

UNIT-4 : PRESENTATION AND INTERACTION SKILLS

INTRODUCTION TO ORAL COMMUNICATION

MEANING OF COMMUNICATION : Communication is the process or act of exchanging, expressing or conveying information and ideas through writing, speaking and gesturing.

Communication is mainly of two types :

- Verbal communication
- Non-verbal communication

Verbal communication can further be of two types :

a) Oral communication : Communication in which language is used to draft a message and speech organs are used to deliver that message is called oral communication.

b) Written communication : Communication in which language is used to draft a message and writing skills are used to deliver that message is called written communication.

Examples of oral communication :

- Face-to-face conversations
- Telephonic conversations
- Discussions
- Presentations
- Classroom lectures

VANTAGES OF ORAL COMMUNICATION

- There is high level of understanding and transparency in oral communication as it is interpersonal.
- Oral communication is time saving.
- Oral communication is essential for teamwork.
- We get immediate feedback.
- More flexible than written communication.

DISADVANTAGES OF ORAL COMMUNICATION

- In oral communication we can't maintain record.
- Retake is not possible in oral communication.
- There may be misunderstandings as the information is not complete.
- It requires attentiveness on the part of the receivers/audience.
- A word when uttered cannot be taken back.

INTERPERSONAL COMMUNICATION SKILLS

INTERPERSONAL SKILLS: Interpersonal communication is exchange of messages between two or more people. It is an act of communicating and interacting with other people. In this type of communication two individuals exchange facts, feelings and other information for the purpose of understanding.

TYPES OF INTERPERSONAL COMMUNICATION

- VERBAL COMMUNICATION:** What and how the speaker says something.
- NON-VERBAL COMMUNICATION:** What the speaker communicates without words.
- LISTENING SKILLS:** How the listener interprets both the verbal and non-verbal messages sent by others.
- EMOTIONAL INTELLIGENCE:** Being able to understand and manage one's own and other's emotions.
- NEGOTIATION, PERSUASION AND INFERENCE SKILLS:** Working with others to find a mutually agreeable outcome.

PRINCIPLES OF INTERPERSONAL COMMUNICATION

1. It is inescapable.
2. It is irreversible.
3. It is complicated.
4. It is contextual.

USES OF INTERPERSONAL COMMUNICATION: It is a key life skill and can be used to:

- Give and collect information.
- Influence the attitude and behavior of others.
- Form contacts and maintain relationships.
- Make sense of the world and its experiences.
- Interpersonal communication helps express personal

needs and understand the needs of others.

- Interpersonal communication helps to give and receive emotional support.
- Interpersonal communication helps in making decisions and solving problems.

STEPS TO BUILD INTERPERSONAL SKILLS :

- Smile always.
- Be appreciative.
- Pay attention
- Practice active listening.
- Bring people together.
- Resolve conflicts.
- Communicate clearly with simple language.
- Step in others shoes
- Avoid complaining.

NUANCES/MODES OF SPEECH DELIVERY

SPEECH DELIVERY : Speech is a talk given to a large gathering. Speaking in public has more formality than talking. During a speech the speaker has to present himself professionally. There are varieties of delivery methods but a speaker should choose those which are easier to handle.

MODES OF SPEECH DELIVERY :

Various modes of speech delivery are : Impromptu, Extempore, Manuscript and Memorized.

IMPROMPTU SPEECH : An impromptu speech is delivered at the spur of the moment and is spontaneous. It is an unprepared speech, an example of which can be a toast at a wedding or a reception party.

ADVANTAGES OF IMPROMPTU SPEECH :

- It sounds natural.
- It gives the speaker the chance to express his ideas.

DISADVANTAGES OF IMPROMPTU SPEECH :

- The preparation lacks organized material.
- Chances of rambling are very high.

EXTEMPORANE SPEECH : An extempore speech is a style used in public speaking which uses an outline for the speech and some prior preparation. It is a mix of spontaneous and prepared speech in the sense that the speaker can change the speech as it goes. The speaker may speak using main points or a brief outline.

ADVANTAGES OF EXTEMPORANEOUS SPEAKING :

- The presentation sounds natural.
- The speakers are able to speak in a more conversational tone.

DISADVANTAGES OF EXTEMPORANEOUS SPEAKING :

- Chances of confusion are very high.
- The presentation may fail if the person does not have proficiency in the language.

MANUSCRIPT SPEECH : When a speaker reads from a prepared speech, using a manuscript, the style of speaking falls under this category. The entire speech may be read out from notes or printed material. An example would be a televised news report which a teleprompter reads out during a newscast.

ADVANTAGES OF MANUSCRIPT SPEECH :

- There is a permanent and exact record of what the speaker is saying.
- There is no guesswork or memorization needed.

DISADVANTAGES OF MANUSCRIPT SPEECH :

- The disadvantage with a manuscript is that the speaker has many words in front of him on the page, this stops the speaker to make eye contact.
- There is not much scope of nonverbal communication.

MEMORIZED SPEECH : When a speaker delivers a speech by memorizing it or committing it to memory, it can be termed as memorized speech. This kind of delivery has its pros and cons. Such a speech may either appear effortless or may appear artificial to the audience.

ADVANTAGES OF A MEMORIZED SPEECH :

- It's easy for speaker to make eye contact.
- The speaker can use nonverbal communication in his speech.

DISADVANTAGES OF A MEMORIZED SPEECH :

- Memorization requires a lot of time in preparation.
- Forgetting any part of the presentation can be very frustrating.

PUBLIC SPEAKING

Public speaking is the process of communicating information to an audience. It is usually done in front of a large audience. It is different from other types of speaking such as videos, online presentations which are created and then uploaded to the internet. Public speaking is a soft skill that requires excellent communication skills, enthusiasm and the ability to engage with an audience.

ADVANTAGES OF PUBLIC SPEAKING :

- It improves speaker's confidence level.
- Candidates with strong public speaking skills are in demand.
- Well prepared speakers are highly valued by employers.

PUBLIC SPEAKING : CONFIDENCE, CLARITY AND FLUENCYCONFIDENCE :

During public speaking the speaker often interacts with a large audience. The speaker needs confidence and courage to say whatever he or she has planned to convey. If the speaker has lack of confidence then there is a possibility that he will not be able to deliver the speech although he or she has prepared well.

HOW TO CONFIDENTLY SPEAK IN PUBLIC :

The speaker should :

1. Know his audience.
2. Speak in his own style confidently.
3. Keep the speech simple.
4. Use positive body language.
5. Practice and be prepared before speaking in front of an audience.

CLARITY :

The content the speaker is going to present should be clear and clarity both in its meaning and pronunciation. The speaker should try to avoid providing details that create confusion among the audience.

1. If the speaker wants to make his speech clearer and easier to understand, he will have to enunciate better. Enunciation is pronouncing a word clearly.
2. Another way to increase clarity in public speaking is to decrease the use of "fillers." Filler words such as 'um' or 'uh' are words, sounds, or phrases that people use to "fill in" empty spaces in communication.
3. Clarity in public speaking can be achieved by closely looking at the way the speaker speaks.

FLUENCY :

Fluency is one of the important qualities of a public speaker which attracts the audience to listen to whatever he or she is speaking. If a speaker does not have fluency in speaking then the audience might feel disconnected from the speech because of the interruption caused by lack of fluency.

In order to speak fluently the speaker should :

1. Speak slowly. He should not rush.
2. Breathe easily and naturally so that he does not run out of air when he talks.
3. Start slowly. The slower the speaker begins to speak, the more relaxed his vocal chords become.
4. Practice public speaking. Practicing in front of others will make the speech more fluent.

PUBLIC SPEAKING APPROACHES AND STYLES

The speaker should :

- Know what is the need or expectation of his potential audience.
- Grab the attention of the audience with a powerful opening, this will lead the speaker's speech to the path of success.
- Create attractive PowerPoint slides with the right amount of details.

- Give his speech in a logical flow.
- Prepare examples relevant to the experience of the expected audience.
- Rehearse the presentation.
- Memorize enough content.
- Control performance anxiety through breathing deep.
- Maintain eye contact.
- Add some element of humor to his speech.

INDIVIDUAL SPEAKING : ELEMENTS

Individual speaking is the process of communicating information to a small audience or when we are in a one to one interaction.

INDIVIDUAL SPEAKING ELEMENTS : Individual speaking has two main elements, what the speaker says and the manner in which he says it. What the speaker says refers to his choice of words.

SOME ASPECTS OF EFFECTIVE SPEAKING ARE :

- The words that the speaker uses.
- The voice of the speaker.
- The other non verbal communication of the speaker particularly his body language.

To sum up, in order to speak well the speaker must understand and practice pronunciation, articulation and audience engagement.

NON VERBAL COMMUNICATION :

When we share information, knowledge, ideas or opinions through gesture, posture, body language and signs and symbols, it is called non verbal communication. It is the process of sending and receiving information both intentionally and unintentionally without using written or spoken language.

ADVANTAGES OF NON VERBAL COMMUNICATION :

1. It supports the message.
2. It speaks louder than words.
3. Bodily expressions can show the real intention of the speaker.

KINESICS :

Kinesics is the study of the body's physical movement. It is the way the body communicates without words through the various movements of its parts.

- **FACE :** Facial expressions can reveal the real intentions of the speaker.
- **GESTURES :** Gestures can convey the feelings and attitudes of the speaker more clearly than what he says.
- **POSTURE :** Posture conveys information about interpersonal relations and personality.

traits such as confidence and openness.

EYE: Making eye contact helps the speaker and the audience to focus on the conversation and read facial expressions.

Body language is the communication of personal feelings, emotions, attitudes and thoughts through body movements such as gestures, postures, facial expressions, walking styles, position etc.

ROLE OF BODY LANGUAGE IN MAKING ORAL COMMUNICATION EFFECTIVE:

• Body language helps the audience in understanding and decoding what the speaker is saying.

It also helps the speaker to interpret the audience's moods and emotions.

It helps the speaker in understanding people's reaction to what he says.

It helps to show the speaker's true feelings and if he is truly engaged.

PARALINGUISTIC FEATURES OF VOICE DYNAMICS

Vocal paralinguistic features relate to how we say something.

PARALANGUAGE: We speak paralinguage when we gasp, sigh, clear our throats, change our tone, whisper or shout, emphasize certain words, smile, laugh or cry.

RATE: Rate is the number of words that one speaks per minute. It varies from person to person. The normal rate is from 120 to 150 words per minute.

PITCH: Pitch refers to the number of vibrations of our voice per second.

INTONATION: Intonation is like a 'tune' or 'melody' in the voice. It is used to express different shades of meaning. Voice varies due to intonation.

IMPORTANCE OF INTONATION IN SPEECH TO MAKE SPEECH EFFECTIVE:

- It gives information beyond just the basic meaning of the words.
- It can express the speaker's attitude or feeling about something.

It gives grammatical information (such as it shows the difference between a statement and a question).

- Higher intonation is a way to excite the audience, while slowing and lowering the tone will either end a point or a speech.
- The low intonation is a natural way to let everyone that the speaker is approaching the end of his speech.

VOLUME : Volume is the loudness and softness of the voice.

ARTICULATION : Articulation involves the movement and adjustment of speech organs.

PRONUNCIATION : It is the way in which a particular letter, word or sound is said.

STRESS : Stressing involves putting more emphasis on a word or sentence to draw attention to it. For example while discussing 'world hunger' in a speech the speaker should emphasize words like 'hunger' and 'poverty' to make sure the audience is drawn to the main idea of the speech.

VOICE MODULATION : Voice modulation is when the speaker controls or adjusts his voice. It's when the

speaker chooses to go louder or softer, faster or slower, dramatic or emotional. Basically, voice modulation means using the voice and tone to communicate the speaker's message more effectively.

TONE MODULATION : Tonality is the way the speaker sounds when he speaks. It means tuning the pitch or tone of the voice so that the message is delivered effectively.

DIFFERENCE BETWEEN VOICE MODULATION AND TONE MODULATION

VOICE MODULATION	TONE MODULATION
1. Voice modulation means the change of sound in a person's voice. It means that the speaker adjusts the volume and tempo while speaking.	Tone modulation is the rise and fall of pitch while speaking to emphasize particular words and to make conversation more engaging.
2. Voice modulation is an umbrella term comprising of several parts like pitch, volume, pauses, tempo and expression.	Tone modulation refers to a change in the pitch or tone of the voice. It is one of the major components of voice modulation.

PAUSE (A SHORT SILENCE) : A pause is a short silence or pause in speaking lets the listener reflect on the message. It helps the speaker to glide from one thought to another. It's a natural process to give a break.

SILENCE : The speaker can use silence to help him

slow down and control the timing of his speech. The silence allows the speaker to breathe. It allows the audience time to take in and digest what the speaker has said. It also gives the speaker time to recover if his mind goes blank.

PROXEMICS :

Proxemics (Space language) is the study of different types of space and how we use it, and how we arrange objects and ourselves in relation to space. Proxemics is the study of physical space in interpersonal relations.

There are four types of distance in space that we generally use in communication :

1. PUBLIC SPACE : Public figure or public speaker.
2. SOCIAL SPACE : Colleagues, customers.
3. PERSONAL SPACE : Friends or family.
4. INTIMATE SPACE : Close ones.

CHRONEMICS :

Chronemics is the study of the role of time in communication. It is the study of how human beings make use of their time effectively while communicating. In professional world time is a valuable resource. When we are late for an appointment, people react negatively. So we should always be on time. By valuing someone else's time we actually learn to value our own time.

PRESENTATION STRATEGIES : PLANNING, PREPARATION, ORGANIZATION, DELIVERY

PRESENTATION STRATEGIES : PLANNING, PREPARATION

In a presentation, a presenter presents a topic to a group of people i.e., an audience. The presenter's aim may be to suggest, sell, inform, inspire, motivate, persuade, convince or build good will. The presenter may use visual aids to help convey his or her message more effectively.

INTERACTION SKILLS : When two individuals exchange some facts, feelings, ideas it is called interaction. Interaction can be both verbal and nonverbal.

METHODS/STYLES OF PRESENTATION

VISUAL STYLE : This style involves many visual elements to support the topic and discussion points.

FREEFORM STYLE : This is impromptu style, it does not require slides. Instead the presenter tells strong stories to explain his points.

COACH STYLE : It allows the speaker to connect and engage with his audience.

INSTRUCTOR STYLE: In this style the presenter delivers complex messages, using figure of speech, metaphors and a lot of content.

CONNECTOR STYLE: In this style, the presenter connects with his audience by showing how the presenter is similar to his audience.

LESSIG STYLE: The Lessig Style was created by Lawrence Lessig. This presentation style requires the presenter to pass through each slide within 15 seconds. This method uses images, quotes and text to stimulate the audience and emphasize key points.

A presentation has three major elements:

- The presenter.
- The audience.
- Content and definite objective to be achieved.

A trained presenter should be aware of these elements.

A presentation involves prior planning and preparation.

PLANNING AND PREPARING A PRESENTATION

A good presentation requires careful planning. In general, the presenter will need to follow these steps to plan a successful presentation:

1. Brainstorm and outline: What is his topic?

What does he know about the topic? What does he want his audience to know.

2. Research: Use research to support his argument. Find examples and statistics to learn more about the topic.
3. Write an outline.
4. Write a draft.
5. Plan any visual aids such as Power Point or any activities that the presenter wants his audience to participate in.
6. Practice, practice, practice! The presenter should make sure that the presentation is not too long, and edit it down as needed.

PRESENTATION STRATEGIES : ORGANIZATION, DELIVERY

Organizing the Presentation :

A good presentation should be well organized, with a beginning, middle and end.

BEGINNING : The beginning of a presentation is very important. This is when the speaker has an opportunity to grab the audience's attention.

- Some attention grabbing techniques include : asking a thought-provoking question, showing the audience a picture, telling a story or using a real life example related to the presenter's topic, sharing a powerful quote or playing a short video.

• The presenter should introduce himself and the topic he will be discussing.

• The presenter should outline what he will be talking about.

BODY :

The presenter should :

- Discuss the main points in a logical order
- Make it clear to the audience when he is moving from one point to another.

- Use examples to support his points

CONCLUSION :

The presenter should :

- Summarize the main points
- Avoid providing new information at this point.
- Use language that lets his audience know that his presentation is coming to an end.
- Avoid ending with "that's it!" or apologizing for the presentation.
- Thank the audience for listening and invite questions.

DELIVERY OF PRESENTATION :

Use of voice :

- Volume of voice should be according to the size and environment. The speaker does not need to shout to be understood.
- Speed of speech should be according to the need of the message.
- Pitch of the speaker's voice should indicate that he has finished a particular point and will be taking up the next point.
- Tone of the speaker's voice should be according to the status and attitude of audience.

A few points to be remembered while delivering presentation :

- Don't hurry.
- Be enthusiastic.
- Main eye contact : Making eye contact with listeners, establishes a connection with them and conveys sincerity and confidence. It improves the speaker's concentration. It involves everyone in conversation.
- Modulate voice.
- Look friendly.
- Use notes.
- Remain polite while dealing with difficult questions.

Using Audio Visual Aids in delivering the presentation:
Visual aids can make the presentation effective and reach the desired objective. Through visual aids the presenter can make the audience see what they hear. It includes handouts, white/black boards, flip charts, power point slides, charts, tables, videos, audio clips etc.

Importance of Audio Visual Aids :

- It increases audience interest.

- It increases impact of the message
- There is no need to depend on notes.

THE NEED TO UNDERSTAND AUDIENCE AND LOCATE FOR A SUCCESSFUL PRESENTATION :

We need to understand the audience for a successful presentation, on the basis of the following points :

- Know their age range, background, gender distribution.
- Know their interest, their likes and dislikes.
- Know the size of the group.
- Audience analysis plays an important role because knowing the audience helps the presenter speak their language and gain trust.
- Knowing the values of the audience gives the presenter a chance to know how they make decision.
- Attention, response and reaction of the audience should be studied during the presentation.

LOCALE :

Locale means physical environment. The presenter should have knowledge of where he is going to speak because the environment, the location, place, stage, lighting and sound play an important role. The speaker should also know about the :

1. Place of presentation.
2. Table or podium provided.
3. Seating arrangement, lighting.
4. Visual aids available.