



الجمهورية الجزائرية الديمقراطية الشعبية

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وزارة التعليم العالي والبحث العلمي

Ministry of Higher Education and Scientific Research

**Faculty of Natural and Life Sciences and
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كلية علوم الطبيعة والحياة وعلوم الأرض

**Djilali Bounaama University –
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Chapter IV-1 – Oral Communication Techniques **(Three lessons: Conviction/Persuasion, Speech, Argumentation, Public Speaking)**

**Module : Communication and Expression
Techniques (English)**

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Level : First Year (Bachelor's Degree)

Semester : 2

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Course Plan



1- Course Objective

2- Introduction (How to persuade an audience?)

3- Part I: The Importance, Types and Structure of a Speech

4- Argumentation Techniques

5- Part II: Public Speaking

6- Conclusion

1- Course Objectives

Pedagogical Objectives of the Course

1. Understand the fundamental principles of oral communication;
2. Know how to structure an effective speech;
3. Master argumentation techniques;
4. Improve public speaking skills.



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1- Course Objective



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2- Introduction (How to Convince Your Audience?)

Effective oral communication relies on **speech structure**, **strength of arguments**, and **mastery of public speaking**.

1. How to open a speech, how to do it and what is the best way?

Please consult this link :

<https://ryanzofay.com/how-to-start-a-speech/>

HOW TO START A SPEECH

4 STEPS FOR THE OPENING SEQUENCE
ryanzofay.com

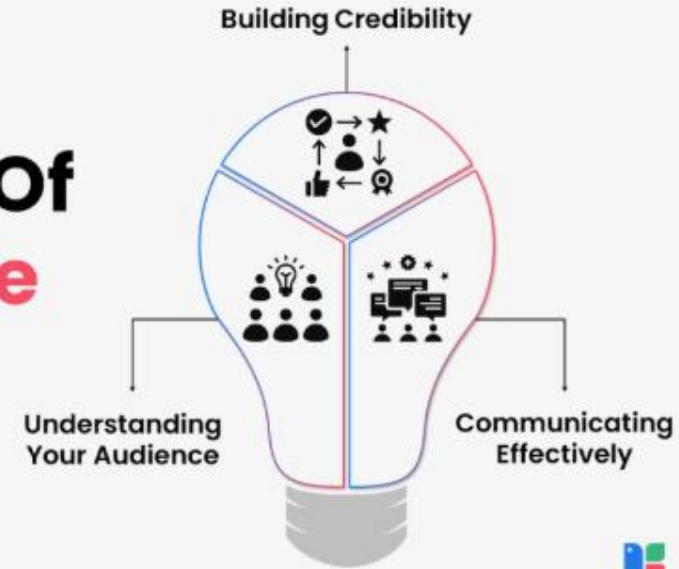


STEP	PURPOSE
1 The Hook	Grab attention and create interest.
2 Introduction	Briefly state who you are and why you're credible.
3 Main Message	Clearly state the topic or core message of your speech.
4 The Transition	Smoothly move into the body of your speech.

2- Introduction (How to Convince Your Audience?)

2. The importance of choosing strong arguments to succeed in convincing your audience!!!

Elements Of Persuasive Speech



[Please consult this link:](https://kapable.club/blog/persuasion/what-is-persuasion/)

<https://kapable.club/blog/persuasion/what-is-persuasion/>

2- Introduction (How to Convince Your Audience?)

3. How to master public speaking?

Please consult this link:

https://www.linkedin.com/posts/therohansheth_75-of-adults-are-anxious-about-public-speaking-activity-7368631717873537024-qsJx

How To Master Public Speaking

This is how you own the stage:

Controlling Your Energy

- ✗ Match the audience's low energy and blend in.
Walk in with higher energy than the room. Smile, project your voice, and use your first 3 sentences to set the tone.
- ✓

Storytelling

- ✗ Dump facts with no context and hope people care.
Structure stories with 3 beats: set up → conflict → payoff. Keep it under 90 seconds. Always tie it back to your message.
- ✓

Using Your Voice

- ✗ Speak in one monotone speed like you're reading a grocery list.
Mark your script with "pause here" or "slow down" notes. Drop your tone when delivering key lines so they land harder.
- ✓

Owning Mistakes

- ✗ Pretend you didn't mess up and get flustered when people notice.
Acknowledge it in one line ("Guess I needed that more than you did"), then transition immediately back to your point.
- ✓

Engaging The Room

- ✗ Talk at people for 30 minutes straight.
Ask a yes/no question early ("Who here has struggled with this?"). Get hands raised, then use their responses to drive momentum.
- ✓

Eye Contact

- ✗ Laser focus on one person in the front row – or worse, stare at the ceiling.
Use the 3-second rule: hold eye contact with one person for 3 seconds, then shift to another corner of the room. Rotate continuously.
- ✓

Practicing Delivery

- ✗ Memorize every word like a script and freeze if you forget one line.
Rehearse by recording yourself on video. Focus on hitting your 3–4 anchor points instead of memorizing paragraphs.
- ✓

Closing Strong

- ✗ Trail off with "That's about it..." and shuffle off stage.
Finish with a clear closer. A call to action, a bold statement, or a story that ties back to your opening.
- ✓



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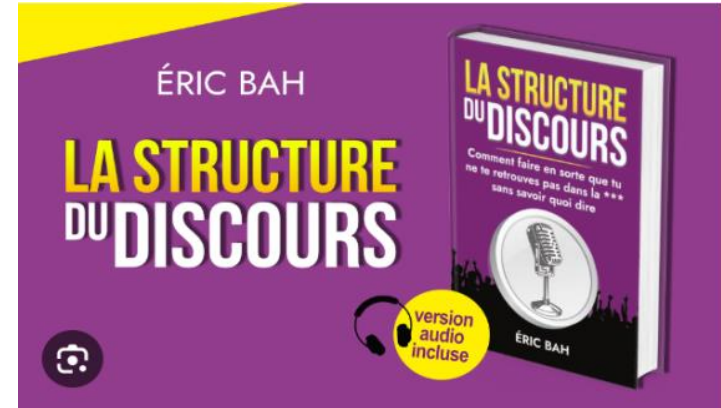
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3- Part I : Importance and Structure of Speech

❖ **Definition:** Speech structure refers to the organization of ideas in order to convey a message clearly, coherently, and persuasively.

Reason: A **good structure** allows you to guide the audience in your **reasoning** and maintain their **attention**.



Types of Speeches

Texts belong to different types of speech according to the intention of the person producing the statement and the goal they set. The four (04) main types of speech are as follows:

1. **Narrative Speech ;**
2. **Descriptive Speech ;**
3. **Informative/Expository Speech ;**
4. **Argumentative Speech ;**

There are also other types of speech :

such as injunctive, epideictic (or demonstrative), judicial, etc.

Veillez consulter ce lien : <https://www.write-out-loud.com/types-of-speeches.html>

1. Narrative Speech

Speaker's Intention	Characteristics
To tell a story	<p>Narrative choices: perspective and narrative points of view, temporal organization, etc.</p> <p>Indicators:</p> <ul style="list-style-type: none">• Presence of time markers (temporal indicators and connectors)• Action verbs in the past historic or narrative present tense• Reported speech modes (direct, indirect, free indirect speech) <p>Registers (or tones):</p> <ul style="list-style-type: none">• realistic, comic, fantastic, pathetic, didactic, etc. <p>Examples: Novels, tales, short stories, memoirs, epics, diaries, etc.</p> <p>Core element: Presence of a story, a plot (a sequence of actions or events in time), featuring characters who evolve in a defined contextual setting.</p>

2. Descriptive Speech

Speaker's Intention	Characteristics
To depict a place, a character, an object	<p>Organization in space; Choice of a descriptive point of view.</p> <p>Indicators:</p> <ul style="list-style-type: none">• Pause or absence of narration.• Presence of spatial markers that structure the location.• State verbs, verbs of movement and/or perception (especially visual).• Expansions of the noun phrase.• Use of the imperfect tense and descriptive present tense.• Density of stylistic devices to indicate the degree of subjectivity in the description. <p>Registers (or tones):</p> <ul style="list-style-type: none">• The point of view will determine an objective description (documentary effect) or a subjective one.• In the latter case, the description can be:<ul style="list-style-type: none">– Contemplative, lyrical (landscape in harmony with the state of mind).– Critical or satirical (portraits).– Realistic (narrative function highlighting the psychology of characters).– Poetic (foreshadowing the action through a series of signs). <p>Examples: Novel genre, prose poems, verse poems, documentary texts.</p>

3. Informative/Expository Speech

Speaker's Intention	Characteristics
<ul style="list-style-type: none">▪ To inform, enlighten, show▪ To give explanations▪ To answer a question▪ To enable the receiver to understand	<p>Precise and technical vocabulary; neutral speaker.</p> <p>Indicators:</p> <ul style="list-style-type: none">• Logical and chronological connectors.• Dominance of the referential function (objective data, definitions, numbers, dates, names, etc.).• Utilitarian function of language; neutrality and impersonality of the speech; effacement of the speaker who strives to present or explain a phenomenon objectively.• Use of third-person pronouns, technical or specialized vocabulary.• Present tense of general truth. <p>Registers (or tones):</p> <ul style="list-style-type: none">• Didactic <p>Examples: Instruction manuals, dictionary and encyclopedia articles, textbooks, user guides, etc.; scholarly literature.</p>

3- Part I : Types of Speeches

4. Argumentative Speech

Speaker's Intention	Characteristics
To convince, to persuade	<p>▪ Presence of a thesis supported by arguments which themselves are supported by explanations and examples to illustrate them; Presence of the speaker in their statement (judgments, opinions); Choice of a point of view;</p> <p>Indicators:</p> <ul style="list-style-type: none">- Logical organization of argumentation: thesis substantiated by arguments supported by examples;- Logical connectors;- Importance of enunciation indicators (who is speaking? to whom?) which inform about the position of the speaker in relation to their statement: degree of certainty (modality markers), value judgments (appreciative/depreciative vocabulary);- Desire to convince (mobilization of the resources of explanatory and injunctive texts for persuasive purposes; partial use of examples, rhetorical questions, etc.);- Words expressing opinion or judgment; <p>Registers (or tones):</p> <ul style="list-style-type: none">- Oratorical: rhythmic amplitude of sentences, striking and contrasting images, text aimed at an audience;- Polemical: frank oppositions, concern for examples and evidence, confrontations, refutations;- Injunctive: address to the recipient, imperatives, rhetorical questions; <p>Examples:</p> <p>Essays, articles, speeches, pamphlets, pleas, indictments, political harangues, sermons, tracts, advertising posters, fables, etc.</p>

3- Part I: How to Succeed in Your Speech?

Trying to take an example to show how to succeed in a speech.

First,
a **disorganized speech** loses the audience's **attention** and creates **confusion**.



3- Part I: How to Succeed in Your Speech?

Here is what
to do, how to
behave?
What to avoid
during your
speech !!!!!

DEVELOP GOOD ATTITUDES



LISTENING



OBSERVATION



ENERGY

What you
need to
have...!

3- Part I: How to Succeed in Your Speech?



**Learn to
listen to
your
audience...!**

Communication begins with listening

Be attentive to your interlocutor by:

- Letting them express themselves (be silent initially) ;
- Showing your interest (ask questions, request clarifications) ;
- Not judging or interpreting ;

3- Part I: How to Succeed in Your Speech?



OBSERVATION

**Learn to
observe...!**

Communication also involves observing

When you interact with a participant, pick up on all the cues that will help you understand the other person and adapt your communication to:

- Their language level ;
- Their mood ;
- Their point of view ;
- Their body language ;

3- Part I: How to Succeed in Your Speech?



Learn to be dynamic...!

Through communication, you can convey energy

Demonstrate dynamism by ensuring you:

- Are pleasant, "attractive" ;
- Control your posture ;
- Use your gaze effectively ;

Yes, but how?

3- Part I: How to Succeed in Your Speech?

a- USE BODY LANGUAGE

Yes, we agree, but how?



Eye contact



Hand movements



A well-groomed appearance



Closed body vs. open body

3- Part I: How to Succeed in Your Speech?

b- Being Attractive



Be
attractive,
show a big
smile !!!

Confident + **Charming** +
Friendly

c- Make a Good Impression from the First Contact

Never cross your hands and especially without smiling !!!



3- Part I: How to Succeed in Your Speech?

d- Maintain Eye Contact

Never turn your back to your audience !!!



Your gaze helps maintain the audience's attention and increases your chances of being listened to.

3- Part I: How to Succeed in Your Speech?

e- Avoid Distractions

Never put
your hands
in your
pockets!!!

Hands in pockets, distracting
accessories **divert** the
audience's attention from
your message



f- Control Your Audience's Gaze to Your Advantage

Learn to
attract your
audience's
gaze!!!



The pen is **used** to **attract the**
audience's attention to the **desired**
location.

g- Capture Attention with Your Hands

Don't forget to use your hands !!!



Caution: too many uncontrolled hand movements can be a sign of nervousness!

3- Part I: How to Succeed in Your Speech?

h- Keep Your Body Open and Avoid Staying

Static

Don't stand still, but also not too many movements!!!



FACILITATE UNDERSTANDING

**Be simple
when
delivering
your
messages!!!**



Express The Essentials



**Make Efforts In Articulation
And Pronunciation**



Speak Louder Than Usual



**Do Not Rush And Make
Pauses**

3- Part I: How to Succeed in Your Speech?

Use the Techniques below :

It should be based on indirect interaction techniques!!!

Paraphrase

Ask Questions

Use Visuals

Summarize

Please consult this link: <https://vladimerbotsvadze.wordpress.com/2014/12/28/10-tips-for-successful-public-speaking-tedx-socialmediaweek-keynote/>

3- Part I: Structure of Speech

The **general structure** of a speech can be adapted to different types of public interventions (**presentation, defense, formal speech**, etc.)

1. Introduction (Opening)

1.1. Greetings and thanks: Address the audience according to the audience (e.g., "Ladies and Gentlemen," "Dear colleagues," etc.). Thank key people, organizers, or special guests.

1.2. Announcement of the topic: Clearly introduce the topic of your speech. Explain **why** it is relevant or important.

1.3. Hook: Use an anecdote, a striking statistic, a question, or a quote to capture the audience's attention.

1.4. Objective: Briefly explain the objective of your speech (to inform, persuade, inspire).

3- Part I: Structure of Speech

2. Development (Body of the Speech)

2.1. Main point 1: Introduce your first key idea or argument. Present facts, give examples, and reinforce your point with evidence.

Transition: Subtly link the first point to the next.

2.2. Main point 2: Develop the second important point with details, illustrations, or concrete examples.

Transition: Prepare the transition to the next point while maintaining coherence.

2.3. Main point 3: End with your last point, the most important or impactful.

Tip: Use subpoints if the topic is complex. Alternate between theory, practical examples, and visual elements to make the speech lively.

3. Conclusion

3.1. Recap: Briefly summarize the main points you have addressed.

3.2. Powerful closing: End with a strong message, an inspiring quote, a final reflection, or a call to action.

3.3. Thanks: Thank your audience again for their attention.

3.4. Opening to questions (if applicable): Open the discussion with the audience or invite questions if planned.

3- Part I: Presentation Techniques

4. Presentation Techniques

4.1. Use of pauses: Pause at strategic moments to let the audience absorb the information.

4.2. Body language: Be expressive with your gestures, eye contact, and posture.

4.3. Voice modulation: Vary tone and pace to maintain interest.

This structure allows you to convey your message in an organized, clear, and impactful way.

Practical Exercise:

Students are asked to **create** a brief speech structure on a **topic of their choice** (introduction, development, conclusion) and **share** it with their **colleagues**.

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4- Part II: Argumentation Techniques

A. Definition of Argumentation

Definition: The art of presenting ideas in a **logical** and **persuasive** way by providing evidence or reasoning to support one's statements.

Importance: Argumentation is essential to **convince** and **influence** an audience.

Example: In a debate, argumentation helps **defend** a point of view based on facts and **concrete examples**.

A better way to argue

Everyday arguments vs. critical thinking arguments

EVERYDAY ARGUMENTS	CRITICAL THINKING ARGUMENTS
Based on opinions, biases, feelings, emotions	Supported by evidence
Illogical: Commits fallacies	Logical: Based on reason
Conflict is disrespectful, personal	Disagreements are respectful, not personal
Competitive, used to "win" and be "right"	Collaborative, used to find greater understanding

Tip: Learning how to form good arguments helps us think better and prevents us from falling for bad arguments



Please consult this link : <https://thinkingispower.com/four-steps-to-arguing-better/>

4- Part II: Types and Techniques of Argumentation

1. Argument from Authority:

Referencing a famous work, an author, a recognized specialist, etc.

2. Argument from Community:

It is based on values shared by the interlocutor or commonly accepted opinions.

3. Cause/Effect Argument:

One phenomenon leads to another phenomenon, based on the postulate of determinism.

Please consult this link: <https://myperfectwords.com/blog/argumentative-essay-guide/types-of-argument>

4. Argument from Analogy:

It involves establishing a correspondence or opposition between two situations/ideas.

5. Argument from Facts:

The arguer gathers facts, cites testimony, a specific case for them to serve as proof.

6. Argument from Norms:

The arguer relies on common sense to have the thesis they are defending accepted.

B. Argumentation Techniques

1. Syllogism (Logical Reasoning):

Definition: A reasoning in three steps (a major premise, a minor premise, and a conclusion).

Example:

Major premise: All humans need oxygen to live.

Minor premise: I am a human being.

Conclusion: Therefore, I need oxygen to live.

B. Argumentation Techniques

2. Argument from Authority:

Definition: Relying on a recognized source or expert person to validate a point of view.

Example: "According to a WHO study, 90% of respiratory diseases are caused by air pollution."

Use: Strengthens the credibility of your speech.

B. Argumentation Techniques

3. Appeal to Emotion:

Definition: Using stories or examples that emotionally touch the audience.

Example: "Imagine a world where your children could grow up without having to breathe polluted air."

Use: Useful for raising awareness and capturing the audience's attention.

Practical Exercise:

**Students are asked
to present an argument using one
of the techniques above.**

Then, discuss its effectiveness

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5- Part II: Public Speaking

A. Definition and Importance

Definition: Public speaking is the ability to address a group of listeners clearly, confidently, and engagingly.

Importance: This skill is essential in many professional and academic situations. It allows you to convey information, convince, and create a connection with the audience.

Please consult this link:

<https://www.betterup.com/blog/how-to-improve-public-speaking>

1. Prepare
2. Practice
3. Have a positive mindset
4. Involve your audience
5. Start with a story
6. Dress for the occasion
7. Be yourself
8. Ask for feedback

TIPS TO IMPROVE YOUR
**PUBLIC
SPEAKING**



BetterUp 



The 11 tips that will improve your public speaking skills

B. Techniques for Successful Public Speaking

B.1. Body Mastery:

Posture: Stand straight and anchor your feet to show confidence.

Gestures: Use natural gestures to illustrate your points, but avoid excessive movements.

Exercise: Students are asked to practice in front of a mirror or in groups.

B.2. Stress Management:

Breathing: Control your breath to avoid speaking too fast and to calm your nerves.

Tip: Prepare well to reduce anxiety, and focus on the message, not on yourself.

5- Part II: Public Speaking

B. Techniques for Successful Public Speaking

B.3. Eye Contact:

Role: Establish a connection with your audience by looking at them directly.

Exercise: Students are asked to form small groups and practice maintaining eye contact while speaking.

B.4. Articulation and Pace:

Articulation: Speak clearly so that everyone can understand you.

Pace: Vary the pace of your speech to maintain attention.

Exercise: Students are asked to read a text slowly (provided below), then reread it while varying the pace and emphasizing certain parts.

5- Part II: Public Speaking

Instructions for the Exercise:

Read this text aloud once, slowly, articulating each word. Then, reread it while varying the pace: slow down on important sentences, pause after main ideas, and read some parts a little faster to show enthusiasm.

Text:

When speaking in public, it is essential to choose your words carefully and pronounce them with care. Good articulation allows the audience to easily understand each idea. Moreover, pace plays a crucial role in maintaining attention. If you always speak in the same way, your speech can become monotonous. Alternating speeds, emphasizing certain key words or phrases, and making strategic pauses can bring more life to your presentation. Slowing down to emphasize an important point, or speeding up slightly to show excitement or urgency, can make a big difference.

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6- Conclusion

Course Summary:

What to remember from this course:

1. **Speech structure** guides the audience;
2. **Argumentation** gives weight to ideas;
3. **Public speaking** is a skill that improves with practice.

Homework for the next session:

Students are asked to **prepare** an **oral presentation** (7 to 10 minutes) on a **topic** of their choice, applying the **techniques seen in class**.

End Diaporama



**THANK YOU FOUR
YOUR ATTENTION**