

# 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

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# 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:**

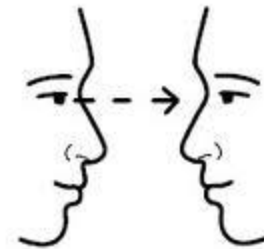
- Vary gestures
- Avoid continuous gestures
- Watch timing
- Adapt gestures (according to size of audience)





# 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

Sad



Happy

Calm

Shy

# 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

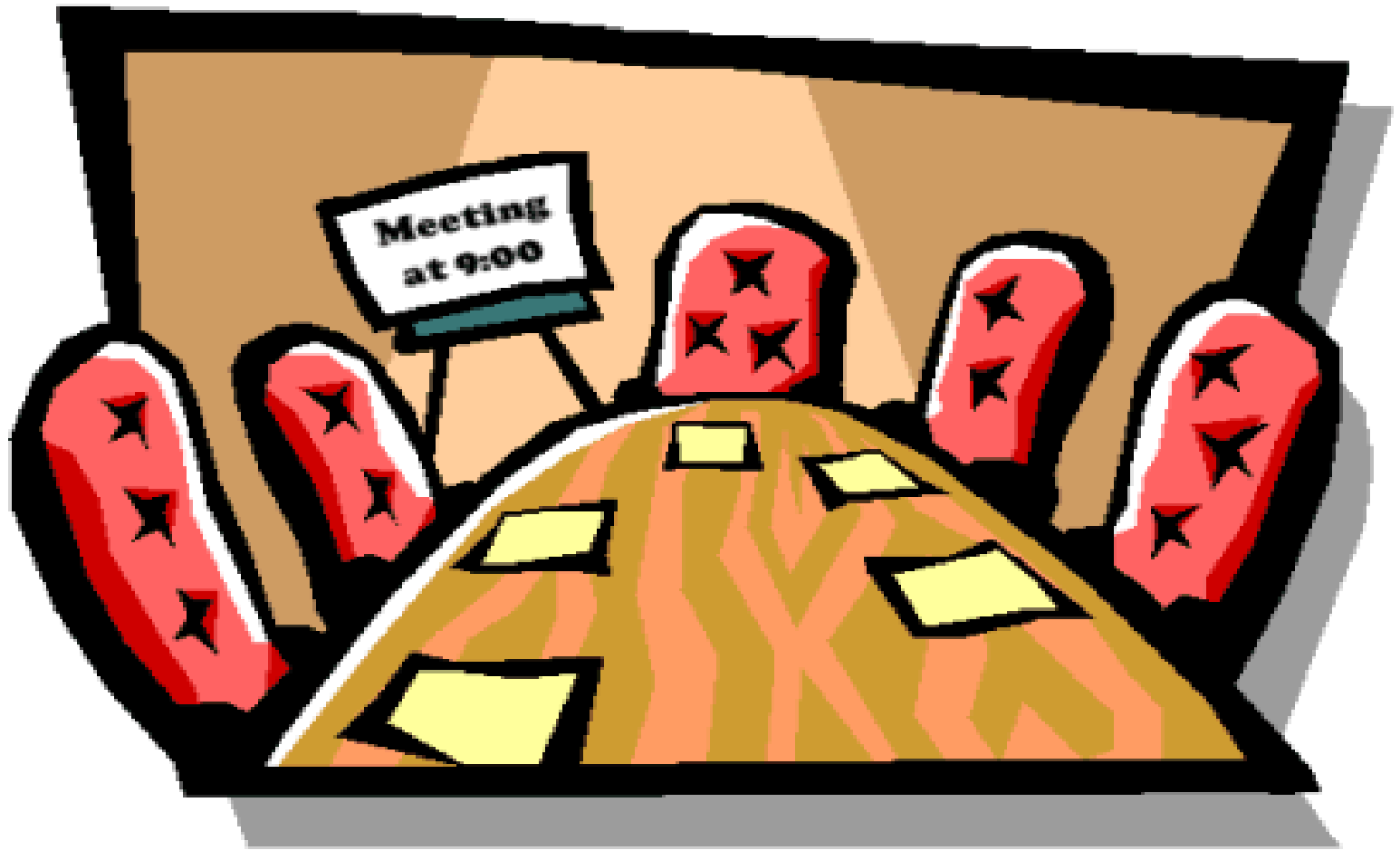


# Guidelines To Overcome Stage Fright

- 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



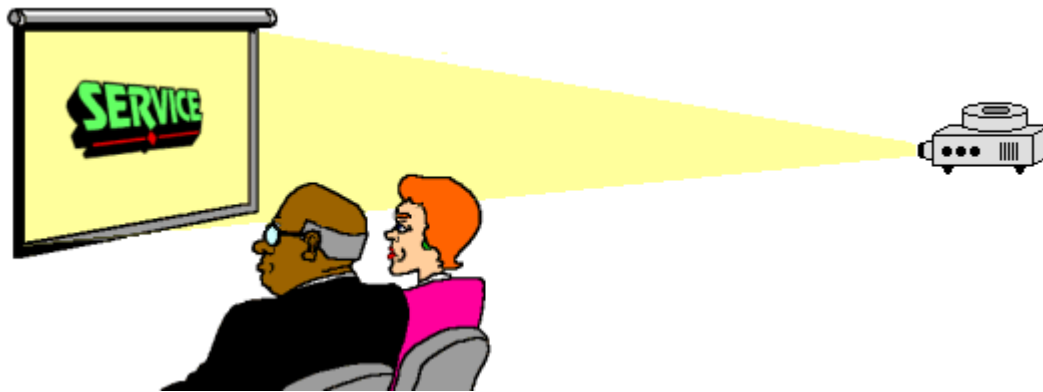
# Presentation Enhancers

- 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

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# 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

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# 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 ?

