

Overarching Question: What is my story?

Overarching Challenge: Use the format of your choice to effectively tell your story.

Lesson Question: What are the techniques used by effective speakers?

Lesson Challenge: Describe the techniques used by effective speakers to communicate their message.

Lesson Summary: Think about situations where you've heard someone speak to an audience: Have you ever felt smarter or inspired after listening to someone? Has a speaker ever left you feeling disengaged or bored? Or maybe you've had to speak to another person or a group—what did you do to effectively communicate your message? In this lesson, you'll describe the techniques used by effective speakers to communicate their message.

Big Idea: Knowing the techniques used by effective speakers can help you more effectively tell your story.



Lesson Question: What are the techniques used by effective speakers?

Lesson Challenge: Describe the techniques used by effective speakers to communicate their message.

Start Your Thinking


Think about situations where you've heard someone speak to an audience: Have you ever felt smarter or inspired after listening to someone? Has a speaker ever left you feeling disengaged or bored? Or maybe you've had to speak to another person or a group—what did you do to effectively communicate your message?



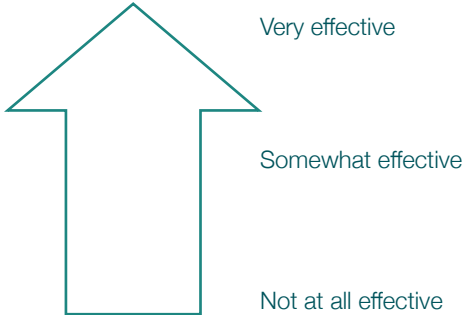
How effective is this speaker?

Watch and listen to the speaker and rate his effectiveness by shading in the arrow to the right.

You can find the speaker at:
<https://www.youtube.com/watch?v=dxPVyieptwA>



Rate the speaker by shading in the arrow scale (you can draw on the arrow).




What two examples or details from the video clip could be used to support your rating?

- 1.
- 2.



What are the three most important changes that this speaker could make to communicate more effectively with his audience?

- 1.
- 2.
- 3.



Think About the Lesson Challenge

In this lesson, you'll describe the techniques used by effective speakers to communicate their message. Take a moment to think about all the people that you hear speak. Every day you probably listen to friends, parents, adults at school, and Elders. You've likely discovered that some speakers are more effective than others. Why are some speakers better than others? What does a really great speaker do that others don't?



An effective speaker that I remember...

What did the speaker do that made them effective?

Grow Your Thinking

In the next part of this lesson, you'll practise identifying techniques used by effective speakers. If you could watch all the most effective speakers in the world, you'd probably start to notice some similarities. All effective speakers meet three criteria:

- *clear*: An effective speaker will clearly communicate a main idea. Main ideas can include important information, a question, a new way of seeing or thinking about something, or a piece of wisdom.
- *informative*: An effective speaker will help the audience discover and learn about new perspectives and ideas.
- *interesting and engaging*: An effective speaker will keep the audience's attention.

Go back to your list of what the speaker did to be effective. Do any of your ideas seem to match three qualities of an effective speaker? Try sorting your ideas into the three criteria: put a "c" beside any that seem to belong to "clear," an "i" beside those that might be related to "informative," and an "ie" beside those that belong to "interesting and engaging."

Watch the short video clips of two different speakers. Try using the criteria to decide which speaker is the most effective. Check off any criteria that each speaker meets, and note any details that support your decisions.

Speaker A: "Miss South Carolina answers a question"

<https://www.youtube.com/watch?v=lj3iNxZ8Dww>



Speaker B: "3 Ways to Speak English," Jamila Lyiscott

https://www.ted.com/talks/jamila_lyiscott_3_ways_to_speak_english?language=en



Which speaker is the most effective?

	Does the speaker meet the criteria? (check the criteria the speaker meets)	Details from the speech that support my ratings
Speaker A	<input type="checkbox"/> clear <input type="checkbox"/> informative <input type="checkbox"/> interesting and engaging	
Speaker B	<input type="checkbox"/> clear <input type="checkbox"/> informative <input type="checkbox"/> interesting and engaging	

Which speaker was the most effective?

- Speaker A
 Speaker B

Two reasons that support my decision:

- 1.
- 2.

Lesson Question: What are the techniques used by effective speakers?

You probably noticed that one of the speakers was clearly more effective than the other. Speaker B uses many techniques to clearly communicate her main point, be informative, and keep her audience interested and engaged.

When you are “finding your voice” and trying to communicate to tell a story, inform, or convince people, it’s a good idea to think carefully about how you will speak to send your message. There are many techniques that you can use your voice and body to communicate a message when speaking. Carefully selecting your techniques will help you effectively communicate your great ideas!

Practise the Tools

An effective speaker will first think about their audience and their purpose for speaking. Then, the speaker will choose techniques that will help them be clear, informative, and interesting and engaging. An effective speaker will:

- change the main focus, goal, or emphasis
- adjust their words, sentences, and questions
- change their tone of voice
- use their hands, body, and eyes to support the message

BUILDING MY TOOLBOX

Whenever you plan to speak, think carefully about your audience and purpose. You may need to adjust what you say and how you say it to match your audience and purpose. Try using these techniques to effectively send your message when speaking:

- ✓ **Content:** You can make sure that the details of your spoken message match your audience and purpose by adjusting your:
 - Main points: What ideas will be meaningful or important to your audience?
 - Language: What words and sentences will match your audience and purpose? Will your words and sentences be formal or informal?
- ✓ **Body language:** How you position and move your eyes, hands, and body can help send your message. Body language includes:
 - Eye contact: Choosing to make or avoid eye contact is an important part of spoken communication.
 - Gestures: Facial expressions, body movements, and placement of hands and feet can be used to help draw attention to important ideas.
 - Posture: Your posture can also be used to help send your message when you’re speaking. Slouching might be seen as a lack of confidence, and leaning forward with a rigid back may be viewed as a sign of defensiveness.
- ✓ **Physical voice:** You can match your to your audience and purpose by changing your:
 - Volume: Lowering and raising your volume can be a really effective way of keeping your audience’s attention, and interest or emphasizing an important point.
 - Pace: A “happy medium” is usually best when speaking: speak too slow and your audience may be bored, but speak too fast and they may miss your important points. Pausing between points can add strength and emphasis to what you have to say.
 - Tone: The tone of your spoken message, along with your body language, sets the mood for your listener. Your attitude as well as your feelings about the topic can set the tone. Will you be positive and energetic when you speak, or gentle and calm? Do you need to be funny or serious?

Practise the Strategy

Practise identifying the techniques used by an effective speaker by following these steps:

1. Read through the techniques in the thinking strategy on page 7. Reading the techniques and questions before viewing and listening to the speaker will help you focus on the important details.
2. Watch and listen to Rebecca Thomas as she speaks about “The Creation of Canada.” Rebecca Thomas is a Mi’kmaq poet, spoken word artist, and performer from Halifax. You can find her video here: <https://www.youtube.com/watch?v=ywCJS93Afp8>
3. Write down any details or examples from Rebecca’s speech that appear to match the techniques described in the thinking strategy on page 7. Some examples have been done for you. If you need more information about the techniques, review the “Building my toolbox” section on page 5.



If you would like more practise identifying the techniques used by effective speakers, try using the thinking strategy while listening to Autumn Peltier speak to the United Nations. You can find her speech here: <https://www.cbc.ca/news/world/canadian-indigenous-water-activist-autumn-peltier-addresses-un-on-clean-water-1.5301559>



This thinking strategy can also be used to help you think through how you might speak to an audience. For example, you might want to share ideas you have for school events with the school principal, or maybe you’d like to describe your community to students living in another part of Canada. Use the thinking strategy to think of techniques that might help you be clear, informative, interesting, and engaging. A blank version of the thinking strategy can be found on page 8 of this lesson.



Rework a Spoken Message for an Intended Audience and Purpose			
Speaker: Rebecca Thomas "The Creation of Canada"			
Techniques			
Content	Purpose What was the purpose of the message?	<input type="checkbox"/> inform <input type="checkbox"/> educate <input type="checkbox"/> inspire <input type="checkbox"/> other:	<input type="checkbox"/> persuade <input type="checkbox"/> entertain
	Language Were the speaker's words and sentences formal or casual?	<input checked="" type="checkbox"/> formal <input type="checkbox"/> casual	Examples from the spoken message: The speaker's language was mostly formal. She didn't use any slang or casual words, but her words were easy for people in the audience to understand
	Main points What was the speaker's main idea?		
Body language	Gestures How did the speaker use her eyes, face, and posture to send her message?	<input type="checkbox"/> eyes <input type="checkbox"/> facial expressions <input type="checkbox"/> hand movements <input type="checkbox"/> body posture	Examples from the spoken message:
	Voice Volume How loud or soft was the speaker's voice?	<input type="checkbox"/> loud <input type="checkbox"/> soft	Examples from the spoken message:
	Pace Did the speaker talk quickly or slowly?	<input type="checkbox"/> slowly <input type="checkbox"/> quickly <input checked="" type="checkbox"/> other: her pace was varied	Examples from the spoken message: The speaker varied the pace, and made her voice quite musical, poetic, and rhythmic
	Tone What tone did the speaker use? (e.g., serious, humorous)		





Identifying Techniques to Speak Effectively

What do I know about my audience?

Techniques		Ideas about how I might speak so that my voice is heard	
Content	Purpose What's the purpose of my message?	<input type="checkbox"/> inform <input type="checkbox"/> educate <input type="checkbox"/> inspire <input type="checkbox"/> other:	<input type="checkbox"/> persuade <input type="checkbox"/> entertain
	Language Should my words and sentences be formal or casual?		
	Main points What ideas do I want to share?		
Body language	Gestures How can I use my eyes, face, and posture to send my message?		
Voice	Volume How loud or soft should my voice be?		
	Pace How quickly or slowly should I speak?		
	Tone What tone should I use for my message? (e.g., serious, humorous)		

Lesson Question: What are the techniques used by effective speakers?



Reflect on Your Thinking

Think About the Lesson Challenge



Think back to the video clip that you watched at the beginning of this lesson. What are the three most important techniques that the speaker could use to communicate more effectively with his audience? (Remember to use what you've learned about the techniques used by effective speakers!)

Technique 1:

Technique 2:

Technique 3:



Can you think of other times and situation where you could use the thinking tools from this lesson to help you communicate effectively with an audience?

Think About the Overarching Challenge

Remember our overarching question: What is my story? After you've finished the English lessons, you'll select the format of your choice to tell your story.



How might the tools in this lesson help me tell my story?

