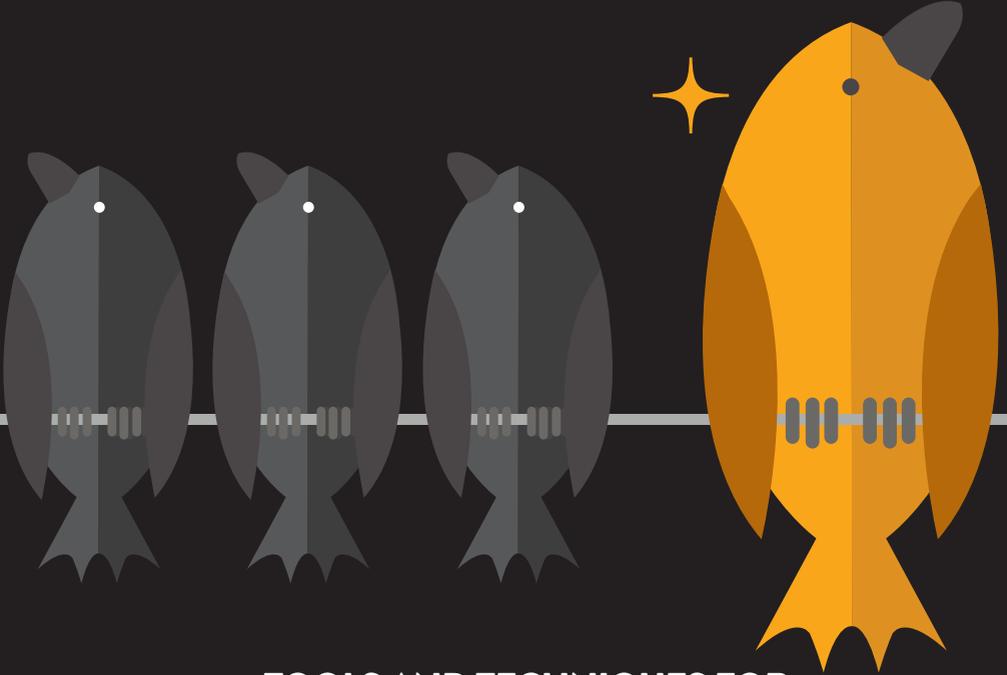


DARE TO SPEAK UP



**TOOLS AND TECHNIQUES FOR
WRITING AND CONFIDENTLY PRESENTING
A POWERFUL SPEECH**

**A PUBLIC SPEAKING MASTERCLASS
FOR BUDDING CHANGEMAKERS!**

UEA

University of East Anglia

**SCHOOL OF POLITICS,
PHILOSOPHY, LANGUAGE
AND COMMUNICATION
STUDIES**

INTRODUCTION

It is important, in a democratic society, that people can communicate what they think, want or believe. But it's not enough simply to be able to communicate.

People should put forward their views and experiences in ways that are clear, engaging and interesting so that the people listening are able to decide whether they agree or disagree. The growth of sound-bites, spin, talking points (and too many bad or dishonest speeches) has made people suspicious of public and political speeches – or just bored. Yet great speeches do more than just talk about the world. They change it by giving people new ways to think about things and good reasons to act.

Here we share with you some tools and techniques and ways of making your speech interesting and engaging and hope that you too DARE TO SPEAK UP and make a change!

WHAT WILL YOUR SPEECH BE ABOUT?

WHEN SPEECHES MAKE HISTORY

The following speeches stand out as having defined a moment through words, sometimes in a way that changed the world.



1960

“The wind of change”

Harold Macmillan employs a powerful metaphor, saying:

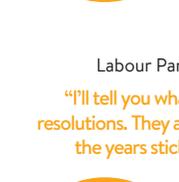
“The wind of change is blowing through this continent. Whether we like it or not, this growth of national consciousness is a political fact”.



1963

“I have a dream”

Martin Luther King combines powerful, emotive, personal and political rhetoric to fuse the civil rights struggle with the struggle to achieve the ideals of US society.



1976

“The Iron Lady”

Opposition leader Margaret Thatcher, addresses her constituency:

“I stand before you tonight in my Red Star chiffon evening gown, my face softly made up and my fair hair gently waved, the Iron Lady of the Western world”.



1985

“Militant”

Labour Party leader Neil Kinnock, speaking at Labour Party conference:

“I’ll tell you what happens with impossible promises. You start with farfetched resolutions. They are then pickled into a rigid dogma, a code, and you go through the years sticking to that; out-dated, misplaced, irrelevant to the real needs”.



1990

“No, no, no”

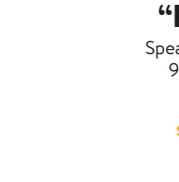
Speaking in Parliament, Prime Minister Margaret Thatcher uses a simple tricolon (a three part list) to make clear her response to EU Commission President:

“No, no, no”.

“Cool, forensic, light at points, and poisonous”

Was how Margaret Thatcher described Geoffrey Howe’s speech to the House of Commons in which he explained his resignation from the Cabinet:

“It is rather like sending your opening batsmen to the crease only for them to find, the moment the first balls are bowled, that their bats have been broken before the game by the team captain”.



2001

“Let us re-order this world around us”

Speaking at Labour Party Conference, less than a month after the 9/11 attack on New York, Prime Minister Tony Blair argues that:

“This is a moment to seize. The kaleidoscope has been shaken. The pieces are in flux. Soon they will settle again. Before they do, let us re-order this world around us”.



WHEN SPEECHES MAKE HISTORY CONTINUED...



2003 **“An ethical foreign policy”**
When he became Foreign secretary in 1997 **Robin Cook** promised:
‘...an ethical foreign policy’.

The young Senator **Barack Obama** uses his speech to enthuse his supporters and fill them with a sense of possibility:
“Yes we can”.





2010 **Coalition Government**
Nick Clegg and **David Cameron**, in the Downing Street Rose Garden, announce the formation of their coalition government:
‘the national interest’.

Seemingly out of nowhere people begin occupying Zucotti Park in the financial district of New York City. This spreads around the world united by the phrase:
‘We are the 99%’





2013 **Dear brothers and sisters**
What makes **Malala Yousafzai’s** performance not merely remarkable but extraordinary is that, composed and clear and concise, she is also always herself. In addressing her audience – of young people from all over the world as well as officials from the UN–as;
‘Dear brothers and sisters’

Twenty years old – and a politics student – when elected **Mhairi Black’s** maiden speech has over 700000 views on You Tube. Because it is funny, compassionate and vivid - delivered with sincerity and passion.
“It is together with all the parties on these benches that we must form an opposition, and in order to be effective we must oppose not abstain. So I reach out a genuine hand of friendship which I can only hope will be taken. Let us come together, let us be that opposition, let us be that signpost of a better society”.





2016 **Vote Leave**
‘Take back control’
The headline slogan of the Vote Leave campaign **A general phrase with a clear sentiment**, it motivates enough of the population to secure victory.

Trump’s inaugural speech attacked the previous administration, and painted a picture of a land of ‘carnage’.



WARM UP...

A GREAT SPEECH STARTS WITH A GREAT IDEA. YOU CAN’T BE PERSUASIVE ABOUT SOMETHING IF YOU AREN’T ALSO PERSUADED BY IT. SO, ASK YOURSELF, WHAT’S YOUR IDEA?

IN SMALL GROUPS DISCUSS THESE QUESTIONS:

1 NO POVERTY 	2 ZERO HUNGER 	3 GOOD HEALTH AND WELL-BEING 
4 QUALITY EDUCATION 	5 GENDER EQUALITY 	6 CLEAN WATER AND SANITATION 
7 AFFORDABLE AND CLEAN ENERGY 	8 DECENT WORK AND ECONOMIC GROWTH 	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE 
10 REDUCED INEQUALITIES 	11 SUSTAINABLE CITIES AND COMMUNITIES 	12 RESPONSIBLE CONSUMPTION AND PRODUCTION 
13 CLIMATE ACTION 	14 LIFE BELOW WATER 	15 LIFE ON LAND 
16 PEACE, JUSTICE AND STRONG INSTITUTIONS 	17 PARTNERSHIPS FOR THE GOALS 	

When thinking about the current state of the World...

- What are you concerned about?
- What are you passionate about?
- Do you have ideas for how things can be changed for the better?
- What would you like other people to know about your ideas?
- Do you want to inform people, or educate them or would you like (to empower) them to take action?
- What facts and figures back-up your ideas?
- Who would you like to know about your ideas? Who is your potential audience?
- Who might disagree with your ideas? What would you say to them?
- What is the key message you want to communicate?

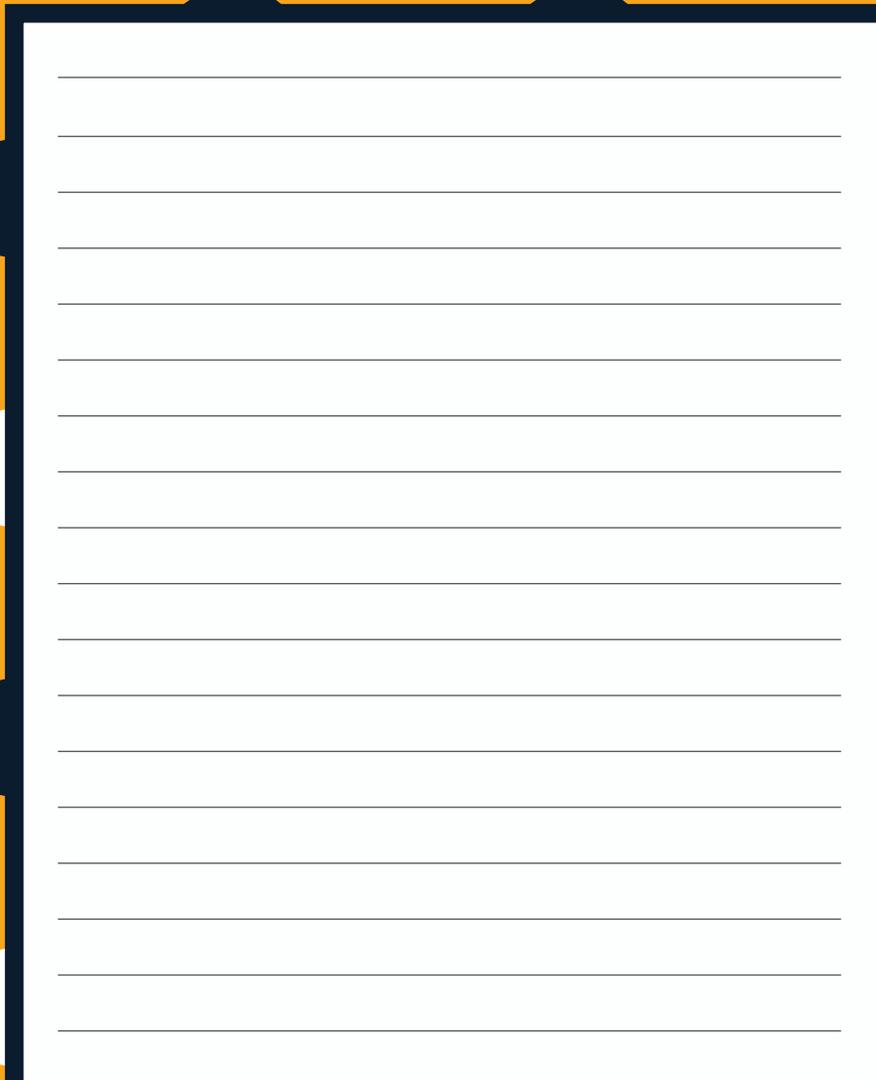


TALK IT THROUGH...

PAIR UP WITH ANOTHER PERSON AND TAKE IT IN TURNS TO TALK THROUGH YOUR IDEA IN DETAIL. WHEN ONE IS TALKING THE OTHER CAN NOTE DOWN KEY POINTS AND GOOD SOUNDING, INTERESTING SENTENCES.

ONE SPEAKS, ONE WRITES!

TAKE IT IN TURNS AND WRITE DOWN KEY MESSAGES AND POINTS.



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A large white rectangular area with horizontal lines, intended for writing notes. It is positioned on the right side of the page.

ORGANISE YOUR IDEAS...

USE THE NOTES FROM THE PAST EXERCISE AND START PUTTING YOUR SENTENCES INTO A LOGICAL ORDER. YOU HAVE TO DECIDE WHAT BELONGS WHERE – WHAT DO PEOPLE NEED TO SEE OR HEAR FIRST IF THEY ARE TO FOLLOW YOUR THINKING?

WHATS YOUR TITLE?

A good speech needs a point – something it wants to say. You should be able to sum that up in a short phrase and that can be the title of your speech.

INTRODUCTION

At the start of a speech you have to let people know, pretty quickly, something about who you are and what you are going to talk about. You have to give them a reason to listen to you and that often means saying something that grabs their attention. That might be a joke. It could be a surprising fact. A puzzling claim can get people thinking and draw their attention. How will you start your speech?

NARRATIVE

What is the issue, the thing or the situation you are going to talk about? In this part you should explain that – tell people what has happened or what is going on that you want to address. Try to be as clear and straightforward as possible but also make it vivid – use a relatable example or a true story about it. Can you think of a strong analogy – something that is similar to what you are talking about – that really brings it into peoples' minds?

PROOF

You've told people what the situation is and what has to be or can be done to improve this or to make this happen. But you need to do more than tell them. What proof do you have? What facts can you bring in here to support your claims? What are the challenges or opportunities and how can one act on this? Are there examples you could use? Are there logical points you can make?

REFUTATION

As people listen their mind might start to wander and question why your suggestions could or couldn't work. They might start thinking of objections to your arguments. In this part of the speech you should give the best argument against it that you can think of – and then refute it.

CONCLUSION

It's the end of the speech. You want to state your claim here forcefully and resoundingly so that people are excited and moved by it. You might use rhythm and repetition to do that. Lists of three work very well. So do contrasts – (Not X, but Y!). If you can do a list of three contrasts and say it powerfully people are bound to applaud you.

PRESENTING YOUR IDEAS...

Presenters who care deeply about what they are saying tend to use their entire bodies to support the message. It is your personal connection to the words that can bring them to life.

EYE CONTACT

Try and look your audience in the eye – your audience is more likely to pay attention if you do so.

GESTURES

Use positive gestures throughout your presentation like nodding and smiling.

MOVEMENT

Stand firm, yet move freely.

EMPHASIS

With the right emphasis or an alteration in tone, it's possible to change the meaning of a sentence entirely.

BODY LANGUAGE

Open your chest and arms and keep your back straight.

AND BREATHE

The easiest way to take full breaths that can power your speech is through the use of the diaphragm, called 'belly breathing'.

BE CONSCIOUS

Instead of using unconscious 'filler words' like 'umms and errs', stop and pause! There is no need to fill the silence!

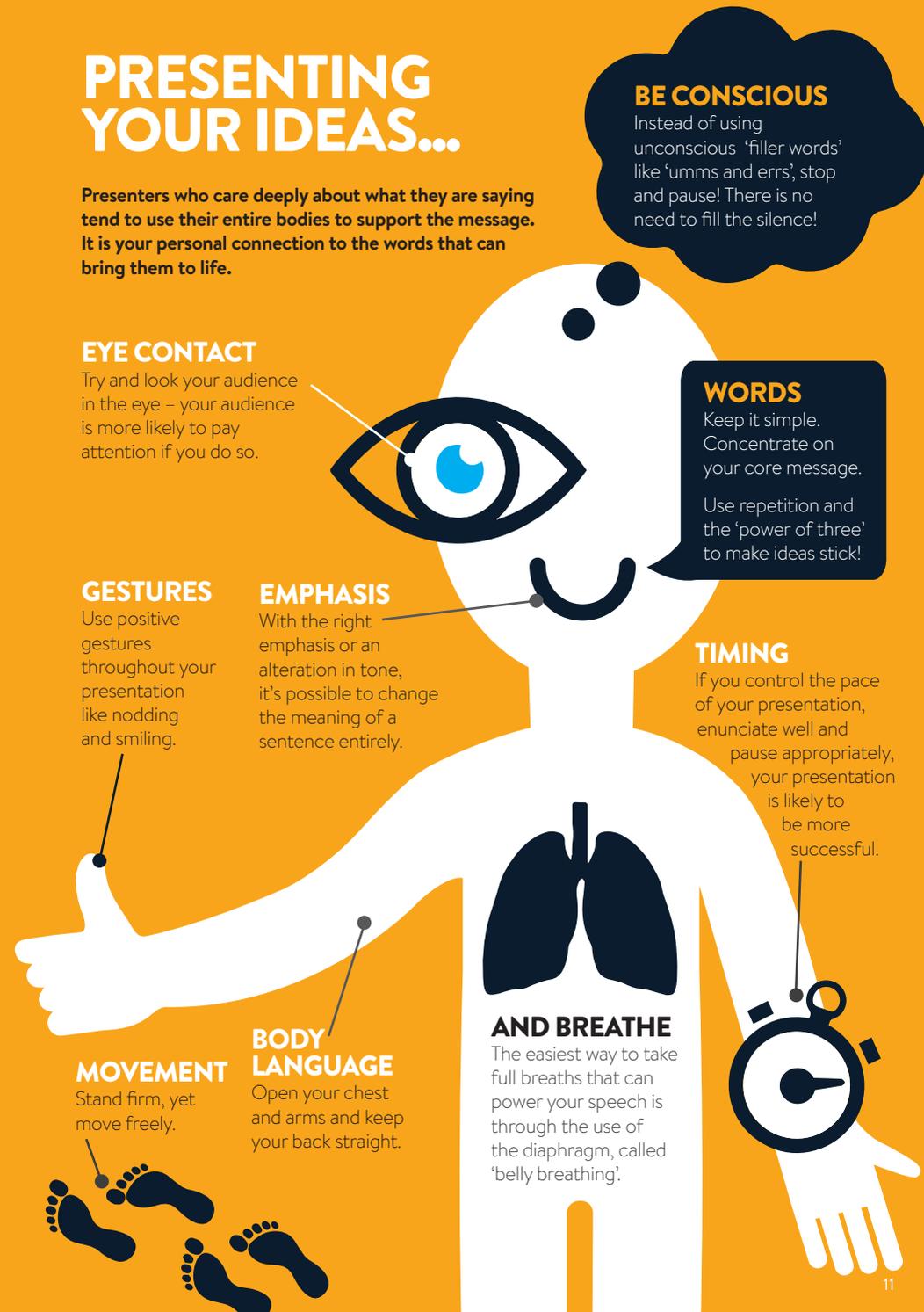
WORDS

Keep it simple. Concentrate on your core message.

Use repetition and the 'power of three' to make ideas stick!

TIMING

If you control the pace of your presentation, enunciate well and pause appropriately, your presentation is likely to be more successful.



AND REMEMBER PRACTICE MAKES PERFECT!

ENQUIRIES

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