COMMUNICATION

Oratory and speech culture training

Program on rhetoric, public speaking and effective communication.

600 AZN · Prices may change depending on current conditions.

Who is it for

Leaders and managers · Trainers and speakers · Sales and customer-facing professionals

Session plan

01 Speech architecture and thought structure

- The three-layered structure of a speech: meaning · argument · emotional framework
- Capturing attention at the opening (attention framing)
- Focusing the message and “locking in” the core idea
- Memorable closing and call-to-action formulas

02 Classical rhetoric: Logos · Ethos · Pathos

- Logos: the logical structure of the argument and the mechanism of proof
- Ethos: establishing the speaker's credibility and status
- Pathos: emotional impact and audience psychology
- Balancing these three elements and applying them in real speeches

03 Eristics: gaining the upper hand in debate and confrontation

- The essence of eristic rhetoric: truth vs. Victory
- Famous eristic techniques (Schopenhauer's approach)
- Weakening and reframing an opponent's argument
- Recognizing and neutralizing manipulative rhetoric
- Application in debates, negotiations, and business discussions

04 Voice, body language, and non-verbal impact

- Emotional control through tone, pace, and pauses
- Subconscious mechanisms of body language influence
- The power balance of gestures, posture, and eye contact
- Maintaining control under stress and audience pressure

05 Practical presentations, debates, and analysis

- Structured presentations before a real audience
- Debate and counter-argument scenarios
- Video analysis and individual feedback
- Developing a personal rhetorical style

Contact and enrolment

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