

Course title: Performing Before an Audience and on Camera – Workshop

Instructor: Eran Hadass

What you will gain:

- Fell confident in their self-presentation;
- Speak publicly and express themselves;
- Perform before a camera;
- Perform before an audience;
- Create high attentiveness in multi-participant situations;
- Acquire polished communication and sales skills

Requirements:

Being determined to unlock your potential and believing in yourself

Purpose:

The purpose of the course is to meet the effective performance of managers, trainers, representatives of government agencies in front of the people, in front of the camera.

Target group:

- Leaders, trainers, entrepreneurs, students and employees who want to speak effectively in public
- Those who want to influence people, persuade an opinion, sell a product, inspire something
- Those who want to transform stage anxiety and fear of public speaking into self-confidence
- Those who want to design and present their presentations accurately and impressively

Office hours: 39 hours

Type of Course: Mandatory

Teaching Method(s): On Zoom and Workshop

Scope: 3 month

Course Overview & Objectives:

This is how we perform before an audience or on TV: Tools and practical knowledge for professional media performances – before a camera or an audience. The course will deal with a variety of roles – interviewers, reporters, presenters and announcers, and with various presentation styles in the fields of news and current

affairs, entertainment, sports, lifestyle, and new media. The workshop will include work in the studio, on-camera performance, rules of correct TV performance, working on text skills, correct diction, practice of improvisation situations, interview skills, and advanced skills of how to 'hold' a broadcast. How to perform before an audience, personal branding as an expert, and advanced skills how to relay a message within a short timeframe.

Learning Outcomes: By the end of the course, students should be able to:

1. Fell confident in their self-presentation;
2. Speak publicly and express themselves;
3. Perform before a camera;
4. Perform before an audience;
5. Create high attentiveness in multi-participant situations;
6. Acquire polished communication and sales skills.

Lessons Plan and Reading:

Lesson #	Subject
1	Introduction in front of camera in TV studio. How best to present ourselves and the message to an audience and on camera?
2	Golden rules: Do and don't do in front of a camera. Visual contact, body language, text, and the importance of the content.
3	On-camera: my personal advantage, and adapting my style to the broadcasting framework. Marketing my professional persona to the public, and branding myself as an expert.
4	Charisma: How to show charisma to an audience, values of reliability and authenticity, developing a personal style, and what to do with lack of charisma.
5	Self-confidence and the barrier of the first few minutes in front of an audience: Developing unique skills for facing an audience. How to get through the first few minutes.
6	The text and teleprompter: Correct use of terminology, the importance of precise text, clear diction, intonation and melody.
7	Journalistic thinking: Tools to control the content – Knowing the content as a basis for successful performance on camera and before an audience.
8	Interviews: How to be interviewed correctly on TV; relaying an effective message in a short timeframe; dealing with opposition.
9	Journalistic thinking: Presenting a TV segment – how to prepare; parameters for developing a segment; item elements; how to propose a TV segment.
10	Practical exercise: Participation in (current affairs) magazine program – work on conveying the content, control of a crowded studio; the interviewer and a panel of interviewees
11	Preparation for final practical project: Review of TV performance rules, body

	language, correct terminology, appropriate energies, how to avoid mistakes, coping with poignant questions, and conveying your message perfectly
12	Practical exercise, placement in the industry, and analysis of work products
13	Submission of final project: Filming a TV show

Course Requirements, Assessment and Grade Structure:

- Mandatory participation: Class attendance and active participation contribute to meaningful learning. A course attendance rate below 70% will result in expulsion from the course. Participation in Zoom classes requires the camera to be turned on, according to university regulations.
- The final grade of the course is determined by the exam each student takes.