

Rhetoric: The Art of Speech & Persuasion

For Speakers of English as a Second Language & for Natives

Opening Date: May 2nd, 2023

Tuesdays 17:00-21:00

Certification Program Directed by **Dr. Michelle Stein Teer**

Rhetoric, the art of speech and persuasion, is a must have technique for professionals in all fields to advance goals, raise funds and motivate action. When people discuss the topic of public speaking, many say: “You either have it or you don’t.” Rhetoric Art, our inspirational and practical English program, will prove to you that effective speech is an acquired social trait that we can all upgrade, even when English is our second language.

In this English workshop – Hebrew is banned. You must be able to read and understand what I’m writing you here and speak considerable English. You don’t have to be a native speaker, but you’ll have to open your mouth and speak in English in front of others. You’ll discover the most common mistakes Israelis make in English, enabling you to correct your language patterns. This workshop is designed to strengthen your courage muscle, enabling you to say ‘Yes’ to every opportunity to have your voices heard on all stages of life in any of your languages.

Rhetoric is the profession of all professions. It plays a central role in all sectors, including business, government and academia. Research shows that there are great rhetorical similarities between successful women and men. Successful

people learn how to communicate in harmony between verbal and nonverbal messages and present themselves and their ideas convincingly to the world.

During our sessions you practice and experience different types of communication in front of an audience and the camera. Together we examine your presentations and give professional and peer-to-peer feedback, analyzing your Personal Communication Profile and Rhetoric Intelligences in a process that perfects your speaking styles.

Dr. Michelle Stein Teer, the Academic Director and Lecturer at the Rhetoric Art program at IDC, is a rhetoric expert and a political communication and cognitive psychology scholar. She established and owns the Rhetoric Academy that trains senior professionals in government, business and academia in English and in Hebrew. She teaches at IDC, Bar-Ilan and Tel Aviv Universities, and her PhD study examined: "What Makes a Speech Effective?" Stein Teer established the SPECTrum of Rhetoric Intelligences theory and the Personal Communication Profile model based on rhetoric-cognitive behavioral patterns of Netanyahu's and Obama's UN speeches.

ACQUIRED SKILLS

- Professional Speaking Style in English
- Conquering Stage, Camera & Language fright
- Managing First Impression
- Creating Inspiring Openings & Motivating Endings
- Verbal & Nonverbal Knowledge & Awareness
- Reading Body Language
- Writing & Storytelling Skills
- Multiple Rhetoric Intelligences to Convince and Control Objections
- Gender-Rhetoric Awareness
- Multi-Cultural Communications
- Personal Branding in the Digital Age
- Strengthening the Courage Muscle

FRAMEWORK

7 meetings on Tuesdays starting May 2, 2023, 17:00-21:00, 28 academic hours:

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| 1st meeting (2.5.2023): | What Makes a Speech Effective? |
| 2nd meeting (9.5.2023): | Writing & Storytelling |
| 3rd meeting (23.5.2023): | The SPECtrum of Rhetoric Intelligences |
| 4th meeting (30.5.2023): | Winning Power Point Presentations |
| 5th meeting (5.6.2023 Monday): | Media Secrets & Controlling Objections |
| 6th meeting (13.6.2023): | Multi-Cultural Communication in the Digital Era |
| 7th meeting (20.6.2023): | Festive Filmed Presentations Party |

[*] Dr. Michelle Stein Teer and Executive Education at Reichman university reserve their right to alter changes in the above program.