

Activity #1

1. Come up with 7 groups.

2. Create an **unbelievable/unimaginable** story with the nicknames of group members as characters/objects/places/actions/ etc. in the story.

Theme ideas:

Action

Adventure

Scientific

Thriller

Romantic Comedy

Investigative

Road Trip

Etc.

3. Preparation: 30 Mins.

20 mins: Story details

10 mins: Rehearsal

4. Presentation: 1-3 Mins.

-At least 3 members tell the story together.

-No visual aids. Only oral communication. A note can be used.

Tips.

There are **five senses** that we use to experience the world: sight, sound, touch, smell, and taste.

By providing descriptions that use **as many of these senses as possible**, you can help your audience to create a mental motion picture of your characters and stories.



► **Everybody has fears about something.**

-In a survey: Public speaking is No. 1 fear of many Americans.

The No. 2 fear is death.



► **Death is number two.**

“Does that sound right? This means to the average person, if you go to a funeral, you're better off in the casket than doing the eulogy.” — Jerry Seinfeld

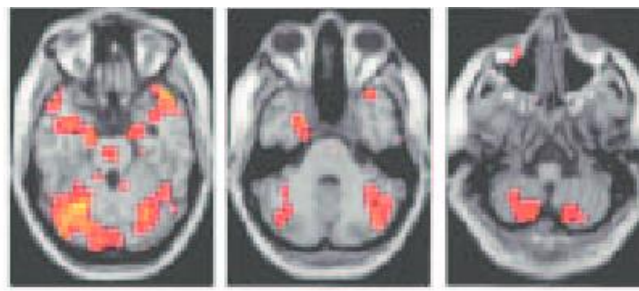


How to overcome fears in public speaking

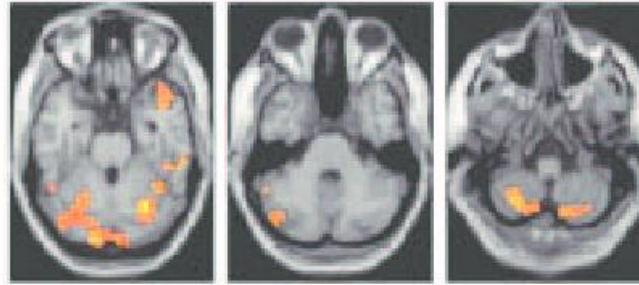
(6.48 mins)

Teri Hart, TV Host
and Reporter

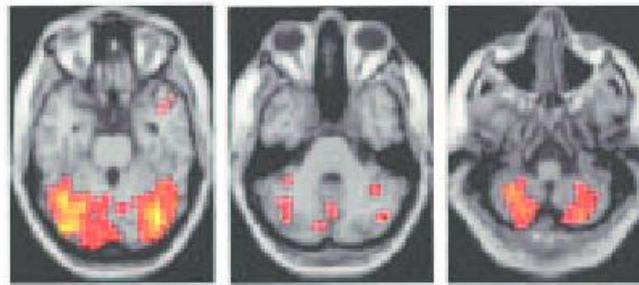
Perception of Singing



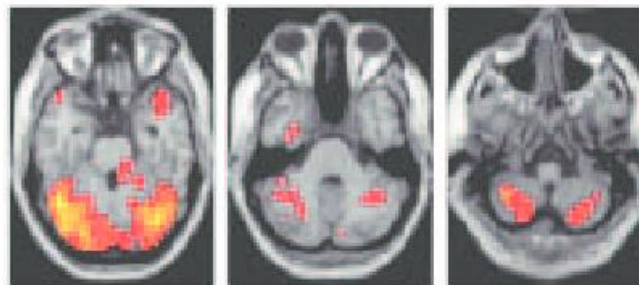
Perception of Speech



Production of Singing



Production of Speech



Z = -26

Z = -36

Z = -54

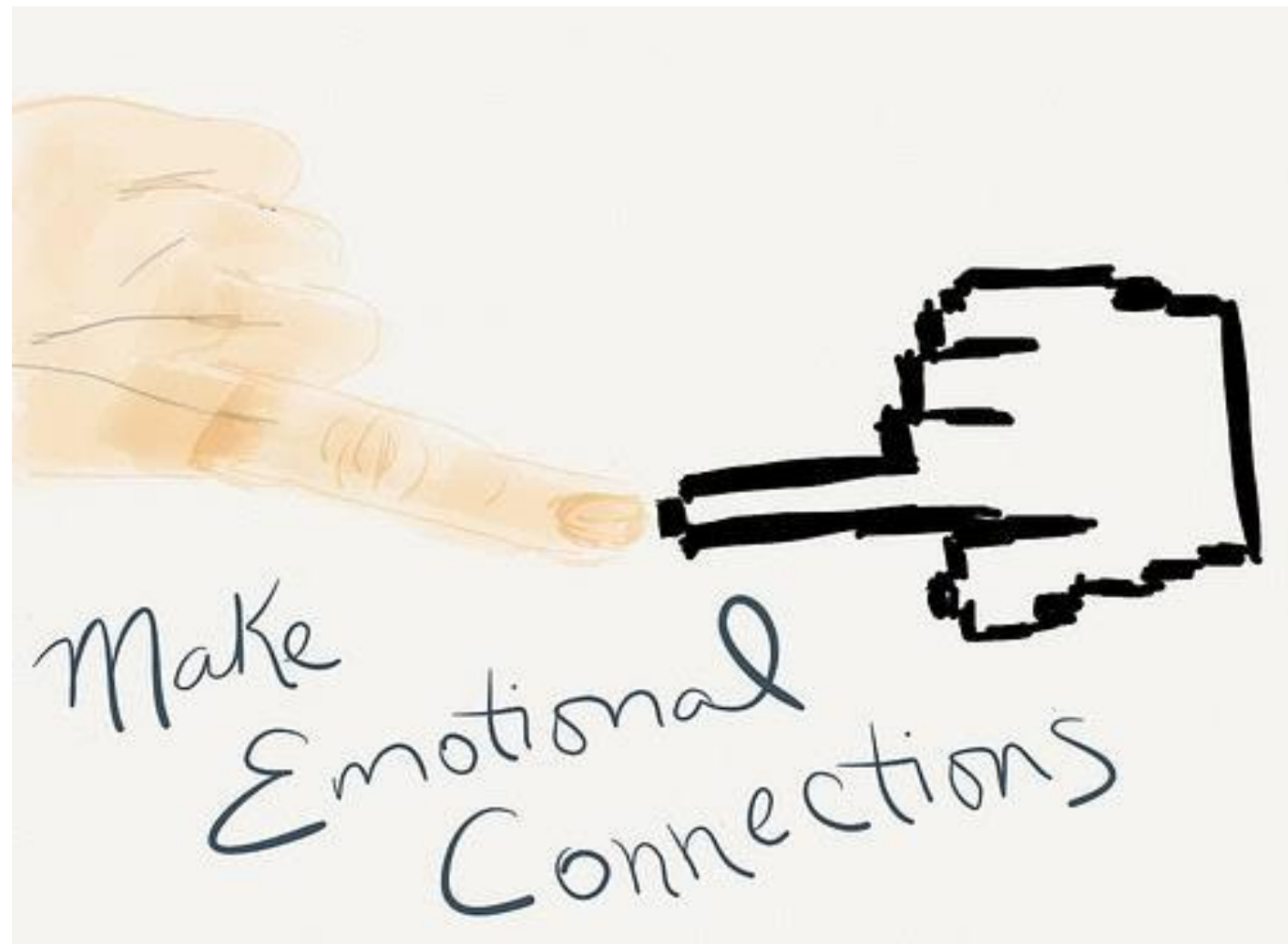
The Discovery of fMRI

**The twenty-first century is
Knowledge Economy.**

Persuaders Are Irreplaceable.



Emotional connection
is the winning ticket
in a world being
disrupted by
technologies.



Activity #2

Effective Ways to Open A Speech or Presentation

- 1) **Quote**
Opening with a relevant quote can help set the tone for the rest of your speech.
- 2) **"What If" Scenario**
Immediately drawing your audience into your speech works wonders. Asking a "what if" question invites the audience to follow your thought process.
"What if we were all blind?"
- 3) **"Imagine" Scenario**
A similar method, but more relevant for sensational examples. It puts your audience members directly into the presentation by allowing each member to visualize an extraordinary scenario.
"Imagine jumping out of a skydiving plane and discovering your parachute doesn't work."

Effective Ways to Open A Speech or Presentation

4) **Question**

Ask a rhetorical or literal question. When someone is posed with a question, whether an answer is called for or not, that person intuitively answers.

"Who wouldn't want to get an A in this class?"

5) **Statistics**

Use a surprising, powerful, personalized statistic that will resonate with the audience to get your message across right away. It has the potential to trigger the audiences' emotional appeal.

"Look to your left. Now look to your right. One of your seatmates will _____."

"In this room, over 90 percent of us could possibly be jobless when we graduate."

Effective Ways to Open A Speech or Presentation

6) **Powerful Statement/Phrase**

A statement or phrase can catch the audience's attention by keeping them guessing as to what you're about to say next. Implementing the silence technique afterwards also adds to the effect.

During the new virus outbreak, President Xi Jinping said, *"What's the point of being the world's number one in GDP if eating, drinking, and breathing are all in doubt?"*



**Getting to know the
virtual world.**

1. Record a video with your mobile phone.

2. Introduce yourself:

Nickname,

Hometown (what's interesting about your hometown/neighborhood?),

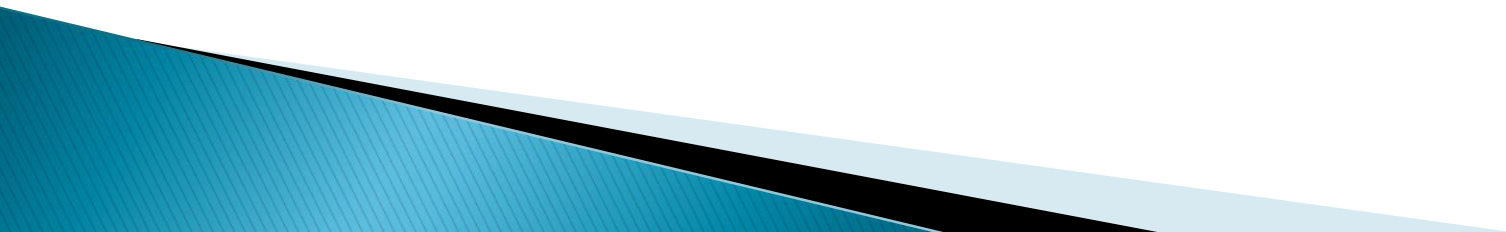
Hobbies (Why you like it/them)

**3. Prepare what to say and
record (done in 15 mins)**

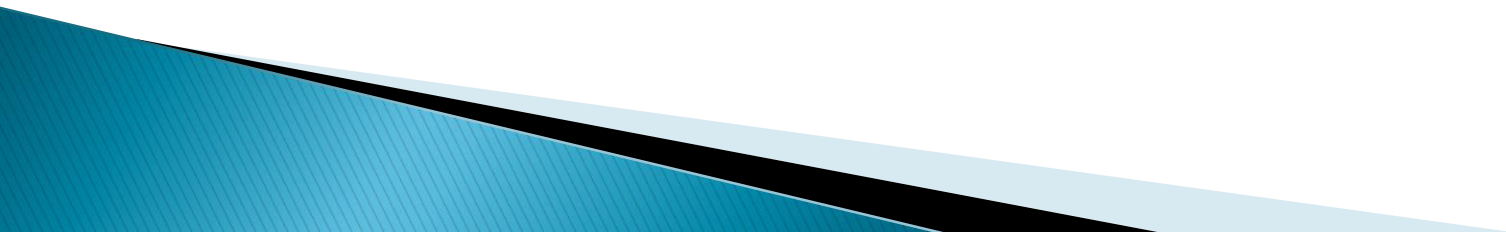
Understanding Virtual Communication

It's difficult because there is no emotional knowledge to understand context, lacking of feedback, lacking of empathy, lacking of control, lacking of emotion.

Worries: Shorter attention spans, the Internet making us stupid, have no ideas how our unconscious minds work.



Unconscious connections: the lift of an eyebrow, the tone of a voice, a quick smile, a shake of the head.



**Practice
Practice
Practice
Practice**