



unitar

United Nations Institute for Training and Research

COURSE SYLLABUS

The Art of Speechwriting

e-Learning | 12 November – 2 December 2018



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Disclaimer and Acknowledgements

Please carefully read the Disclaimer and Acknowledgements documents located on this course's home page before beginning the course for more information about the terms and conditions of use of UNITAR's virtual learning environment and acknowledgement of those organizations for their authorization to use audio transcripts, webcasts and photographic imagery.

Course Presentation

Throughout history, the speech has been one of the most powerful forms of communication. Technological, social and economic changes have enhanced that power. As digital communication has increased, speeches have had to become more authentic and honest.

This course gives you the essential principles of the art and craft of speechwriting. After first defining why speeches matter, the course looks at the three golden principles of speechwriting, before moving on to how to make the content memorable and engaging. It then focuses on honing the participants writing and editing skills with specific exercises on hooking your audience and crafting media sound bites and quotes. Finally, it examines how to deliver a speech with confidence and conviction.

Course Outline

Module 1: The art of speechwriting

- Lesson 1: Why do speeches matter?
- Lesson 2: The 3 golden principles
- Lesson 3: Messaging
- Lesson 4: Structuring content
- Lesson 5: Rhetorical techniques
- Lesson 6: Storytelling

Module 2: The craft of speechwriting

- Lesson 1: Roles and challenges of the writer
- Lesson 2: The writing process
- Lesson 3: Powerful writing
- Lesson 4: Crafting sound-bites and quotes

Module 3: Delivering the speech

- Lesson 1: Remembering your speech
- Lesson 2: Managing nerves and building confidence
- Lesson 3: Using the visual, verbal and vocal channels
- Lesson 4: Being present - applying improvisational techniques

Contents and Learning Objectives

Module	Content	Learning objectives At the end of the module, you will be able to:
Module 1 (6 hours) The art of speechwriting	<ul style="list-style-type: none"> • How speeches have changed the world • Elements of a good speech • The 3 golden principles - audience/emotions/less is more • Messaging • Structuring content into a story • The power of rhetoric and the metaphor • Storytelling 	<ul style="list-style-type: none"> • Identify what makes a good speech • Apply the three golden principles • Craft messages appropriate for your audience • Structure content into a logical narrative • Use rhetorical techniques for impact and use storytelling to win hearts and minds
Module 2 (4 hours) The craft of speechwriting	<ul style="list-style-type: none"> • Roles and challenges of a speechwriter • Principles of effective writing • Powerful language • Avoiding jargon and redundancies • Writing sound bites/quotes for the media • The writing process including reviewing and editing 	<ul style="list-style-type: none"> • Convey complex information clearly and compellingly • Manage the audience's attention span throughout the speech • Get your message across to the media and on social media
Module 3 (3 hours) Delivering the speech	<ul style="list-style-type: none"> • Remembering your speech • Aligning the words, the voice and body language. • Using your voice for impact • Being present in the moment • Building rapport with the audience • Managing nerves and building confidence • Being present 	<ul style="list-style-type: none"> • Apply various techniques for remembering your speech • Appraise the principles of effective delivery • Recognize the importance of non-verbal communication • Sound natural when reading a text • Connect emotionally with the audience and use improvisation to improve stage presence.

Methodology

The course will be delivered via the e-Learning platform Moodle (please see the course *User's Guide* for instructions on using this platform). This pedagogical tool will help the student meet the course's learning objectives through a self-paced study routine supported by multimedia, optional and required readings, discussion forums, assessment quizzes, and a wealth of other information. Adapted specifically to full-time professionals, students will learn by: absorbing (reading), doing (activities), interacting (socializing), and reflecting (relating to personal experience).

Materials will be posted online on a weekly basis (see Complete Course Schedule under Study Planning section for more details). Your course is divided into three modules.

Module 1 (duration of 6 hours), Module 2 (duration 4 hours) and Module 3 (duration 3 hours) contain the same structural elements:

- Contents
- Objectives
- Lesson Material (text, video, interactive exercises and documents)
- Assessment
- Discussion Board
- Exercise

Grading Policy and Course Completion

Students are eligible for a course certificate upon successful course completion. Successful completion requires:

- **an 80% passing grade on EACH of the three weekly assessments on Module 1 and Module 2** (8 out of 10 questions correct); you may take each assessment up to 3 times (questions are randomized from a larger pool of questions and therefore will change upon assessment attempts);
- participation in the 3 Discussion Board forums; your posts will be evaluated according to both **quantity and quality** (e.g., content relevance and contribution to overall discussion).
- participation in the 3 Module Exercises

Before moving to the next module, you should: **(a)** read all the core module texts, **(b)** take the module-based assessments, and **(c)** participate in the weekly Discussion Board forums. You are encouraged to consult the optional external links to enhance your knowledge of the given lesson's topic (e.g., links to websites and additional documents). **(d)** participate in the weekly exercise.

All assessments, once made available, will remain accessible until the end of the course and you can be taken anytime during the duration of the course, however assessments should be taken before moving to the next module.

UNITAR's e-Learning Committee will make the final decision regarding certificates in consultation with the moderator. UNITAR reserves the right to award certificates only to those considered as "eligible" participants. We urge you to take a clear note of the above requirements. If you need any clarification, please do not hesitate to contact UNITAR's Division for Multilateral Diplomacy,

Study Planning

The following study grid indicates which course activities are mandatory.

Activity	Mandatory
Interactive Course	Yes
External Links and Readings	No, recommended
Cybrary ¹	No
Module Assessments	Yes
Discussion Forums	Yes
Exercises	Yes
Course Evaluation	Yes

What is distinct about this learning experience is that it is an **online** learning experience. Online training, by its very nature, entails delivery of educational content over the internet. As you will proceed in this course, training materials will be made available to you through UNITAR's e-Learning portal. This course will also provide links to other web resources such as references and documents. Additionally, it will require you to use simple collaborative tools such as email exchanges among the group/participants who have registered for this course as well as participate in a discussion forum.

The UNITAR team is available to provide guidance and user information to help you participate and **contribute actively** to the discussion forums, which are an important requirement for completing this course. You will also have access to a course moderator (or instructor) who will animate the discussion board as well as answer substantive and course related questions (either using the Discussion Board or through a traditional e-mail method). There will thus be no face-to-face interaction. All interaction will take place through the internet using UNITAR's e-Learning portal!

The **advantages** of online training are many. You are able to :

- schedule and pace your learning according to your specific needs
- make use of additional resources using the internet
- work from office or home as long as you have a computer with an internet connection
- connect with your fellow participants and instructors through the learning portal

The lack of face-to-face interaction will require more discipline and pro-active planning on your end in order to successfully meet the course's learning objectives. In this regard, it is thus different and distinct from a traditional face-to-face training course.

¹ The Cybrary contains important course information; please see the next section on the course's Learning Content.

The following **Complete Course Schedule** indicates when materials will be posted online and taken offline. Note that following the fourth week, material will remain available online for the wrap-up session in which participants can take the Course Evaluation, as well as finish all assessments until the specified date.

Week	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday Sunday
12 November 2018	First Day Module 1 online Exercise 1 online	DB 1 online Assessment 1 online				
19 November 2018		DB 2 online Assessment 2 online			Module 2 online Exercise 2 online Module 3 online Exercise 3 online	
26 November 2018		DB 3 online Assessment 3 online Evaluation Online				Deadline to submit Exercises 1,2 and 3
3 December 2018		All DBs close		All assessments close Assessment answers online	Feedback and Special Recommendati ons from the Trainer	Evaluation closed Course closed

Although this online course is asynchronous – meaning that the interaction between you and the trainers or fellow participants will take place intermittently with a time delay – it will be important to establish a course study routine that best adapts to your work schedule, family commitments, Internet connection speed, etc. This will allow you to complete your assignments and tasks in time (on a week-by-week basis) and thus maintain a similar pace as other course participant. *Please note that the MDPU e-Learning Team will send a reminder if your module-based assessments have not been completed.*

Learning Content²

The complete set of course materials **will NOT be available all at once on the UNITAR portal. Materials will be posted on a weekly basis.** Learning materials are organized as follows:

1. Interactive Course

The interactive course is the core mandatory learning activity. The various module lessons contain links to external documents and websites, videos, questions and suggested responses, and basic text. The lessons are relevant to a wide demographic of participants, both those with basic knowledge on the topic as well as those with more advanced knowledge who wish to focus on the more specialized points of the course.

2. Resources

The Resources section contains both optional and mandatory materials to enhance your understanding of a given lesson's subject matter. For example:

- a) **Cybrary (Cyber Library)** contains many additional resources, including:
- Printable PDF version of each module (with the Documents to Download cited in each module)
 - Optional Readings
 - Assessment Answers (posted at the end of the course)

3. Key Icons



Quotes, technical jargon, etc.

² See Disclaimer for more information regarding the terms and conditions of use of the course material.



Warning: mistakes to avoid, particular point of interest, etc.



Video clip or webcast



Question / Interactive exercise



Document to download / Website link

Course Moderator

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After a successful career as a BBC correspondent (London, Brussels and Geneva) and spokeswoman for the UN and WWF International, Claire has worked for the past 7 years as a trainer, coach and video producer.

Her experience as a top-class journalist and spokeswoman puts her in a unique position as a trainer as she understands the realities of public relations and the media. Claire has trained public relations experts as well as at CEO and senior management level all over the world working with some of Switzerland's best cameramen and video-editors.

Technical Support

For any technical issue or coordination matter, you may contact the Multilateral Diplomacy Programme Unit e-Learning Team (MDP e-Learning Team) by sending a message through the UNITAR Virtual Learning Environment.

You may also contact us by email at mdp-elearning@unitar.org. Email support is available 24/7, and we will respond within 24 hours.

MDPU e-Learning Team

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