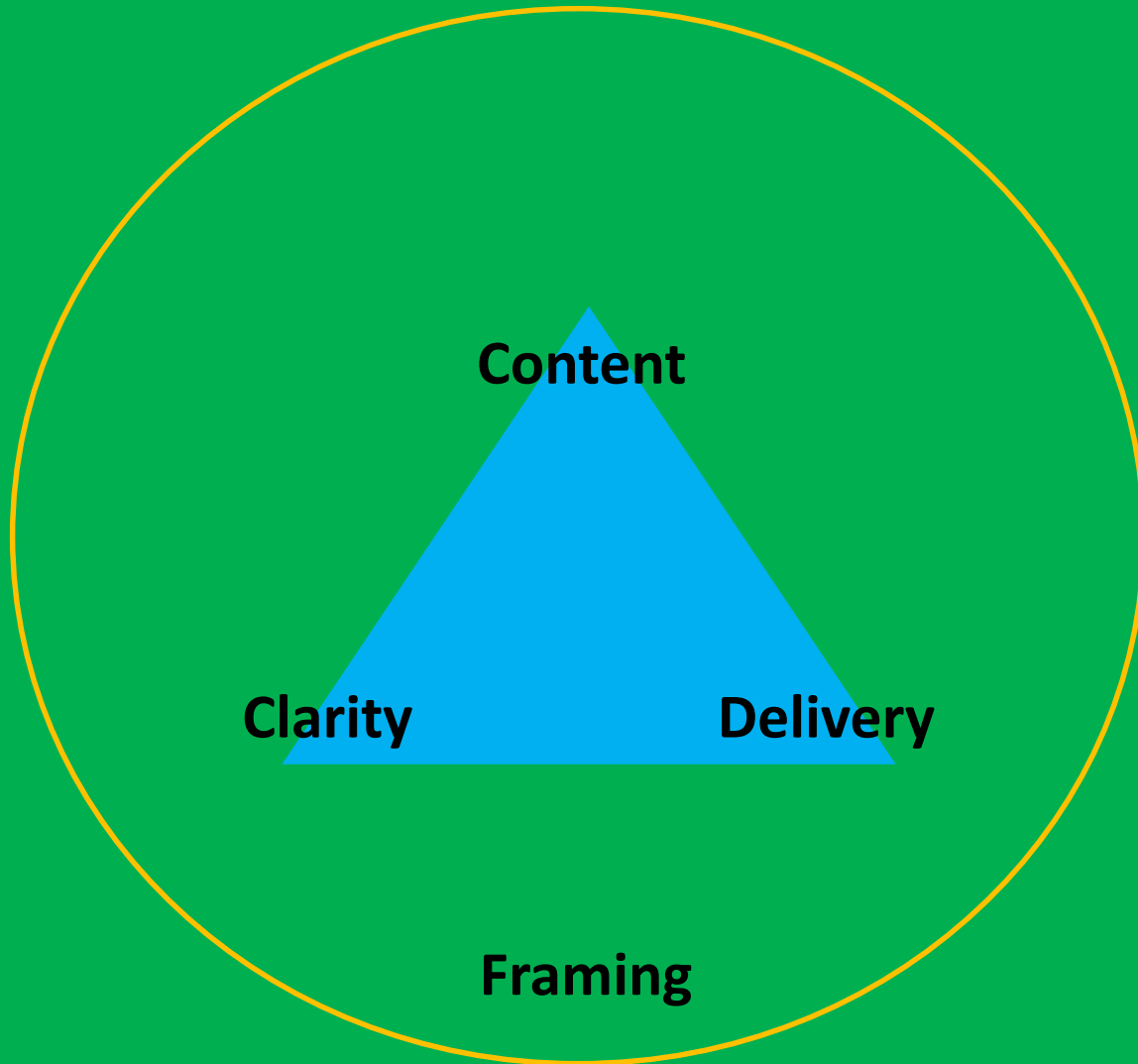
Effective Public Presentation: The Seventeen Rules of Engagement

- Dress for success
- Confidently walk to the podium
- Always start by thanking the chair
- Project your voice, do not speak 'down'; rather, speak 'out'
- Do not read from notes. Do keep a brief outline in front of you
- No slang
- Avoid "um" or "ah" fillers
- Do not speak in first person, say "the government of...believes"
- Pace your speech. Use pauses to your advantage
- Keep track of time.
- Use inflection (modulation of pitch and tempo)
- Make eye contact with as many people in the room as possible
- Use gestures (but don't overdo it)
- Emotion, but with control
- Establish credibility by using facts, statistics, or a narrative example
- Use 'parallel construction' (echoing the same point several times to establish continuity) when appropriate
- End by yielding time for questioners (if allowed) or by thanking the chair

Typical Structure of MUN Speeches

- ❑ Greeting “Mr./Mme. Chair,”
- ❑ Orientation to the issue (“Poverty in the developing world is among the great tragedy's of our time”)
- ❑ Declaration (The country of Russia supports x)
- ❑ Reasons for support / opposition (aim for three, that is all people typically remember)
- ❑ Conclusion (“we look forward to working with”, “please join Russia in voting against...”)

Effective Public Speaking: The CCDF Formula



Content

- Does the speaker demonstrate that the topic is well-researched and is fully understood?
- Does the speaker use credible evidence / examples to support key points and claims?
- Does the speech contain both substance and feeling?
- Does the speaker personalize an otherwise abstract topic?

Clarity

- Is the information provided logically organized and presented?
- Is the language easy to understand?
- Does the speaker avoid unnecessary detail?
- Was the speech memorable (when it ends can you remember what was said)?

Delivery

- Eye contact
- Appropriate hand gestures
- Good posture
- Appropriate dress
- Lack of hesitation
- Good pace
- Command presence
- Projection of voice
- Affect

Framing



Persuasive communication is an art. It rests foremost on convincing the listener to see an issue one way rather than another. We do this through a process known as 'framing'.

The process of framing involves "selecting and highlighting some facets of events or issues and making connections among them so as to promote a particular interpretation, evaluation, and/or solution" (Entman, 2004).

"Frames provide meaning through selective simplification and by filtering people's perceptions of a problem." (Kaufman, 2010).

For example....



But what if I'm scared to death?

"Fake it until you make it"

- Practice in front of a mirror at home.
- Watch as many speeches and debates as you can. Keep track of the techniques of people that you think are particularly effective speakers.
- Practice giving a speech in a large room. Have a friend / family member stand in the back to make sure you can be heard.
- Visualize success and take a few deep breaths before you speak.
- Remember that anxiety about public speaking is universal. Everyone has felt it.

CCDF Exercise

- <http://www.youtube.com/watch?v=xTpR0qEe57E>
- <http://www.nytimes.com/2014/09/11/world/middleeast/extending-a-legacy-of-war.html?hp&action=click&pgtype=Homepage&version=LedeSum&module=a-lede-package-region®ion=top-news&WT.nav=top-news>
- <http://www.youtube.com/watch?v=LPIqWErcHdM>