

PUBLIC SPEAKING

PART 1: Speaking to an audience or the media

How to get the attention of your audience, your interviewer?

Ability to adapt your message

Understanding of the message

- Checking
- Saying it in another way
- Confirming

Fear of public speaking and other people's opinions

- Emotional and physiological aspects
- Mental aspects
- Behavioural aspects

Non-verbal language

- Anchoring
- Stress management
- Self-assertion

Body language and its use (synergology)

- Micro-movements
- Showing your 'emotions' through body language
- Types of micro-movement
- Rules for reading facial and body expressions

Verbal language

- Structuring your speech
- Asking questions
- Saying something in a different way
- Making your case
- Convincing others

The voice, my favourite instrument

- Tone
- Rhythm
- Pitch
- Placement

PART 2: practical exercises

Action instrument: body and voice control

Benefits of journalist writing rules

- The main rules of writing
 - 5 Ws
 - Laws of proximity
 - Inverted pyramid
- Benefits of the interview rules
- Using the rules for my speech
- Fun exercises in writing workshops

