



**“DR ANA’S COURSE IN PUBLIC SPEAKING:
EMPOWERMENT THROUGH SELF-EXPRESSION”
COURSE NOTES**

This short public speaking course is divided in 5 sessions.

For each session, you will prepare in advance a speech of a topic of your choice. Since I will be evaluating the speech itself (not the speaker or the content), then it doesn’t matter what kind of topic you choose.

Each one of the first 4 sessions has specific requirements for the focus of the speech. The last session is simply putting together everything we have learnt in the previous 4 lessons, making it all fit within your speaking *persona*.

* * * * *

Thank you for taking **Dr Ana’s Course in Public Speaking**. Please, find below the focus of each session so that you can prepare your speeches:

Lesson 1: The Structure

Strong opening and ending

A meaningful speech

A well-organized speech

The first and most important part of a speech is the structure. We are talking about the format, the template. After you have written or prepared your speech, you should be able to answer the following questions:

1. Strong opening and ending:

Was the opening and ending of the speech strong enough to make an impact, to be memorable?

Did the opening grab the attention of the audience? Did it draw the audience instantly into the subject of the speech?

Regarding the ending, did it summarize the content of the whole speech with a punchy remark, a quote, a short story, an idea, or cleverly playing with words?

2. A meaningful speech:

Did the speech make sense to the audience? Was it structured in a logical way?

Did the ideas follow and build on each other? Were the ideas smoothly linked, building on the meaning of the speech as a whole and moving towards the conclusion?

3. A well-organized speech

Did the speech have three clear parts: beginning, middle and end?

Did the beginning explain what the speech was about, the middle expanded on the previous part and the end conclude clearly the position or opinion of the speaker?

Lesson 2: The Message

A Clear Message

Correctly chosen words / figures of speech

A Well-researched Speech

After the speech has been delivered, the audience should remember the basic message. Sometimes it is better to repeat it throughout the body of the speech rather than wanting to convey too many messages, which will be lost to the audience and may result in a “blurred” effect.

1. A Clear Message

Was the message clear or was it blurred by having too many thoughts linked together?

Was there too much information, which would be unrealistic for your audience to remember or to grasp?

Was it too basic or not informative enough? Was it *interesting*?

Did the speaker stay focused on the subject of the speech or was he / she drifting?

2. Correctly chosen words / figures of speech

Were there stories and anecdotes to highlight the main points? And were they personal?

Personal stories are the most powerful way to convey information at an emotional level and allow for the speech to be remembered.

Were there unnecessary words and / or jargon, technicalities that could have been avoided?

3. A Well-researched Speech

Were your facts and figures correct, and relevant to the speech? Were they taken from different sources? And were the sources reliable? This can add or take credibility from the speaker.

Lesson 3: The Drama

Humor, Drama and Emotions.

Descriptive, Vivid Words.

Pauses and Silences.

Once the structure and the message are clear, it is time to focus on *how we are going to deliver* such message. For this, we will incorporate several concepts or techniques, which could be summarised as follow:

1. Humor, Drama and Emotions.

Are you trying to be funny or are you incorporating your natural humor into your speech?

Are you appealing at the emotions of the audience or is your speech *flat*?

Are you making your speech *alive* by using drama or are you just reciting a long list of facts and figures?

2. Descriptive, Vivid Words.

Are you only using *factual* words or are you guiding the audience into a journey of tastes, colors, emotions and visual imaginary?

Are the words matching the level of commitment, enthusiasm, depth of your message or is there a gap between how you feel about your subject and what you are being able to express?

3. Pauses and Silences.

Is your speech a *very long sentence* or are you managing to deliver it in parts: e.g. there are silences, gaps and pauses, among the parts of your speech, the paragraphs?

Are you allowing silence to speak louder than your words by creating that space where the audience can integrate the emotions and the ideas that you are delivering, creating?

Lesson 4: The Visual Effect

Body Language

Voice Projection, Expression & Vocal Variety

Prompts

Once the structure and the message are clear and we have conveyed our story in an *unforgettable* way, it is time to focus on the external representation. For this, we will incorporate several concepts or techniques, which could be summarised as follow:

1. Body Language.

Was the body language natural and on purpose for the speech (stance, movement, facial expressions, eye contact, posture, manner, etc). Did it convey momentum and emotion? Did it help the audience be at ease during the speech? Did it help the speech become entertaining?

2. Voice Projection, Expression & Vocal Variety.

Was the voice well projected and the diction and pronunciation clear? To project your voice, you will learn to breathe from your lower stomach. This will carry your voice far into the back of any room!

Was there expressiveness on the face? Was the speaker animated and make the presentation memorable? Was there vocal variety and a pleasant pitch and volume?

3. Prompts.

Did the speaker assist him or herself with prompts? What kind?

Were the prompts adequate for the delivery of the message? Did they aid or did they hinder the clarity of the speech? Were they too complicated or difficult to follow?

Could they be seen properly from the sides and the back of the room?

Lesson 5: The Complete Show	
Lesson 1: The Structure	Lesson 2: The Message
AS ABOVE.	AS ABOVE.
Lesson 3: The Drama	Lesson 4: The Visual Effect
AS ABOVE.	AS ABOVE.

Please do not hesitate to contact me in number below if you have any further questions.



Dr Ana Garcia PhD, DTM.
Email: dranagarciaphd@yahoo.co.uk
Cell: +27 (0)76 393 3552
www.dr-anagarcia-phd.com