

**Langues et pratiques du discours au
travail :
la prise de parole en public**

Fiona Rossette

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1. Comment aborder l'étude du langage en situation professionnelle ?

1. Une approche grammaticale

2. Par l'analyse du discours

3. Une approche critique

2. La prise de parole en public

2.1. La place croissante de la parole publique

“[H]owever much public speaking skills matter today, they’re going to matter even more in the future. Driven by our growing connectedness, one of humankind’s most ancient abilities is being reinvented for the modern era. I’ve become convinced that tomorrow, even more than today, learning to present your ideas live to other humans will prove to be an absolutely essential skill” (Anderson 2016: 227)

2. La prise de parole en public

2.1. La place croissante de la parole publique

“[t]he climate is right for a wider cultural revolution aimed at replacing the current bias towards the overwhelming importance of non-verbal factors and slide-driven presentations with a renewed confidence in the power of the spoken word” (Atkinson 2004: 369)

2. La prise de parole en public

2.2. Nouvelles oralités en contexte professionnel

1. Mutation de genres existants
2. Marketing : nouveaux genres
 - keynotes, sales pitch, « Events »...

2. La prise de parole en public

2.3. De quel type d'oralité s'agit-il?

Typologie de l'oral formel (monologal) (Rossette 2017):

- Une activité contrainte
 - une mise en scène particulière
- Une parole monologale:
 - asymétrie entre locuteur et auditoire;
 - stratégies dialogiques ou non;
- Trois modes de production : (i) improvisé ; (ii) préparé ; (iii) élaboré
- En contexte d'oral élaboré, 3 modes d'énonciation (« *delivery* »): (i) lecture ; (ii) réciter par cœur ; (iii) méthode composite

2. La prise de parole en public

2.4. Quelle(s) compétence(s)?

Une « compétence communicationnelle », l'agrégat de:

- une compétence linguistique ;
- une compétence pragmatique;
- une compétence générique, spécifique du genre de discours;
- une compétence culturelle.

2. La prise de parole en public

2.5. L'éthos

« convaincre par son caractère »

« il faut que cette confiance soit *l'effet du discours*, non d'une prévention sur le caractère de l'orateur » (Aristote, *Rhétorique*, Livre I, 1356a)

« une manière de dire qui renvoie à une manière d'être » (Maingueneau 1999)

« l'image de soi que projette l'orateur désireux d'agir par sa parole » (Amossy 2014)

2. La prise de parole en public

2.5. L'éthos

« se montrer soi-même sous *certaines* couleurs [...] sous *un certain* jour » (Aristote, *Rhétorique*, Livre II, 1377b)

➤ ethos générique; ethos culturel

3. Compétences générique et culturelle à l'œuvre en contexte professionnel

Anglo communication culture as a “permanent quest for authentic, integrated and presentable selves” (Cameron 2000)

A “norm of authenticity” that “prompts the speaker not only to speak in an authentic manner but also to be the type of authentic person to whom the audience can easily relate” versus a “norm of authority” which give preference to “eloquence, tradition, authority, and community”

(Boromisza-Habashi *et alii* 2016: 28-29)

Le « manque remarquable de présence à autrui » des francophones qui présentent un exposé en anglais (Botinneau 2011: 118)





Mark Zuckerberg:

So today we're going to do something a little different. We're going to walk through our road map for the next ten years. I think we can all underestimate just how much the world can change in ten years. In a decade, video will look like as big of a shift in the way we all share and communicate, as Nobel has been. Messaging and private communication will unlock new platforms for accessing all kinds of different services. Connectivity will give everyone, not just a third of people in the wealthiest countries, access to all of the opportunities on the Internet, including resources for education, health and jobs.

Artificial intelligence will power all kinds of different services with better than human level perception. And, we'll see the emergence of the next major computing platform in virtual and augmented reality. These are all elements of our ten-year roadmap to connect the world. And each of these elements is in service of our mission. And it's about bringing people together. Because that's what we do here. Now, before we get into detail, I want to take a step back for a minute. And I want to talk about our mission, for a moment, and uh why I care about it so much, and why I think that the work that we're all doing here together is more important now than it's ever been.

General Motors CEO Mary Barra:

Thanks. Uh, I appreciate everyone coming today and uh welcome to Detroit and welcome to the General Motors annual meeting, at least preparation for that. The meeting is going to be pretty basic. Tim Solso will run the meeting, he's also going to go through uh the actual shareholder meeting. We have six proposals that have been submitted by GM, one of which includes uh electing our board of directors. We also have uh two shareholder proposals. I will then, after the conclusion of the uh of the meeting, go through and do a state-of-the-business update, and uh there is no new information as it relates to the ignition switch recall.

Brett Biggs, Walmart:

You know, I have this silly dream that one year I will come up here and there's nothing strange going on, when I come out here, that it's just normal, I can like do my speech and we can move on, maybe next year from the ceiling, I don't know. [...] How cool is this week? [cheers] It is so much fun to have you here, and it's so much fun to have you here to celebrate our company. We have built together an incredible business, and it's a business that is positioned to win today and a business that is positioned to win in the future. Now as he said, I'm the finance guy, so I'll get to some numbers in a minute. But before I do that, I want to tell you just a quick story. So, when I was a kid, I loved to play sports. Yeah, that's that's me in number 24 striking fear in the hearts of opponents. [cheers]

I was and still am really competitive, and when I was in 8th grade I remember asking my dad whether I should focus more on grades, or whether I should focus more on sports. Don't laugh, I was OK at sports. And he gave me that Dad look, you know that look, and he said "ah yeah, you'll do well at both." Now, my dad knew the value of being balanced and how important that was to being successful, probably also figured the MBA wasn't calling on number 24 any time soon. But that story, and the importance about both is what came to mind when I was thinking this morning about what to say and what to talk to you about this morning.

