

SPEAK UP!

ENHANCE YOUR PUBLIC SPEAKING SKILLS

Professor: **Jessica SCALE**

Session: **July 2024**

Language of instruction: **English**

Number of hours: **8h**



Objective of the workshop

Every profession requires public speaking, on-line or off-line. In this workshop, students will test and acquire the various skills associated to impactful public speaking, including when delivering in a learned language.

Along with extensive practice in a fun and benevolent atmosphere, the participants will gain understanding of how to increase their personal impact through insights from social sciences, communication techniques, and analysis of famous speeches, from Shakespeare's plays to Greta Thunberg's address to UNO.

Communication best practices towards constructing and delivering a speech will be key take-aways for each participant.



Summary

Fostering active participation from each student and lively group discussions, the workshop will interlace practice with academic content. Various types of practical exercises, amongst which role-playing, creative simulations and counter-intuitive performances, will defuse anxiety associated with public speaking. Practice will take place in an encouraging atmosphere, towards students achieving much better than they believe themselves capable of.

Insights from social sciences will enlighten the students as to what happens to an audience when listening to someone delivering a speech. It will enable students to understand how to best reach different effects based on their goals and their audience's expectations. Cultural, corporate, academic, and on-line cultures regarding public speaking will be discussed. Famous speeches will be analyzed and enacted.



Organization of the workshop

Practice and insights are acquired through 4 sessions of 2 hours each. As students gain more mastery, challenges rise in a progressive momentum:

- Session 1: SPEAK
- Session 2: SHARE
- Session 3: CONVINCE / ENGAGE
- Session 4: IMPACT

Each session is led at a quick pace of short sequences alternating practice and academic knowledge acquisition.

Overall, about half the time is devoted to various forms of public speaking practice, with a set of facilitating techniques to help students overcome inhibition and keep control over their emotions. Students will be encouraged to practice both in English and in their first language.

The other half of the time enables students to ponder, understand and discuss real-life examples and academic food-for-thought, towards designing and delivering effective speeches.



Bibliography

Before the workshop begins, participants are invited to select *one* speech of their choice, whether historical, fictional, or contemporary. The speech needs to be complete and should not be an extract.

Participants may select the speech because they like it, or because they don't, because of its impact, seen as positive or negative, because of its topic or its speaker, or for any other reason of their choice. They will be asked about their motives.

Below are some links to lists of famous speeches – note that these lists tend to overrepresent American speeches (and Shakespeare in the field of plays). It is preferable that the speech is available in English, but it is not an indispensable requirement as long the student masters the language.

<https://www.themanual.com/culture/famous-speeches-from-history/>

<https://highspark.co/famous-persuasive-speeches/>

<https://www.greatspeech.co/speeches-by-women/>

<https://jonasforth.com/2011/04/11/the-ten-most-controversial-speeches/>

[https://www.ted.com/playlists/171/the most popular talks of all](https://www.ted.com/playlists/171/the_most_popular_talks_of_all)

<https://www.theedkins.co.uk/jo/quotes/speech.htm>

<https://bookstr.com/list/8-great-speeches-from-beloved-authors/>

<https://news.onecountry.com/entertainment/greatest-movie-speeches-of-all-time/>



Requirements for validation

Validation for the Summer School workshops is based on participation.

A student who attends all four sessions and actively participates in the activities will be awarded 1 ECTS credit.



Professor's Biography



After graduating in social sciences at Sciences Po's doctorate school, Jessica Scale pursued an international business career, working for leading companies on five continents. In her executive roles, she experienced the importance of mastering public speaking skills. She started sharing her practitioner's knowledge with Sciences Po students and has done so for the last two decades. For her, social sciences are key to help students understand what is at stake in public speaking and to find out their own personal ways to make the aimed-for impact on the audience. She has written, amongst other topics, about Government communication, and strategy for the 21st Century.