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DEPARTMENT OF FOREIGN LANGUAGES
ÚSTAV JAZYKŮ

HOW TO MAKE A TECHNICAL SPEECH/PRESENTATION ORIGINAL AND IMPRESSIVE.
JAK UDĚLAT TECHNICKÝ PROJEV/PREZENTACI ORIGINÁLNÍ A POUTAVOU.

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POKYNY PRO VYPRACOVÁNÍ:

Vyzkoumat, jaké nástroje je třeba použít, aby nám posluchači viseli na rtech. Zjistit, v čem spočívá opravdová síla jazyka.

DOPORUČENÁ LITERATURA:

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Abstract: Great amount of the teaching techniques of public speaking have arisen ever since the moment people discovered the power of language, making today's presentations far more than just an act of speech. The researches of the linguists proved that effective presentation should contain several aspects in order to impress the audience and induce attention. In this thesis I would identify these specific aspects and describe how make audience follow each word of the presentation.

Keywords: Rhetoric, presentation, public speaking, oratory, body language, eloquence, speech tactic, voice

Abstrakt: Velké množství učitelských technik veřejného projevu vznikla již v době kdy se lidé naučili komunikovat, toto dělá dnešní prezentaci něčím víc než pouze projevem řeči. Lidé studující lungvistiku prokázali že effektivní prezentace by se měla skládat z několika aspektů, aby zapůsobila na obecenstvo a vyvolala pocit důležitosti. V této tézy bych rád identifikoval tyto aspekty a popsal jak obecenctvo příjímá každé slovo dané prezentace.

Kličová slova: Rétorika, prezentace, vystupování na veřejnosti, řečnické umění, řeč těla, výmluvnost, taktika projevu, hlas

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DECLARATION

I hereby declare that I have worked on this thesis independently, using the resources listed in the bibliography.

PROHLÁŠENÍ

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1.   Introduction

"Every thought which is expressed by words is a force, and this force is limitless."

(Tolstoy 137).

Ever since people comprehended as an effective instrument of affecting listeners around, they started to reflect on a power of language. These people established special groups to develop speech delivery techniques by exploring how some of them either persuade or compel or convert the audience, leading language studies and its background to evolve such brunches as linguistics and oratory.

Todays' oratory is an algorithm, which consists of a number of special elements and rules which can help an ordinary person to become a perfect speaker. Despite methods and techniques of delivery in the speech had derived with the evolution of humankind over the years, its main purpose remains the same ever since: people need to transfer ideas and opinions through the speech.

2.   History

Despite the fact that oratory as the science was known in Egypt, Assyria, Babylon and India, Ancient Greece is considered as the homeland of eloquence. Those were ancient Greeks who developed first theories of the effective ways of speaking and then created primary works based on that theories.

Sophists were pioneers of oral word cultivation. Being the outstanding verbal masters, sophists nurtured people in special paid schools where everyone could learn the basics of construction of speech, proper manners of speaking and techniques of effective delivering of information.

Sophists were rhetors - the first paid philosophers and oratory teachers ever. They belonged to Athens' school of philosophy established in the V century BC, where the first speech and rhetoric cult was formed.

Sophists were masters of public speaking and art of dispute; they also had the abilities to manipulate target audience using logical and critical thinking throughout the speech process. While word, speech (logos) became the main object of study, rhetorics became a "queen of all arts" for sophists. They constantly underlined the power of the word, thus studying of rhetoric was considered as the highest degree of ancient education.

"Speech is a powerful lord, who achieves the most divine works: it can stop fear and banish grief and create joy and nurture pity", ancient Greek rhetorician Gorgias writes in his "Encomium of Helen" (Gorgias 79).

The special atmosphere for the flowering of eloquence was built in the state of slave-owning democracy. It became not only an essential aspect of public life but also a powerful political instrument.

Gradually, practical implementation - preparation of speech for civilian's needs had appeared; practitioners started to formulate statements about parlance and maintaining presentations' style techniques, which then provided a basis for such theoretics as, for example, Plato and Aristotle, who further classified and developed advanced language theories.

According to Sophists, the significant achievements could have been gained not only by the enormous amount of work on theory but also by practising the technique of speech, learning its specific culture, which eventually led to the realization that speech is something individually unique also connected with knowledge, talent, spiritual condition. The quality of speech together with strict composition were associated with inner harmony and semantics; word meaning was related to the spiritual world along with subjective, individual beginnings. Appeared in V century BC Aristotle's "Rhetoric" was a great scientific and cultural experience. According to the philosopher, rhetorics is the ability to find the way of persuasion concerning any subject. Meanwhile, in contrast with other closely related studies, rhetorics qualifies speaker of being perfect orator despite the subject of their speech.

As Aristotle noted: "Success in persuasive speech is derived from three sides: moral ethos, logical logos and emotional pathos."

Aristotle's ethos is related to means of persuasion appealing to norms of human behaviour. In this regard, the speaker should be "recognized" by the listener as a "worthy human being" - in

both broad and narrow sense (worthy to talk, worthy to be heard). It was stated, that based on the speaker's personal and ethical qualities determining the content of their message, the listener was able to make an opinion about speaker's ethos. The final message was rated depending on this prejudice.

Logos, on the other hand, was determined by the philosopher as important thought or idea, which should become a subject of audiences' reflection being understood at the dialectical level.

Term pathos was related to means of persuasion appealing to feelings, emotions. Speaker, by the definition of Aristotle, should have been able to create feelings that could sway public opinion. Hence, the following issues can arise: If speaker should feel the same emotions to which they incline? If yes, are they entitled to show them?

Rhetorics were taught to have sincere but "restraint" pathos and do not expose it. In other words, a rhetorically educated speaker should have been able to arouse the right feelings in audience's mind without being theatrical. The complexity of this technique then conditioned amusing fate of the word "pathos" in the history of mankind: on the one hand, it was subsequently understood as an affectation and grandiloquence, nonetheless, on the other, it was perceived as a special solemnity in some situations. Correct handling of categories ethos, logos and pathos indicated that all three aspects were controlled during the whole message.

From that first rhetoric studies, such criteria as sincerity criterion (category "ethos"), verity criterion (category "logos") and criterion of language relevance (category "pathos") were later highlighted by modern linguists. It also was in the teaching of Aristotle that the triad (consisting

of speech deliverer - speech itself - speech receiver), which later evolved in further researches, now is defined as the basis of modern speech.

Thus, the need of sharing ideas, telling stories about social life, religion, recreation or even showing personal discoveries or researches - topics, which were important for people ever since ancient times, had now arisen into the science of speaking efficiently.

3.   Public speaking in the 21st century

In today's world, people are constantly bombarded with information in both good and bad quality through television, social media, the Internet etc. No matter where they live, work, study or what kinds of media they use, people are usually exposed by hundreds, if not thousands, of advertising messages every day. It is called the Information Age or Age of New Media. However, the overwhelming majority of information around is not useful and sometimes even inappropriate.

This amount of unnecessary information had created the phenomenon of the effective public speaking techniques - when a person sets a goal to deliver while their public speech as much of the useful information as possible in the most effective manner. For example, founded in 1984 show labelled TED (Technology, Entertainment, Design), where every speaker knows exactly how to impress the audience and transfer final message correctly in short, eighteen-minutes presentation to the public.

Public speech is not only speaking in front of a large audience at the stadium or on television. It can also be resorting to a higher authority, interview with an employer or communication in a social group. Success also depends on the accuracy of the speech. The result can also be

different: signed contract, new clients, reputation or even acceptance into the society. Eloquent and impressive performance can make the audience to catch every word, gesture and change of intonation; such speeches can inspire and delight listeners.

However, before any speech would be presented, it is necessary to answer the following questions: How to be a good speaker today? What are current principles of presentation and which elements make the speech more qualitative?

4.   Image of speaker

The whole image of the speaker depends not only on their intellect or on a content of the presentation, or its implication but also on audience's first impression. The appeal produced by the creation of a positive image plays a significant role in achieving success. In fact, clothing style is important in business communication because it provides multivariate information about the owner:

- Financial status;

- Aesthetic taste;

- Occupation;

- Attitude to the people around.

Moreover, in a situation when thoughts of the speaker during the speech are occupied with a blot on a shirt, clothing may ruin the whole presentation.

5. First steps

First of all, it is well-known fact that majority of presentations and speeches should not start with anxiety about speaking in public, which is a quite common fear. Psychologists associate public speaking anxiety with ancient rules of communication, where the individual was an integral part of a tribe (expulsion was equal to death) and all their actions were passed through the filter of the public encouragement.

A fear of failure can also be the reason for the foreboding public speaking and can also lead to abandoning the idea of any presentation. A variety of the techniques can be used to minimize the impact of any nervousness speaker may have during the speech:

- Positive Thinking - Orator should choose topics they are interested in, to be more natural and speak easily without hesitation. The listener feels that openness and consequently listens more carefully;

- Preparation - Speaker should research every aspect of the subject before the presentation itself. Orator's uncertainty in knowledge leads to uncertainty of speech. Moreover, the person reading the text of the presentation from a piece of paper could be unconsciously perceived by the auditory as somebody untrustworthy;

- Being realistic - The perfect is the enemy of the good in public speaking preparation. Orator should remember that it is impossible to be expert in everything. Nonetheless, as speaker gained experience in the covered filed, their skill in public speaking is likely to rise;

- Familiarizing with the setting - Speaker should review the place where they have to take a presentation before the event, to gain all information about the room temperature,

the available lighting, the size of classroom or lecture hall, the distance to audience and presence of the media center to place some visual content in the presentation. This actions can help to be more prepared, to visualize the speaking process and, as a result, not to feel anxious during the event;

- Using relaxation techniques - Different people have their own relaxation techniques:

- some people light candles, others do yoga and even stand on their head, in other words, doing something that would allow one to relax and unwind before the speech.

Those techniques are the first, most common steps every presenter can use to prevent themselves from the fear of the public speaking. The more experienced the speaker would become, the easier for them it would be to find their anxiety triggers and the techniques calming it down.

6. Analysis

Besides above-mentioned techniques, before speaker even begin to plan a speech, they should carefully consider the overall context of the speech by using some fundamental questions: Who? What? When? Why?

Whom will orator be speaking to?

It is extremely difficult to start designing a speech without envisioning the environment of the future presentation - the audience. To avoid misunderstanding concerning gender, age, culture, religion or political views, the speaker should refer following sources which are valuable for audience understanding.

- Direct observation is the possible way to collect information about the audience - In other words, orator should observe their audience during another presentation, if possible;

- Systematic data collection - Another excellent way to understand the audience is to ask them personally. Even collecting information from such small sources as a small questionnaire at a meeting before the event or some online survey tools, can be useful;

- Interviews - Sometimes, when it is impossible to gain information about the whole audience, the speaker should interview some of the members of the group and try to understand respondents' way of thinking alongside with thoughts itself (use of the focus-group opinion);

- Contact person - The person who suggested orator for the speech usually has the understanding of the mindset of the audience and knows how they will accept the presenter. To understand better what to do and what to avoid, the speaker should ask contact person about both best and worst speakers that have already interacted with that audience;

- Inference and empathy - When the specific information about the audience is not available, the speaker should rely on their own personal experience and general knowledge of human behaviour to complete the image of the group.

What will orator speak about?

The initial determination should be made about the general content area of the presentation. Only then should the speaker begin to collect and organize ideas they are interested in. Some special questions can also help orator to narrow the topic effectively.

- Which aspects of the topic are best covered in oral mode? The effective presentation should not be narrow-directed and should not repeat common knowledge;

- Which aspects of the topic are related to this audience? Speaker should underline points that suit the expectations, needs, attitudes and knowledge of the listeners the most;

- Which aspects of the topic can be presented most effectively? The speaker should select those points on which they have the qualification; which also best fit the orator's abilities and strengths.

When is the orator speaking?

- Depending on the situation, the data, as well as the time and the overall motive of the same presentation can vary. Speaker definitely should not forget about date and time of the event.

Why was the speech given?

- To inform - The main purpose of giving the speech is to inform; to help audience acquire the information they have not already possessed. Listeners can then operate with this information to gain knowledge about something completely new (e.g., the presentation on a new technology or method) or to upgrade their skills (e.g., how to administrate new Cisco routers, how to interact with cryptocurrency). However, the speaker should remember that the goal of the informative presentation is not to stimulate people to use that knowledge. This would no longer be the presentation with the informative purpose but rather a persuasive one;

- To persuade - The second general purpose of giving the speech is to persuade, to explain a point of view and to maintain some behaviour. In contrast to informative speech,

persuasive speech includes a call for reaction for the audience to make some change in their mindset (e.g., the presentation on health and safety);

- To entertain - Another general purpose of giving a speech is to entertain; to focus more on the theme and occasion, than on final result. The backbone of such speech can be either informative or persuasive, however, it is expected that the whole message and context of the presentation would be assessed in terms of audience enjoyment (e.g., presentation of a new smartphone).

7.   Data collection

After speaker answered preceding questions, they should decide which sources can be used for gathering information for preparation of the speech.

In the information age, it is more expected to find a person searching information through the Internet by using searching engines and social media, rather than to meet the one who visits a library to gain some knowledge. Notwithstanding this tendency, libraries are still relevant. They contain plenty of resources including librarians, catalogues, databases, newspapers and reference works to help people finding the information they need. Highly educated people advise not to take the Internet seriously; this statement could be explained by the inability of analyzing the trustworthiness of some of the web-based information. Thus, future orator should be careful with sources they are using and operate only with appropriate and useful facts.

8.   Data processing

After the research was completed and required information was collected, it should be organized and outlined according to the topic of the event and its audience. Speaker should then take a critical look at materials they have and divide it into three categories:

- **Category "Important"** will represent information that must be included in the speech; on which the most time is required. Under no circumstances should orator forget to mention it;

- **Category "Should be"** will represent less important information than the previous category includes. This one is for the points that can be removed from the final presentation to reduce timing or in favour of more useful information;

- **Category "Maybe"** will represent such information, which aim is not cognitive but recreational. This category may be used to entertain and create a contact between the audience.

The speech itself should be based on the above-mentioned categories.

9.   Organization

When creating the speech, it is important to remember that construction of the text of the presentation is not formed randomly but has three clear parts: introduction, body and conclusion.

The introduction presents the main idea and increases audience's "appetite". The body is the general section of every speech, which connects all arguments and research results, whilst conclusion summarizes points that were mentioned in the sections above.

It is critical for the speaker to think strategically about the body part to determine what is important or essential to the overall plan and not to bunt unrelated information together with important one, because it can embroil audience.

Using knowledge gained during the preparation process and holding their specific purpose for the speech, orator can now start thinking of how to transform above-mentioned points into a series of coherent logical chains.

The responses to the question about the number of those chains can differ depending on the situation, current subject and orator's experience but speech experts, nonetheless, shared the opinion that - the fewer number of main points there is, the better the result would be.

It could be explained by the tendency of people not to remember most of the side information they hear after they leave conversation or dialogue, therefore a common speech is considered to have no more than three and no less than two main points. People are most likely to hear and remember something useful and meaningful, different and unique, well-organized and simple.

Thus, to reduce audience's ability to retain information after the event, the speaker should carefully organize the structure of speech. In addition, if the speaker has three or two main points, they should present each other separately with the examples, pictures, tables, or some other supporting content, so it would be more interesting and impressive.

After the possible list of main points was outlined, orator should ask themselves the main question: Are these points logically fitting together? If yes, do they help the audience understand specific purpose of the speech? To make the understanding easier for the listener, every point should be clearly detached from other points, hence it is essential to check whether those are overlapped or not.

10. Speech tactic

After the review of the data was done the speaker is now able to choose speech tactic(s) depending on the content of the presentation, audience and the preparation.

- The first possible tactic is moving between main points. Sometimes, when the understanding of final message depends only on arguments that were mentioned, the speaker should move from point to point returning unobtrusively to information they had already provided;

- Another tactic could be the parallel structuring. Such tactic is used in the situations when all main points have to be compared before the final conclusion is made. Speaker should present and pronounce every point of the body part using same constructions. Such techniques as parallelism or repetition to create a mental connection between points can be used. This method would help the audience to perceive future comparison easier;

- The last possible tactic is serial structuring. Such tactic can be used for cases when the specific purpose of speech is to summarize all mentioned points into overall idea progressively step by step.

11. The conclusion

When a speech tactic was chosen, orator should carefully think about the final line of the speech - the conclusion. It is a well-known fact that the vast number of people jump ahead hundred pages, while reading a perfect novel, and read the final line just to satisfy their curiosity. Imagining that the speech is the novel, the conclusion has to be located in the final line. Last words of speech should be prepared rationally in order to satisfy the needs of the audience at the end. Presentation with irrational or without any conclusion at all is an ineffective loss of energy of the orator and the audience.

Final words should attentively summarize all mentioned ideas relying on the specific purpose of the presentation. Depending on the situation, several concluding methods can be used to finish speech correctly:

- **Conclude with a summary** - Paraphrase the whole message and its main points using clear and simple language;

- **Conclude by visualizing the future** - Such method is used to depict how society or individual listeners' lives would be different if the speaker's attempts worked;

- **Conclude with a quotation** - Another way speaker can conclude the speech effectively is to permit authoritative scientists, whose works thesis was based on, to "finish" the speech;

- **Conclude with a challenge** - With a call to engage the audience in some kind of activity including mental;

- **Conclude by proposing a solution** - Sometimes it is necessary to conclude a speech with an achievable solution to the problem that was discussed;

- **Conclude with a question** - Another method to end a speech is asking a rhetorical question that force audience members to contemplate an overall idea of the presentation.

12.   Linguistic aspects

When the process of organization was completed, future orator should consider the ways how to move logically and naturally from one main point to another throughout the presentation.

First of all, it is necessary to build a causal relationship between points in order to improve the naturalness of the speech. Such linguistic tools as a conjunction or transition words can be used for such purposes.

Different transitions and conjunctions can be applied in different contexts in order to:

- **Show similarity:** comparatively, coupled with, correspondingly, identically, likewise, similar, moreover, together with;

- **Outline contrast:** conversely, instead, likewise, on one hand, on the other hand, on the contrary, nevertheless, rather, similarly, however, in contrast;

- **Restate:** in essence, in other words, namely, that is to say, in short, in brief, to put it differently;

- **Show chronology:** to begin with, in the first place, simultaneously, the next step, earlier, later, meanwhile, next, afterwards, in conclusion;

- **Illustrate an example:** in this case, for instance, for one thing, as an illustration, illustrated with, as an example;

- **Show causality:** therefore, as a result, hence, thus, since, consequently, accordingly;

- **Summarize:** all things considered, briefly, on the whole, in short, in summary, in the final analysis, on balance, to summarize.

The connection between main points, however, is not that necessary as the correct construction of sentences along with the context. The whole speech has to be logical and natural not only on a level of main points or paragraphs but also on a level of sentences and the words within. Every single sentence has to be contextually related to the sentence which was preceded and has to create a basis for a logical continuation of the idea in the following sentence using pragmatic rules. Every word and every part of speech has to be appropriate and meaningful and has to be correctly placed using the rules of semantics. Achieving better results requires the speaker to attentively review every sentence and the meaning of every word they will use.

13. Delivering the speech

At the moment when all possible organisational goal was accomplished and the whole speech was properly prepared, it is required to strategize ways of delivering this information to the audience.

In the year 1970, Albert Mehrabian, professor of psychology at University of California, studied the importance of non-verbal communication and developed a communication model,

in which he demonstrated that only 7% of communication consists of the verbal content (what was said). Vocal (how it was said) and visual (how what was said was presented) contents represent 38% and 55% respectively, which proves that the way speaker delivers the speech will influence audience receptivity of information contained more than anything else. A properly delivered presentation with average content can be evaluated by listeners more than an insufficiently delivered presentation with great content.
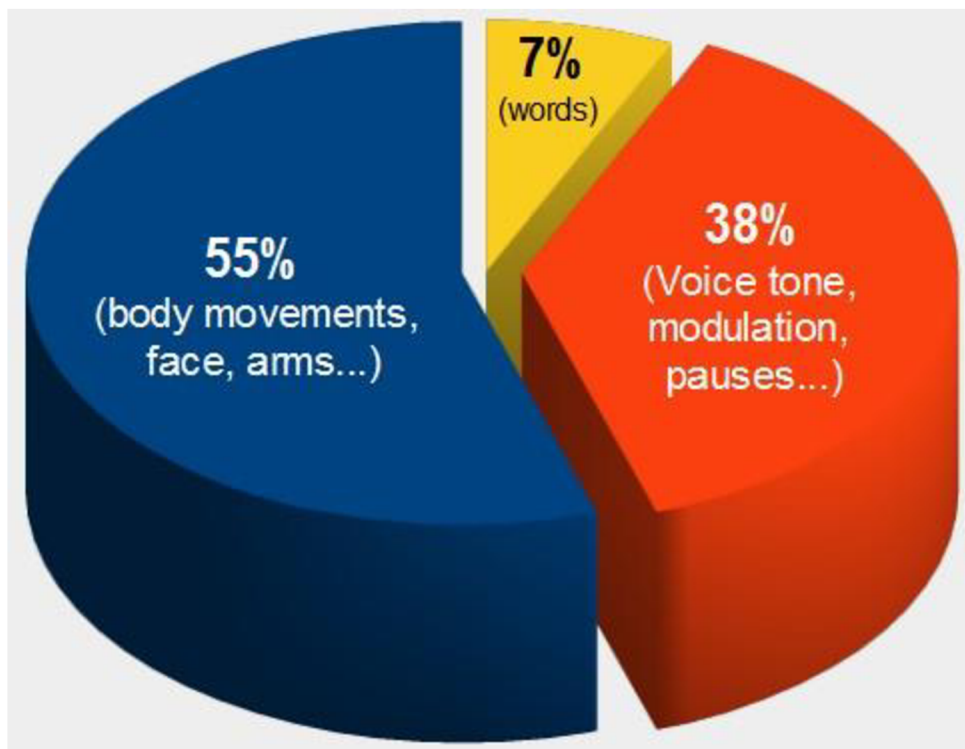
Albert Mehrabian's 7-38-55 Rule of Personal Communication)

14. Vocal and Visual content

Pronunciation

First of all, the speaker should know how to pronounce each word correctly. Orator's level of plausibility will reduce in the mind of listener if presenter mispronounces words or even phrases that are mentioned.

Conversational style

The orator should speak to their audience causally on a one-to-one basis, similar to any normal daily conversation to facilitate the flow of ideas to the audience and to ease their understanding. To make such relationship possible listener has to have the feeling that orator is speaking with them, not to them. Moreover, the speaker is always more relaxed when speaking in a conversational style.

Humor

Humour is a valuable tool which helps to shatter barriers and creates an appropriate relationship with the audience. Comedy relaxes listeners and makes the environment more comfortable. Humour can bring attention to a point and help listeners to remember better this information in the future. The possible number of jokes in the whole speech should be no higher than two. However, in some situations, this number can be increased slightly.

Eye contact

The audience wants the speaker to refer to them, not to the notes or electronic device. The speaker shows their interest in the whole audience by creating visual contact with the individual members. Receiving non-verbal feedback from them is also important. Depending on this feedback, flexible orator can transform information they are about to say and even adjust their voice to impress the audience.

The further points are essential for the maintaining the proper eye contact with the public:

1. Visual contact with group members for at least 3 seconds;

2. Change the object of contact throughout the audience;

3. Orator should visually address information to everyone in the audience;

4. Eye contact should be used to summarize some ideas or sentences;

5. Certain attention should be paid to the cultural orientation of individual listeners.

Orator should avoid:

6. Being bothersome in eye contact creating (should not stare at one listener for more than 5 seconds);

7. Speaking with inanimate objects.

Posture and movement

If the orator does not move at all, their audience will be bored. If the orator, on the contrary, moves all the time, audience's attention will be diverted. An effective movement emphasizes speaker thoughts.

The orator is required not to slouch over and not to lean on a desk or wall but to stand up straight keeping hands outward the pockets. Otherwise, the orator would be probably assessed as the highly over-casualness person and would not be taken seriously.

The following useful advice can help the orator to maintain natural movements during the presentation:

Useful advice:

1. Start presentation in the centre of the room;

2. Stand on both feet before start speaking;

3. Move within the allotted space evenly;

4. While standing, periodically shift the weight from side to side to improve blood circulation;

5. Move among the audience.

Orator should avoid:

1. Being shambolic in moves (moving in small steps, moving towards-backwards the audience);

2. Showing their back to any part of the audience.

Gestures

Gestures are an amplification of the words and ideas orator is trying to express and nonverbal representation of their feelings. Speaker, whose gestures are done correctly, appears more

confident and relaxed during the presentation process. Body language can help to accentuate key points or separate different ideas in the speech.

Useful advices:

1. Keeping hands on the sides;

2. Fixing a gesture for a couple of seconds;

3. Using gesticulation in cases when the internal power of words is required;

4. Gesticulating to underline main points.

Orator should avoid:

1. Fixing a gesture for a couple of seconds;

2. Using gesticulation in cases when the internal power of words is required;

3. Gesticulating to underline main points.

4. Orator should avoid:

5. Keeping hands behind back or palms in fists;

6. Keeping hands in pockets;

7. Touching unrelated objects;

8. Repeating gestures;

9. Crossing arms over the chest.

Facial expressions

Emotions on speaker's face provide such information as presenter's level of involvement in topic and audience, their intelligence and veracity of their statements. The speaker should avoid two extremes: no facial expression and plenty of them. Some people do not express many emotions with their faces naturally, however, the speaker should not have a totally empty look while speaking as this leads to audience's negative reaction. Being overly expressive leads to nearly the same result. Instead, orator should use a variety of appropriate, well prepared facial expressions while speaking. It is advised to smile at the audience naturally without being factitious.

Vocals

Voice carries speaker's ideas. The literate speaker, who is able to concisely convince an audience, should know how the voice and vocal can be used. Appropriate use of a pitch, a voice range, its speed, tonality and even silence can communicate the meaning of words and orator's feelings about them to ease understanding and increase impression. The monotone presenter is perceived as a tiresome person, this resulted in listener being bored. To improve vocal characteristics and sounds alive, the speaker should practice in advance by recording the voice and provide further analysis, or by presenting the speech to friends and family.

Useful advice:

1. Try to regulate all possible voice parameters to select the right "settings" in advance;

2. Breathe "with diaphragm";

3. Use pauses to increase expressiveness while moving from point to point;

4. Use pauses to help audience grasp important information.

Orator should avoid:

1. Using parasite words and expressions (um, uh, basically literally, you know);

2. Lowering and increasing of his or her voice at the end of each sentence.

Overall, the speaker needs to hold an idea that they are required to feel comfortable and look natural during the whole process of presentation.

CONCLUSION

An individual who wants to improve their skills in public speaking should pay attention to preceding information. If the interested person follows these rules and techniques he or she will be not only a perfect orator but also will be able to recognize an incompetent one which is strongly recommended in the Information Age where people are completely bombarded with unreliable information on every hand.

PART TWO – PRACTICAL IMPLEMENTATION OF THE THEORETICAL INTRODUCTION

The purpose of this bachelor thesis is to declare the principles of the outstanding technical presentation. For that purpose, I have chosen the speech of the founder of the SpaceX – Elon Musk.

In this part of my thesis I would bring up the points of my Theoretical part from actual presentation, that was called to be not the best public speech according to the viewers' comments on the official page of the SpaceX on YouTube and compare them with other presentations, that were called to be the examples of the successful presentation. I would also bring new definitions and techniques that were not mentioned in the theoretical part.

First of all, it is necessary to introduce the speaker – Elon Musk. According to Wikipedia Elon Musk is a South African-born American business magnate, investor and engineer. He is the founder, CEO, and lead designer of SpaceX; co-founder, CEO, and product architect of Tesla, Inc.; and co-founder and CEO of Neuralink (Wikipedia, "Elon Musk.").

The presentation I would be analyzing in this thesis took part at the International Astronautical Congress in Adelaide, Australia on 29th of September 2017.

1. Image of the speaker

Ethos is a rhetorical term that describes the self-portrayal of the presenter in various ways - with social status, dress code, body language and etc. This specific features of the speaker can create trust towards the audience and help to control and subconsciously influence them during the delivery of the speech.

Social status

lon Musk is the revolutionizing transportation both on earth and in space. He grew up in South Africa, then immigrated to Canada at age 17. He landed in the US as a transfer student at the University of Pennsylvania. Musk was a co-founder of Paypal; he scored a huge payday when the business was acquired by eBay for $1.4 billion in 2002.

Tesla Motors, his auto manufacturer, is bringing fully-electric vehicles to the mass market. Its Model 3 car retails for a starting price of $35,000. SpaceX, Musk's rocket company, is now valued at more than $20 billion (Forbes).

As the CEO of the SpaceX, Elon Musk had been asked to participate in the International Astronautical Congress in Australia in 2017.

The global economy and security of many nations depend on assured and secure access to satellites that provide communications, timing and navigation services and remote sensing data. Space probes are also vital to our understanding of the solar system and the far universe. The #IAC2017 program addresses all of these topics and emphasises the important contribution that space makes to STEM education as well. (IAC 2017)

Thus it is highly likely that the audience consisted mostly of the people who are aware of the mission of the company and the Congress. The presentation hall was full and over a million people watched the presentation online on the social video platforms, hence it is also possible to assume that Elon Musk has a high social status for the worldwide audience.

Dress code

Elon Musk is well-known for his social life - he is frequent user of the social platforms allowing him to stay in touch with the audience and be as transparent in his thoughts as possible. Nonetheless, his dress code is usually being formal, especially during various social events.

Dress code is not only a traditional way of presenting the serious topic on the eye of the wide public but also can create a statement of the individuality. The official suit Elon Musk was wearing for the presentation showed his self-portrayal as a CEO of the company - his strength, position and bonding to the audience (people of the astronautical industry).

Subject

The focus of Musk's new presentation, he gave at the International Astronautical Congress, was the Big Falcon Rocket or BFR.

"I think the most important thing I'm going to convey in this presentation is that I think we've figured out how to pay for it," he said, referring to the launch system. Musk previously called it the Interplanetary Transport System, but this year he readopted an older name: the BFR, which is short for "Big F---ing Rocket."[1]

Musk had also highlighted that one of the main points of the presentation is the sponsorship of the project. Hence, the presentation was important for him not only in terms of presenting the main product of the company but also in the potential growth of investments it could bring.

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[1] http://shitelonsays.com/transcript/making-life-multiplanetary-elon-musk-adelaide-iac-2017-09-29

With this points, we can assume that the Analysis (6) has been made and the speaker had carefully checked all the necessary details of the overall context of the speech by asking the fundamental questions: Who? Where? Why? Whom to?

2. Presentation - visual content

Moving to the other aspects of the Theoretical part 7. Data Collection, 8. Data Processing and 9. Organization, it is necessary to understand the sources, content and construction of the presentation.

Information

The presentation is explaining the ambitions of the SpaceX company on colonising Mars. 2017 presentation was the update on the information previous highlighted in the 2016 presentation about the ways of colonising Mars with giant reusable spaceships in Guadalajara, Mexico.

Presentation was highlighting

- Ways of reducing costs of manufacturing the parts of the rockets;

- On-field testings of the parts of the rockets;

- New characteristics of the parts of the rocket;

- Execution of the Mars colonization plan;

- Progress and the future of the BFR.

All the materials were taken from the first source - the SpaceX company and as a CEO of the company Elon Musk is the first source of the information regarding their work.

Materials

Throughout his presentation, Elon Musk has not only been talking with the audience but also using the materials on the screen to create the visual effect and ease the understanding of the construction of the BFR.

The presentation consists of 39 slides. Most of them are highlighting the main aspects of the 1-hour long speech. The presentation is made in a very clear and understanding way - it contains:
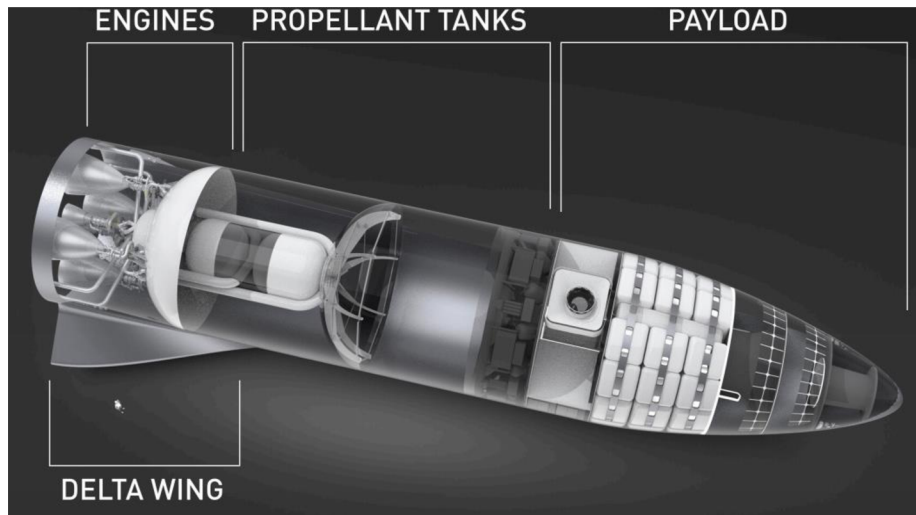
Picture 1

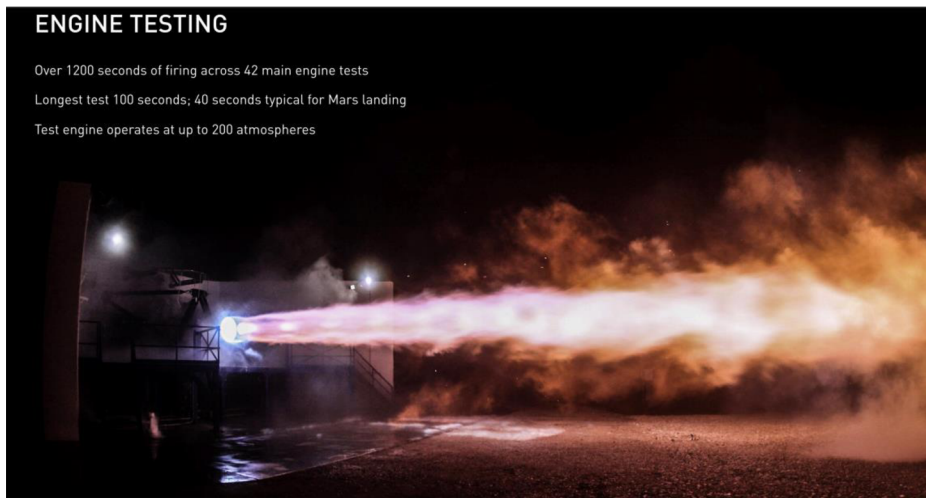- [2] Images of the parts of the rocket with the brief explanations for the better visual perception of the material;
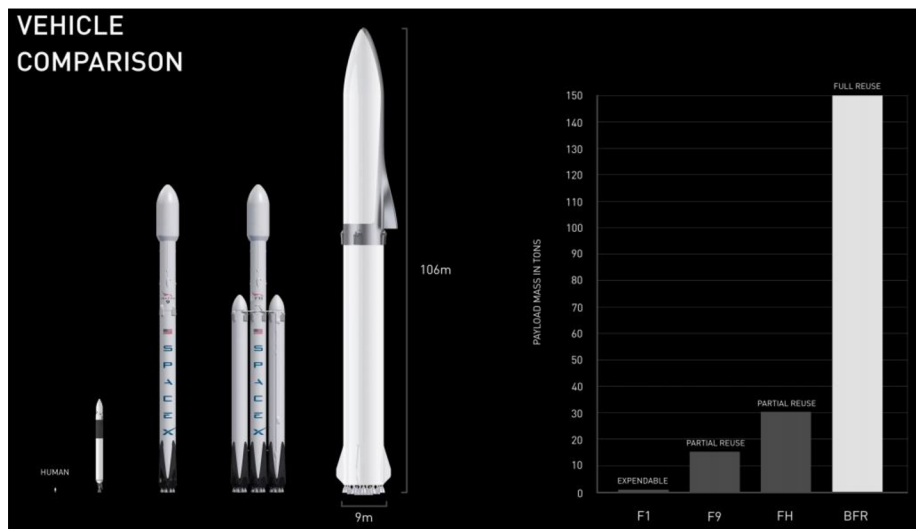
- Graphs and tables for understandable comparison;

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[2] http://www.spacex.com/sites/spacex/files/making_life_multiplanetary-2017.pdf

ENGINE TESTING

Over 1200 seconds of firing across 42 main engine tests

Longest test 100 seconds; 40 seconds typical for Mars landing

Test engine operates at up to 200 atmospheres

- Factual proofs of the points mentioned in the speech

Picture 3

It can be assumed that as Elon Musk is himself involved in creating the final product - BFR, there are no random slides in the presentation and all the chosen materials are reflecting the current state of the production on the moment of the presentation, hence all the materials used had a certain intention - to show the product in its current state and to create a vision of the further work. The presentation used the tactic of the moving between the main points with the implementation of the serial structuring, enabling the summary of the points into the overall idea.

The presentation ends with the BFR| Earth to Earth movie that summarizes the aspects of the presentation and shows the possible future. The conclusion of the presentation consists of the summary of the abilities of the BFR and also visualizing the future by creating a challenge of reducing the time of travelling between the cities first, moving to space afterwards, as can be seen on the pictures 4 and 5 (in the appendix).

2. Presentation - vocal content

Voice

Musk has different speed of voice throughout the whole presentation and there

are a few reasons for it. First of all, he reads the notes from the tele-text the screen in front of

him as can be seen in picture 6.

Picture 6

As was mentioned in the part 4. First steps of the theoretical part of this thesis - it is important

to start the presentation without the feeling of anxiety. In the very beginning of his

presentation - introduction speech, Elon Musk was showing his nervousness with the voice –

he makes pauses in some places and has interjections as "hmm", "emm" and etc. For

example, in the transcript of the video we can see the speech pauses he had made to prepare

for the next sentence or logical part.

01:45 – Elon Musk walks on stage [applause] Alright, so [1:47 - 48] I welcome you all. I'm going to talk more about what it takes to become a multi-planet species. ["emm" 1:53 - 54] And [1:55 - 57] just a brief refresher on why this is important: I think [pause] fundamentally the future is vastly more exciting and interesting if we're a space-faring civilization and a multi-planet species than if we're not. [pause] You want to be inspired by things. You want to wake up in the morning and think "the future's going to be great". And that's what being a space-faring civilization is all about [pause].

This is the updated design for the – well, [2:37 - 39] we're sort of searching for the right name, but the code name, at least, is BFR. ["emm… and…" 2:45 - 50] Probably the most important thing that I want to convey in this presentation is that I think we have figured out how to pay for it. This is very important. [3]

It is necessary to distinguish - not all of the pauses he made were the signs of anxiety of the first moments of the presentation. Some of them, for example after the phrase *I think [pause] fundamentally the future is vastly more exciting and interesting if we're a space-faring civilization and a multi-planet species than if we're not. [pause] You want to be inspired by things,* the pause was made to create the transition from one thought to another, as it might be complicated for the audience to follow the rapid speech and as it was 1-2 seconds long, it allowed to separate the information as if there was a period in writing.

Pausing in the public speaking can be used strategically as a tool allowing listeners to follow the presenter and stay engaged. Such technique can be used for emphasizing the key points of the part of the presentation as, for example did Steve Jobs in his presentation of Iphone in

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[3] http://shitelonsays.com/transcript/making-life-multiplanetary-elon-musk-adelaide-iac-2017-09-29

2007:

Apple's been very fortunate. It's been able to introduce a few of these into the world. In 1984, we introduced the Macintosh. It didn't just change Apple, it changed the whole computer industry [0:27:12]. In 2001, we introduced the first iPod, and… it didn't just – it didn't just change the way we all listen to music, it changed the entire music industry [0:27:36].[4]

In the further speech of Elon Musk we can also find the Sense Pause. The sense pause is roughly where a comma would be in writing (Fripp, P.). *We can see it in further speech of Elon Musk here: This is the updated design for the – well [2:37 - 39] we're sort of searching for the right name, but the code name, at least, is BFR.*[5]

Voice – conversational style

The presentation was held in overall colloquial language – this created a feeling that orator was speaking directly to the audience. Elon Musk was keeping serious tone of the presentation, however still used jokes as for example, reference to the South Park at [3:45] *We went through various ideas, Kickstarter, **collecting underpants** [South Park reference], these didn't pan out.* Use of humor seemingly relaxed audience and orator.

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[4] http://www.european-rhetoric.com/analyses/ikeynote-analysis-iphone/transcript-2007/

[5] http://shitelonsays.com/transcript/making-life-multiplanetary-elon-musk-adelaide-iac-2017-09-29

3. Presentation – body language

Body language – posture

[6]We can see that the posture of the orator shows his nervousness - for example this pose at [2:18] on the picture 7.

- palms make fists;
- legs are tightly flexed.

Picture 7

This pose can create a feeling that person is trying to find the balance for their body. Fists can be an indicator for the audience that orator has something to hide and can create a subconscious feeling of dishonesty of the speaker.

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[6] https://youtu.be/tdUX3ypDVwI

On the picture 8 we can see the pose of Steve Jobs on the iPhone presentation - it is almost the same but

- [7]palms are opened;
- legs are in natural flex.

Picture 8

This posture creates different perception of the speaker - listener can see that this person is not stressed and can freely walk as there is nothing that bounds the movement.

It is understandable that anxiety and nervousness are normal for the human behavior. Nonetheless, in order to become profound in public speaking orator should be able to prevent themselves from the fear of audience. For that purpose, it is possible to use various techniques: relaxation techniques, familiarizing with the setting, preparation and etc.

Body language – moves

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[7] https://youtu.be/9hUIxyE2Ns8

Elon Musk's body language is unconfident and non-energetic. He does not use wide gestures and movements. He does not walk across the stage - he stays in front of the screen in the middle of the stage, slightly moving around imaginary point on the stage. It can be seen on the different pictures made during the whole presentation (picture 9 [15:20], picture 10 [19:15], picture 11 [35:01]).

| Picture 9 | Picture 10 | Picture 11 |

As was also mentioned above, orator had been using the tele-text screens in front of him to follow the presentation. They can also be seen on the pictures above.

The overall body language showed that Elon Musk felt uncomfortable being on the stage facing such a big audience presenting one of the most important technical breakthrough of the time.

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[8] https://youtu.be/tdUX3ypDVwI

Nonetheless, he appears to be deeply concerned in explaining all features of the rocket and appeals more on the what is said rather than what movements need to be done to show it.

[9] He was underlining the words with the gestures and facial expressions.

As on the picture 12 [14:16], when he was providing estimate reusability percentage of the Falcon 9 rocket.

Picture 12

Or on the picture 13 [35:12] when he used the gesture made by putting the pointer finger and thumb together, like the "okay" sign, when making a point. Then slowly moving hand when making an important point of Mars transportation architecture topic.

Picture 13

Body language – eye contact

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[9] https://youtu.be/tdUX3ypDVwI

Throughout the whole presentation Elon Musk was holding a balance between checking the notes on the screen and looking directly at the audience. On the video recording it is visible that he was looking not only directly to camera, but also was keeping the eye contact with the members of audience and visually addressing the information to them or to the camera, which could be also assumed as talking to the inanimate object, however, it does not make any impact on the attention of the auditory. Orator's eye contact was not bothering to the audience and was mostly highlighting the main ideas and summaries.

10

Picture 14

CONCLUSION

The analysis of the Elon Musk's presentation had shown that for the successful presentation orator should remember of the key points – they need to be prepared to the audience not only mentally but also in terms of the knowledge of the topic of the presentation. It is important to understand what kind of people the listeners are and what are their main topics of interest. Despite the several issues throughout the presentation Elon Musk was able to interest the audience – they were following his presentation, laughing at the jokes and awarded with the applause in the end.

It is necessary also to know the language of the people orator would be presenting for. It is inappropriate to use colloquial language full of expressions like "gonna" or specific ones typical for the other group of people in front of the scientific audience. However, it is also important to keep the overall language plain and simple, to keep listeners following speech.

The body language should also not be forgotten. The posture and movements can affect the subconscious interceptions of the listeners and make them either follow the topic or to assume that orator has something to hide and feels uncertain in the theme. It is necessary to keep appropriate and adequate eye contact – moving across the audience without staring at certain people and avoid talking to inanimate objects like cameras or walls.

Despite, Elon Musk has been violating some of the above-mentioned points of the successful presentation, the audience still agreed that the overall impression of the presentation was rather

inspiring than confusing. Hence, we can assume that the suggestions on how to make the successful presentations can change. Which creates the further implementation of this thesis for analysis with the newest, not yet established suggestions on effective public speech.

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APPENDIX
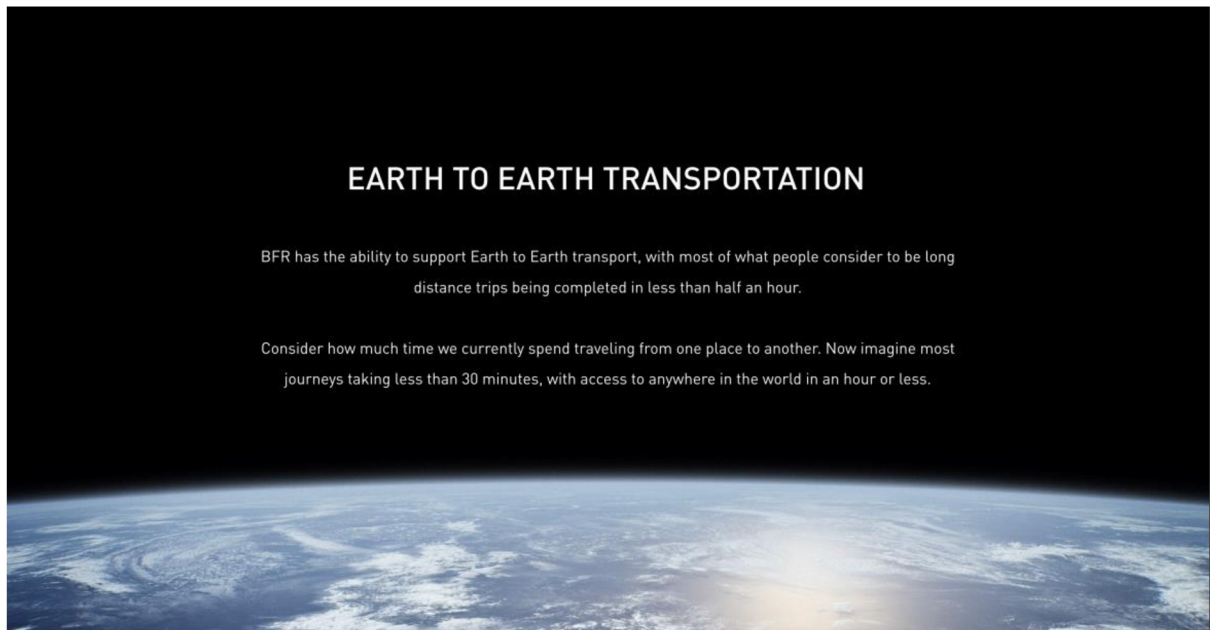
Picture 5

11   Picture 6

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[11] http://www.spacex.com/sites/spacex/files/making_life_multiplanetary-2017.pdf