

Rhetoric and Presentation

by Magzhan Sovetbek

About myself

- IV President of DC “Nomad” (2014-2015)
- Lead Director of NUDA 2015
- Public speaking coach at “Nika” Center for Communication Development (2016)
- Founder and trainer at “NU Rhetoric” public speaking society (2017)
- Trainer and adjudicator at Nomad DC (2014-now)

Presentation

Presentation skills – do they matter?

- ◆ **Absolutely.**

“It is with words as with sunbeams - the more they are condensed, the deeper they burn” ©

- ◆ Communication skills are among top soft skills in Fortune 500
- ◆ Helps you convey the beauty of your imagination

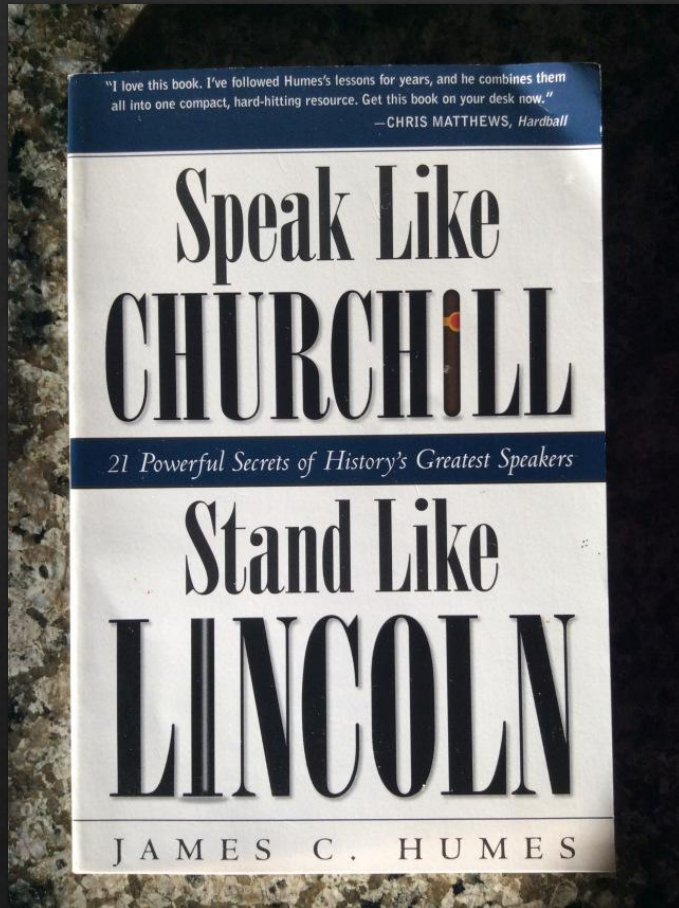
final decision vs. *absolutely irrevocable decision*

Friendly manager vs. *affably accommodating manager*

Presentation – general ideas

- ? For debaters: prioritize content over presentation, but presentation still matters (!)
- ? For public speakers: go ahead!
- ? Nothing you can't learn yourself:
 - ◆ Browse exercises and public speaking advices
 - ◆ Record yourself
 - ◆ Analyze, modify your style, and rehearse

7 secrets of public speaking



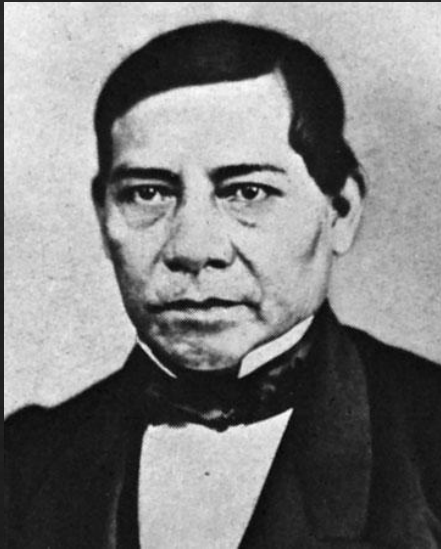
Speak Like Churchill, Stand Like
Lincoln: 21 Powerful Secrets of
History's Greatest Speakers

by James C. Humes

7 secrets of public speaking

1. Pause

Benito Juárez



*Libertad,
Dignidad,
Humanidad...*

Napoleon



40-50s pause

7 secrets of public speaking

2. Maintain eye contact

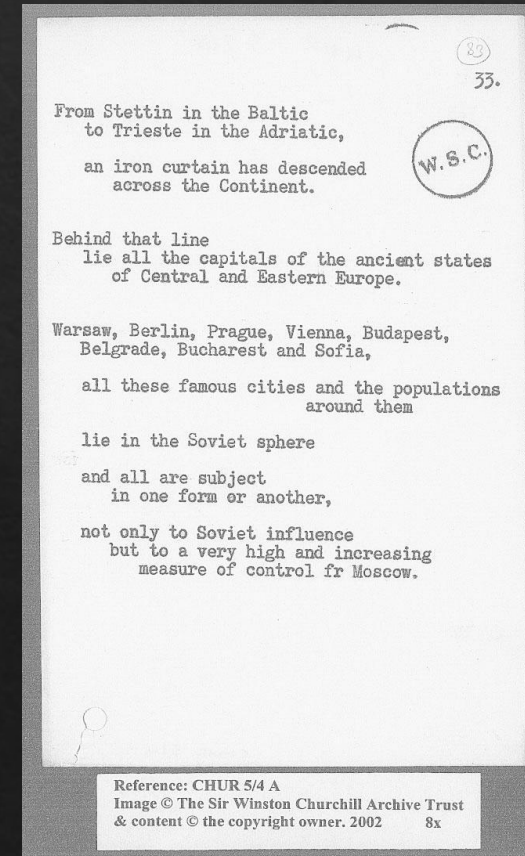
*Winston
Churchill*



7 secrets of public speaking

3. Organize your notes

*Extract from Churchill's notes
for the Iron Curtain speech
(1946)*



From Stettin in the Baltic
to Trieste in the Adriatic,

an iron curtain has descended
across the Continent.



Behind that line
lie all the capitals of the ancient states
of Central and Eastern Europe.

Warsaw, Berlin, Prague, Vienna, Budapest,
Belgrade, Bucharest and Sofia,

all these famous cities and the populations
around them

lie in the Soviet sphere

and all are subject
in one form or another,

not only to Soviet influence
but to a very high and increasing
measure of control fr Moscow.

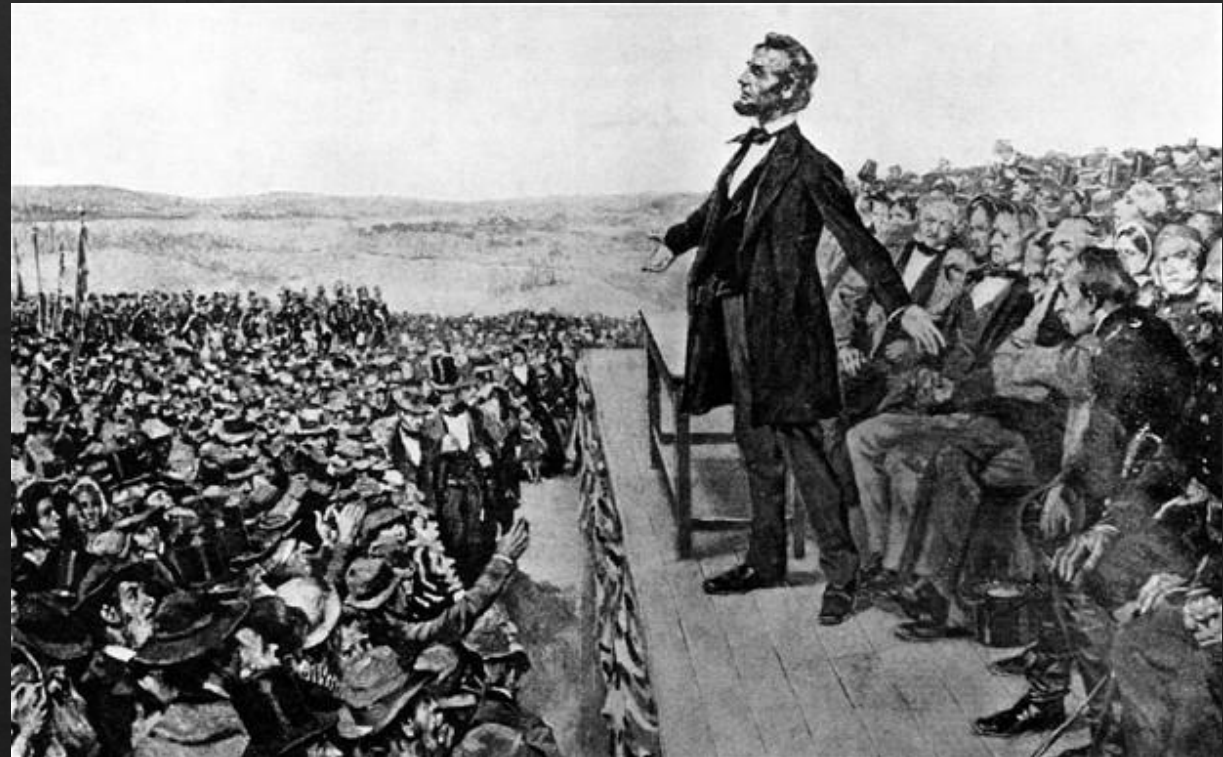
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4. Stay concise

*Gettysburg
Address (1863)*

272 words

2 min



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5. Quote (where necessary)

*John F.
Kennedy*



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6. Polish your intro and conclusion



“I have a dream” by
Martin Luther King

*Five score years ago a great
American in whose symbolic
shadow we stand today
signed the Emancipation
Proclamation.*

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7. Experiment



Ronald Reagan

7 secrets of public speaking

1. Pause
2. Maintain eye contact
3. Organize your notes
4. Stay concise
5. Quote where necessary
6. Polish your intro and conclusion
7. Experiment

Rhetoric

Rhetoric: advices on self-improvement

1. Record yourself – self-awareness is a key
2. Read aloud
3. Create a debating phrasebook

<https://www.youtube.com/watch?v=6OThfoksAuM>
(1.27)

Rhetoric: advices on self-improvement

4. 15,000 useful phrases by Grenville Kleiser

<http://www.gutenberg.org/cache/epub/18362/pg18362-images.html>

Only 41 years to finish!



Rhetoric: advices on self-improvement

4. Have your idols.

