

COMMUNICATIONS SKILLS

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Lecture # 04

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Chapter # 14

Strategies For Successful Speaking & Successful Listening

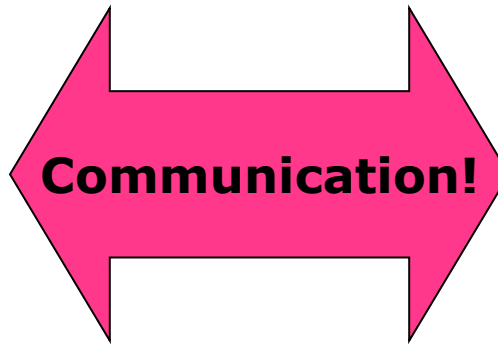
Overview

- What is a *Presentation*?
- Why do we *need a presentation*?
- *Kinds of Oral Presentation*
- *Ways of Oral Presentation*
- Steps for *preparing* Oral Presentation
- *Strategies for effective* Oral Presentation
- Strategies for effective *non verbal delivery*
- Strategies for reducing stage fright
- Strategies for *improved listening skills*

What Is A Presentation?



- A presentation is a kind of communication between the speaker and the audience!

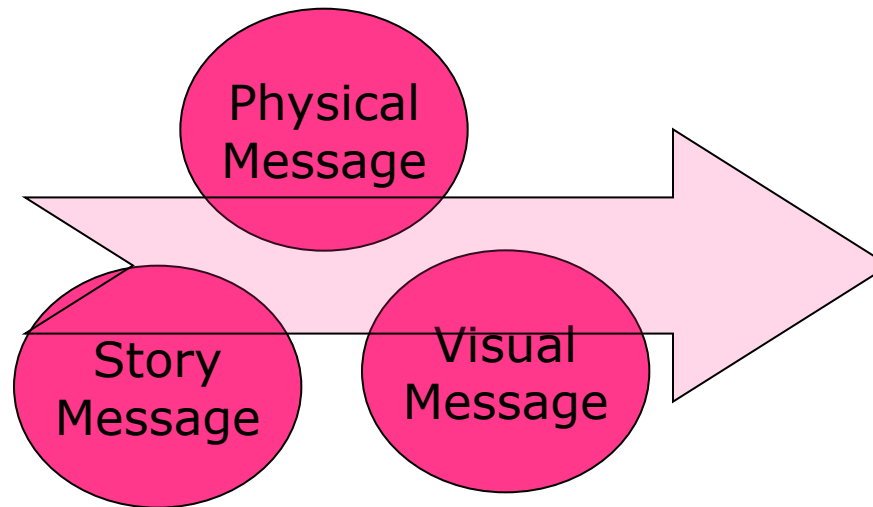


Contd...

- How can you give a presentation as a kind of communication with the audience?
- Communicate 3 Kinds of Messages:
 - 1. Physical Message
 - 2. Story Message
 - 3. Visual Message



speaker



audience

*“Present to inform, not to
impress; if you inform
you will impress”*

Fredrick P. Brooks

Kinds of Oral Presentation

- Basic three kinds based on *purpose* of presentation:
 - Informative
 - Persuasive
 - Entertainment
- Other two types based on *length*:
 - Short presentation
 - Long presentation

Informative:

- Purpose → to clarify, to give understanding, to explain process
- e.g. → teacher making speech to inform
- Achievement → listeners have better understanding

Persuasive:

- Purpose → Gaining willing acceptance of an idea
- e.g. thesis presentation, advertisements
- Achievement → listeners will accept your claim

Entertainment:

- Purpose → social occasions like promotion parties, retirement or anniversary

Short presentation:

- 1 → 10 min
- Purpose → greeting, award, retirement, visitor, opening etc.

Long presentation:

- 10 min → 1 hr
- Asia → even two hrs
- Try to limit between 20 min → 30 min
- If too long audience loses interest

Ways of Oral Presentation

- Extemporaneous
- Reading/ manuscript
- Memorizing
- Impromptu

1. Extemporaneous:

- Most widely used
- Do research and create outline
- Use 3" * 5" cards
- Allows more interaction with the audience

2. Reading/ manuscript:

- Used for long scripts
- For political statements, where mistakes are not allowed
- TV teleprompter
- Not very good for live audience

3. Memorizing:

- Most difficult
- Very less
- Forgetting decreases credibility

4. Impromptu:

- What is impromptu?
- When you speak “off the cuff”, without preparation you are speaking impromptu.
- Often taking comments or abrupt replies.

Steps for Oral Presentation

1. Determine the purpose
2. Analyze the audience
3. Select main ideas for the message
4. Research the topic
5. Organize the data
6. Create visual aids
7. Rehearse the talk



Determine the purpose

- When we communicate we want to get some wished results.
- Determine your goals first
- As aforementioned they might be:
 - To inform
 - To persuade
 - To entertain

Analyze the audience

- Very important
- Talking within your organization → easy
- Reason being you know audience and their needs well
- Talking outside is a challenge
- Get following info from the person who asked you to speak:
 - Size
 - Age range
 - Interests
 - Occupation

Select main ideas for the message

- First select the main idea
- Then gather additional info to support it
- Now list all important things
- First listing might be disorganized
- 2nd might be better
- Do not rush at this stage, take time to finalize ideas
- Next stages will refine
- your listing

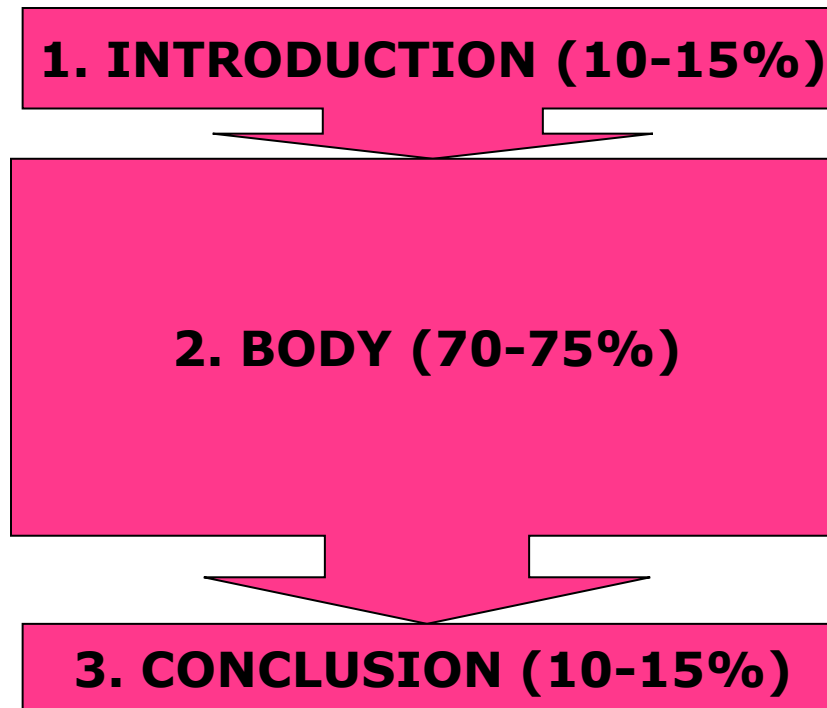


Research the topic

- Collect necessary info and data
- Be specific in data that keeps on changing
- You might include or remove some ideas from your initial listing

Organize Data & Write Draft

- After ideas are finalized and gathered info → order in form of an outline
- A good speech has three important parts:



1. Introduction:

- Capture audience interest
- Create enthusiasm and positive impression
- Welcome and thank the audience
- Keep them in interest using **"PAL"**

Porch:

- Opening statement
- Can be an anecdote, startling comment, suitable joke, quotation, question etc.

Aim:

- Your purpose
- Why are you giving the presentation.

Layout:

- The organization of your thoughts
- Agenda/ outline/ overview

2. Body (70 → 75%):

- Text and discussion
- Main content
- Use evidence, facts n figures, numbers, graphs, visuals etc.
- Use *transitional phrases* like firstly, lastly, now, later on etc.
- Use “*bridges*” between major parts (*I’ve just discussed three reasons for X; now I want to move to Y*).
- Use *verbal signposts* (*however, for example, etc.*).

3. Summary/ conclusion (10 → 15%)

- *Bullitize* your discussion
- Reminds listeners of all important ideas
- Closing
- *Draw inferences* of discussion

Create visual aids

- We *see* more than we *listen*
- Good but don't overload with it
- Not to use where unnecessary
- What are visual messages?
- Handouts, posters, ppt
- Restricting to ppt. *three things to remember:*
 1. Make *good visuals*
 - Make it simple
 - Keep it short
 2. Use them well
 - Introduce
 - Explain
 - Emphasize



3. No *plagiarism!!!*

- *What is plagiarism?*

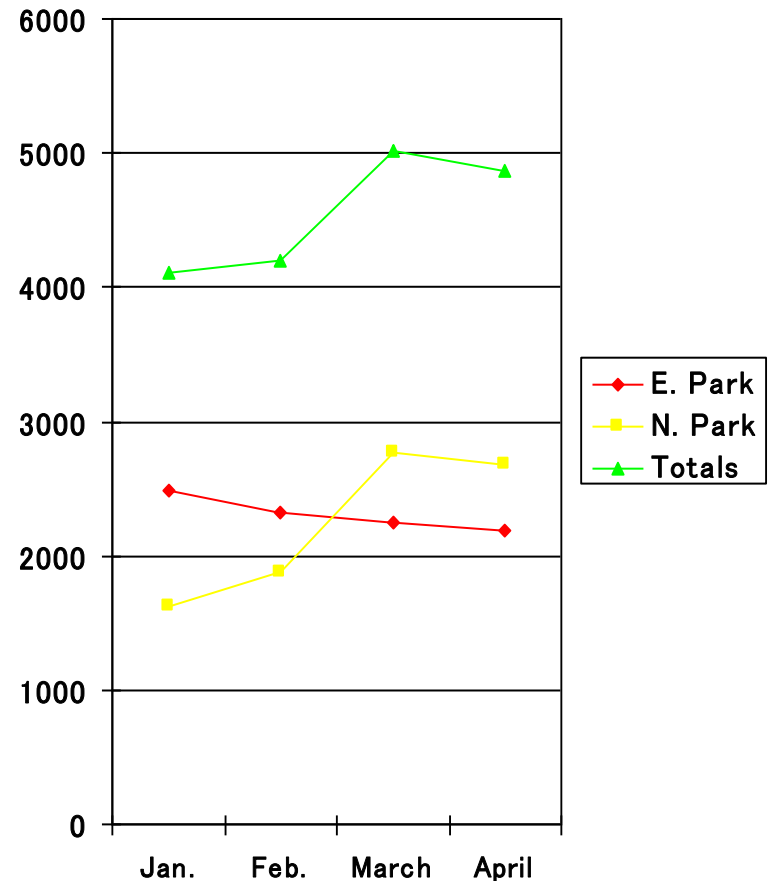
- It is to use someone else's work without giving the person any credit.
- Plagiarism is the worst thing you can do in academics.
- Give credits to other people's work **ALWAYS!**

Which looks better?

Name/Mo nth	Jan.	Feb.	March	April
East Park	2486	2327	2253	2183
North Park	1629	1876	2765	2685
TOTALS	4115	4203	5018	4868

Table 1 Attendance for East and North Parks

Figure 1 Attendance for East and North Parks

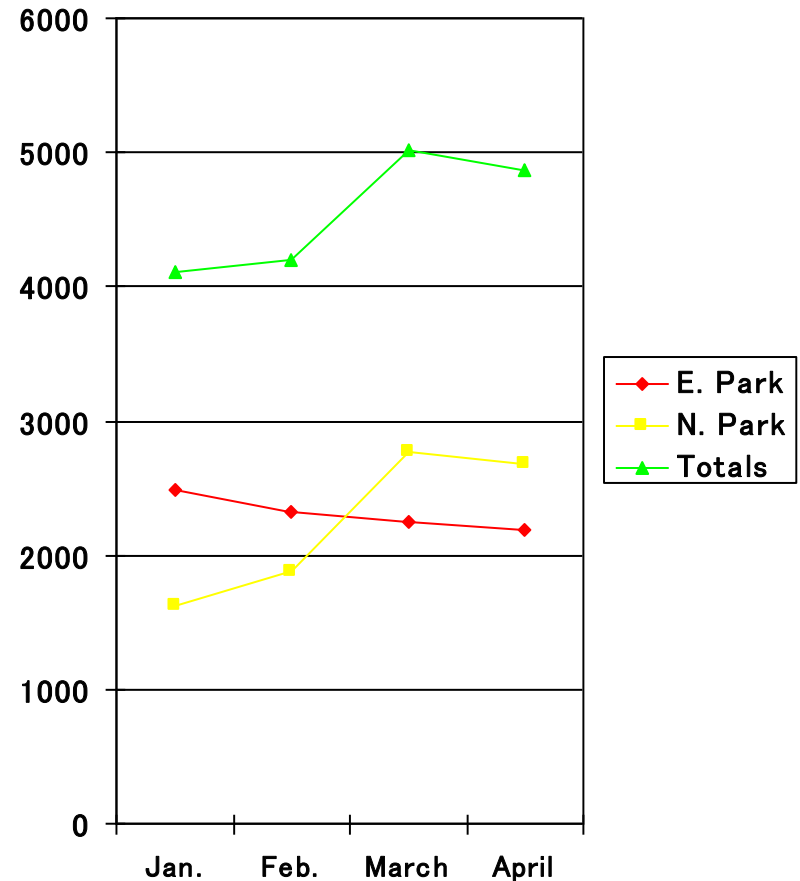


Which looks better?

Name/Month	Jan.	Feb.	March	April
East Park	2186	2327	2253	2183
North Park	1629	1876	2765	2685
TOTAL	4115	4203	5018	4868

Table 1 Attendance for East and North Parks

Figure 1 Attendance for East and North Parks



Which looks better?

Bullet Chart 1

Scuba Diving Rules

Always dive with another person, a buddy, so that you can watch over each other.

Remember to calculate bottom time to allow enough time for decompression if necessary.

Don't put your hands on marine animals. You could injure them or yourself.

Bullet Chart 2

Scuba Diving Rules

- **Dive with a Buddy**
- **Watch your Bottom Time**
- **Don't Touch the Marine Life**

Which looks better?

Bullet Chart 1

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Bullet Chart 2

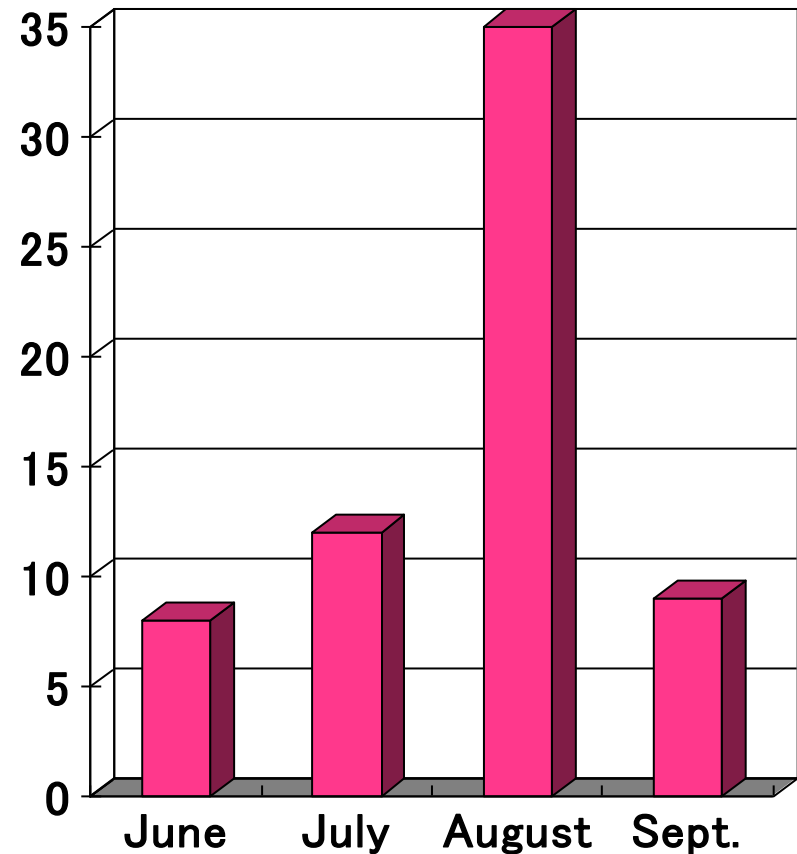
Scuba Diving Rules

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3 Steps for Using Visuals Well

- 1. Introduce
 - Tell us what the visual is about.
- 2. Explain
 - Explain how to read your visual.
- 3. Emphasize
 - Emphasize your point **ONLY!**

Figure 2 Monthly Sales of Cars

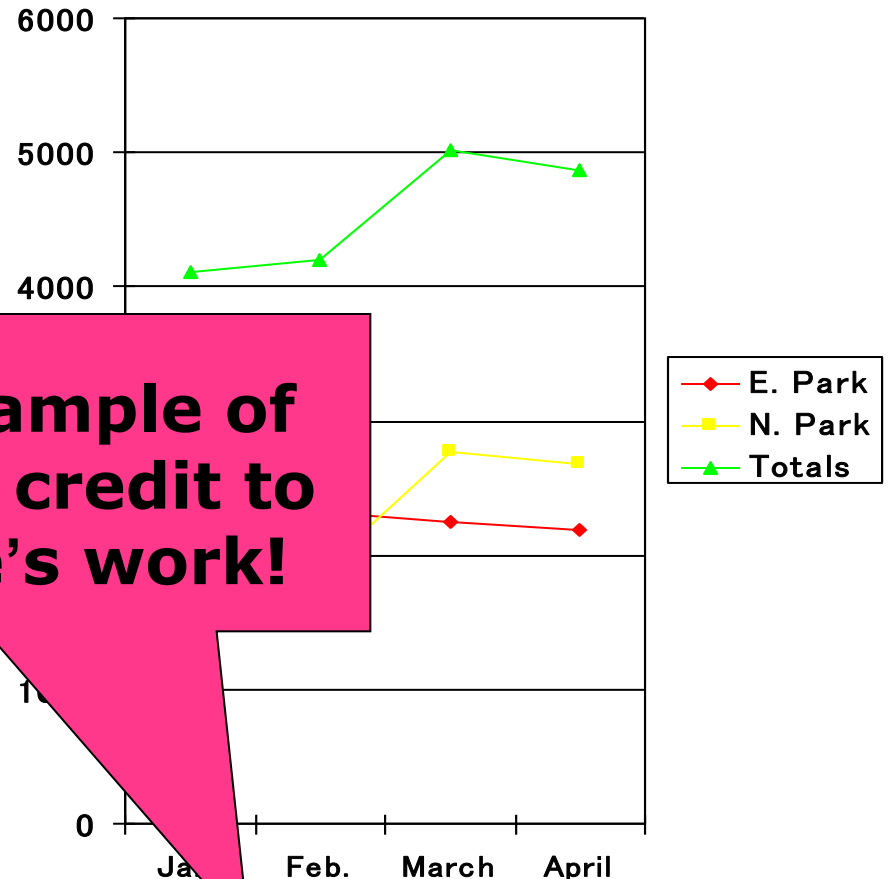


Which looks better?

Table 1 Attendance for East and North Parks

Name/Month	Jan.	Feb.	March	April
East Park	2415	2423	2518	2468
North Park	1700	1800	2500	2400
TOTALS	4115	4203	5018	4868

Figure 1 Attendance for East and North Parks



Here is an example of how you give credit to someone else's work!

These examples are taken from Harrington and LeBeau (1996: 89)

Rehearse the talk

- Why?
 - To be comfortable
 - To gain confidence
- How?
 - Loud
 - Three times
 - With stopwatch
 - In front of mirror



- Guidelines:
 - Imagine audience in front of you
 - Use transitional phrases
 - Avoid long sentences
 - Take one point and rehearse well as a unit
 - Include visual aids n know well how and where to use them
 - Anticipate questions and devise answers for them
 - Try to limit yourself in prescribed time

Strategies For Effective Oral Delivery

Strategies for an effective Oral Delivery

- Difference in written/ oral communication
- Words are static, voice has human element more interesting
- Voice is a Personal Signature
 - Pitch
 - Rate
 - Volume
 - Vocal quality
 - Pronunciation

Pitch

- Highness or lowness of voice
- Must be varied
- Problems:
 - Monotone: having no or little variation
 - High or low voice: if low always low, if high always high
 - Same word value:
 - Marry don't do that

Marry don't do that
Marry *don't* do that

Marry don't *do* that
Marry don't do *that*

Rate

- Words/ min
- Normally → 80-160 words/min
- Fast → 80- 250 words/ min
- Variation→ good
- Slow→ dull
- Fast→ discomfort
- Keyword related to rate is “pause”
 - Helps audience to digest thought
 - Helps speaker to collect thoughts

Volume

- Loudness or softness of your voice
- Should reach last person in the room
- Volume varies for a room of 100 and 5
- To improve it follow the understated guidelines:
 - *Contrast the emphasize:* emphasize certain words and ideas
 - *Controlled breathing:* deep breathing helps

Vocal quality

- Something indescribable which differentiates your voice from others
- husky., throaty, ringing etc.
- Consult therapists
- Due to your mouth, lips, tongue, teeth etc,

Pronunciation

- International speakers are forgiven for mispronunciation
- National are not
- Be careful while commenting on anyone's pronunciation
 - **Jargons**
 - **Varied regional accents**
 - **Added or omitted sounds**
 - Hmm, uh, er, ok, y'know
 - *Athlete*, athlete, *gonna*, going to
 - Listen to educated people
 - Consult a recent dictionary

Any Questions ?

