

The pause

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1

How important is it?

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2

It is the most
important part of your
speech!

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Functions of the pause in speech

- Gives you a chance to catch your breath
- Adds drama, weight, and clarity to the message (if placed correctly)
- Lets listeners process the message, so they can remember it

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4

How to master the art of pausing to add impact

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5

1. Transitioning From One Idea To The Next

- Pauses mark one idea from the next when you're speaking (same as punctuation in writing).
 - help your audience stay engaged
 - give everyone (including yourself) time to mentally prepare for the next idea.

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6

2. Controlling Your Pace

- Pauses are critical for keeping you at a good pace
 - Should not be too frequent, too long or in the wrong places
- Pauses add a natural rhythm to your speech

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7

3. Creating Dramatic Contrast

- Pauses heighten attention by keeping audiences engaged through suspensions
 - This dramatizes your communication and increases audiences' attention as they wait to find out what's coming next

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8

An example

- <https://www.youtube.com/watch?v=i5knEXDsrL4>
- <https://www.youtube.com/watch?v=MnrJzXM7a6o&t=21s>

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