Impact of LinkSS project highlighted

...As 128 journalists oriented to enhance communication outreach on COVID-19

T HE last two years have been challenging for most Zambians due to the adverse effects of COVID-19 pandemic.

One way of amplifying the voice of citizens is through effective communication. This is a key tenet of the 21st Century, the need to communicate is more pressing than ever. Social and economic aspects of Zambian life are impacted by the speed at which information spreads. Effective communication supports research dissemination and information, particularly in the field of science. It is a tool of success. A great speaker is a great specialist in positive mental psychology. Simple everyday words can be transformed into phrases and sentences that can express our love for one another. The more our words are inspired by our love for one another, the more our hearts are united.

An inscription that was found in a 3,000-year-old Egyptian tomb reads: “Make thyself a druid of speech, for thereby thou gainst the Upper World.”

The British United States (US) President Donald John F. Trump said, “I’ll want you all back in college again, I promise you that!”

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The Four Ways of Public Speaking

1. Persuasive and Present Clearly, speak with excitement; focus on your audience. The conclusion (10 per cent) comprises the main points arranged in a neat series. The conclusion usually follows a pattern that has been used (a) in the introduction, (b) in the body, and (c) at the end.

2. Speaking From Emotion, use your own state or someone else’s state, to get your point across. This approach is best used when you are speaking to a small group of people. The speaker can use their personal experience to illustrate a point. This approach is best used when you are speaking to a small group of people.

3. Speaking From Drift, speak with a drift. This approach is best used when you are speaking to a large group of people. The speaker can use their personal experience to illustrate a point.

4. Speaking From Research, speak with research. This approach is best used when you are speaking to a large group of people. The speaker can use their personal experience to illustrate a point.

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