



SPEAKUP

"PUBLIC SPEAKING AND ADVOCACY"

Project no: 2019-2-CY02-KA105-001581

Guidelines

2021

Table of Contents

1. INTRODUCTION TO PUBLIC SPEAKING.....	3
1.1. What is public speaking?.....	3
1.2. Main elements of public speaking	5
2. PUBLIC SPEAKING AS ADVOCACY.....	8
3. DIGITAL STORYTELLING AND ADVOCACY.....	9
4. ERASMUS+ KA1 “SPEAK UP, WE ARE LISTENING” PROJECT	12
4.1. Public Speaking training course	13
5. RECOMMENDED FURTHER STUDY SOURCES.....	16
Books:.....	16
Articles:	16
Videos:	16
6. REFERENCES.....	17



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1. INTRODUCTION TO PUBLIC SPEAKING

1.1. What is public speaking?

We should start by defining what public speaking is. To put it simply, *public speaking is the act of speaking face to face to a live audience, while public speaking skills can refer to the talent of effectively addressing an audience.*

Cambridge University dictionary defines public speaking as "*the activity of speaking on a subject to a group of people*". However, this should not be confused with just casual talk as public speaking is more purposeful and meant for celebratory, entertainment, influencing, or informative purposes - "*Public speaking is a process of speaking to a group of people in a structured, deliberate manner intended to inform, influence, or entertain the listeners*".

One thing is common in all the definitions – and that is **speaking to a bigger audience**. While some of the definitions also include the clause of "face to face speaking", considering the modern-day world, the digital technologies available and the way the COVID-19 pandemic has changed our lives, this may not be the prerequisite anymore.



Public speaking dates back to Greek times. The study of public speaking began about 2,500 years ago in ancient Athens. The ancient Greeks highly valued public political participation, where public speaking was a crucial tool. Men were required to give speeches as part of their civic duties, including speaking in the legislative assembly and at court. Citizens would also meet in the marketplace and debate issues on war, economics and politics. Good speaking skills were also essential for a prominent social life and mixing with the wealthy. The Romans later developed the art of public speaking and then modern-day speakers. Among the most famous public speakers today, are [Sir Richard Branson](#), [Oprah Winfrey](#), [Nick Vujicic](#), and others.

Nowadays there are 4 main types of public speaking:

Informative

Focuses on explaining a concept or idea to the audience. Informative speakers tend to focus on specific subject matter, such as people, events, places, stories and so on, e.g., a college professor holding a lecture on a particular subject. To be able to deliver this kind of speech the speaker has to do 2 main things”: firstly - research your topic well and know the ins and outs of your content by heart; secondly – keep the speech (or presentation) short and simple.

Persuasive

The act of convincing members of your audience to do something, based on them agreeing with your viewpoint. For example, politicians, lawyers, salespersons use persuasive speaking. This type of speaking requires practicing voice inflections and nuances of language that will convince the audience members of a certain viewpoint. The persuasive speaker has a stake in the outcome of the speech. Politicians, for instance, may want votes, while lawyers are trying to convince a jury of their, etc. The persuasive speaker uses emotional appeals and strong language in speeches.

Ceremonial

Giving speeches during special occasions (such as weddings, birthdays, office parties, graduations, funerals and so on. Most people will give some sort of ceremonial speech during their lifetime. The goal of ceremonial speaking is to trigger an emotional response from an audience. It’s all about fostering an emotional connection with the people who are taking the time to listen to you.

Demonstrative

Where the speaker performs actions, and clearly explains those actions in the process, e.g., science demonstrations and role playing. This type of public speaking requires being able to speak clearly and concisely to describe actions and to perform those actions while speaking. By doing so, the speaker has a better chance to get the message across to the audience. The idea behind demonstrative speaking is that the audience members leave with the knowledge

1.2. Main elements of public speaking

There are 7 main elements of the public speaking:

1. **The speaker.** The speaker is the one that holds the message, thus making him or her the essence of all the process. It is crucial to understand that speakers are the presentation itself, not the visual aids they use. Many presenters or speakers today put a lot of effort into visual aids and forget that those elements are just that visual aids that help the speaker make a better presentation. Relying on visual aids in one hundred percent is not recommended.

TIPS - for a speaker to have effective results:

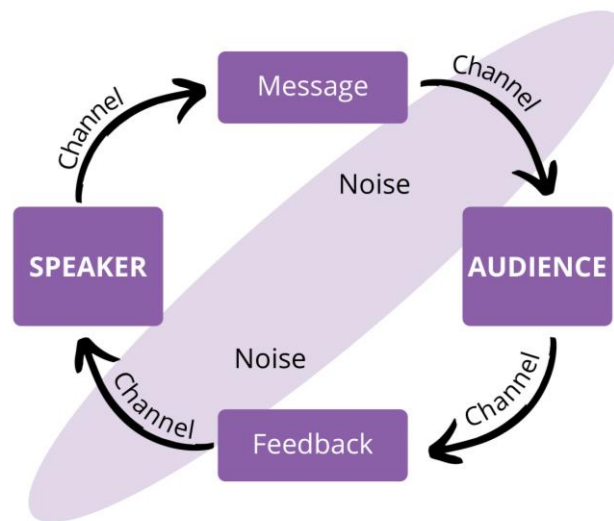
- **Confident body language:** Project confidence by walking upright with your shoulders back and your head held high. Smile and pause before beginning to allow the audience to focus on you.
- **Effective pauses:** Pausing between key thoughts allows the audience to take in your information. For example, in telling a story where you successfully closed a deal: "I thought I had lost the customer, but something happened which changed the outcome from failure to success." A pause here signals to your audience that a key story element is coming.
- **Eye contact:** If it's possible, make an eye contact with your audience. Try to arrange it with a couple of friends or close co-workers to sit close to the front to prepare and make eye contact easier. Look around the audience. Eye contact puts everyone at ease and builds rapport. If you don't feel comfortable maintaining eye contact, you can "fake it" by looking at the bridge of the nose or in the area close to eyes.
- **Grab the attention of audience immediately:** the speaker has about 60 seconds to capture audience's attention and captivate them before they tune out. It's good to ask a rhetorical thought-provoking question, tell a captivating story, or share a shocking statistic—anything that will keep them intrigued.
- **Good diction:** Make proper word choices that target the audience. Who the speaker speaking to should determine whether he or she use industry jargon or keep a vocabulary very simple. Speaker should master a pronunciation and enunciation through practice before delivery.
- **Find a friendly face:** There's bound to be friendly people in the audience. For the speaker it will be much easier to focus on those friendly faces and pretend that he or she is speaking only to them.

2. **The message.** The message refers to everything the speaker says, both verbally and bodily. The verbal component can be analyzed in three basic elements:
 - **Content** – what the speaker says about the topic
 - **Style** - the way the content of the speech is presented. We have to choose the right affiliation in the range of very formal and very informal.

- **Structure** – or we can also say the organization of the message. Usually include an introduction, a body/ an argument and the conclusion. Poorly structured organization reduces an impact of the message.

TIPS - for speech preparation

- **Choose your topic carefully:** A speaker should choose a topic where is knowledgeable in and very interested in. Your enthusiasm will spill over into your audience, creating interest and rapport.
 - **Be creative in your approach:** As you, as a speaker, prepare your speech, brainstorm by writing anything that comes into your mind. At this stage, don't self-edit. Rather than using a list, some people find that using thought, element or fact bubbles with connecting lines or arrows, known as a mind map, is more effective than a list. A list becomes an outline, which is a more rigid thought structure than you need at this stage.
 - **Sift your ideas:** After you have brainstormed, sift through all your ideas to identify the ones that will not fit in with the theme or subject of your presentation. It could surprise you to find that ideas you thought were perhaps unrelated or tangential might be more related to your theme.
 - **Edit thoroughly:** Write your speech without self-editing at first. This is the first draft. Then, go through the speech to improve it however you can. Repeat this process, refining your presentation with every pass you make through the content.
 - **Rehearse:** Practice your speech in front of a friend or a mirror. Rehearse your presentation as many times as is necessary until the words are flowing freely. During your rehearsal, try not to use filler words such as "uh", "umm" and "you know."
- 3. The audience/receiver.** Analysing the audience is very important key because it can give us an answer to the decision of how to present the message (the style). This analysis could include some important considerations: needs, age, sex, marital status, race, geographic location, type of group (homogeneous or heterogeneous), education, trade, activity, and profession. The speaker should always adapt to the audience (even in the sense of language and attire).'
 - 4. The channel.** The communication channels which speakers use can be nonverbal, visual or auditory.
 - *Nonverbal channels* include gestures, body's movement, physical posture and facial expressions.
 - *Visual channels* include graphics, photographs, videos, objects, drawings and diagrams
 - *Auditory channels* include tone of voice or variations in voice volume.
 - 5. A feedback.** The process through which the speaker receives a response or information from the audience that has heard the message. The speaker should be prepared for questions that might appear to clarify uncertainties or to enrich the topic.
 - 6. A noise.** We are distinguishing two types of noise when it comes to public speaking:
 - *External* – consists of sound from laughter, poor acoustic and ventilation, etc.
 - *Internal* – occurs when the speaker is confused or conveys and unclear message about what he/she wants to express.



- 7. The place or situation.** It is a good idea to review the place or auditorium where the public speaking will take a place. It's recommended to coordinate all the details to take all precautions in advance (the conditions of the place, the seats, the lighting,...). Spend some time in the room where the speech is given. Familiar surroundings can help to ease a fear.

2. PUBLIC SPEAKING AS ADVOCACY

Public speaking as a form of advocacy can be traced through the history of oral communication. Public speaking, or “rhetoric” as it was originally called, has long been considered a method in Western culture of **building community, facilitating self-governance, sharing important ideas, and creating policies**. In fact, these are the reasons the ancient Athenian Greeks emphasized that all citizens should be educated in rhetoric: so that they could take part in civil society. Rhetoric was a means to discuss and advocate civically with other citizens and community.

Public speaking is still seen as a key form of civic engagement. Nowadays public speaking became a necessary outlet to advocate for issues within and for your community – it’s a way to become civically engaged. To clarify, think about advocacy as one or more of the following components:

- Advocacy is the **promotion** of an idea, cause, concept, or information
- Advocacy includes **actions** toward a specific goal
- Advocacy **finds solutions** to current problems

Simply put to advocate is to say, “this idea matters” and “I invite each of us to think more deeply about this information.” This could happen by **discussing an idea that you believe a community needs to hear** or by **overtly asking audiences to change their mind about a controversial topic**. When you choose to provide a perspective, you are actively supporting (or advocating for) that perspective. Of all the arguments, topics, or insights in the world, you have selected one – you’ve selected an advocacy.

When is the last time you advocated for a certain perspective? You may have shared an article online that suggested boycotting a fast fashion industry or asked an important question through social media. These are all forms of advocacy. You become passionate about these topics, and they motivate your engagement around these issues.

What does public speaking bring to advocacy? Well, public speaking asks that you expand those moments beyond interpersonal or social media exchanges to include a broader audience where you’re the designated speaker. For example, you may represent your student group, being responsible for advocating on behalf of that group.

It is crucial to understand that when we advocate, we have to balance our own individual interests with the interests or goals of a larger community or group as often, what we advocate for or about can impact others – both directly and indirectly. Therefore, advocating for ideas through public speaking has personal and social functions.

3. DIGITAL STORYTELLING AND ADVOCACY

*A digital story is a multimedia presentation combining a variety of digital elements within a narrative structure (a story). Media may include **text, images, video, audio, social media elements** (e.g. Tweets) and **interactive elements** (e.g. digital maps).*

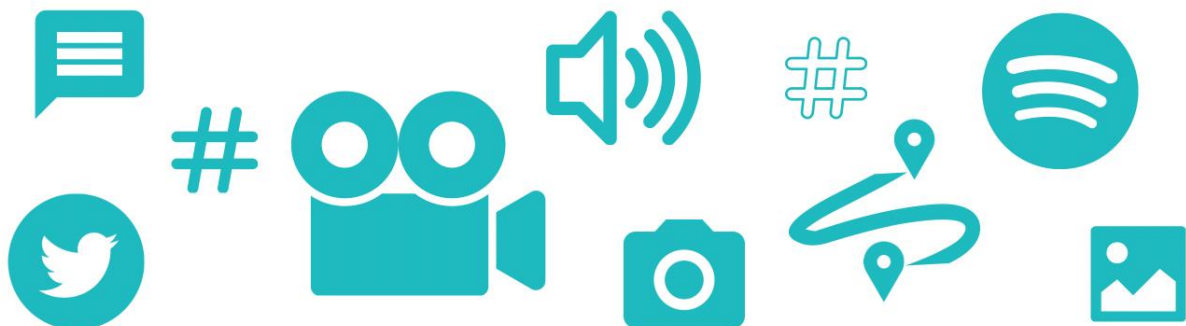
As with traditional storytelling, most digital stories focus on a specific topic and contain a particular point of view. However, as the name implies, digital stories usually contain some mixture of computer-based images, text, recorded audio narration, video clips, and/or music. Digital stories can vary in length, but most of the stories used typically last between 2 and 10 minutes. The topics used in digital storytelling range from a means to express creativity, to a research method for local health issues or a means of preserving a community's identity and a form of oral history.

“Data can persuade people, but it doesn’t inspire them to act; to do that, you need to wrap your vision in a story that fires the imagination and stirs the soul.” Harrison Monarth

While sharing information is important, digital storytelling has the power to move people. This is why one of the uses of digital storytelling is using it for advocacy purposes. Organisations and individual speakers, activists, etc. are increasingly using digital storytelling as a tool to engage the community on pressing important issues such as human rights, climate changes, migrations, etc., and to advocate for changes that can make a meaningful difference in people's lives.

While Digital storytelling is a powerful tool to move people's emotions, forgetting to have a strategy in place once the content goes viral is critical to the success.

Effective, digital storytelling has two requirements - **to raise awareness and to initiate action for a cause.**



Whether an organisation, speaker, activist, etc., is trying to build a viral social media campaign or simply trying to raise awareness among users, here are helpful tips on how to improve digital storytelling posts:

TIPS

- **Illustrate the Goal.** What is the desired goal of this digital story? Determine what the feasible parts are to reach the desired goal and what can be measured? If there are multiple goals you can create a series of short digital stories.
- **Be Direct.** Craft a targeted message so audiences become interested in learning what to do next. The message should also stand out against the other content on social media. “Aim to create a video that is long enough to illustrate your point, but short enough to keep your audience interested.”
- **Outline the Action.** Provide an action plan of the next steps to reach the goal. Data can deepen the impact of the messaging, creating memorable impressions on those who read it. Share resources that other advocates can use to learn more about the cause and tools to facilitate action. Remember to include a component of urgency.

Some examples of using digital storytelling for advocacy purposes:

'I want to pray' shows the challenges that people who are deaf, with vision impairments and with mobility impairments can face when practicing their religion.



<https://youtu.be/NM7PpqHN4yq>

The Human Rights Commission of Malaysia (SUHAKAM) will use the digital story as part of its advocacy to promote greater inclusion in worship for the half a million Malaysians registered as having a disability.

As part of its 'Friendly Schools' program, Samoa's Office of the Ombudsman/NHRI holds discussions in schools about human rights and how they connect with culture and faith.



<https://youtu.be/p6RwoDkPkIM>

The goal of this digital story is to begin a community conversation about children's rights and responsibilities, the foundational role of parents and ensuring that communities place the highest priority on ensuring the well-being of children.

More examples can be found [here](#).

4. ERASMUS+ KA1 “SPEAK UP, WE ARE LISTENING” PROJECT

The “[Speak up, we are listening](#)” project idea was developed through our experience in trainings and exchanges of the past years we did with our partners. What we see is that many youth workers, trainers and organisations have a lot of ideas and knowledge to share and have many hot topics/issues they would like to speak about to reach the public and spread awareness as well as to reach youngsters. However, many of them, even trainers, are lacking public speaking skills in order to attract the attention of the youth, especially people from vulnerable backgrounds, and share the knowledge with them. The same goes for the youth we are working with, most of them had a lot of skills and ideas, but are lacking the knowledge how to present themselves, their work, and abilities, either to encounter a job or to advocate for their rights, issues, and concerns.

Thus, the project was designed so that the youth workers could not only improve their public speaking skills but also share their knowledge obtained during the course with the target audience. This will lead to the target audience (youth, including people with fewer opportunities) being able to increasingly advocate for their and other people’s rights, raise awareness on important issues, etc.

The aim of this project was to empower youth workers and youth to present and raise awareness on the contemporary hot issues, encourage dialogue and acceptance through improvement of public speaking skills and advocacy tools. This, in the long term, would lead to more acceptant, aware and inclusive society.

The objectives of the “Speak up, we are listening” project were:

- To **increase awareness** among youth workers, trainers, youth and youth organisations about the importance of public speaking and storytelling in their work and daily lives
- To **provide knowledge** to youth workers, trainers, youth and youth organisations on how to prepare and deliver a presentation and speech with a clear message to achieve their goals
- To show how youth organisations and youth workers can **use public speaking and advocacy tools** in improving their work with youth as well as creating their organisation’s strong personal image
- To **provide** youth workers with **tools and methods to share gained knowledge** with youth – ensure empowerment of youth including people with fewer opportunities by **improving public speaking skills** so that the target audience can successfully advocate for issues and rights
- To **disseminate the knowledge** acting as multipliers and **share the skills** acquired during the Training Course by youth workers delivering public speaking workshops for youth in their organisations during the Local Action phase
- To **strengthen cooperation** between partner organisations and to provide them with the context to **develop new project ideas**.

Project partnership:

- [DOREA Educational Institute](#), Cyprus (Coordinator)
- Baltijos saviugdos centras, Lithuania
- Zespół Szkół Zawodowych nr 1 im. Komisji Edukacji Narodowej w Białej Podlaskiej, Poland
- Walk Together, Bulgaria
- Associació Globers, Spain
- Solidarity Mission, Greece
- Helping Hand, Georgia
- Development and Initiative, Ukraine
- Associação Sójovem das Saibreiras, Portugal
- Avatud Ühiskond NGO, Estonia

4.1. Public Speaking training course

The training course as a part of Erasmus+ “Speak up, we are listening” project took place online (using ZOOM platform) in June 2021, various nationalities and professions partook in it. The training aimed to empower youth workers and youth to present and raise awareness on the contemporary hot issues, encourage dialogue and acceptance through improvement of public speaking skills and advocacy tools.

The training lasted 5 days (5 hours of learning each day excluding breaks) and consisted of **5 main modules focused on speaking:**

1. Prepare a speech
2. Deliver a speech
3. Evaluate a speech
4. Storytelling (intro/main body/conclusion)
5. Short topics on important issues for youth

Firstly, the participants were introduced to the summary of public speaking history, what public speaking and advocacy is and when do we use public speaking. The trainer discussed the most common fears and how to overcome/minimize them. After this, 5 modules were implemented during the duration of the training.



1.

Prepare a speech

During this phase, participants had the opportunity to learn how to organize for a prepared speech within a specific time frame. They received the specific guidelines and instructions/objectives on preparing a speech with a specific theme. The 2 themes were given to participants as an option to choose from: 1) Ice breaker- introducing oneself and 2) Topic – selecting the topic or experience they want to talk about.

Participants had 30 minutes to organize and 3-5 minutes each, to discuss their topic with the trainer. Then, they were given another 10 minutes to practice alone and 20 minutes to practice in a small group. Later participants also received some tips and techniques to use while speaking.

2.

Deliver a speech

Participants will receive a voice training, instructions for correct punctuation, instructions on movements while speaking and body gestures while speaking. Every sector will be explained and present by the trainer; afterwards the participants practiced the above by presenting a ready speech provided by the trainer, working in small groups or pairs.

After this, participants learned tips and techniques on how to engage the audience on their speech (ask the right questions at the right time, eye contact, “study” the audience as well as “Does and don’ts” while speaking (bad habits and good practices). They also receive tips from the trainer on how to handle critical situations while speaking (e.g. When you forget your words)

Finally, participants will have the opportunity to present their speech in a bigger audience and receive feedback for improvement in person by the trainer.

3.

Evaluate a speech

Participants learned how to evaluate other speeches (what to pay attention on, evaluate without criticizing, etc.) and how to give feedback to the speaker using the feedback sandwich model. To practice the sandwich model participants were given speeches to watch in small teams and prepare their evaluation.

4.

How to tell a story

Participants were introduced to the concept of digital storytelling and how it can be used for advocacy purposes. Participants learned how to prepare an interesting story to share in pairs, so as people to feel connected. They learned how to speak the truth, how to speak from their heart to gain the audience’s interest and how to make their story powerful so people want to listen and follow. Participants also learned how to record their speech – either using audio or video recording.

5.

Short topics on important issues for youth

Each participant received a random topic/scenario which they have 30sec to prepare and 1-2min to deliver a speech based on that the other participants gave feedback. During the 2nd phase of this module participants learned how to disseminate the knowledge acting as multipliers and share the skills acquired through development of their own public speaking and advocacy workshops for youth. Participants, based on this training course experience, developed outlines for their own public speaking workshops.

→ *Feedback from participants*

The learners were very satisfied with the training course as it helped them to overcome their fear of public speaking at a higher or smaller level, improved their English language and digital skills, as well as allowed them to interact with other participants - learning with and from each other, and discovering each other's cultures. They also appreciated the opportunity given to discuss the issues they are passionate about and see these issues from different perspectives.

The learners emphasized that the relaxing, warm and accepting atmosphere created by both trainers and participants themselves was crucial for them when participating in the activities and expressing themselves.

"The training was absolutely superb, and I genuinely enjoyed each and every moment of it. The content was extremely informative and incredibly useful. I have attended several trainings before, but I can't recall any of them having such a strong impact. You have done a wonderful job and I appreciate your efforts." [Olena from Ukraine]

"Thanks a lot for such a nice training! I enjoyed all the sessions, and it was a great pleasure for me to practice my skills with you! I'm really glad to have such an experience." Çiçek from Georgia (Sakartvelo)

5. RECOMMENDED FURTHER STUDY SOURCES

Books:

1. Akash Karia “Public Speaking: Storytelling Techniques for Electrifying Presentations”, 2015
2. Chris Anderson “TED Talks: The Official TED Guide to Public Speaking”, 2016
3. Meggie Mapes “Speak Out, Call In: Public Speaking as Advocacy”, 2019
4. Nancy Duarte “Resonate: Present Visual Stories that Transform Audiences”, 2010
5. Scott Berkun “Confessions of a Public Speaker”, 2010

Articles:

1. Emidio Amadebai “7 Basic Elements of Public Speaking”, URL: <https://www.acethepresentation.com/basic-elements-of-public-speaking/>
2. Dave Mac “21 Things I Wish I Knew When I Did My First Presentation”, URL: <https://www.presentationblogger.com/21-things-i-wish-i-knew-when-i-did-my-first-presentation/>
3. Dave Mac “8 Killer speech openers”, URL: <https://www.presentationblogger.com/8-killer-speech-openers/>
4. Dr Andrew Stapleton “Fear of public speaking facts”, URL: <https://andrewstapleton.com.au/fear-of-public-speaking-facts/>
5. Lesly Ceballos “Digital Storytelling: Maximizing Advocacy's Impact”, URL: <https://amt-lab.org/blog/2017/12/digital-storytelling-in-advocacy>

Videos:

1. Alex Lyon “Public Speaking For Beginners”, URL: <https://www.youtube.com/watch?v=i5mYphUoOCs>
2. Chris Anderson “TED's secret to great public speaking”, URL: <https://www.youtube.com/watch?v=-FOCpMAww28>
3. Julian Treasure “How to speak so that people want to listen”, URL: <https://www.youtube.com/watch?v=eIho2S0Zahl>
4. Matt Abrahams “Speaking Up Without Freaking Out”, URL: <https://www.youtube.com/watch?v=XIXvKKEQQJo>
5. Voiceover masterclass “Voice Training Exercise | Easy steps to improve the sound of your voice”, URL: <https://www.youtube.com/watch?v=aeyn3kLd1Y0>

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7. Yousef "Yoyo" Abu Ghaidah "Speaking and How to Use Them", 2018, URL: <https://www.slidecow.com/blog/different-types-public-speaking/>