



BTW:

BE
THOUGHTFUL
AND WISE

introductory guide on the basics
of critical thinking, media literacy
and public speaking

Abovyan, Yerevan, Armenia
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Erasmus+



MED13 NGO



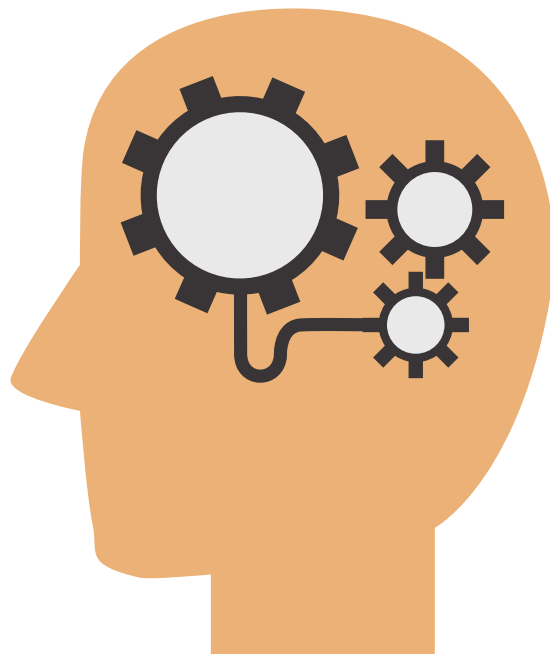
Future in Our Hands
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CHAPTER I. CRITICAL THINKING

Critical thinking is the process of analysing, synthesising and evaluation of information in a disciplined way based on experience, reflection and reasoning. It depends on universal intellectual values and can be trained to better understand the world around us.



COGNITIVE BIAS

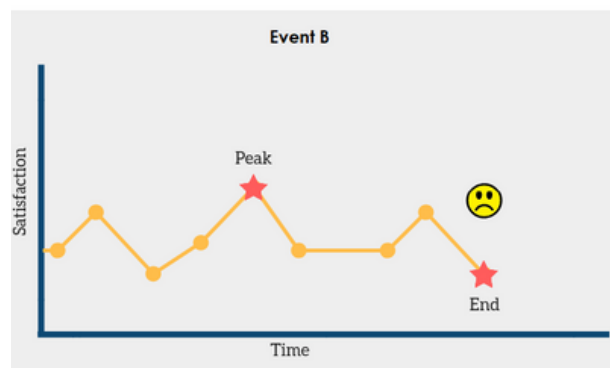
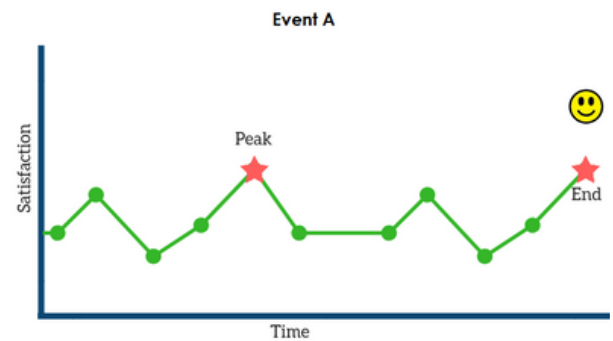
PEAK-END EFFECT

The peak-end effect is a cognitive shortcut our brains use by focusing our memories on the most intense aspects (**peak**) of an experience and what the **ending** is like.

Positive endings can detract from an overall negative experience.

A classic example is childbirth. Memories of childbirth are strongly influenced by the peak and the ending rather than the duration of the labor. The positive memory of a baby being born can outweigh the impact of the length of the pain endured during the process - **duration neglect**.

The opposite is also true.



Event A is likely to be remembered more positively than event B, even though it took longer. This is because event A has a higher peak and end compared to event B, which ended poorly.

COGNITIVE BIAS

THE GI JOE FALLACY

The “G.I. Joe fallacy” describes the disparity between our knowledge and our behaviour. It is believing that knowing about cognitive biases is a strong step toward keeping you away from cognitive biases (but knowing is NOT half the battle)

For example, rationally, we know about the halo effect and our tendency to be disproportionately influenced by superficially attractive characteristics. However, crucially, this knowledge doesn’t prevent us from making flawed judgements.

Teachers would rather not give a student a high grade because the student is physically attractive, yet there have been repeated demonstrations of such halo effects.



COGNITIVE BIAS

PRICING BIASES

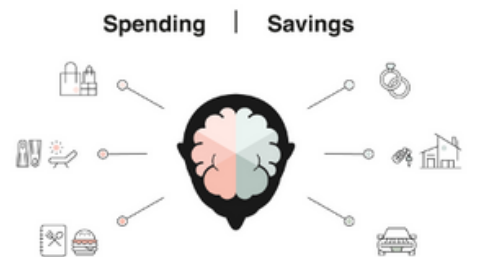
Pricing biases are defined by the cases in which people have to choose between a less expensive and a more expensive product and they choose the latter even though both products have the same quality and content. Even though we know that the prices are arbitrary, we still prefer the most expensive product. This is called “the price effect”, which means that we are influenced by the price of the product and we automatically associate the value of the product based on its price. For example, two bottles of the same Pinot Noir wine could cost 10 euros and 90 euros respectively; even though the content and quality are the same, we would autosuggest ourselves that the more expensive one is tastier and has a higher quality.



COGNITIVE BIAS

MENTAL ACCOUNTING

Mental accounting refers to the fact that we use different accounts in our head in order to perform different activities, and the resources from one account are not automatically transferred for use in another. In our heads, we automatically assign different accounts for different things, and if we end up with extra money we didn't expect, we end up blowing that extra money in an extra account (specially created for this situation).



COGNITIVE BIAS

ALIEFS

Laura Santos from Yale University launched the ALIEF term which is one of the COGNITIVE BIASES phenomena. Imagine that you are crossing a glass bridge and you know that the construction is very safe, but when you head out in the middle of this skywalk you have to look down. What will be your reaction to that situation, will you feel safe? Most people on the top will be terrified! Your mind will tell you that there is no threat but your body will generate signs that your life is in danger.

So, ALIEF is an automatic or habitual belief like attitude. It is how we instinctively react to the stuff.



COGNITIVE BIAS

ANCHORING

Professors Kahneman and Tversky asked people to spin a well with a number from 1 to 100 and then asked them to estimate how many countries in the UN are from Africa. People who spun a 10 on a well-estimated that the number was about 25%, but people who spun a number 65 - estimated that 45% of countries are African. This is how salespeople use ANCHORING against us, our intuition about how honest the price is usually comes from some arbitrary anchors like buy 4 pieces and get an extra one. So, the next time you are given an anchor, take a minute to think.



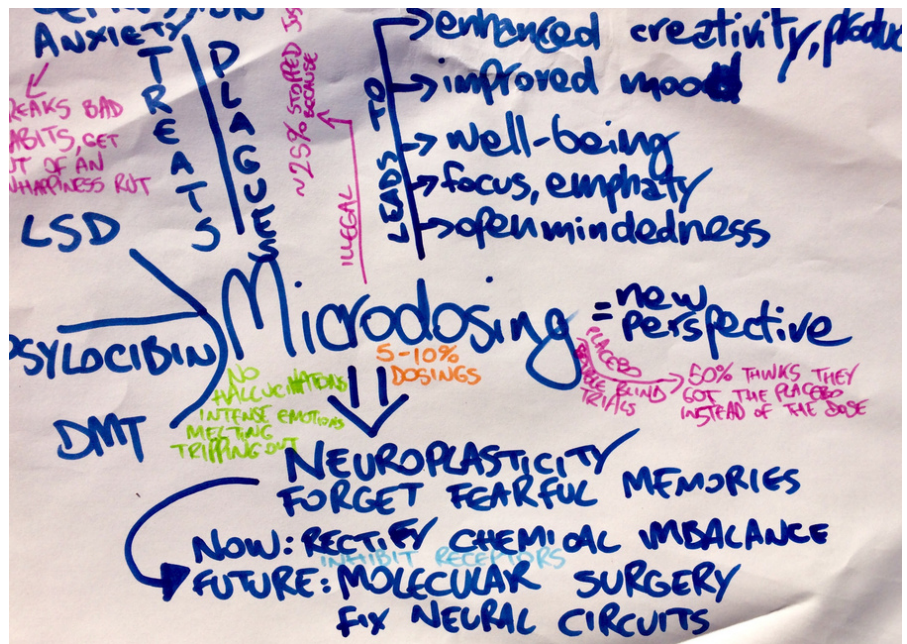
MIND MAPS

A mind map is an illustration of an idea, plan or topic with a keywords and phrases and connections with details. It allows you to make a structure of your idea and to help with analysis.

Mind Map allows to build an intuitive framework around the main concept. It is a memorable picture, that helps to organize all your thoughts.

It's a tool for:

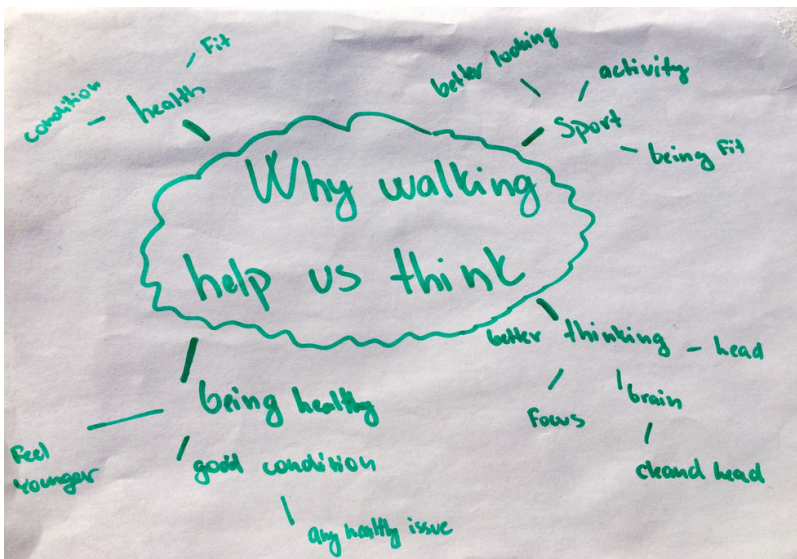
- creativity
- problem solving
- learning
- personal plans



How To Create a Mind Map

1. Create a Central Idea - it should be in the center of your page and represents the main topic of the map.

2. Add branches - the key themes. You can keep adding the branches all time, when you understand, that you need something



3. Add keywords - keep this idea as brief as possible, limiting words also helps you to spark off a big amount off associations.

4. Add Colors or pictures - you can use appropriate colors to create associations



GAMES

Chess

Board game for two players invented in India back in 8th century. Each player starts the game with 16 figures and by strategically moving them on the board they try to defeat each other. The decisions players make are in an ever-changing scenario and in order to move the figures they use problem-solving skills, memorization of moves and it enhances the use of brain cells.

Link to play <https://www.chess.com/>

Spent

Text based online game which takes you on an adventure from the eighties or nineties. Each player gets the role of an unemployed or homeless person which needs to find a new job and get their lives back on track. By doing so players get a chance to learn about the social injustice and develop problem solving skills. It also helps with planning, summarizing and learning differences between good and bad information.

Link to play <https://playspent.org/>



Crossed-Uncrossed

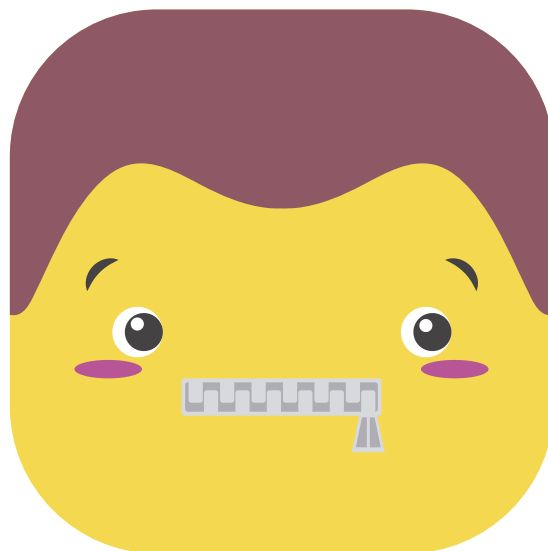
The game for group of players uses two markers or sticks in order to develop their problem solving skills. Everyone sits in a circle. The facilitator starts the game by passing the markers to the participant on his left saying either 'I pass these crossed' or 'I pass these uncrossed'. While passing the markers, you can either cross one over the other or pass them parallel. The action you make with the markers and your words don't need to be the same. (i.e. you can say I pass these uncrossed and give them crossed to the other player). The rule which needs to be followed is to make the statement based on the way participants are sitting (cross-legged or straight/uncrossed). Important notice: people who get the rule shouldn't tell to others and the facilitator is the one who check how many of them think they understood it and they do not need to give the explanation or reveal of the rule.

GAMES

To make people wonder about critical thinking, and by doing so improving it, one of the possibility is to put them through a social experiment and to let them learn from it themselves.

One way to achieve this is to gather participants in a room, without any specific rules except the one of silence. By losing their capacity of speech, the participants will lose their main way of communication and social exchange. That group will become a new society, where the participants will behave following their own logic, their own social behaviour, where they will find their roles.

By reflecting on that activity, either during its process or after its end, participants can discover their own spontaneous behaviour. Were there followers or leaders, actives or passives, rule keepers or revolutionaries in that little society they created.



REFLECTION

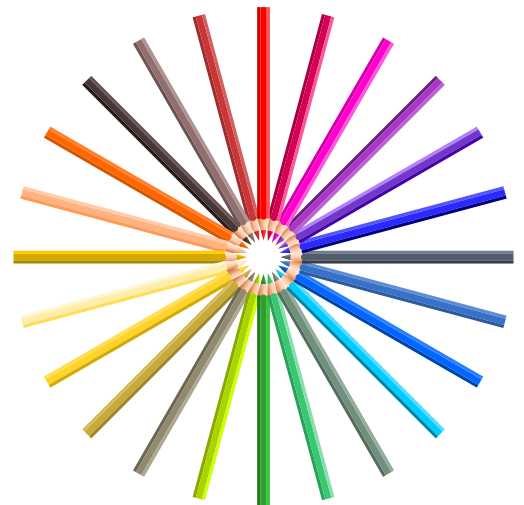
Take the good, trash the bad

Giving self-feedback is an important part of the project because it allows the participants to reflect on their accomplishments and mistakes in the past, gives the basis for planning goals and objectives for the future and may be a driving force for one's motivation.

It is a self-diagnostic skill that helps them monitor their own skills and work, identify any vulnerabilities and strengths. It reminds trainers of the accomplishments and challenges the project's participants have and if need they together can find solutions.

Color your feeling

When thinking in terms of color psychology, science and emotion are inextricably connected with each other. The emotional value and the effect of a particular color can vary from person to person. We associate colors with certain memories, symbols, objects, or even smells and places. This color memory activity of giving feedback and treating the soul is very personal and a wonderful offer from the trainers when participants name the color that describes their emotional level.



REFLECTION

The project has offered various ways of reflection-on-action feedback. This type of reflection involves a stepping back from the situation, meaning that it happens some time after the situation has occurred. Therefore, it demands time commitment – something that is often a challenge. Despite this, it has an important place in professional development.

Blob Trees can give participants an opportunity to share their issues and what they're feeling. The Blob Tree is one of the first of its kind: a visual stimulus that guides people in understanding their emotions.



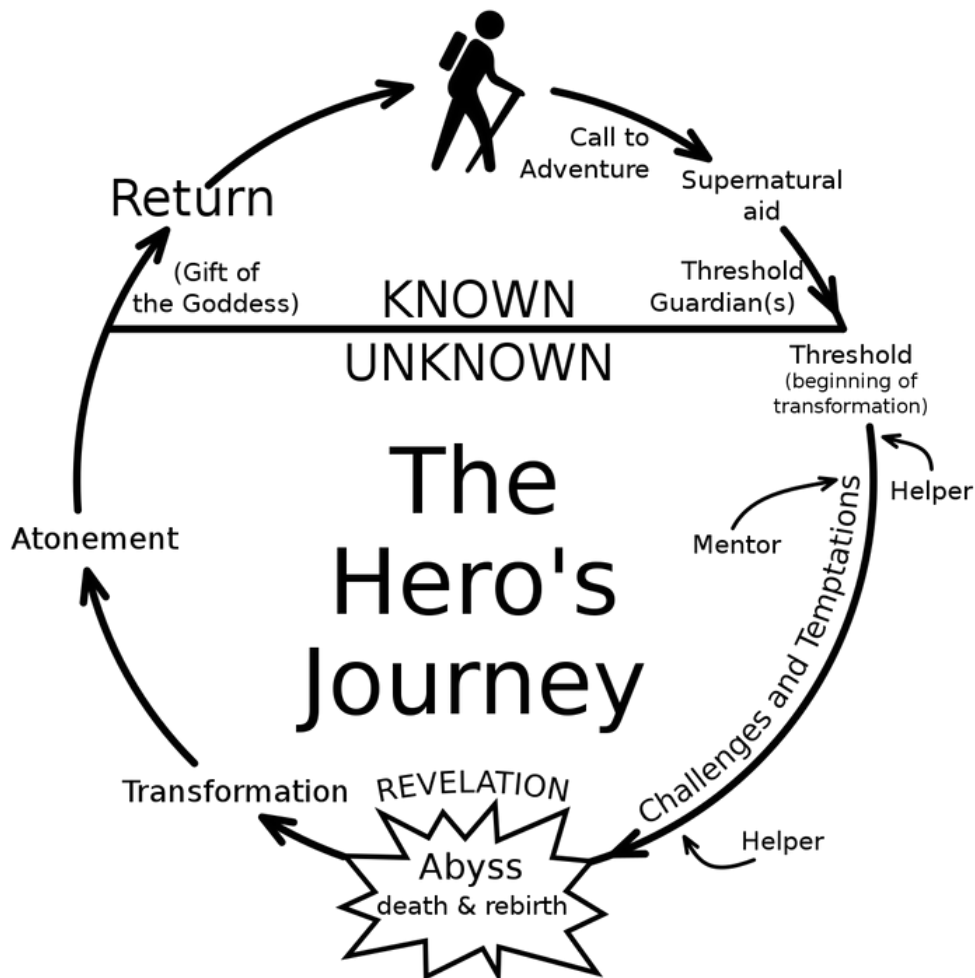
BLOB TREE is a tool that is used to help participants articulate their feelings and help facilitate their development. It consists of many blob figures on or around a tree. The tree represents a setting, such as a group, and the blobs represent different emotions and feelings. Mentors can use this as a self-reflection tool for the group members by getting them to observe the blob characters on the tree and select which one expresses how they currently feel.

Blob Trees can give participants an opportunity to share their issues and what they're feeling. The Blob Tree is one of the first of its kind: a visual stimulus that guides people in understanding their emotions.

REFLECTION

The Hero's Journey

At this stage participants offer the Hero's Journey that involves a hero (a participant of this program) who goes on an adventure, is victorious in a decisive crisis, and comes home changed or transformed. It has three "acts": I. Departure. II. Initiation and. III. Return.



REFLECTION

In the departure part, the hero receives a call to go on an adventure in the muddy field. The hero is reluctant to follow the call but is helped by a mentor figure.

The initiation section begins with the hero then traversing the threshold to an unknown or "special world", where he faces tasks or trials in the form of questions (see the questions below).

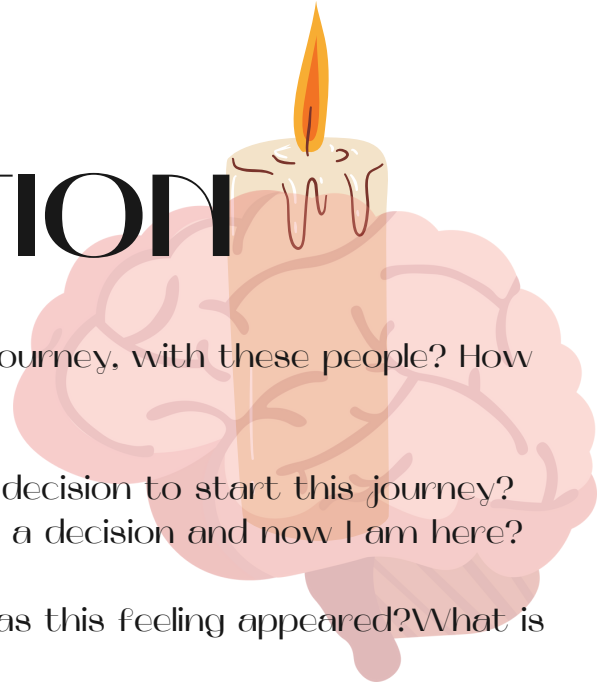
The hero eventually reaches the central crisis of his adventure, where he must undergo "the ordeal" where he overcomes the main obstacle (at this point the protagonist is left alone with himself at which time he has to find the answers to the questions) and gaining his reward (wisdom).

In the return section, the hero again traverses the threshold between the worlds, returning to the ordinary world with the treasure or elixir he gained, which he may now use for the benefit of his fellow man. The hero himself is transformed by the adventure and gains wisdom or spiritual power over both worlds.

Final part of the activity is standing in a circle in silence, staying with our own selves, 34candles are lit from a single candle but happiness never decreases by being shared.

A candle has a role to play in every occasion, be it birth, marriage, or death as it represents the divine guidance. By allowing one to see clearly even in most adverse circumstances, the candle can both defy and defeat inherent fears that one faces.

REFLECTION

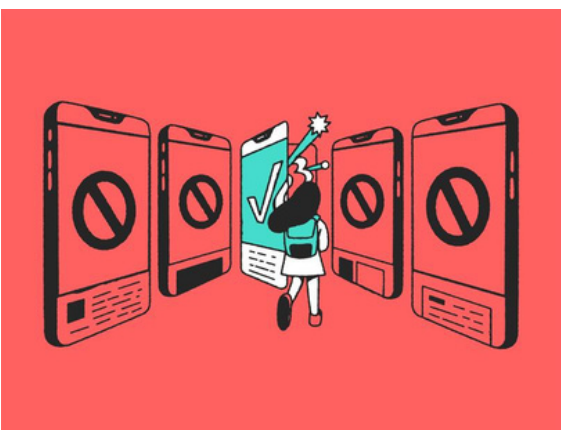
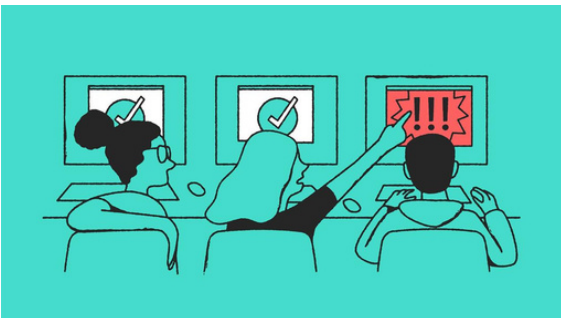


1. Why am I here, in this place (in the field), in this journey, with these people? How have I got here?
 2. How complicated/challenging was it to make a decision to start this journey? What were the obstacles? Why did I finally make a decision and now I am here?
 3. Do I have any fears? Anxiety, concerns? When has this feeling appeared? What is it about?
 4. When has my acquaintance, my journey to the critical thinking, self-development started? What do I expect from this journey? Do I have a goal (or goals) on this way? What is it?
 5. Am I ready to overcome the obstacles on the way to my goal? How many efforts am I ready to make?
 6. Are there any people next to me, who are ready to support me, to help me on my way, in my journey to myself, in getting over myself, overcoming all the obstacles? Who are these people?
 7. What knowledge and skills (or, maybe, it is more about emotions, feelings, impressions) do I want to obtain during this journey? Or, maybe, do I want to get rid of something, to leave it here, behind and to move further?
 8. What is my biggest fear? What is the biggest challenge for me right now? What is the most complicated for me here now?
 9. What will happen, when I do those things, which are the most complicated? What new experience, knowledge and skills will I get?
 10. What is there in the end of this way? What kind of person will I become?
-

CHAPTER II. MEDIA LITERACY

DEFINITION

Media literacy is the ability to comprehend and critique a variety of forms of communication. Media literacy allows you to identify the influence and meaning behind media messages, whether you're involved in media production or media consumption. Whether you're reading a newspaper, watching TV, using a social media platform, playing video games, or engaging with any other forms of media, media literacy skills allow you to assess the author's credibility and intent.




"For years now, with digitalization we all became creators of media content. Critical thinking is essential, and the youth is blessed that they can use their minds and be more pro-active, having different media and social media channels available."

Hania Bitar, Director, Palestinian Youth Association for Leadership and Rights Activation

HOW TO DEVELOP MEDIA LITERACY ?

ASK
4 KEY
QUESTIONS

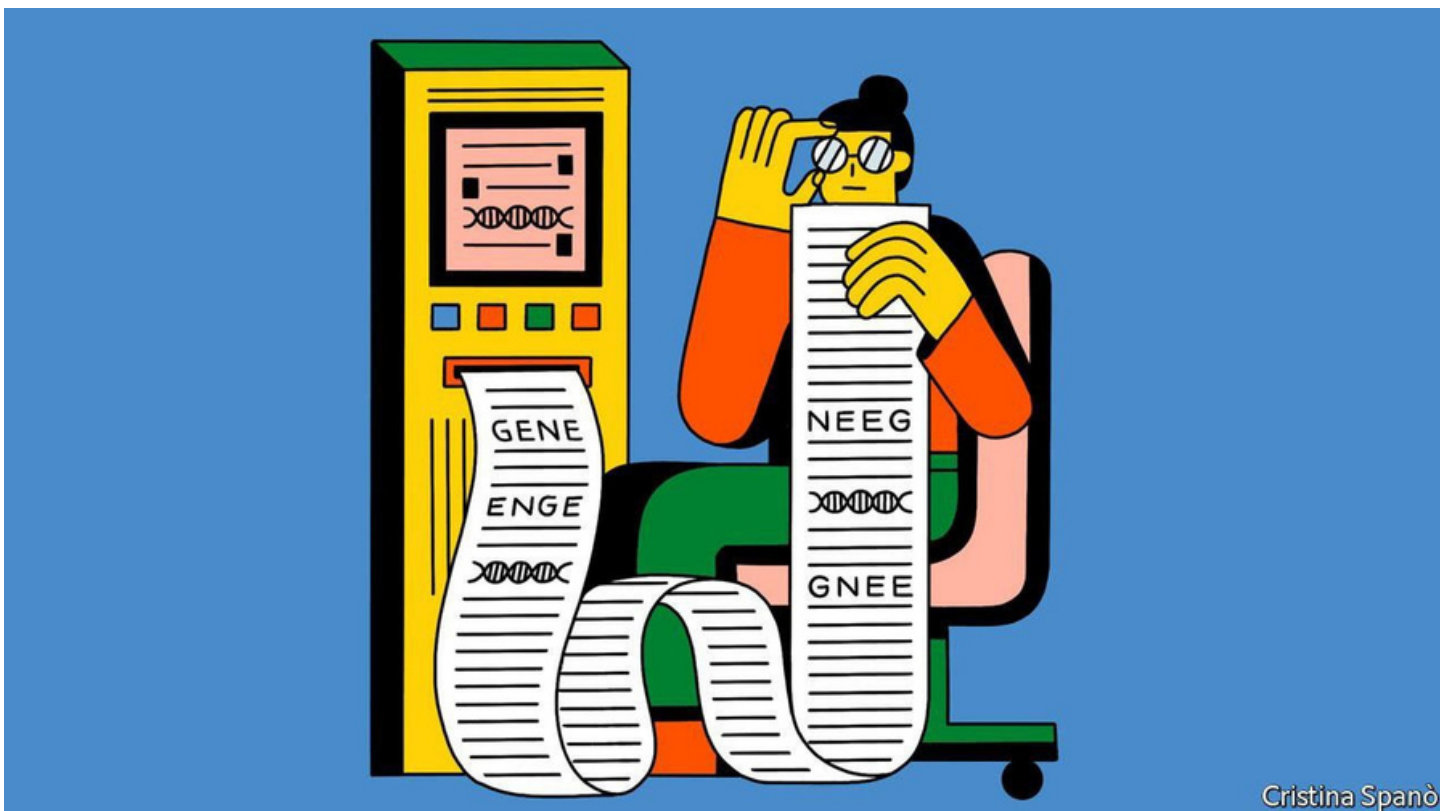


FAKE

- **Who authored this ?** It could be an individual, a representative of a corporation, a political pundit, an artist, an activist, etc., and they likely have their own opinion on the subject at hand.
 - **Why was this created ?** The intent of a piece of media may be to persuade (an op-ed piece or an advertisement), to inform (a news story or how-to article), or to entertain (a funny tweet or text message).
 - **Is it credible ?** Look for direct evidence of the claims the author is making. Support for an argument can include statistics, quotes, infographics, or research from esteemed sources.
 - **Is it biased ?** Watch out for media outlets that only give one side of the story while omitting opposing views. To develop your own fully-formed opinion, cross-check the information you encounter with multiple sources.
-

5 TIPS TO CHECK DATA

- **Step one.** To realize that media and science are made by people who often make mistakes.
- **Step two.** You need to read further than the title.
- **Step three.** To study the primary sources - you need to follow the links and find the original work.
- **Step four.** Remember that statistics can be manipulated. And that correlation is often passed off as a cause-and-effect relationship. Think — is this really the reason for this or that event?
- **Step five** — our perception is distorted. Memory is imperfect. Remember this.



METHODS TO IDENTIFY FAKE PHOTOS

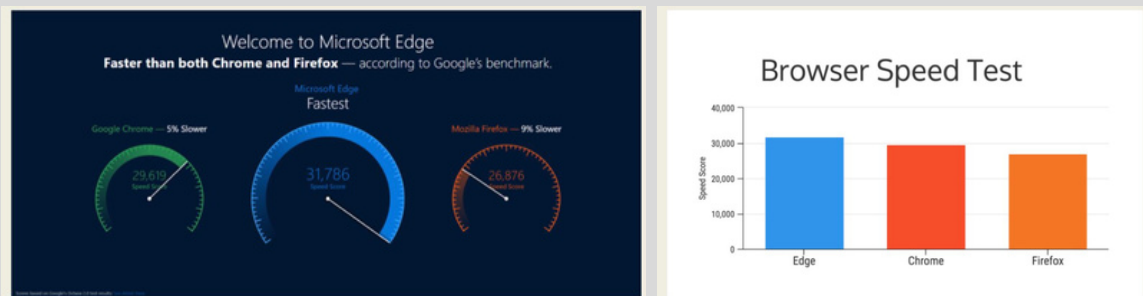
Adobe Photoshop and other image editing tools bring image manipulation to the masses. Practically anyone can take a photo and edit it in ways that may be hard to detect. Fashion magazines, social media influencers, and even politicians are often guilty of manipulating photos. Its important to look at edges If Photoshop's Quick Select or Magic Wand tool has been used, it often leaves jagged edges around the subject.

1. Pay attention to reflection Users with limited knowledge of Photoshop often forget to manipulate the shadow properly, which is one of the hardest things to do.
2. In photo can be missing reflection and deleted objects reflection, hand even human group
3. Lightening is very important in the photo lighting should generally come from a consistent direction.
4. Another type for identification of fake photo is searching it in for example Tin Eye or google images.



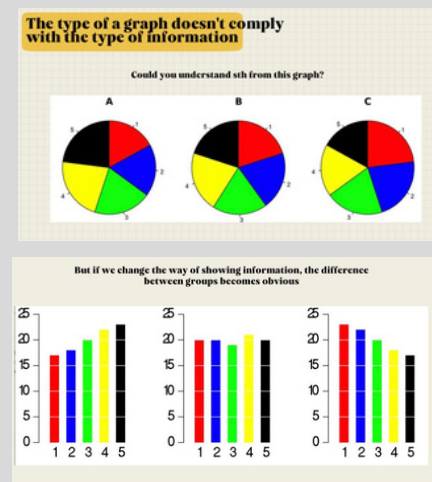
METHODS TO IDENTIFY FAKE GRAPHICS

Visualization of data using graphs is very important. Companies and journalists use it to present information, politicians use it in their debates. People like graphs because they provide a quick explanation of the information provided. However, many charts can be misleading. It is always important to keep track of the information that relates to the chart. The relevance of the graph depends on the number of responses or the observed period. To correctly interpret the results, it is necessary to know the scale used in the graph. If it does not start at zero, then the results may be skewed.

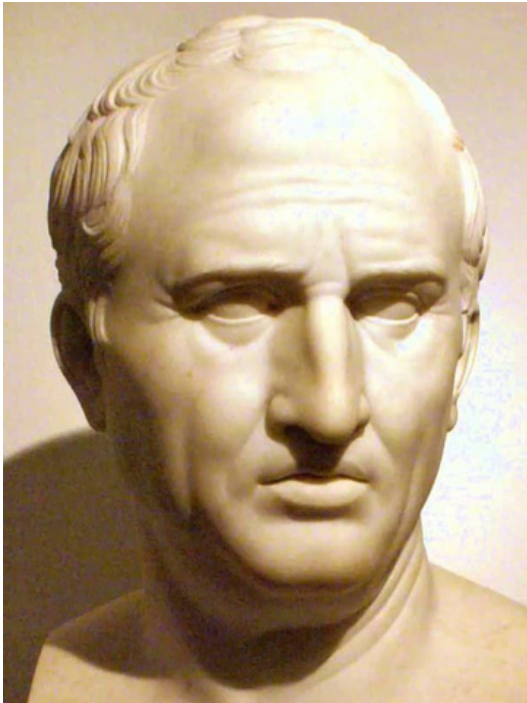


According to the first graph, it is quite clear that the Edge is by far the best. But when we make a bar graph with real scale, we find that the differences are not large.

The first graph below can not to show as a data and meaning of research. We can not see any % or numbers. We also can not recognize the result. We're not able to see what graph is showing us. The second graph can show as a data. Comparing to the previous one we can see the result of researching.



CHAPTER III. PUBLIC SPEAKING



What is public speaking?

Basically, it's a presentation that's given live before an audience. Public speeches can cover a wide variety of different topics. The goal of the speech may be to educate, entertain, or influence the listeners.

The ancient Greeks used public speech primarily to praise or persuade others. At one point, all Greek citizens had the right to suggest or oppose laws during their assemblies. Speaking in public became a desirable skill and was taught. Public speaking in the time of the Greeks was called rhetoric.

Later, when Rome came to power, speaking in public was used during the Roman senate sessions. The Romans adopted the public speaking rhetoric methods of the Greeks.

If you ask most people, they'll probably say they don't like public speaking. They may even admit to being afraid of it since fear of public speaking is a very common fear. Or they may just be shy or introverted. If you're one of those people who avoid speaking in public, you're missing out.

Over the years, public speaking in communication has played a major role in education, government, and business. Words have the power to inform, persuade, educate, and even entertain.

Why the skill of public speech is useful and why should we improve it?



First, public speech allows people to persuade or even manipulate people using rhetorical tools, strong arguments, mental reflexes, etc. The mastery of the art of public speaking can help you to distinguish manipulation from persuasion.

The main difference between persuasion and manipulation is obvious: -Persuasion implies the audience to clearly own all the information and to be able to make their own decisions.

-Manipulation doesn't give the listeners a chance to choose by themselves. It also can involve lie and enforcement.

Second, it can also help you to express your point of view to the audience and make them believe that.

To master the art of public speaking, the authors' texts must be:

- understandable,
- informative,
- expressive,
- logically complete.



In order to speak to the public and have its authority, you should compose a text that will have:

- gripping introduction;
- clear structure;
- strong arguments;
- logical conclusion



In order for public speeches to be successful, the speaker must have certain skills and qualities that public speaking provides:

- self-confidence;
 - competent self-presentation;
 - the ability to continuously talk on the same topic;
 - ability to formulate thoughts correctly;
 - charisma;
 - the ability to convince the listener.
-

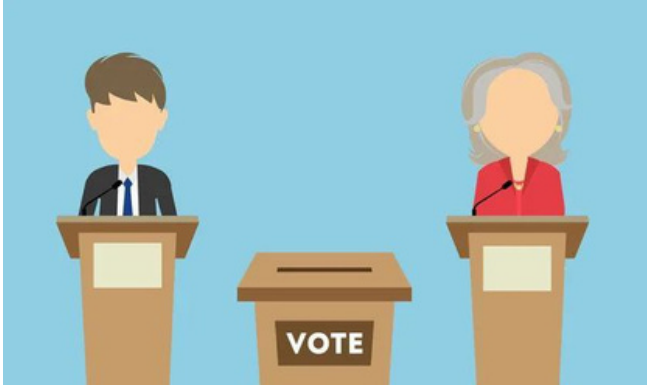
This kind of speech helps to increase the level of their professionalism, develop self-confidence and charisma, improve self-presentation. However, the ability to competently stay on stage and clearly formulate their thoughts is not subject to every person. But it is quite possible to learn public speaking if you regularly train and perform simple exercises related to speech training.



During the training course to improve our public speech skills we did some of such sessions and activities:

- debates as a way to practice public speaking
 - how to create an argument for the speech
 - the examples of public speeches
 - tips for creating your public speech
 - how to analyze your own public speech
-

What is debates?



A debate is an organized argument or contest of ideas in which the participants discuss a topic from two opposing sides.

Why debate?

It is an excellent way of improving public speeches and critical thinking skills.

The Basic Debating Skills: Style, Speed, Volume, Tone, Clarity, Eye contact.

Debating tips:

- Express your argument as you improve your Style.
 - Speak without paper by committing your speech to memory.
 - Eliminate filler words
 - Speak slowly and enunciate
 - Diversify your tone
 - Establish eye contact.
 - Master the dramatic pause.
-

The most popular format in the world for academic debates is British parliamentary debating.

In our case we used non-formal debating. There is the example:

The Mosque in Sleepyville

You live in a town of about 80,000 people. Many from Muslim countries arrived in the city. Some of these families have been here for 3 generations, but they are still treated with suspicion as “newcomers” by many people in the town.



The issue that is now dividing the town is the desire of Muslims in Sleepyville to have a Mosque built on a undeveloped land belonging to the council. The Council agreed to give up the land and to fund 20% of the construction costs for a new mosque. 70% will cover businessmen and the remaining 10% were to be found from among the Muslim community. The building was meant to start this week... but the Council has been flooded with complaints from angry residents who object to the project. They have called a special meeting, to which all are invited, to resolve this issue. The meeting will take place in 30 minutes.

So we had a mayor, the journalists, The populist party, The traditionalist, The diversity party, The Youth, the Past and Present party, The citizens, and the Muslim community.

Everyone had a certain time to speak and as a result, they mostly voted for building the Mosque.

ARGUMENT

Argument is series of sentences, statements, propositions where some are the premises and one is the conclusion and where the premises are intended to give a reason for the conclusion.



CARACTERISTICS OF ARGUMENT:

- EXPLANATIONS (LOGICAL CHAINS)
- FACTS
- OBJECTIVITY
- FIXED IDEA
- PREPARATION/RESEARCH
- EMOTIONS
- STRUCTURED

STRUCTURE OF AN ARGUMENT:

1. Value - a short statement that expresses the value related to the topic and which you have to defend(no more than 7 words).
 2. Explanation - is the explanation of the value and creating the connection between the value and the evidence(you must use logical chains to prove your thesis.
 3. Evidence - may be an example, some statistics or a logical chains which includes examples as well.
 4. Conclusion - is repeating the value and the first statement, by taking into account that it has already been proven by explanations and evidence.
-

Practice Does Not Make Perfect

Good communication is never perfect, and nobody expects you to be perfect. However, putting in the requisite time to prepare will help you deliver a better speech. You may not be able to shake your nerves entirely, but you can learn to minimize them.

Tips for Public Speaking:

- Nervousness Is Normal. Practice and Prepare!
- Know Your Audience. Your Speech Is About Them, Not You.
- Organize Your Material in the Most Effective Manner to Attain Your Purpose.
- Watch for Feedback and Adapt to It.
- Let Your Personality Come Through.
- Use Humor, Tell Stories, and Use Effective Language.
- Don't Read Unless You Have to. Work from an Outline.
- Use Your Voice and Hands Effectively. Omit Nervous Gestures.
- Grab Attention at the Beginning, and Close with a Dynamic End.
- Use Audiovisual Aids Wisely.



We had a workshop about public speaking.

The structure of our work was the following:

- Introduction;
- body (arguments);
- conclusion.



First of all you have to individuate the problem you want to explore, than you address it to the main topic to develop during your speech, find an aim and conclude with a thesis.

Every participant had to remember to use eyes contact, determination, to be self-confident and to express his values and reflections. The audience voted for every presentation using three criteria: logos, pathos and ethos. Logos was based on the use of logic and facts, pathos on the use of emotions and ethos was based on credibility. The duration of every speech was 1 minute maximum.

We choosed the best three public speeches from the group:

HANDS by Žan Strnad

How beautiful our hands are? They are so precious. They can show: our love, anger, affection, sadness..

We can defend or attack with them. Only a handshake can tell us soo much about a persons character. Was the handshake strong, rough, gentle, soft...? They can be an alternative to sunglasses. We can give a hug, or hug ourselves with them. They are so gentle when we caress with them. We can be playful and tickle someone. They are such a rich addition to our communication.

Or they can also be the only way of communication. Sign languages for example. How boring would Italian language be without hand gestures? You couldn't express half of emotions that you feel when explaining something. Enrich your expression and communication, show your emotions and use your hands.

PARKOUR by Dejvid Bartolo

What is freedom? Are we ever really free? When was the last time you actually felt free? Good morning and today i want to talk to you about how parkour helps me be free.

With this minute i plan to put perspective on how putting parkour as a passion presents to be a pleasant and positive possession.

In my 14 years of practicing free running, I have learned 3 things:

One - obstacles are fun ...*points to a chair* "what do you see?...i see a chair, but i also see an obstacle, an opportunity to overcome it. Second - i learned that you can skip steps from the common norm, you are free to do what you wish... you ask why, i ask why not And lastly i learned that parkpur is a lifestyle. I see everyday challanges as obstacles and i imagine and visualize how i could do things differently. Parkour gives me the freedom to do that.

If you are not allowed to be free. Who are you really allowed to be?

In comclusion, if you wish to feel freedom, i inviate you to adapt parkour as a lifestyle as not only it turns your whole world into a playground, but also your playground becomes the world.

MENTAL HEALTH by Gabriela Correia

I am here to talk about one of the biggest unaddressed health challenges of our time, one that affects:

- Rich and poor.
- Old and young.
- Men and women.

That killed more than 700 000 people last year.

And that costs our economy much more than we can afford

I am talking, of course, about the challenge of mental health and I am here today to bring mental illness out of the shadows.

So we know that recovery is possible, we know help is available, and yet, as a society, we often think about mental health differently than other forms of health. But we've got to get rid of that embarrassment; we've got to get rid of that stigma.

Some efforts have been done in the last few years to raise awareness, but the truth is that less than 40 percent of people with mental illness receive treatment. Would you consider acceptable if only 40 percent of people with cancers got treatment?

According to the WHO, one in four of us will have a mental illness at some point in our lifetime. If it is not yourself who is struggling, it can be your mum or dad, son or daughter, friend or loved one. And you don't want them to go through that alone, right?

But it's not just about everything that people have to go through. It's also about its huge impact in our society. Mental illnesses are the single biggest cause of long-term sickness absence. Per year the indirect costs of this are estimated at US\$2.5 trillion So mental health is not just a health challenge, it's also a social and an economic challenge.

One challenge that we can all battle by tackling the culture and changing the way our society sees mental health so that every year less and less people suffer in silence.

Rhetorical Devices

A rhetorical device is a technique that is used by a speaker or an author for conveying a particular message to the audience in such a way that it provokes an emotional response to a particular action. It is a linguistic tool, whose employment can be used to construct an argument or make an existing one more compelling.



There are a lot of devices that can be used. We will cover 9 of them.

1. **Alliteration:** The repetition of a sound in the first syllable of each phrase. In the example below, you will see one string of three words beginning with “f,” and another with three words beginning with “d.”

“They are part of the finest fighting force that the world has ever known. They have served tour after tour of duty in distant, different, and difficult places.” – President Barack Obama

2. **Anadiplosis:** The last word or phrase is repeated to begin the next.

“Suffering breeds character; character breeds faith.” – Rev. Jesse Jackson

“Fear leads to anger. Anger leads to hate. Hate leads to suffering.” – Yoda

3. **Antimetabole:** The repetition of words or phrases in successive clauses, but in reverse order.

“Not all schooling is education nor all education, schooling.” – Economist Milton Friedman

“Absence of evidence is not evidence of absence.” – Scientist Carl Sagan

4. **Antithesis:** A word, phrase, or sentence opposes the original proposition.

“I have a dream that my four little children will one day live in a nation where they will not be judged by the color of their skin but by the content of their character.” – Martin Luther King, Jr.

“That’s one small step for man, one giant leap for mankind.” – Neil Armstrong

5. **Asyndeton:** Omits conjunctions, which helps to increase the tempo and highlight a specific idea.

“...and that government of the people, by the people, for the people shall not perish from the earth.” – Abraham Lincoln

“He was a bag of bones, a floppy doll, a broken stick, a maniac.” – Jack Kerouac

6. **Diacope:** A repeated word or phrase split up by other words; typically used to express a strong emotion.

“Put out the light, and then put out the light.” – William Shakespeare, Othello

“For the love of God, man, for the love of God.” – Me, all the time

“You’re not fully clean unless you’re Zestfully clean.” – Zest Soap commercial

7. **Litotes:** You've probably heard this if a friend ever told you her first date was "not bad." Litotes is essentially a double negative, expressed by denying an opposite idea; often used ironically.

"She's no dummy" (she's smart)

"This is no small problem" (this is a big problem)

8. **Metaphor:** An analogy that compares one thing or idea to another, using a term or phrase it literally isn't to suggest similarity.

"Homeowners are the innocent bystanders in a drive-by shooting by Wall Street and Washington." – Sen. John McCain

"It's raining men." – The Weather Girls

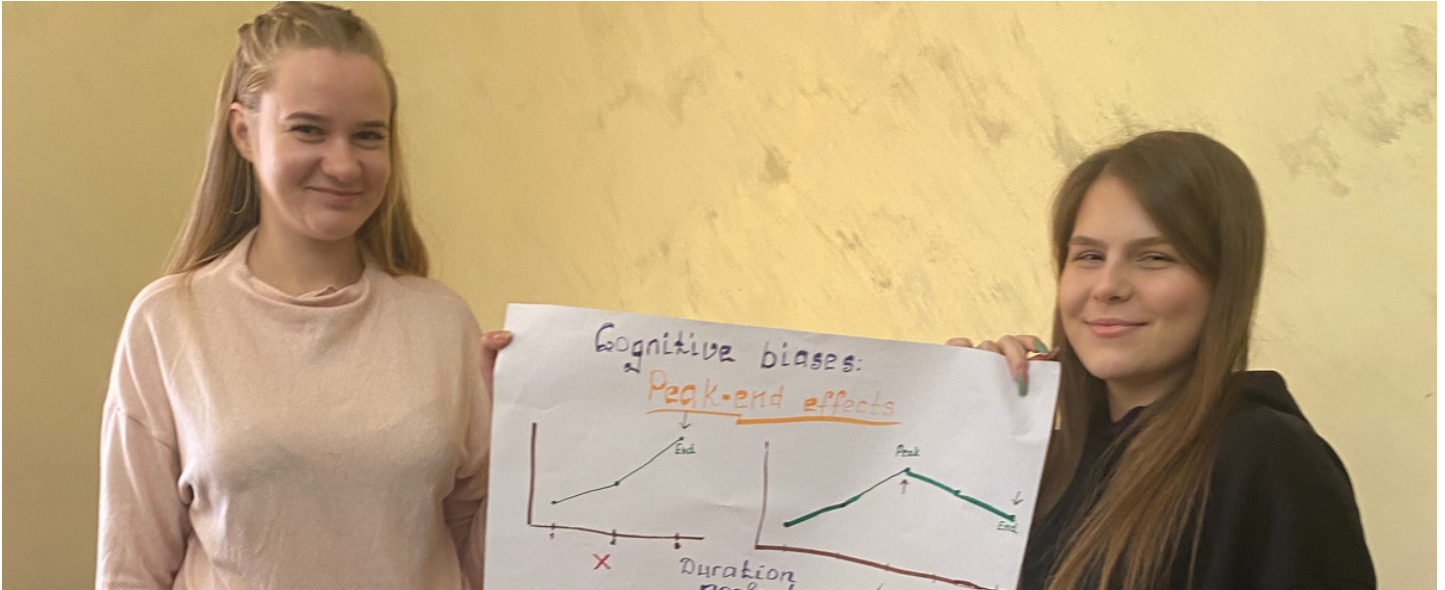
9. **Simile:** A comparison between two unlike things, usually using the words "as" or "like."

"We will not be satisfied until justice rolls down like waters, and righteousness like a mighty stream." – Martin Luther King, Jr.

"You're as cold as ice." – Foreigner

Tips for Public Speaking

Now that you know how to write your speech, we can go on 13 tips on how to deliver your awesome speech.



1) **Smile** - smiling is a contagious expression which already starts to make a positive impact even before starting to speak. You might feel nervous, and smiling even helps both you and your impression to your audience.

2) **Know your audience** - who are you giving the speech to? How many people? Do they have any particular interests? Knowing your audience is critical to help you connect better with them and thus engaging them with your speech.

3) **Begin with the end in mind** - Speeches can start to go not as well as you desire. Like for example diverting off topic or forgetting where you are in your speech. Having the end in mind helps you having the final goal in mind and assists you to stay focused and on target.

4) **Create a hook to engage your audience** - sex. You can use words, phrases, questions or statements that hooks your audience and re grasps their attention. This helps a lot when you feel like the audience is drifting off.

5) **Calm yourself down and pay attention on how you re speaking** - being nervous is normal when delivering a speech. It might affect the way you are speaking. Are you speaking loud and clear? Maybe you re speaking too fast or saying alot of 'uhm', 'so', 'like', which can be interpreted as nevrus or unsure and your point might not get clear across. Its completely okay to take a short pause and be comfortable with the silence. Silence is better than filling-the-gap half words. Smile and take control back of your body and voice. You are the hero of this story, the audiance is there to listen to you, and you are there to only have a conversation with them about your topic



6) **Avoid reading word by word** - while its completely okay to take a glimpse at your speach to see the highlighted points in order to stay on track, reading word by word can become monotonous and you might lose the attention and focus of your audiance.

7) **Outline your speech** - highlight your main keywords from your speech as it will help you stay on point and helps you remember quicker in case you forget or get lost.

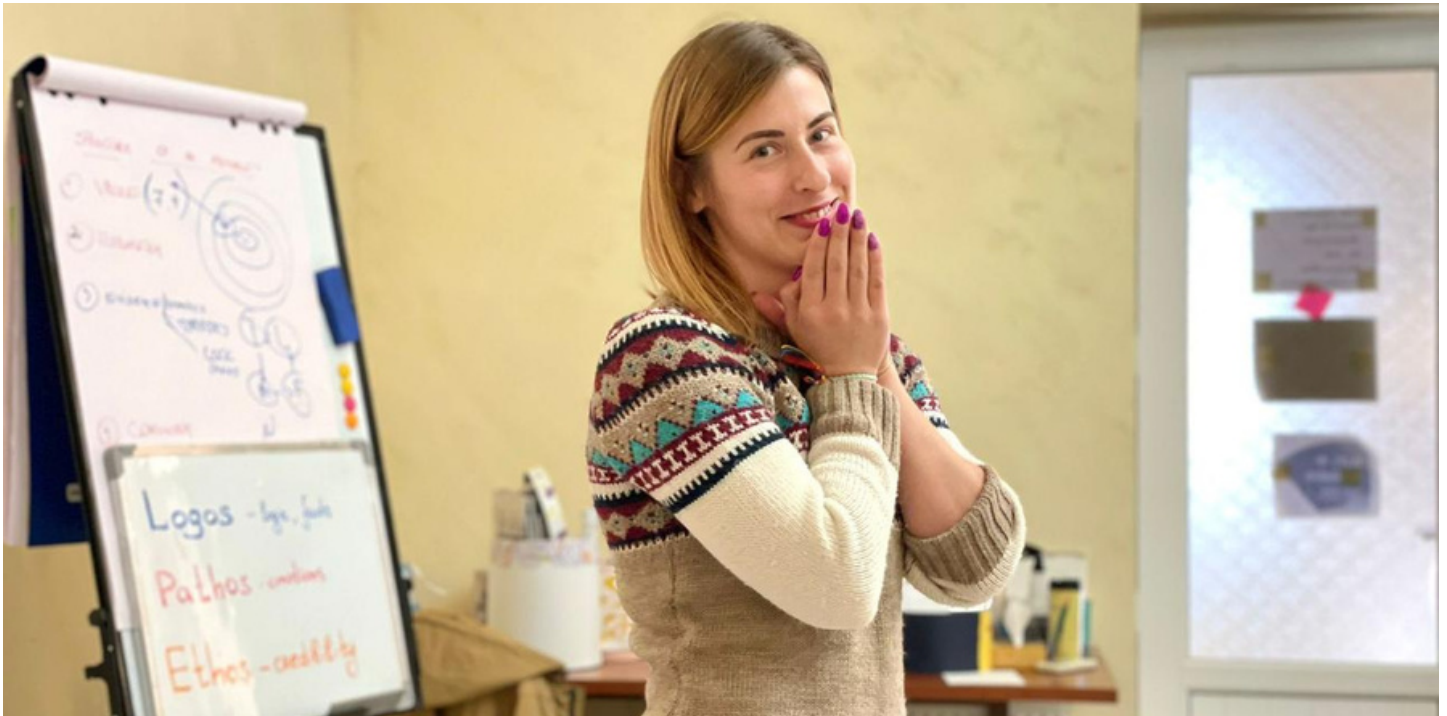
8) **Tell personal stories** - As we mentioned earlier in Pathos, telling personal stories can bring you to a closer level with the audiance amd allows the audiance to relate to you. Thus having a better chance to make an impact and get them on your side.

9) **Let your passion show** - The best way to connect and deliver your speech is if you are yourself. When you let your passion show, your voice, body language and intent can be seen clearly. Don't hide your passion about the topic.

10) **Avoid sameness** - it's easy to be the same, but it can be boring. Doing something different can leave a better impact on the audience, and you can use it to engage them better, because it could be something they have never seen. Don't be afraid to do things different.

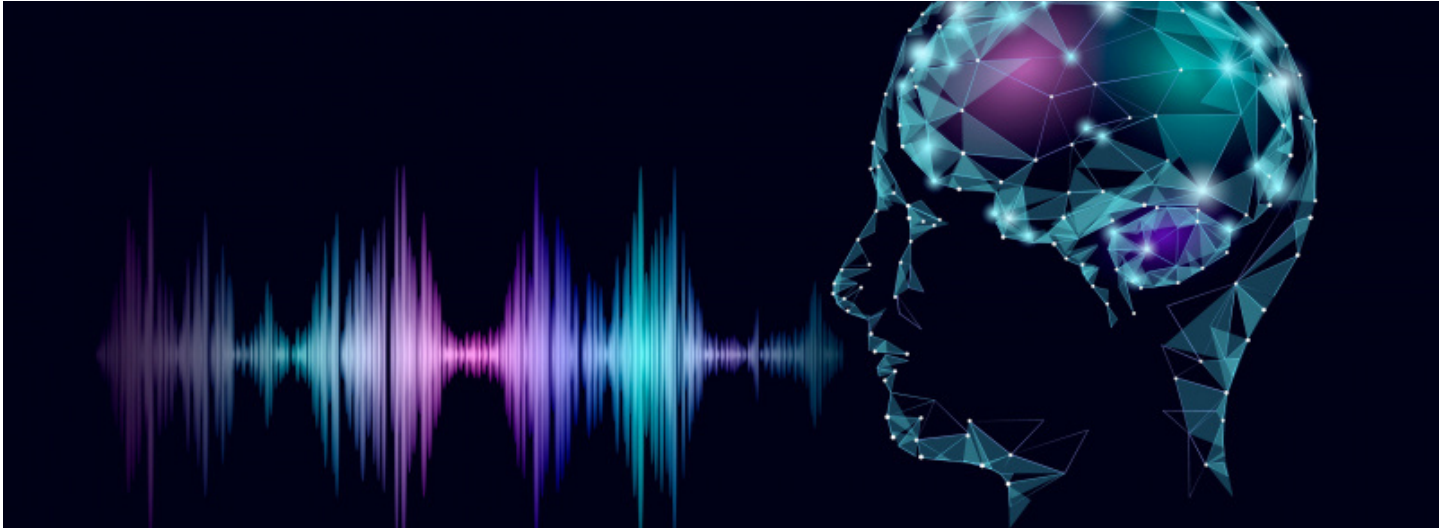
11) **Be authentic** - believe in what you are saying. When you believe in your topic and in what you are saying, the audience will believe you too and thus increase your chances of persuading them. Be yourself.





12) Pay attention to your body language, but use gestures to highlight your points - are you moving too much? Are you in a closed position? What are you doing with your hands, your legs, your head and your body? Take a position of confidence and try to connect gestures with points. Example "EVERYONE is welcome" while your hands gesturing towards all the audience when saying Everyone. Adapt gestures with your words.

13) Leave the Audience wanting more - Finish on a high note, with the energy that you have to tell more and them wanting to listen more. The end is as important as the beginning. Using words, your energy and your gestures, together with the tips from rhetoric devices, end.. your speech..with a..Bang!



Analysis of our best speeches (p. 33-35)

Problem:

1. We do not value our hands enough
2. We lack freedom in our lives
3. Unawareness of mental health

Topic:

1. Expression through hands
2. Parkour
3. What are the problems of understanding mental health

Purpose:

1. To make us aware of our hand language
2. To show that are not just activities, but they can to more aspects in life
3. To raise people awareness of mental health

Thesis:

1. What do our hands tell us.
 2. What is freedom and how parkour can give you freedom?
 3. Mental health is an unaddressed issue that we have to solve today.
-



Composition

You can see that there was several different styles of introduction used in these speeches:

“How beautiful our hands are?

They are so precious.” - a basic to the point introduction that defines the content of the whole speech.

“What is freedom? Are we ever really free? When was the last time you actually felt free? Good morning and today i want to talk to you about how parkour helps me be free.” - a more complex way of gaining audience attention, by defining something that everyone can relate to and then moving towards a more personal and smaller subject of a speaker.

“I am here to talk about one of the biggest unaddressed health challenges of our time, one that affects:

Rich and poor.

Old and young. Men and women. That killed more than 700 000 people last year. And that costs our economy much more than we can afford” - introduction by stating the impact of the problem to gain audience attention.



Body

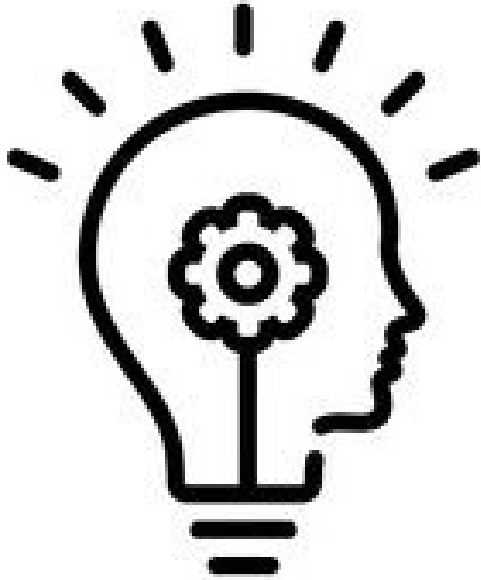
All speeches define the body using a thesis and some arguments.

“With this minute i plan to put perspective on how putting parkour as a passion presents to be a pleasant and positive possesion.” - here we see how a thesis is defined in this speech.

“According to the WHO, one in four of us will have a mental illness at some point in our lifetime.” - an example of a statement (argument) which is credible and solid.

“Only a handshake can tell us soo much about a persons character. Was the handshake strong, rough, gentle, soft...?” - an example of discussion, that brings audience attention to the topic and makes them relate to the speech in their minds.

Conclusion



It is possible to notice that the style of conclusion depends on the introduction, and the body of the speech. We can also notice, that depending on the topic, speakers choose different methods of concluding their speeches:

“Enrich your expression and communication, show your emotions and use your hands.” - a call to action

“In conclusion, if you wish to feel freedom, i inviate you to adapt parkour as a lifestyle as not only it turns your whole world into a playground, but also your playground becomes the world.” - a call to action but with a twist of a métaphore to invite people to reflect on the topic

“One challenge that we can all battle by tackling the culture and changing the way our society sees mental health so that every year less and less people suffer in silence.” - a summary of the topic in a more impactful way

Rhetorical devices

Speakers used different rhetorical devices depending on the style of presentation. Some were more creative and were used to show the underlying idea of the topic, and some were used to bring attention and credibility to the topic.

“One - obstacles are fun”

Third - ...free to do what you wish... you ask why, I ask why not” - an intentional mistake.

“That killed more than 700 000 people last year.” - using certain numbers to enlarge the impact.

“How boring would Italian language be without hand gestures?” - a rhetorical question that makes the audience think about the topic.

“With this minute I plan to put perspective on how putting parkour as a passion presents to be a pleasant and positive possession.” - an example of alliteration by vocal repetition.

OUR INSIGHTS



- Surround yourself with people with different opinions - this will allow you to receive different information
- Always check the source of information

- Working in a team helps to develop critical thinking
- It is very important to get out of your communication bubble
- Ask yourself questions to develop critical thinking



FEEDBACK

'I feel happy because I had a chance to share my knowledge and experience. Thanks to Claudia's public speech I learned that it's ok to make mistakes and not to be afraid of failures'.

- Nikola (Serbia)



'Public speech is always stressful for me because I'm not used to that. But thanks to the supportive atmosphere and imagining reactions of the audience in my head I managed to overcome that fear'.

- Marek (The Czech Republic)

'During the project, I felt supported and inspired. I have learned that you shouldn't be too critical to yourself. When I come back home I will be a better version of myself than I have ever been before'.

- Alina (Russia)



FEEDBACK

'The Silent Game was mind-blowing! As a facilitator, I saw how easy it could be to have power over people if they don't use critical thinking. There is some advice if you want to become more intelligent and effective: try to see the situation from the meta-position, observe detachedly'.

- Nadiia (Ukraine)



'You will never be prepared enough for public speaking. Even though you're an expert in it.

During the project, the most memorable activity was The Silent Game. Without talking it was still possible to discover other people.

- Elie (France)

'The project was loaded with lots of exciting activities. As a journalist, I know how to make good news, but here I got an awareness of how some media make fake news by providing the audience not the full context of the story. When you receive information try to be objective and check the credibility of the sources'.

- Qeti (Georgia)



FEEDBACK

'I felt strong positive and negative emotions due to intensity of activities and different participant's backgrounds.

The most exciting was improvisation theatre where we were creating a scene for a limited time'.

- Andrea (Italy).



'On the training, I discovered the hidden power in me, which is gathering and empowering people to get to the action and think bigger. I suppose we are all better than we used to think about ourselves'.

- Claudia (Romania)

'Improvisation is great, but if I want to persuade the audience it is better to use theoretical devices to structure my speeches. Also, I realized that I have an influence on the group members and it is my responsibility to use it wisely'.

- David (Malta)



"IT IS THE MARK OF AN
EDUCATED MIND TO BE ABLE TO
ENTERTAIN A THOUGHT
WITHOUT ACCEPTING IT"

—ARISTOTLE

BTW: Be Thoughtful and Wise

Abovyan, Yerevan, Armenia

4 - 13 December 2021

