



California Cadet Corps Curriculum on Communications



“Think, Listen, Speak, and Write to
Influence”

L2/B: Organizing Your Thoughts



Organizing Your Thoughts Agenda

- B1. Public Speaking
- B2. Oral Presentation
- B3. Effective Writing
- B4. Creative Writing



PUBLIC SPEAKING

B1. Understand the golden rules of public speaking



Organizing Your Thoughts

Objectives

90% of Unit Cadets are able to prepare an oral presentation and are able to write effectively.

1. Understand the golden rules of public speaking
2. Know how to prepare an oral presentation
3. Know the components of effective writing
4. Define creative writing

Essential Question:

What should be done in order to give a good public speech?



Public Speaking

- Five Golden Rules:
 - Research the audience
 - Be prepared
 - Stay calm
 - Become a public speaking pro
 - Look for the lighthouses



Research the audience

- Learn about your audience
- Understand your setting
- Design your speech to your audience's level



Be Prepared

- Research your topic & prepare
- Practice, practice, practice
- The more you prepare, the better you'll do





Stay Calm

- Relax!
- Use calming techniques
- Be comfortable with your preparation



Become a Public Speaking Pro

- Practice as much as possible
- Seek out public speaking opportunities
- Exercise and grow your skills



Look for lighthouses

- Lighthouses – people in your audience who are:
 - Engaged
 - Focused
 - Involved
- Look for them & speak to them, they will give you the energy you need to be confident!



Check on learning

1. Why research the audience?
2. T/F? You should wait until the day of your speech to practice.
3. Relaxation techniques, like breathing exercises, can help you stay ____.
4. Why seek out public speaking opportunities?
5. When giving a speech, who are “lighthouses” in your audience?



ORAL PRESENTATION

B2. Know how to prepare an oral presentation.



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Essential Question:

Prepare an outline for an oral presentation.



Oral Presentation Components

Introduction

- Hook
- Thesis
- Forecast
- Relation Statement

Transition

Body

- Main points
- Facts /support/arguments

Transition

Conclusion

- Recap
- Hook



Introduction

- **Hook:** short, popping statement to capture attention
- **Thesis:** statement sentence, topic
- **Forecast:** highlighting specific points that will be covered in the body
- **Relation:** statement or two that shows audience how topic relates to them





Transitions

Introduction

Transition: word or short phrase that tells the audience you're moving on

Body



Body

1. First point or main argument

a. Signpost

2. Second point or supporting argument/fact

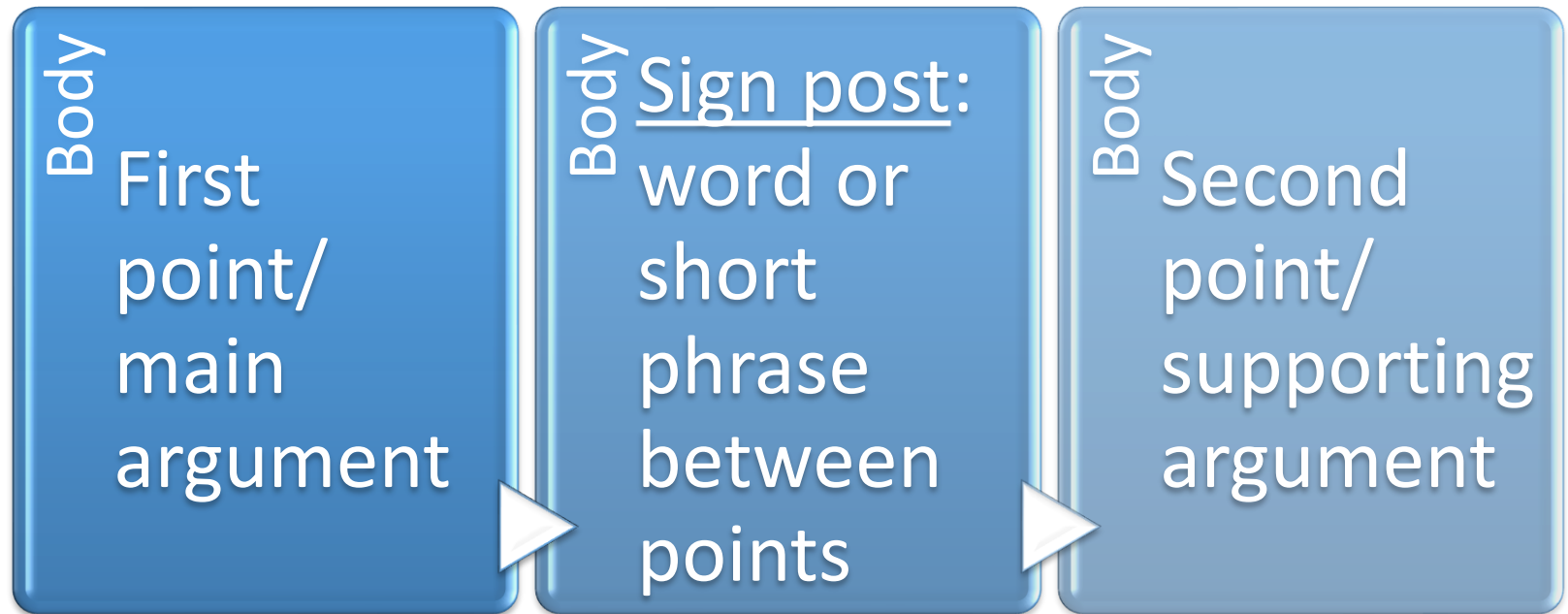
a. Signpost

3. Third point or supporting argument/fact

a. Transition



Signposts





Conclusion



- Recap
 - Revisit your most important points
 - Not the same as your forecast
 - What you want your audience to maintain
- Hook
 - Different than the one you began with



Leadership Application

- Drill commands
 - Preparatory command (intro)
 - Command of execution (body)
 - Movement (conclusion)
- Teach classes
 - Intro
 - Lesson (body)
 - Check on knowledge (conclusion)
- Execute commands from superiors
 - Instruct task (intro)
 - Ensure understanding (body)
 - Supervise accomplishment (conclusion)



Speech Outline Template

Intro

- 1) *Hook* – short, pop, shocking, related to the thesis
- 2) *Thesis* – tell the audience what the speech will be about
- 3) *Forecast* – highlight specific points that will be covered in the body
- 4) *Relation* – a statement or two that shows audience how the topic relates to them

Transition – *brief moving forward statement*

Body

Point 1 – First point or main argument

SP (signpost) – *between points (ex. “And now...”)*

Point 2 – Second point or supporting argument/fact

SP – *(ex. “My last point will be...”)*

Point 3 – Third point or supporting argument/fact

Transition – *to end (ex. “Now that you know about _____, let’s wrap this up”)*

Conclusion

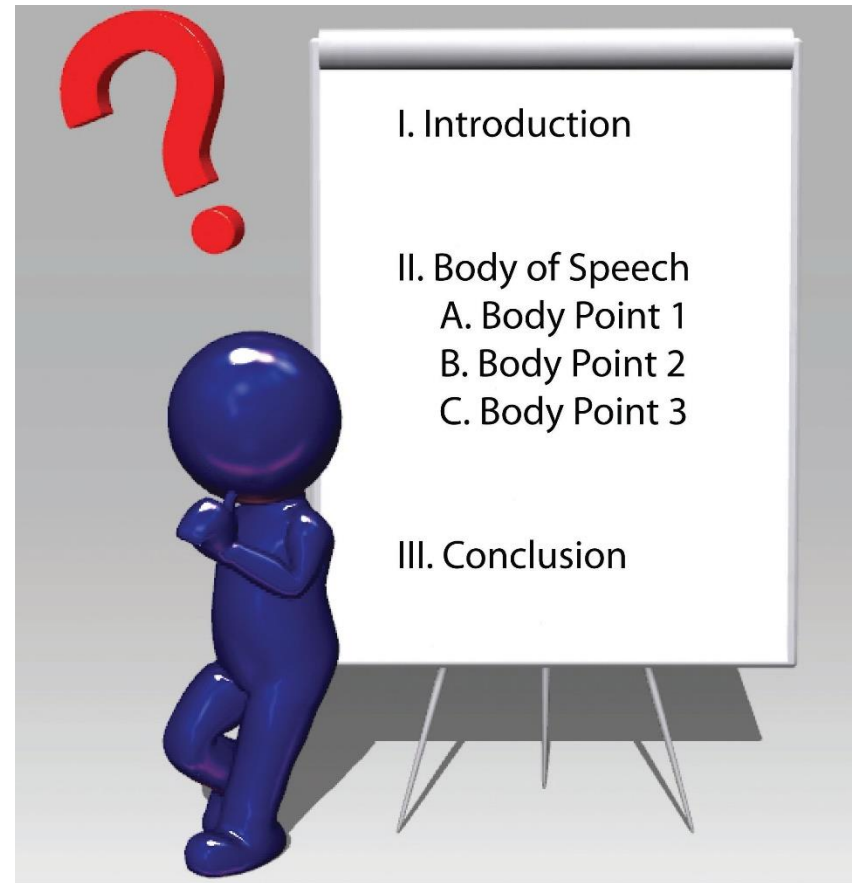
Recap – highlight most important points from speech

Hook – different one. Short, brief, memorable



Speech Outline Practicum

Create a simple outline for a speech about why it's good to be a member of the Cadet Corps.





Check on Learning

1. The four parts of an **Intro** to a speech are:

- a. _____
- b. _____
- c. _____
- d. _____

2. The **Body** of a speech should have at least a main point/argument and at least how many supporting arguments/facts?

3. What should the **Conclusion** in a speech include?



EFFECTIVE WRITING

B3. Know the components of effective writing



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Essential Question:

What are the four major components of an essay?



Written Communication

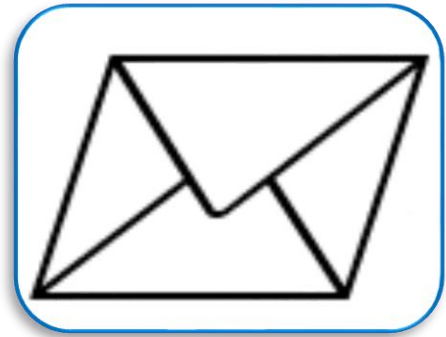


- Interlocked with modern communication
- Everyday life
 - Billboards
 - Email
 - Texting
- Very important
 - Street signs
 - Resumes/Applications



Electronic Communication

- Texting
 - Communication develops alongside technology
 - Simple & stream-lined
 - Always use proper courtesies
 - Same professionalism as in person
- E-mail
 - Should be similar to a letter
 - Can attach pertinent forms, documents, pictures
 - Clear documentation of communication
 - Clearly identify sender





Social Media



- Friends & funny videos but...
- Maintain professional behavior
- Posts are public information
- ***Integrity!***

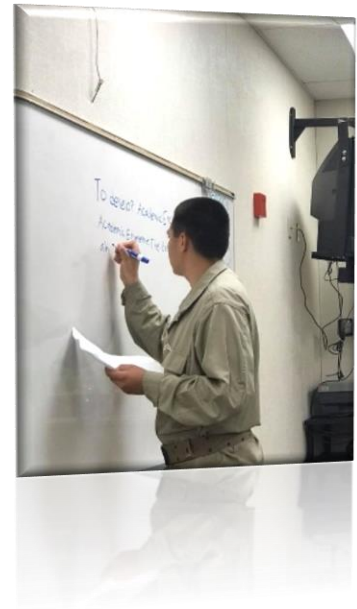


- Technology = less letters
- Still important
- Generally 5 parts: greeting, intro, body, conclusion, and signature
- Templates in CR 1, Appendixes F-1 & F-2



Essay Writing

- Significant in school
- Certain careers
 - Research findings and analysis
 - Publishing work
- 4 general components
 - Thesis
 - Introduction
 - Body
 - Conclusion





Motive & Idea

- Evaluate the purpose of your essay
- Research the topic
- Search for adequate sources
- Develop an original idea



Thesis & Development

- Thesis – a topic statement that holds your essay together and binds your ideas
 - Everything in your body and conclusion should serve to support your thesis
- As you draft and edit, adapt your thesis to ensure it maintains an accurate overview of your essay



Tension & Structure

- Tension – explanation of both sides of the essay as an evaluation of the claim, rather than a blatant ignorance of one side
- Structure – the way that the essay is arranged in order to properly accommodate the ideas presented





Leadership Application

- Warning Orders (WARNORDS)
- Operations Plans (OPLANS)
- Circulars
- Memorandums
- Regulations



Check on Learning

1. Name three forms of written communication.
2. T/F? Electronic communication does not require the same professionalism than an in-person interaction would.
3. T/F? Social media reflects your personal integrity.
4. Name the 4 major components of an essay.
5. Give an example of how written communication is applied in leadership.



CREATIVE WRITING

B4. Define creative writing



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Essential Question:

What is creative writing?



Creative Writing

- Expression with the purpose of telling a story
- Fiction or non-fiction
- Loose definition – usually a poem, movie, play script, song, speech, personal essay, biography, or other expressive writing
- In leadership, biographies and autobiographies document the lives of great leaders in history



Check on Learning

1. Describe in your own words what creative writing is.
2. Give an example of a type of creative writing.