

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*

Strategies For An Effective Non-verbal Communication

Strategies For An Effective Non-verbal Communication

- What is non-verbal communication?
- Strategies:
 - Posture
 - Movement
 - Gestures
 - Facial expressions
 - Appearance

Posture

- Standing, sitting styles
- Standing straight with weight on both feet gives an impression of confidence, control
- Dropping shoulders → give impression of dullness, depression, lack of control
- Depends on size of audience
- 10 people office meeting → sit at edge of a table
- 200+ people → more formal
- Women → be careful with heels you choose



Movement

- Move to hold attention
 - Don't move excessively and continuously like a lagged lion
- Don't move front back, move sideways
- Move to Get rid of nervousness (initially move, approach lectern firmly)
- Move to Suggest transitions
- Move to Increase emphasis (towards audience)

Gestures



- Movements of arms, hands, head, shoulders
- *Emblems* → having direct verbal counterpart e.g. waving hand means hello or good bye
- *Illustrators* → no direct verbal counterpart e.g. finger pointing to emphasize a point
- *Affect displays* → facial expressions like anger, interest
- *Regulators* → responses of the audience
- *Adapters* → unintentional responses like scratching nose etc.

- **Used for:**

- To emphasize
- To point
- To reject
- To describe

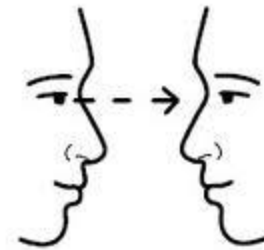
- **Suggestions:**

- Vary gestures
- Avoid continuous gestures
- Watch timing
- Adapt gestures (according to size of audience)



Facial Expressions

- Show anger, interest, dullness, enthusiasm etc.
- Eye contact very important
- 3 points to remember about eye contact:
 - (a) Look at your audience for 3 seconds before you begin!
 - (b) Look at PEOPLE in all directions!
 - (c) Have eye contacts with your audience throughout the speech!



Can you see it in their eyes?



Angry

Surprised

Sadness



Embarrassed

Content

Pity

Appearance

- All depends on your environment
- Dress:
 - *Male:* Traditional shirt, tie and suit
 - *Female:* White blouse with dark skirt/ trouser and jacket

Strategies For Reducing Stage Fright



Strategies For Reducing Stage Fright

- Very difficult
- Signs of discomfort:
 - High heart rate
 - High blood pressure
 - High body temperature
 - Dry mouth
 - Palms get sweaty
 - Trembling hands
 - Shaky knees
 - Tied tongue
- Your feelings not obvious to audience

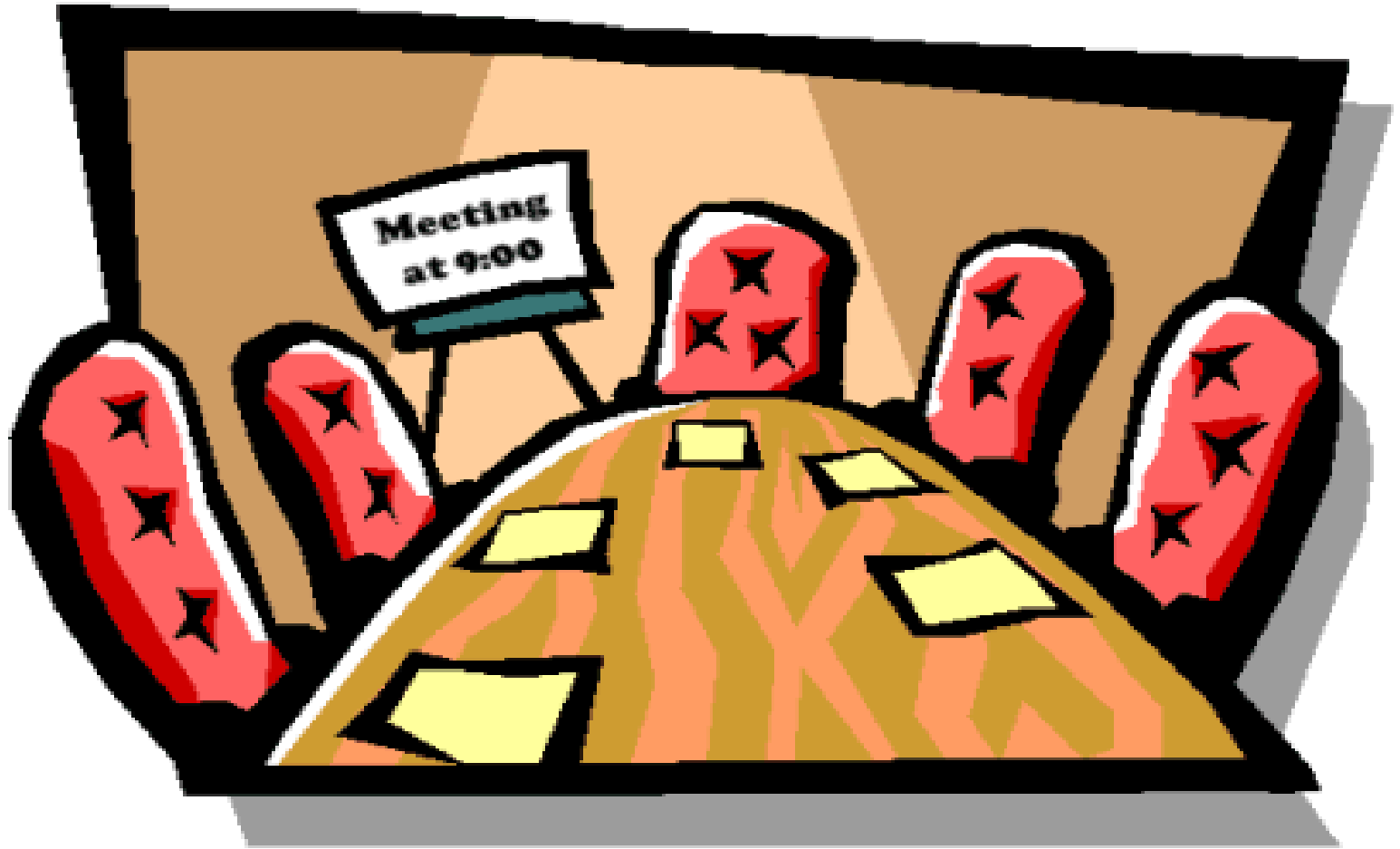


Guidelines To Overcome Stage Fright

- Checklist 14.4
 - Know your subject well
 - Rehearse your talk several times
 - Request a lectern
 - Pre-check all equipment
 - Take an object with you
 - Breathe deeply
 - Move during speech
 - Approach the lectern with assurance



Presentation Enhancers



Presentation Enhancers

- Overhead Projector
 - Cost: Low
 - Audience size: 2-200
 - Formality level: Formal or informal



Presentation Enhancers

- Flipchart
 - Cost: Low
 - Audience size: 2-200
 - Formality level: Informal



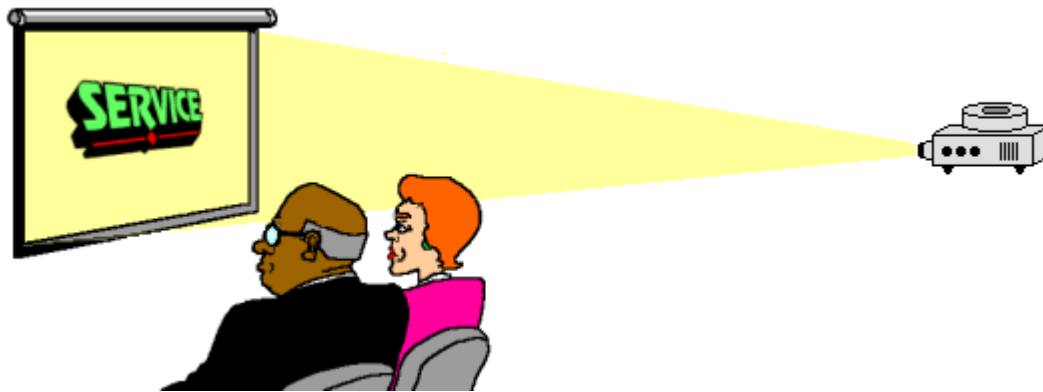
Presentation Enhancers

- Write-and-wipe Board
 - Cost: Medium
 - Audience size: 2-200
 - Formality level: Informal



Presentation Enhancers

- Slide Projector
 - Cost: Medium
 - Audience size: 2-500
 - Formality level: Formal



Presentation Enhancers

- Computer Presentation Slides
 - Cost: Low
 - Audience size: 2-200
 - Formality level: Formal or informal



Presentation Enhancers

- Handouts
 - Cost: Varies
 - Audience size: Unlimited
 - Formality level: Formal or informal



Strategies for Improving Listening Skills



Strategies for Improving Listening Skills

- Listening might be neglected study in school and college but for professionals, holds great importance.
- By careful strategies, listening can be improved
 - Faults in listening
 - Purpose of listening
 - How to improve your Listening
 - Results of good listening

Faults in listening

- Listening efficiency is no better than 25% to 30 % due to following reasons
 - Prejudice Against the Speaker
 - External Distraction (clothes, gestures, environment)
 - Thinking speed (80-160 words/min speaking, 800 words listening capability)
 - Premature evaluation
 - Semantic Stereotype
 - Delivery (monotone)

Purpose of listening

- To gain new information and ideas
- To question and test evidence and assumptions
- To be inspired
- To improve your own communication

How to improve your Listening

- Checklist 14.5
 - Be prepared
 - Be positive
 - Listen to understand, not to refute
 - Focus your attention
 - Concentrate on content
 - Take notes
 - Curb the impulse to interrupt
 - Summarize and evaluate

Results of good listening

- Leads to helpful positive attitude
- Speaker < -- > listener communication is improved
- Feedback from listeners improved, hence speaker get encouragement
- Get better info to make imp decisions
- Creates better understanding and develops stamina to work with others
- Appreciate the speaker

Presentation Marking Criteria

- Presentation Slides

(2.5 marks)

- Slides content (1)
- Slides material quantity (1)
- Slides proof read (spellings) (0.5)

- Group Coordination

(2 marks)

- All members present (0.5)
- Distribution (1)
- Patience (0.5)

- Individual Presentation

(5.5 marks)

- Eye contact (1)
- Paper/ slide reading
- Body language (1)
- Speaking skills (1)
- Confidence (1)
- Speed (0.5)
- Dress code (1)

Audience Analysis



Audience Analysis

- People read technical documents for different reasons, and readers have varying levels of technical expertise.
- To be effective, technical writing must target its audience.
 - Target your audience by **identifying audience type, characteristics** and **level of expertise**.
 - Determine your audience's needs by assessing their expertise and their purpose in reading the document.
 - Your audience attitude towards both you and the content of your document
 - Determine Document Density

Document Density

- *Document density* → the amount, type, detail, complexity, and rate of information presented to the reader.
- Determined by its audience and the ways in which the audience will use it.
- Crucial for the success of any technical document.

- These considerations will influence specific features of the document, including
 - organization
 - introductions
 - equations and mathematical models
 - Graphics
 - technical terms
 - level of detail

Types Of Readers

- Effective technical writing recognizes several types of readers, reflecting different levels of expertise:
 - Experts
 - Technicians
 - Managers
 - Laypersons
 - mixed audiences, composed of one or more of the listed groups.

Writing for Experts



- Distinguish between two types of experts:
 - general experts
 - specific experts.
- Both have extensive *technical knowledge* of subject matter.
- **Levels of Knowledge**
- *General* experts → extensive knowledge about a field in general,
- might be unfamiliar with micros (like particular *technical terms, specific equipment, or recent advances* in your document's subject matter).
- *Specific* experts, share or surpass your knowledge about a document's subject matter.

Purposes in Using Document

- Experts read technical and scientific documents for a variety of purposes:
 - To maintain and expand their own general expertise
 - To obtain specific answers to their own research and writing
 - To evaluate a document's technical or scientific content

Strategies for Writing to Experts

- If your audience consists solely of *specific experts*, you may not need to give extensive background or define key technical terms or acronyms.
- If your audience includes *general experts*, provide sufficient background information and define any terms that they might be unfamiliar with.
- Do not just present a concept to an expert. Also explain its parts and processes in detail.

Writing for Technicians



- Technicians → people who construct, operate, fix things
- An office worker expert in publishing, a person repairing telephone or washing machine.
- **Levels of Knowledge:**
- Technicians → often *more expert than anyone else* in how a particular thing works or why it doesn't work.
- They are also usually *familiar with the common technical terms* associated with the devices they use and the processes they perform.
- They may *not* be *familiar*, however, *with general* or abstract *concepts* about a device or a process.

Purposes in Using Document

- Technicians read technical and scientific documents for a variety of purposes:
 - to learn how to perform particular tasks
 - to learn how to solve specific problems
 - to learn about new devices and procedures relevant to their particular tasks
 - to acquire and expand background knowledge helpful to the performance of their tasks

Strategies for Writing to Technicians

- Keep introductions and background information *brief*.
- *Make information accessible*:
 - When appropriate, reduce information to instructions on how to perform a procedure or diagnose and fix a problem
 - Use graphs and tables
 - Keep sections and overall instructions as short as possible
 - Index and cross-reference material.
- *Provide short definitions* or explanations of any unfamiliar terms, tools, devices, or procedures.

Writing for Managers

- Managers are busy people who use documents as tools in making decisions. *be brief and to the point.*
- **Levels of Knowledge**
- Managers vary in their technical knowledge.
- Managers, are mostly general experts
- Rarely, however, are managers specific experts
- Managers usually supervise a number of projects, so they may not be familiar with every recent technological advance.
- And often managers are specialists in fields such as marketing or management and have little detailed technical knowledge.

Purposes in Using Document

- Managers read technical and scientific documents for a variety of purposes
 - to aid in making decisions
 - to assess current situations
 - to maintain their general level of expertise
 - to evaluate projects and employees
 - In general, managers read for the *bottom line*, a concise summary of the present situation and specific recommendations for action.

Strategies for Writing to Managers

- Distill key information into an executive summary.
- Present information in order of importance.
- Emphasize information aiding in making decisions.
- Present sufficient background information in your introduction.
- Summarize all recommendations for action in your conclusion.
- Segment information to allow easy reading
- Put long, technical explanations into appendixes.
- Use graphs to summarize information.
- Explain any unfamiliar terms.

Writing for Laypersons

- A layperson → who does not possess technical knowledge of an expert or a technician.
- All of us read some documents as laypersons; no one is an expert in all fields.
- *Levels of Knowledge*
- Do not assume a layperson has a technical background.
- explain specific new unfamiliar terms with *examples* and *analogies* familiar to reader.
- Some lay audiences can be classified as novices, who do not yet have technical expertise are in the process of acquiring it.

Purposes in Using Document

- Laypersons read *technical* and *scientific* documents for a variety of purposes:
 - to help make decisions as citizens, consumers, and investors
 - to expand their general knowledge
 - to learn how to use a device or perform a procedure
 - to become an expert

Strategies for Writing to Laypersons

- Present extensive background information in your introduction.
 - Organize information from the familiar to the unfamiliar.
 - Simplify information to the level sufficient for the audience's purpose in using the document.
 - explain specific new unfamiliar terms with *examples* and *analogies* familiar to reader.

Writing for a Mixed Audience

- Often a document will be read by readers with different levels of expertise.
- Computer documentation, for instance, may be written for experts who are familiar with all the hardware and software processes involved, technicians who will install and support the application, a manager who may be deciding whether or not to purchase the software, and laypersons who may occasionally use it.



Strategies for Writing to Mixed Audiences

- If appropriate, create separate documents for each audience type.
- Use an executive summary in understandable language.
- If many of your readers will not be experts or technicians, place all lengthy technical discussion in appendixes and refer to them in the main body.
- Segment the document into sections so that different audiences can read different parts.
- Include in the front matter or introduction a short discussion of what sections are appropriate to each type of reader and for what purposes.
- Explain all technical terms thoroughly in any section that may be read by a lay reader.
- Include an exhaustive glossary section explaining all technical terms in either the front matter or the end matter.

Audience Use of Document

- Readers of technical and scientific writing, whatever their level of expertise, read a document for three general purposes:
 - to acquire information
 - to help make decisions
 - to learn how to do something

To Acquire Information

- Readers at all levels of expertise read technical documents to acquire information.
- *Experts* → to maintain their level of expertise increase their knowledge.
- Experts or *technicians* in one field are often novices in another field and read documents to acquire a basic understanding.
- *Managers* → to acquire information necessary to supervise their staffs effectively and to function well in their organizations.
- *Laypersons* → to acquire general knowledge about a subject or as novices attempting to become experts.

To Help Make Decisions

- Readers at all levels of expertise read documents to make decisions.
- *Expert* → to decide whether or not to conduct a specific experiment or to use a new design element.
- *Technicians* → to select specific hardware and software and determine best procedure for performing a task
- *Manager* → may make or approve a decision. .
- *Laypersons* → to help select a particular product or investment.

To Learn How to Do Something

- All readers, whatever their level of expertise, sometimes read instructions to help them perform various tasks.
- For example A manager may read a document to learn how to use new budgeting software.
- An expert may read a document to learn how to use a new device.

Any Questions ?

