

Presenting Competence: Pitch, Topoi, and Sound Bite*

What's special about oral communication?



*Based on ideas and material originally developed for courses at RUC 2015-19, in collaboration with Jonas Gabrielsen. Henrik Juel, 2021.

“Don't tell people all you want them to know – tell them the one thing you want them to remember”

Sorry, I don't remember who said that
– I only remember:
“the one thing”

Work with topoi:
Find the strongest argument

“Don't tell people all you want them to know – tell them the one thing you want them to remember”

Pro & con?

Should we have more video
(camera) surveillance in our cities?

We can usually all come up with a few arguments
pro & con (random brain storm).

To find more arguments it helps to check out various
“topoi”, as did the ancient Greek rhetoricians.

Here follows a modern version – but note: you only
pick out the strongest points – that which suits best
this occasion and audience...

Pro: more video cameras

("places to look", suggestions, examples only)

Economy: will stop thieves and vandalism

Environment & Climate: will stop littering

Ethics: will make us feel safe

Aesthetics: modern cameras are beautiful

Culture: will stop crime culture and gangs

Religion: will reinforce "God sees everything"

Individual: old people feel safe in the streets

Society: much more order and less crime

Con: more video cameras

("places to look", suggestions, examples only)

Economy: expensive way to fight crime

Environment & Climate: will use energy

Ethics: will make us all feel like in a prison

Aesthetics: modern cameras are ugly

Culture: better to build on trust and freedom

Religion: only God should see everything

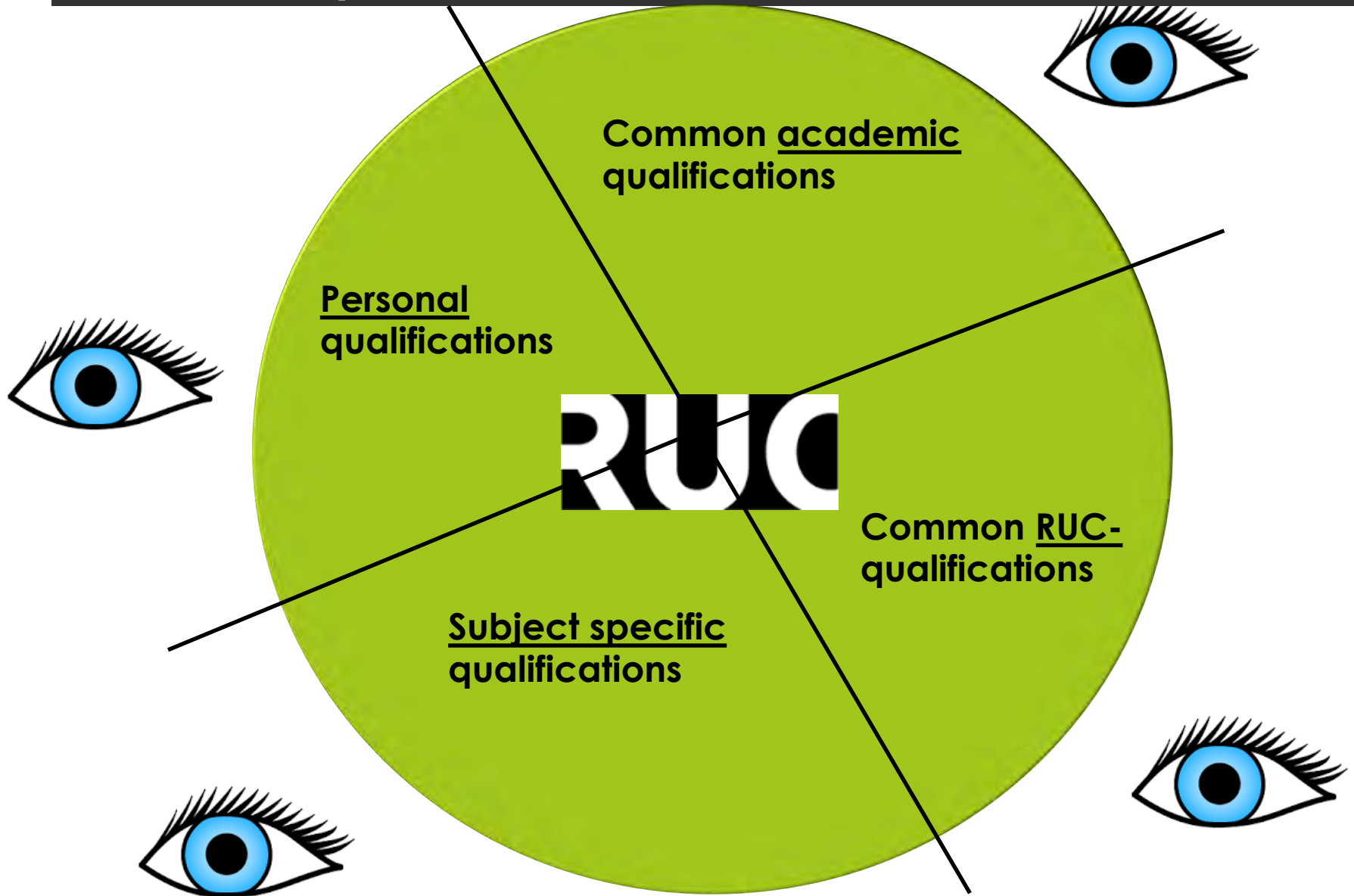
Individual: no privacy or individual freedom

Society: too much "Big Brother", alienation

Exercise – the professional-personal Pitch

- Imagine you are going to a job interview
- It could be at the Danish Foreign Ministry, or a big NGO organization – they need new student employees...
- – and you need to present your professional qualifications (+ a few personal qualities) in a short speech (Pitch) – no more than 2 minutes long
- - how do you want to be seen, and what do you want them to remember about you?

Here is a "Hire me from RUC" topoi-catalogue in 4 parts



What academic qualifications can you emphasize?



- I can analyze...
- I can manage a large amount of texts and material...
- I can back up with theories...
- I can understand complex situations...
- I can work methodically...
- I can remain critical...
- I can challenge "normality" and tradition...
- I can speak and write correctly...
- Etc. ...

What RUC-qualifications make you stronger (than all the other)?



- **We do problem oriented work...**
- **We can cooperate in teams...**
- **We can work in an interdisciplinary fashion...**
- **We can handle projects, including production...**
- **We know about deadlines ...**
- **We can work independently ...**
- **We search for new knowledge...**
- **We know how to work with end users and sponsors...**
- **Etc. ...**



What subject specific qualifications can you offer?

- **I can work in different media (social, text, picture, speech, video, etc.): stress one!**
- **I can handle target group and user analysis...**
- **I know how to investigate reception...**
- **I know about empirical work...**
- **I can produce communication campaigns, web-pages, blogs, press announcements...**

What personal qualifications can you add to your professional skills?



Ethos

Fronesis (clever)

I am critical...
I am curious...
I am experienced...
I am observant...
I am focused...
Etc. ...

Arete (virtues)

I am independent...
I am dynamic...
I am persistent...
I am patient...
I am robust...
I am responsible...
Etc. ...

Eunoia (good will)

I am open minded...
I am respectful...
I am flexible...
I am dedicated...
I am carefull...
Etc. ...

Having found your 4 (or more?) strong qualifications – how do you make so many points come alive in the minds of people?

“Don't tell people all you want them to know – tell them the one thing you want them to remember”

Work with a specific example or illustration: an image/personal detail/story to be remembered

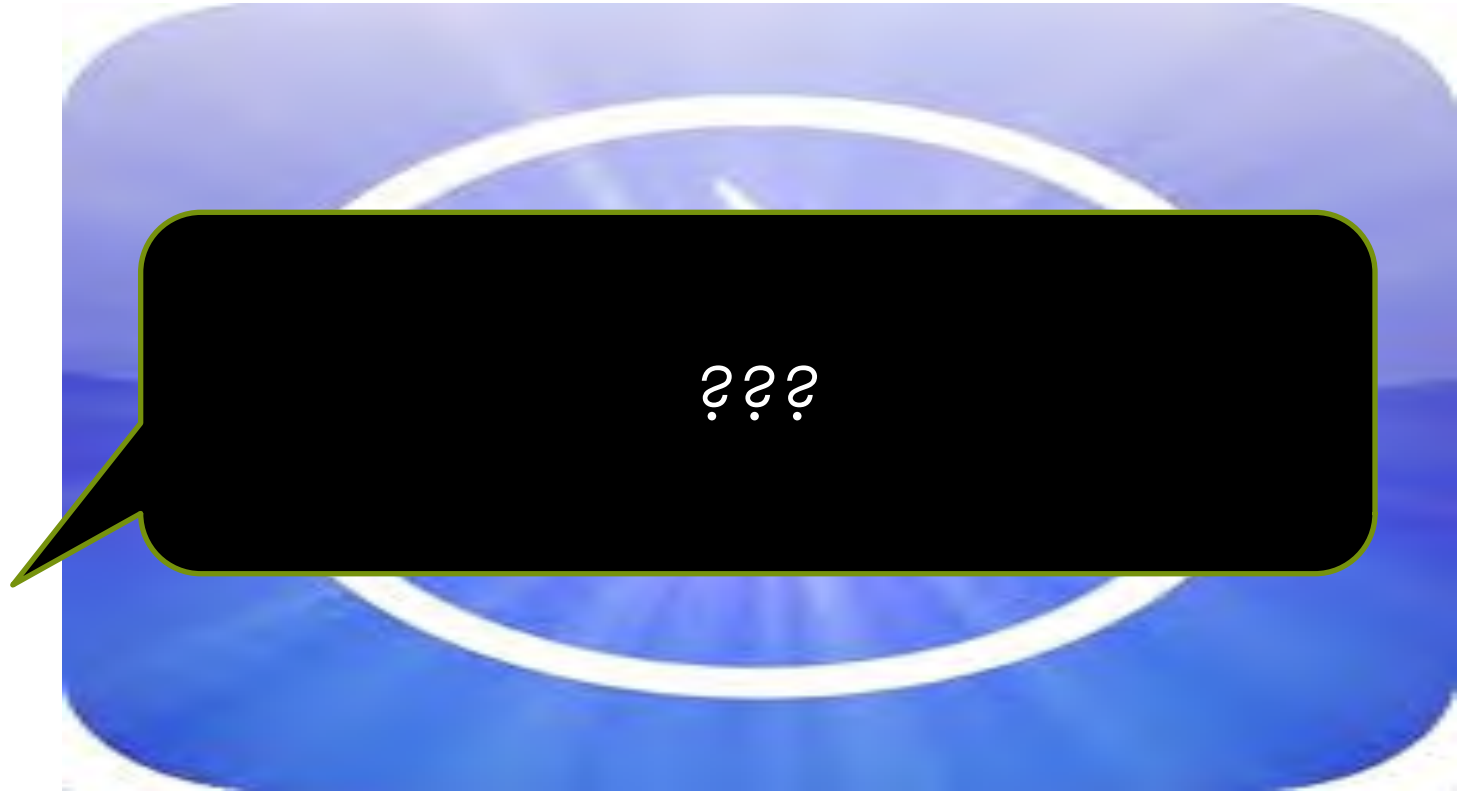
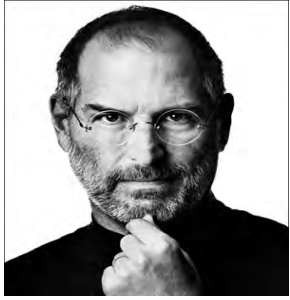
Example/story/illustration/picture:
This is the personal touch that will
make you stand out!

- Do you have a great hobby?
- Do you do sport?
- What about your family life (personal, but not indiscrete or private)?
- Where you live or where you come from?
- Your dreams for the future?
- What do you personally do for the climate/local community?

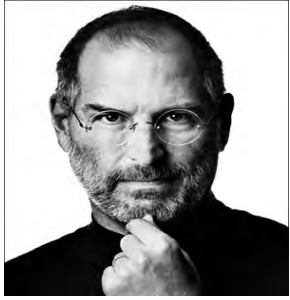
Work with topoi:
Find the strongest argument

"Don't tell people all you want
them to know. Tell them the one
thing & remember to be remembered
Work with a specific example
or illustration: an
image/personal detail/story

Work with sound bites:
Formulate the strongest argument
so that it will be remembered - and
the rest will most likely follow....



Steve Jobs præsenterer The App Store



"It is going to reach every iPhone user"

Steve Jobs præsenterer The App Store

How to create a sound bite?

1. Selection
2. Concentration
3. Formulation
4. Rehearse/appropriate/incorporate/drill in
5. Execution

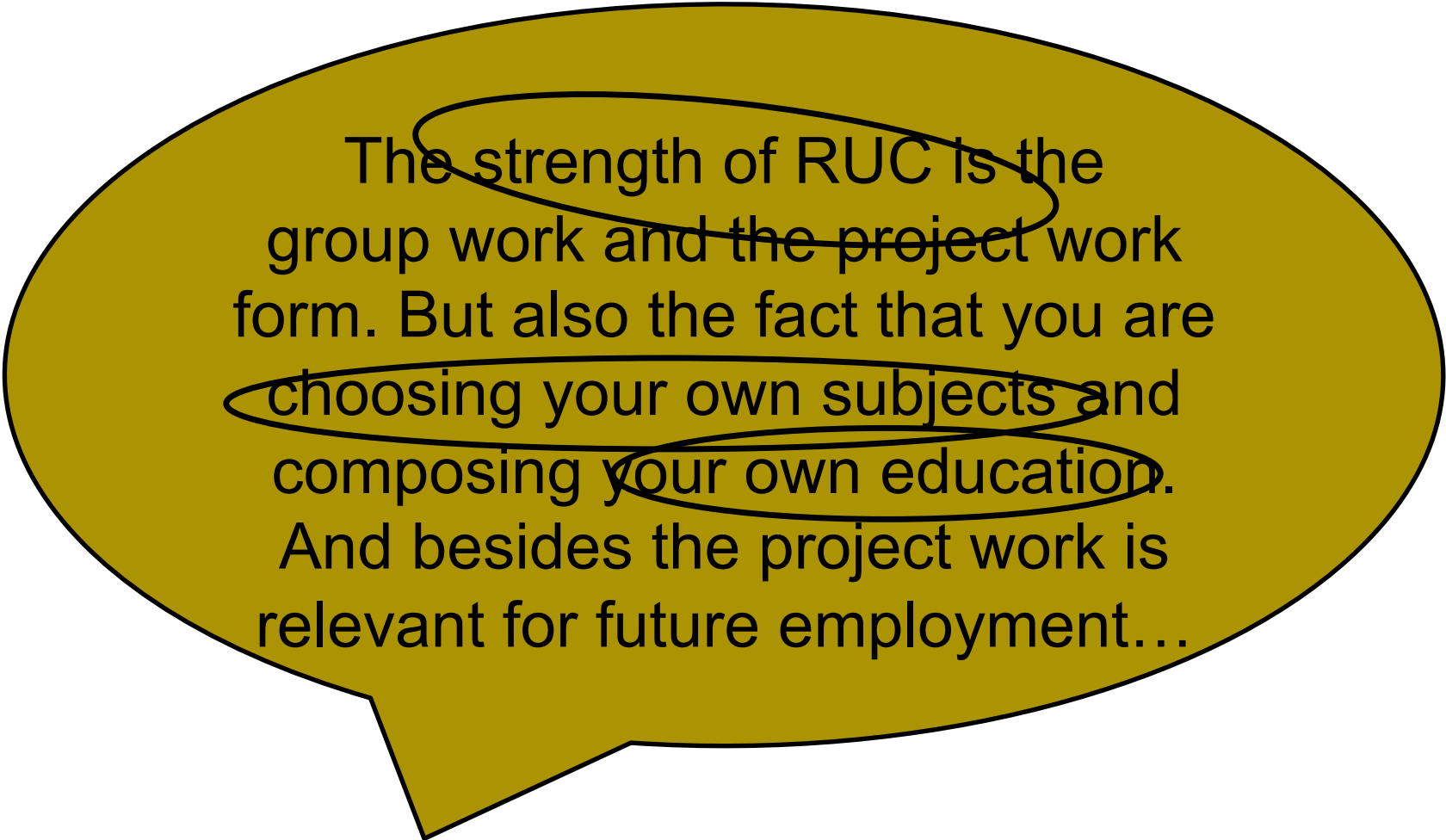
An example of concentrating the point

The strength of RUC is the group work and the project work form.

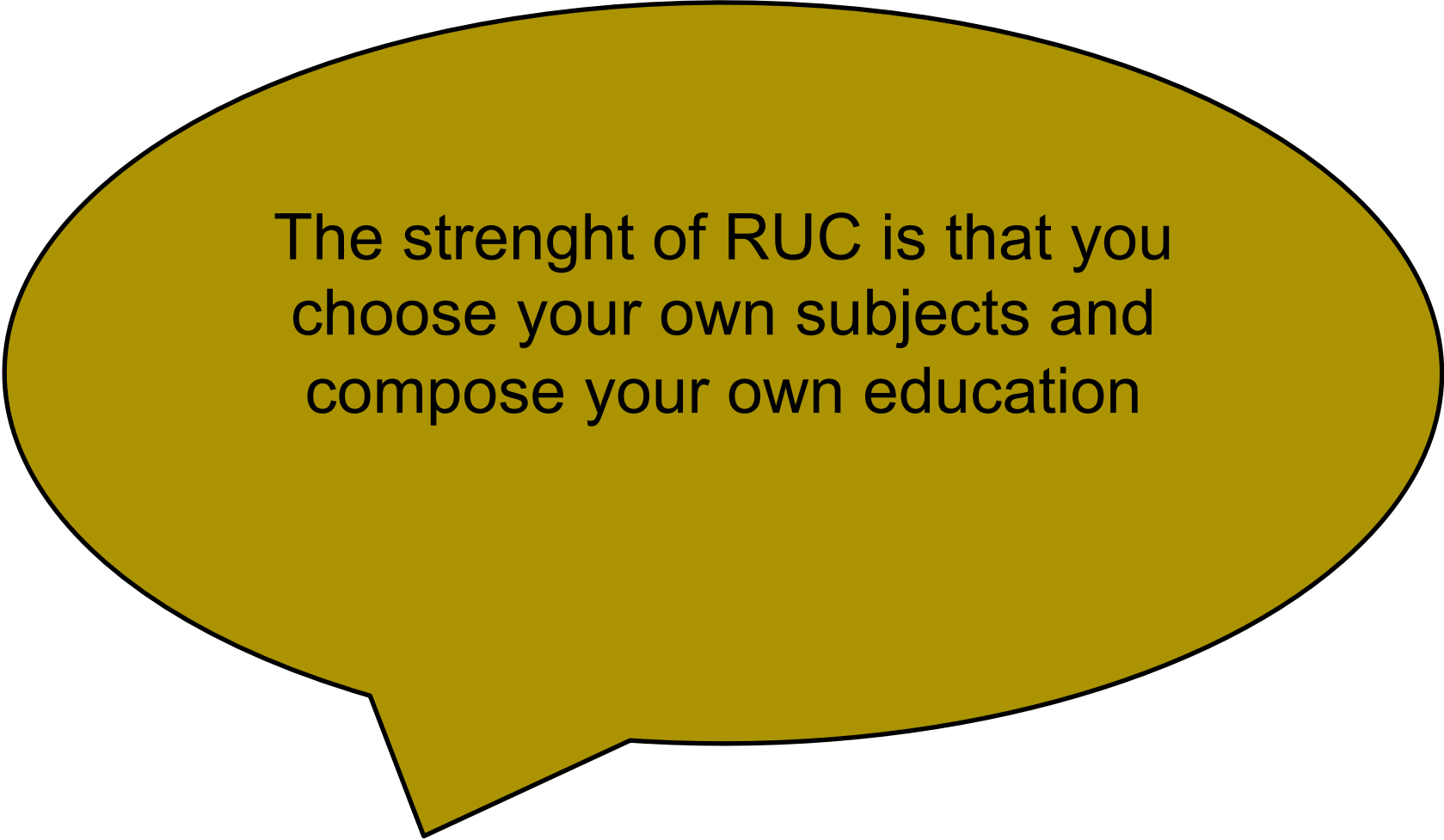
But also the fact that you are choosing your own disciplines and composing your own education.

And besides the project work is relevant for future employment...

An example of concentrating the point



The strength of RUC is the group work and the project work form. But also the fact that you are choosing your own subjects and composing your own education. And besides the project work is relevant for future employment...



The strenght of RUC is that you
choose your own subjects and
compose your own education



At RUC
you design
your own education!

Go back/see more on Henrik Juel ←

<http://www.henrikjuel.dk>



- Just a student of life!

Was that a sound bite?