

How you all doing?
Welcome to RHU.
Delighted to see you all here.

I am here to cheer up all the contestants.

Ms. Naccouzi
Ms. Saab
Mr. Frerekh, and Mr. Kanawati

Way to go guys.

Give example of thumb touching fingers.

Now what I want you to do is to raise your left hand, bring all your fingers to your thumb raise your pointing finger (index), etc.

Now I have captured your attention, it is time to share with you a transformational story that has impacted protocols of political debates

Now:

The example that I am going to share with you took place **on Monday September 26, 1960.**

Historically, when political candidates were running for office, back then they used to discuss their platform, their agendas at:

- live events and political rallies.

Christmas Eve (December 24, 1906) the first audio broadcast transmission in human voice took place.

Twenty years later.

On November 2, 1936, the world's first TV. broadcast was launched by the **BBC** in London.

Between 1906 and 1936, people were not affluent enough to afford to purchase TV, and broadcast know-how was in its infancy.

24 years later, TV programming and broadcasting have matured.

On September 26, 1960.

A very important debate took place on TV.

TWO individuals running for the president of the United States.

Richard Nixon

John Kennedy.

This first of four debates was televised from Chicago and was broadcasted nationwide on all television and radio stations.

The whole nation was glued to the TV and for the first time to witness a live TV debate between two individuals:

The debate was at 5:00 pm:

Candidate 1: Richard Nixon: Born January 9, 1913

Went to the TV station after a long day at work. He was unshaven (afternoon shadow), he was wearing the same suit all day long, his suit was wrinkled, and he appeared old.

Candidate 2: John Kennedy: Born May 19, 1917

Before he went to the TV station, he showered, shaved, dressed nice and appeared on TV as fresh young, vibrant, and very well focused.

Body language throughout the debate:

Nixon

- He was wearing a light gray suit which blended well with the grey backdrop.
- He was sweating throughout the debate (there was no air conditioning then and the studio was hot), he was sweating.
- People perceive his sweating as stress or incompetence. Nixon was dogging difficult questions, and he rambled on and on.
- He appeared bored and dismissive of what he thought were silly questions

Kennedy

- He was wearing a dark suit and submitted to a touch of makeup.
- Kennedy spoke with confidence and mastery of subject.

To make a long story short.

Kennedy won the office and Nixon Lost.

Moral of the story

In any debate one must monitor his/her "3 M's"

(Matter, Manner, and Modality)

1: Matter (content), Know your subject. Research it like no one has ever done. Become the expert on your subject. Support with evidence and examples.

2: Manner, you should look confident, persuasive, and engaging:

- **Eye Contact:** Looking directly at the judges and audience to build trust.
- **Pacing:** Using strategic pauses. to let important ideas sink in.
- **Tone & Volume:** Varying your voice to emphasize key points.
- **Body Language:** Standing tall, using natural hand gestures, and avoiding fidgeting.

3: Modality (structure)

Use the **CIA** method:

- **Claim:** A clear introductory statement.
- My objective is to do this
- Here is my vision.
- **Impact: Provide** (data, statistics, or expert quotes).
- 80% of surveyed executive say that hard work and determination is a predictor of success.
- **Assurance:** Explains *why* your claim is true.
- Will save the environment.
- Will create jobs
- Will cut cost

In Conclusion:

Thank you all for being here.

I want to thank the organizers of this beautiful debate.

Thanks to RHU college Dean Dr. Salami and Dr. Fares for organizing and for hosting the event.

Thanks to:

Thanks to all the students who participated in this competition. We are proud of you all.

You dared, you have exited your comfort zone, and here you are competing to validate which of your delivery styles could win the hearts and minds of the audience.

I wish you all the best.

Thank you all for being here.