

Writing a Well-Argued Speech

2 Days **BGWS**

OVERVIEW

This two-day workshop will enable participants to write a clear and convincing speech that can be delivered easily, taking into account the characteristics, context and environment specific to the speaker and to their individual "sensitivity".

DESIGNED FOR

Designed for professionals who need to write speeches in English for their own use or for use by another speaker or even who need to assess and/or correct speeches to make them more effective.

LEARNING OUTCOMES

By the end of this course participants will be able to:

- Provide a detailed reminder of the basics of argumentation.
- Understand that a speech is a "document" designed to be spoken.
- Take account of the physical, oral, status-related and personal qualities of the speaker and reflect them in the characteristics of a speech.
- Use the resources of dialectic and rhetoric in a well-aimed fashion.
- Master the rules for writing speeches.
- Present orally, test and assess the impact of a speech.
- Manage information on the potential speakers and their audiences on an ongoing basis.
- Provide the speaker with a short briefing on stylistic and tonic aspects and on the underlying strategy of the prepared speech.

TOPICS COVERED

- Reminders of Applied Argumentation
- The Combination of Scientific, Dialectic and Rhetorical Arguments
- Reminders of Applied Public Communication
- Elements Related to Grammar and English Syntax
- In-Depth Study of the Styles and Tones of Speeches
- Strategic Elements and Oratory Tactics
- Information and Knowledge Management.
- The Notion of Continuous "Monitoring".
- The Timing of a Speech
- The Management of the Successive Phases in the Course of its Duration

EXTRA NOTES

An equivalent course is available in Arabic and French. Please call us for details.