



Che and Mizukami

## THE ART OF PUBLIC SPEAKING

Seminar Leader: CHANG CHE; House Leader: YU MIZUKAMI

June 10th, 2014

### **Course Description**

No matter where you look, from the famous orations of Cicero to the iconic I have a dream speech by Martin Luther King, history has been influenced by powerful speeches. This seminar aims to provide students with the fundamental tools of public speaking so that they may apply it to almost anything for the rest of their lives. Throughout the seminar, we will be analyzing famous speeches in history such as those of Martin Luther King and Barack Obama on Election Night, and will be exploring the question of what makes a speech so memorable and influential.

The seminar is designed for students who have little to no experience with public speaking but are interested in learning the techniques to become more articulate and influential orators. The seminar will consist of learning through discussion and experience, as each student will be assigned an excerpt from an American speech to practice and receive feedback from the group. By the end of the seminar, students should have the necessary tools to give articulate and well-developed speeches, while also applying their knowledge to other facets of their lives. Whether it be for a class project or even just conversation with friends, public speaking is a lifestyle and a more conscious public speaker is a more influential leader.

### **Message from the Seminar Leader**

Hi everyone! My name is Chang and I am super excited to meet you all at Komatsu this summer. I will be a sophomore this fall and I will be studying my 4th year of Japanese next fall as well. I am an Economics major from Ann Arbor Michigan, but I grew up doing a lot of musical theater and performing on stage is what I love to do! My hobbies include playing guitar, singing, playing tennis, watching anime, and eating out with friends. I hope this seminar will make you more confident speaking on stage or in public and enhance your ability to articulate your ideas clearly and thoughtfully. I truly believe that if everyone were to know the art of speaking, the world would be a happier and more peaceful place. Feel free to email me anytime if you have any questions or if you just want to chat!

### **Message from the House Leader**

Hi! My name is Yu, I am 22 and am majoring about Anthropology at International Christian University in Tokyo. For a year, I studied social welfare as an exchange student at University of Tampere in Finland. I was born in Kaga, and went to Komatsu High School. After I enter the college, I had a lot of opportunity for public speaking in almost everywhere. I needed to present my opinion or thoughts in the class, meeting etc, but I am not good at speech or



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presentation in front of audiences and it was frustrating. I noticed that I have not learned a method of speech in theory in school. Let's learn together how to improve our public speaking! I am excited to meet you all. If you have any questions, feel free to ask me via email !

## Pre-Assignments

- Barack Obama 2004 Democratic National Convention  
<https://www.youtube.com/watch?v=eWynt87PaJ0>
- The Speech That Made Obama President:  
<https://www.youtube.com/watch?v=OFPwDe22CoY>
- Nadar Helmy NFL Oratory <https://www.youtube.com/watch?v=RNXyp2QwYTo>  
\* For the above three videos, think about a few key questions before class. What stood out and grabbed your attention? How did the speakers keep your interest? Give an example of a hand gesture used effectively in the speech, can you give an example of an anecdote which you found profound?
- Speech Packet—look through and pick a speech for final presentation.
- Amy Cuddy's The power of Body language:  
[http://www.ted.com/talks/amy\\_cuddy\\_your\\_body\\_language\\_shapes\\_who\\_you\\_are](http://www.ted.com/talks/amy_cuddy_your_body_language_shapes_who_you_are)  
\*Whole thing is optional, a part of it is required before the last day\*
- Small assignments after each day are listed on the Course Schedule.

## Course Schedule

### Day 1: *Introduction to Public Speaking*

Question of the day: What makes someone a good public speaker?

Go through to Barack Obama DNC 2004 speech and Nadar Helmy and look at what made each of them so successful.

Go over speech content. Introduction, Conclusion, Organization, Modes of Persuasion, etc.

Decide speeches for day 4 and answer any questions.

Homework: Research personal speeches and its historical worth—Speech Background Research Homework.

### Day 2: *Speech Content Analysis*

Question of the day: How does content inform good public speaking?

This day is mostly meant to focus on speech content so we first review the speech content topics from Day 1 and focus our main attention of our Modes of Persuasion: Ethos, Pathos, Logos. What are they? How are they used effectively? We will look at a lot of examples in speeches and we will find them in our own speeches.

Homework: Continue to find examples of the modes of persuasion in your own speeches.



**Day 3: Vocal Delivery Workshop**

Question of the day: What are the tools that a good public speaker utilizes to influence and persuade?

1. Speech Content Techniques-Elements of good vocal delivery
  - (a) <https://www.boundless.com/communications/delivering-the-speech/components-of-effective-vocal-delivery/>
  - (b) <http://2012books.lardbucket.org/books/a-primer-on-communication-studies/s10-03-vocal-delivery.html>
    - i. Movement pattern
    - ii. Pause, Emphasis, Word Color, Repetition, Pitch, Volume, Pacing, Hand Gestures, Articulation and Diction.
    - iii. Rewatch Helmy, worksheet on vocal delivery analysis.
2. Everyone must bring in their speech. Speech markup workshop.
3. Students can work in groups. Different marks for different vocal techniques
4. Speech Preview and discussion workshops
  - (a) After some mark up, we will try our speeches.
  - (b) How can person A improve the way they are conveying their message?
  - (c) What vocal deliveries did you hear, did you not hear and want them to incorporate more?

Assignment: Watch a small excerpt from Amy Cuddy's The power of Body language:  
[http://www.ted.com/talks/amy\\_cuddy\\_your\\_body\\_language\\_shapes\\_who\\_you\\_are](http://www.ted.com/talks/amy_cuddy_your_body_language_shapes_who_you_are)

**Day 4: Final Presentations**

Question of the day: Who is the best public speaker?

Speeches are performed and feedback is given. Critique sandwich-students give complements and also places where the speaker could improve. We vote on the best speaker. Winner wins a prize!