

# 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*

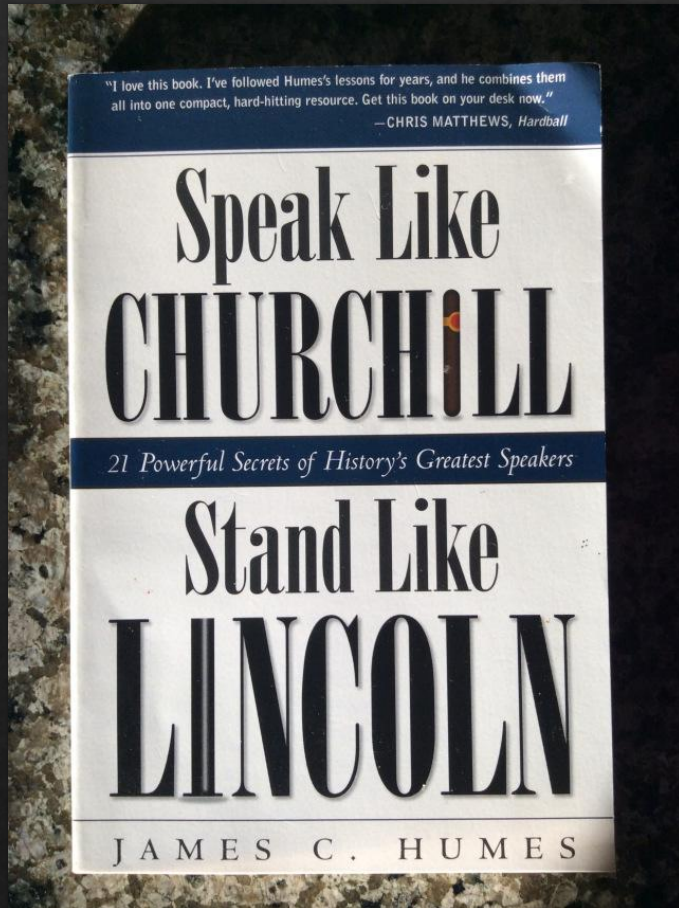
Friendly manager vs. *affably accommodating manager*

# 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



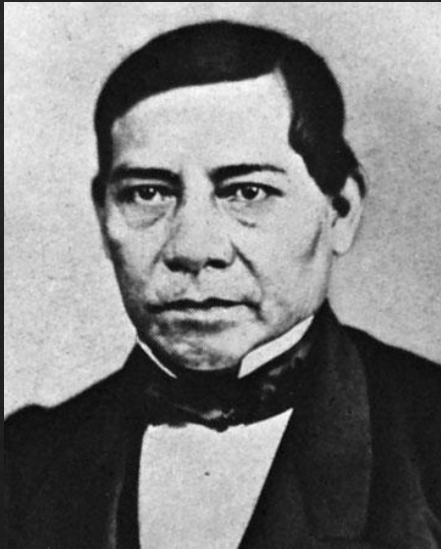
Speak Like Churchill, Stand Like  
Lincoln: 21 Powerful Secrets of  
History's Greatest Speakers

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*

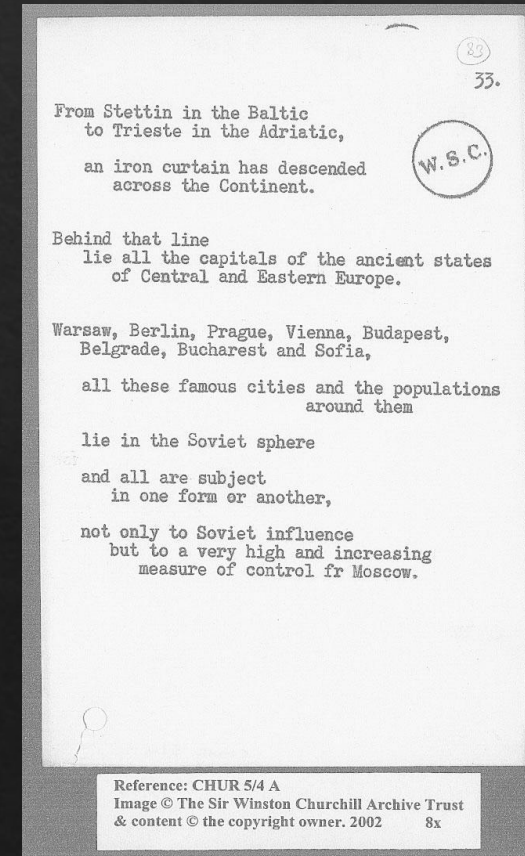




# 7 secrets of public speaking

## 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.

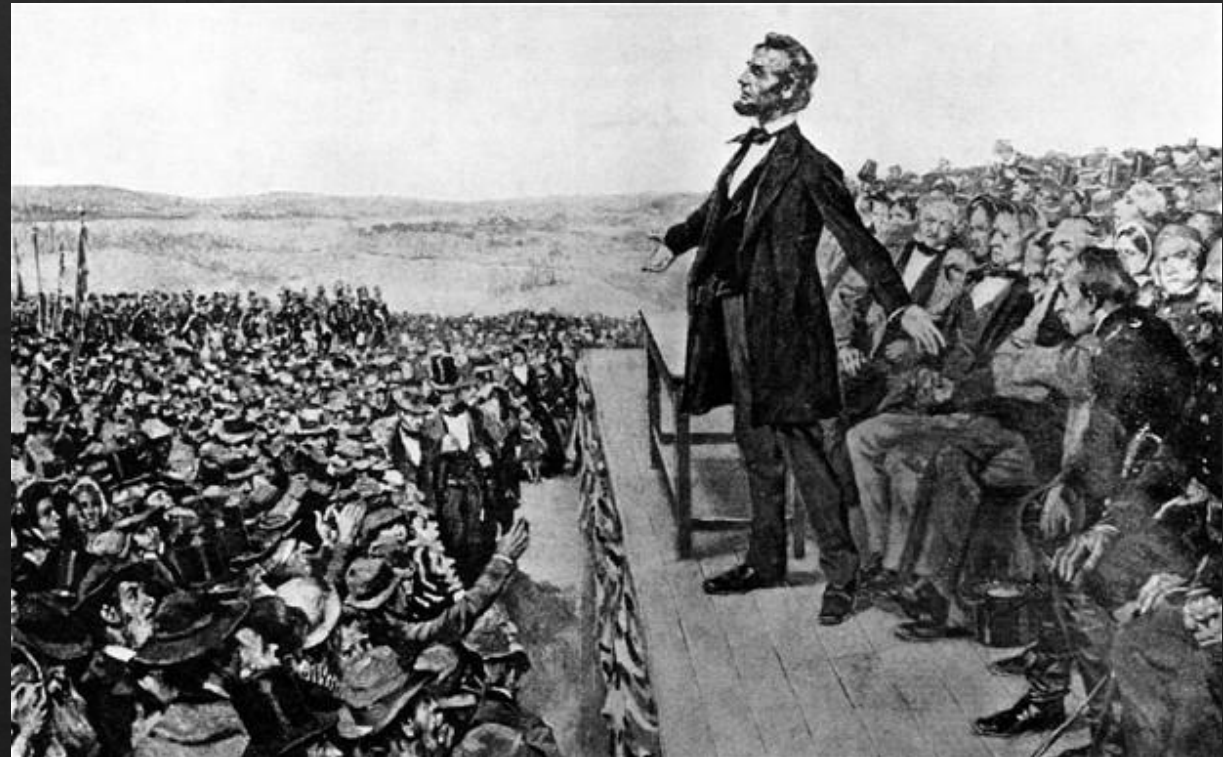
# 7 secrets of public speaking

## 4. Stay concise

*Gettysburg  
Address (1863)*

*272 words*

*2 min*



7 secrets of public speaking

## 5. Quote (where necessary)

*John F.  
Kennedy*





## 7 secrets of public speaking

### 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.*

# 7 secrets of public speaking

## 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.

