Unit - 3

PRESENTATION

A **presentation** conveys information from a speaker to an audience. Presentations are typically demonstrations, introduction, lecture, or speech meant to inform, persuade, inspire, motivate, build goodwill, or present a new idea/product. Presentations usually require preparation, organisation, event planning, writing, use of visual aids, dealing with stress, and answering questions. "The key elements of a presentation consist of presenter, audience, message, reaction and method to deliver speech for organisational success in an effective manner." Presentations are widely used in tertiary work settings such as accountants giving a detailed report of a company's financials or an entrepreneur pitching their venture idea to investors. The term can also be used for a formal or ritualised introduction or offering, as with the presentation of a debutante. Presentations in certain formats are also known as keynote address. Interactive presentations, in which the audience is involved, are also represented more and more frequently. Instead of a monologue, this creates a dialogue between the speaker and the audience. The advantages of an interactive presentation are for example, that it attracts more attention from the audience and that the interaction creates a sense of community.

Presentations can be used to judge the-:

1. Ability to communicate effectively.
2. Knowledge skills and critical analysis of the topic
3. Application of problem-solving abilities
4. Ability to research and prepare persuasive arguments
5. Ability to generate and synthesise ideas
6. Ability to present information clearly and concisely
7. Ability to present information to an audience with appropriate use of visual and technical aids
8. Time management
9. Interpersonal and group skills.

Importance of Presentation
- Instant method of conveying as well as receiving information.
- Provides a better chance to the audience for understanding the speaker's context.
- Presenter is able to acquire instant feedback for his work and research by judging reactions as well as body language of the audience.
- High level of understanding and transparency
- It imparts proper flexibility to the audience so that they can take an appropriate decision on a particular topic.
- Effective oral presentation helps in saving efforts, time and money for listeners as well as the speaker.
- It can be used for conveying confidential information to a selected group of individuals which ultimately improves the level of communication & exchange of information.
- Oral communication increases the level of participation.

Characteristics of an oral presentation
- **Preplanned:** An effective presentation is always preplanned. Audience, locale, topic etc. should be well structured and organised.

- **Audibility of voice and words:** The very first requirement of a good presentation is that in any given circumstance, the voice and words should be audible.
- **Simplicity:** The speaker should deliver the speech in simple words and sentences. Simple words and sentences make the speech effective.
- **Sincerity:** Sincerity means a presentation must raise a sincere concern to the audience. The information or data should be reliable.
- **Well-Rehearsed:** Fear of forgetting may result in stage phobia. Hence a good presentation must have several rehearsals.
- **Attractive and interesting:** A presentation should be attractive as well as interesting so that it can attract the audience. One or more quotations, anecdotes, phrases can be used for this.
- **Audience oriented:** The presentation ideas should be well adapted to the audience. It should be related to the interests of the audience. A detailed audience analysis must be made before the presentation, i.e., an analysis of the needs, age, educational background, language, and culture of the target audience.
- **Concise:** A good presentation should be brief but complete and should be focused on the topic. It should not move off-track.
- **Able to convey a message:** A good presentation should have the potential to convey the required information.
- **Use visual aids (for stage presentation):** To communicate the desired information, the speaker should use more visual aids such as transparencies, diagrams, pictures, charts, etc. Each transparency/slide should contain limited and essential information only.
- **Well organised:** A well-planned presentation is well organised. It must have a beginning, a mid and closing. The speaker must plan how to begin the presentation, what to speak in the middle of the presentation and how to end the presentation without losing audience interest at any point of time.
- **Questionnaire attached:** The speaker should encourage more questions from the audience. He should be honest enough to answer those questions.
- **Neutral:** A presentation must not be biassed in its subject matter. Even a speaker must keep himself away from any biassed issue.
- **Correctness:** A presentation must be correct in terms of spellings and data.
- **Paralanguage of voice dynamics:** An effective oral presentation must be good at pronunciation, articulation, speed etc.
- **Detached from emotions:** Oral presentation must be free from personal emotions.

Purposes of Oral Presentation

Different organisations have their different aims. Presentation can be held either at a large scale or for a small scale, it completely depends on its purpose. Before the planning of a presentation; its purpose should be kept in mind. Purpose determines the content of a presentation, the style of presentation and the amount of audience interaction. There can be numberless purposes of presentation but the main purposes are:

1. **To inform:** When the purpose of a presentation is simply to provide information then it is based on facts and figures. A professional have to deliver a number of oral presentations throughout his career. He may have to speak to his colleagues to give information on a project or make sales presentations to customers. For examples: -
   - If you HR and you may give five orientation briefings to new employees or explain company rules, procedures and benefits at assemblies.
   - Conducting training programs.
   - If you are a consultant, you may give informative presentations.
   - Oral reports.

2. **To persuade:** When the purpose of the presentation is to persuade then the presenter has to proceed with certain arguments and suggestions after that he will have to offer certain conclusions and recommendations. Some politeness tactics may be used in order to persuade the audience.
3. **To entertain:** Sometimes the presentations are made in order to entertain. Humour, narration of anecdotes and short quizzes are used to break the monotony of the presentation. It is necessary to elevate the mood of the audience but colloquial language and slang tone and words should be avoided.
4. **To motivate:** Motivation is needed when there is depression or like situations and that time oral speech is delivered to motivate the people. Alexander delivered his motivated speech to his soldiers when they were in depression.

Presentation plan:

The ability to undertake an oral presentation is a valuable skill for assessment tasks, interviews and your future career. This skill can be developed by everyone and is not reserved to those who are "naturally" confident at public speaking. This guide will provide you with some tips and techniques for ensuring your presentation is well planned, structured and delivered. Plan includes

1. Audience analysis
2. Locale analysis
3. Collection and organisation of data/information
4. Audio-visual aids
5. Writing of manuscript for presentation:

   - Writing Rough draft of manuscript

   - Revision and editing of manuscript

   - Final draft of manuscript

6. Selection of method of presentation
7. Rehearsal of presentation

A. Audience analysis:

Audience always holds the reception. It is very important to have a complete knowledge of the audience. The knowledge of who the audience is and what they need, is essential. The nature of the audience has a direct impact on the strategies which the presenter would choose.

If a presenter has a complete knowledge about his audience then he can choose the material according to his audience. If the audience is from a rural area then he will choose simple methods and audio-visual aids to make those village people understand but if the audience is professionals from urban areas then the standard of the presentation and selection of aids would require a lot of attention. That is why beforehand knowledge of the audience is a foremost requirement for a presenter. One must know the following things about audience:

- Audience's age

- Gender

- Interest

- background

- nature

- The range (size)

The knowledge of the audience will help you in adjustment of your style to accommodate cultural differences. Ideas about the audience can be taken by contacting the organiser or host. Audience profile should be prepared beforehand. Speak with confidence. Make your points crystal clear and easy to understand. Maintain an attitude of alertness and confidence. Encourage questions from the audience. Audience participation gives the opportunity to clear up any misunderstanding. There are many ways to develop audience profile: -

Identify the primary audience (decision makers).

Determine audience size (needs, interests, attitudes, cultural barriers etc.).

Determine audience composition.

Gauge the audience's level of understanding.

Project audience's expectation and preference.

Estimate audience's probable reaction.

B. Locale analysis

It is very important to understand the locale. It may help to understand the message properly. Locale is related to the physical environment and location where a presentation would be conducted. Every location has its unique physical environment. The speaker should know about:

- Place of presentation

- A podium or a table provided

- Public address system available

- Seating arrangement, room temperature and lighting (physical environment)

- Visual-aids available

All these things help the presenter to give his presentation effectively. Presenter must know what facilities are being given by the organiser at the place of presentation.

Suppose if the presenter knows that there is no proper system of hanging charts on the wall, then will choose another medium to display his ideas or he will demand nails arrangement before starting the presentation.

C. Preparation of Content/manuscript:

Content preparation is a tiresome job. This is the base of every presentation. It requires gathering information about the topic and then arrangement of that information in a format keeping time in mind. Space and time for audio video presentation should be mentioned clearly in the manuscript.

D. Audio-Visual Aids

Spoken words are ephemeral. Because of this limitation, speeches often need strong visual support. It is estimated that 11 % of what we learn is through hearing, 83 % through sight and the rest through the other senses. It means visual aids can make presentations more effective. Audio visual aids mean any kind of device like charts, mike, pictures, projectors, modals, tables, bar graphs, pi-charts etc, which helps the audience to understand the speech in a better way. The use of audio-visual aids break the monotony in any presentation, listeners feel stimulated and take it more interest. Visual aids not only make the presentation interesting but also make it understandable. But before using aids we must remember the following points: -

- Integrate the aid with the oral presentation and use it when you reach the relevant points.

- If possible, keep the chart, picture or map hidden until you need to refer to it.

- Visual aids should be displaced where everyone in the audience can see it.

- Interpret it to the listeners and draw their attention carefully to what you want them to note.

- Use a pointer to explain, if necessary.

- Emphasise on significant things.

- Do not clutter it with too much information.

- If you write, write legibly in large letters.

Selection of Audio-Visual Aids

It is very much important to select the right aids for the subject. If we select very costly aids but it would not suit the presentation for a specific purpose then it will be useless. audio-visual aids must suit the locale, audience, and purpose of the presentation.

- It should be selected according to the message as no one type of visual can ever be best for all occasions.

- The presenter should have a flexible attitude towards the type of visuals.

- It should be according to the size of the audience.

- Before selecting any aids budget should be kept in mind.

- Time required for preparing visuals should be one of the considerations.

Type of Aids

.	Tables ------------------------------------to present detailed, exact values

a.	Line or bar chart-------------------------to illustrate trends over time

b.	Pie/bar/area chart----------------------to show frequency or distribution

c.	Bar chart---------------------------------to compare one item with another

d.	pie chart----------------------------------to compare one part with the whole

e.	line or bar or scatter (dot) chart----to show correlations

f.   map--to show geographic relation

g.   flow chart or diagram-----------------to illustrate a process or a procedure

E. Writing of manuscript for presentation

After the preparation about information, format, addition of audiovisual aids etc manuscript is prepared. There are three steps for preparing manuscript of a presentation-

- **Writing rough draft-**

The whole content is divided into introduction, main body, and closing. Introduction defines the main idea and it is the part that fixes the audience in their seat to listen to the speaker. Generally, a small story or launch line or tags works well in introduction. Main body includes all the required and related details of the presentation. Various audio-visual aids and fact-based content helps the speaker to move ahead smoothly. Closing of a presentation should also be powerful. So, one should not do any repetition here but recapitulation is must. Some questions can be added to increase the interest of the audience. Note that the audience always remembers the end result.

- **Proofreading and Editing**

It includes reviewing everything for typographical, improper grammar, and data errors. Corrections are noted on the first draft. Manuscript is revised and edited many times till it becomes satisfactory.

- **Preparation of final draft**

After getting all the corrections, the speaker should write the final draft for oral presentation.

F. Selection of method of presentation

Good planning is the backbone of good presentation. 'What to say' and 'how to say' are equally important. Sometimes people prepare their presentation very well but they wouldn't make it effective just because of a lack of delivery method. It is seen that words cast their impression when they are said in the right way at the right time. So, when the speaker plans and develops the content of the presentation, he should begin practising his presentation (delivery). There are many factors that are responsible to make the presentation effective like manner of presentation, vocal inflections, perfectly timed pauses, facial expressions, and gestures etc. most audiences prefer – directness, spontaneity, animation, vocal and facial expressiveness, and a lively sense of communication. A speaker can choose any of the following methods-

i. Memorization

It can be one of the most effective methods. But the main downside is that if at the time of delivery something skips from mind, the speaker feels a lack of confidence. This method requires an extraordinary power to memorise the manuscript because if the presenter forgets his lines, his speech will sound stilled/unnatural/too formal. Besides, he will become a butt of ridicule. Memorising a quotation, an opening paragraph, or a few concluding remarks will strengthen his delivery and impress the audience.

Advantages

- It is very easy to make eye contact.

- The speaker can easily move and make use of appropriate non verbal communication.

- It is possible to finish the speech in the allotted time.

Disadvantages

- It requires too much time.

- It may be dull and monotonous as you say what you memorise.

- No flexibility or adaptation during presentation.

- The speaker gets flustered if he forgets a word, sentence, or a whole paragraph.

ii. Reading the Manuscript

It means reading out the written material aloud. This method is often used whenever a complex or technical presentation is made such as the description of some machine or the policy matters of an organisation. Reading intelligibly is an art which can also be learnt after much practice. It requires rehearsal again and again. Usually it is considered monotonous and boring but can be made effective by using the following tips: -

- Practice enough so that an eye contact with the audience can be maintained.

  - Be familiar with the text by reading it again and again.

  - Learn right pronunciation of the technical terms used.

  - Maintain the proper flow of language for which proper pause and voice inflection can be used.

Advantages: -

It's a permanent and accurate record of whatever you have to say.

There is no chance of tampering with the facts and figures.

The material is organised.

Language gets polished as you write and improve it to the best.

Disadvantages: -

- Since you will be reading, you will get less time for eye contact.

- There is no scope for non-verbal and interactive communication.

- Difficulty in bringing flexibility at a time.

- It will become dull in the absence of perfect reading skill.

iii. Extemporaneous/Speaking from Notes

It is a common method of presentation. It is prepared with the outline. The speaker prepares notes on a sheet or cards and then with the help of appropriate audio-visual aids, he makes his presentation. It is an easy and impressive method. While making a presentation, the speaker maintains eye contact with the audience and never for a moment does the presentation become mechanical, dull or monotonous.

Advantages: -

- As you have enough time you can present it in the best way.

- The supporting material helps to present points clearly.

- You can be flexible in use of language.

- It allows you to establish a rapport with the audience.

- It enables you to move freely.

Disadvantages: -

- If the presentation is inadequate, you can get lost and yourself uncomfortable.

- If you use the notes too much you will see the spontaneity.

iv.   Impromptu

It is advisable to use it in informal gatherings/speech. The word 'impromptu' means done without preparation or planning. The term 'impromptu speech' means a speech delivered without any preparation done beforehand i.e. unrehearsed delivery in speech. It is advisable to avoid such impromptu speeches of formal mode. "Avoid speaking unprepared unless you've spoken countless times on the same topic or are an extremely good public speaker". In an unavoidable situation, take a moment to think through what you'll say and also avoid the temptation to ramble.

Advantages

- You sound natural if taken care of properly.

- You are free to put your original thoughts.

- You are spontaneous as you say what you feel.

Disadvantages

- Presentation lacks organised development.

- There is no supplementary material to substantiate the speech.

- Chances of rambling are very high.

- It may turn out to be a failure in inadequate supply of material or language command.

G. Rehearsal of presentation

The presenter must be careful about content and style. He must have proper knowledge of his audience, their language; culture etc. and the physical environment should also be favourable. The first and foremost thing which the speaker should have is confidence. He should have overcome his anxiety and for that he must:

- Rehearse in front of a mirror or use a tape recorder or practise with a co-worker.

- Visualise your success and overcome your nervousness.

- Take a few deep breaths before starting.

- Be comfortable. If required; drink water

- Don't panic.

- Keep going and conclude your presentation with confidence.

- Speak clearly (nor fast nor slow)

- Avoid bombastic words.

- Use body language naturally and appropriately

- Encourage questions.

- Use humour if necessary.

- And finally answer the audience's question.

- Practise your presentation several times, aloud and standing up. Note the time of the presentation. If it is too long, concise it or simplify information, rather than speaking more quickly.

- Stand straight with your feet "planted" in the ground. This will eliminate swaying and nervous movements in the legs. You can move, but do so with purpose.

- Establish a "resting place" for your hands at the front of your body, such as cupped at waist level.

- Eye contact is a powerful means to engage your audience so look at your audience when you speak.

- Speak more slowly and clearly than you normally would. Provide emphasis through voice intonation, volume and pausing.

KINESICS OR BODY LANGUAGE (NON-VERBAL COMMUNICATION)

Often the physical movement of the body and their study is known as body language or kinesics. In this connection Raymond and John rightly remark. To them kinesics "is the way the body communicates without words, that is, through various movements of its parts".

No doubt, we express our emotions through words but often the inner states of emotion are expressed through different parts of the body and their physical movements. We can communicate or send messages even by nodding our heads, blinking the eyes, shrugging our shoulders or waving our hands. When we study body language, we look at the meaning of symbols that the physical movements of the body are communicating. Through outward body movements true inner emotions are reflected. For the expression of these inner body states, the face and eyes, gestures and physical appearance are to be studied. For self-control, the presenter should pay attention to his body language, for this following part of kinesics should be considered: -

- Maintain eye contact
- Face and eyes
- Gestures
- Body shape and posture
- Appearance

1) Maintain Eye contact: The speaker should maintain a steady eye contact because it is an effective means of developing rapport with the audience. If the presenter looks at the audience for a long period of time, it shows his intensity of interest. Eye contact as well as eye movements indeed help significantly in communicating successfully in oral communications.

2) Face and Eyes: Face is the index of mind. The face, it means, reflects what is going on inside the speaker. In this context, eyes tell us much more than other facial features. The facial expressions are associated with happiness, surprise, fear, anger and sadness. Even eyes, nose, cheeks or forehead express one's inner goings on. For example, the eyebrows with upper and lower eyelids raised, giving a wide-eyed effect indicate that the person is excited, surprised or brightened. Similarly, if we look at someone or something for a long period of time, we show our intensity of interest. Eye contact and eye movements indeed help significantly in getting success in interviews, seminars, or other face to face oral communications. The interviewee or one who is giving the oral presentation should keep a pleasant face with a natural tendency to smile. He should maintain an open look and also make eye contacts with the interviewer or the members of the panel.

3) Gestures: In addition to the face and eyes, other body parts move and convey meaning. These movements are known as gestures, the physical movement of arms, legs, hands and head. For example, if the arms are spread apart, shuffling from one leg to another and body slightly extended forward, these gestures convey meanings of nervousness and intensity. As gestures have meanings so they should be coordinated with proper intensity of speech. "The greater the gesture the louder the speech and vice versa", comments a scholar. A presenter while facing the audience is advised to keep positive postures, since it indicates his positive personality.

4) Body shape and posture: Another area of kinesics involves body shape and posture. As far as body shape is concerned, we can't do much about it since it is given to us by God. But with the right posture we can impress the interviewer and the audience.

Raymond and John D refer to the behaviourists who have studied the shapes of our bodies and have identified three types: -

1) The ectomorph – thin, youthful and tall.

2) The mesomorph – strong, athletic, muscular and boned.

3) The endomorph – fat, round and soft.

Indeed, physical shape communicates hence let us try to be mesomorphs. But it is not possible to be mesomorph since genetically either we are ectomorph or endomorph, then we can win our interviewer or the audience with good posture. A person with good and appealing body shape but with bad postures and unfavourable image will communicate a negative message.

5) Appearance: By appearance we mean external appearance in which our dress, jewellery and make up play a pivotal role. The speaker should consider how others will view him in relation to how he wants to be seen. He should dress up in a simple and sober dress.

NOTE: - Thus, kinesics, inclusive of facial expressions, gestures, body shape and posture will be the part of the messages the speaker wants to communicate.

DIMENSIONS OF SPEECH SYLLABLE; ACCENT, PITCH, RHYTHM, INTONATION

SYLLABLE:

A syllable may be defined as a unit of sound with one vowel sound and with or without consonant sounds. A syllable is the sound of a vowel (a, e, i, o, u) that is created when pronouncing a word. A syllable is a part of a word that is pronounced with one uninterrupted sound. A syllable is a unit of sound which can be pronounced with a single effort of the voice. For example, the word water is composed of two syllables: wa and ter as we have to make two efforts to pronounce this word. Syllables are ways to split words into speech sounds. We naturally say words using syllables, but we don't usually think about it until we need to separate the syllables for reading or spelling purposes.

So, why do we need syllables? When we learn to read, and as we encounter more difficult words, we may need to decode a word. You'll often hear someone telling a reader to "sound it out" or "break the word into parts." When we do this, breaking the word into syllables can help us read the word. Here are a few examples: i) word- one syllable, word ii) spelling- two syllables, spe + lling iii) computer- three syllables, com + pu + ter Breaking a word into syllables can also help when we learn to spell new words. There are many spelling rules that apply to how a word is broken apart. For example, if a syllable ends with a vowel, the vowel sound is usually long. tiger- two syllables, ti + ger. The i in tiger is a long i, making the sound "i." If the word had been broken up like this, tiger, we would pronounce the i as a short i, as in the word igloo and the beginning of the word would be "tig." The construction of a syllable may be described in terms of the following formula: [C]+V=Syllable Where C indicates indefinite number of consonants and V stands for a vowel sound, the bracket indicates that the consonants are not obligatory. e.g. street = CCCVC (1 Syllable) ago = VCV (2 Syllables) There can be one or more syllables in a word depending upon the number of vowel sounds it has.

Words are divided into three types as per number of syllables: -

1. Monosyllabic: Words with one syllable e.g. on- on (VC)

2. Disyllabic: Words with two syllables e.g. upon- up+ on (VCVC)

3. Polysyllabic: Words with more than two syllables e.g. syllable – sy+lla+ble (CVCVCVC)

ACCENT: (WAY OF PRONUNCIATION)

Accent is the way of pronouncing the words of a language that shows the person belongs to which country, area or social class. Accent is a manner of pronunciation peculiar to a particular individual, location, or nation. The region to which you belong affects your accent. Not only the locality but the economic status, ethnicity, caste etc. all make an impact on the accent.

Accent mainly includes pronunciation, which also has correlation with stress. It is an important factor whether English is your first language or second language. To learn the right pronunciation, like that of the native speaker, you must watch the native speakers in action. It should not look like affected accent. Many times, you do not give importance to pronunciation and that makes your speech seem below par. Children are able to take on accents relatively quickly. Children of immigrant families, for example, generally have a more native-like pronunciation than their parents, though both children and parents may have a noticeable non-native accent – however these generally differ: the parents' accent tends to be influenced by the sound system of their native language whilst the child is more inclined to apply hyper-pronunciation resulting from their need to correct their parents' shortcomings in fluency.

Accents seem to remain relatively flexible until a person's early twenties, after which a person's accent seems to become more fixed.

PITCH: (LOUDNESS)

Pitch is a property that allows the ordering of sounds on a frequency-related scale. Pitches are compared as "higher" and "lower". The rise and fall of the voice convey various emotions.

'Thank you' is such a phrase. You can find out the difference when you utter it indifferently and when you say it with sincerity. Lowness of pitch can indicate sadness, shock, dullness, guilt etc. if you are excited, joyous, ecstatic, triumphant and even angry then your pitch automatically becomes high. A well-balanced pitch results in a clear and effective tone. It helps you avoid being monotonous. A variety of pitches should be used to hold the listener's attention. Avoid raising the pitch of the voice at the end of a sentence.

RHYTHM: (SOUND PATTERN ACHIEVED BY USING STRESS IN WORDS)

Rhythm refers to a pattern of sounds. Maintaining a rhythm in a speech makes the speech sound natural and fluent. Rhythm is produced by stressed and unstressed words in a sentence. Using only the stressed words in a sentence may make a speech sound dull and artificial. The listener may also not understand the intended emphasis or meaning in the speech. Just as stress, speed is another very important factor in the fluency of English. When we speak, we do not speak words in isolation but group them and speak without any pauses between them. To achieve good rhythm in speaking we should know which words to be stressed and which are not to be stressed in a sentence. This leads to one or more of the following conclusions: -

• Rhythm is not primarily expressed by patterns of duration.

• The person-to-person and paragraph-to-paragraph variation within a language may be much larger than expected. Perhaps linguists may have idealised the form of each language, neglecting the variation.

INTONATION: (VARIATION OF PITCH OR LOUDNESS OF THE WORDS IN A SENTENCE)

The intonation in a language refers to the patterns of pitch variation or the tones it uses in its utterances. In normal speech, the pitch of our voice goes on changing constantly – going up, going down, and sometimes remaining steady. Different pitches of the voice combine to form patterns of pitch variation or tones, which together constitute intonation. Intonation is closely linked to stress because important changes in pitch occur with stressed syllables.

The following are the main functions of intonation: -

1) Distinguishing different types of utterances such as statements, commands, requests, and questions.

2) Differentiating the speaker's emotional attitude such as curiosity, apprehension, friendliness, and politeness.

3) Drawing the listeners attention to those segments of an utterance that one considers important.

PARALINGUISTIC FEATURES OF VOICE / NUANCES OF VOICE DYNAMICS

Paralinguistic features are non-verbal vocal cues that help you to give urgency to your voice. Your voice is your trademark; it is that part of yourself that adds human touch to your words. Nuances of voice dynamics help the speaker to make his oral presentation impressive. In order to control the audience, the speaker has to adopt certain strategies; primary among them is the use of language. The speaker should speak a language which is close to the participants. "Clarity is the key word in oral presentation". Writing does not have that immediacy because the words are static on a page. Voice gives extra life to your delivery.

Therefore, you may find it useful to understand the nuances of voice dynamics, namely: -

- Pronunciation
- Modulation of the voice
- Pace / Rate
- Use of connectives

1) Pronunciation: Words should be pronounced clearly, with proper stress and intonation. Mispronunciation sometimes leads to confusion and spoils all presentation however well planned it is.

2) Modulation of the Voice:

  i.   Voice should be vibrant and well-modulated.
  ii. Nasalization of the voice should be avoided.
  iii. Pauses should be at the right place.

3) Pace / Rate: (words spoken per minute) Rate is the number of words which you speak per minute. It varies from person to person and from 80 to 250 words per minute. The normal rate is 120 to 150 words. Cultivate your pace so as to fit in this reasonable limit. If a person speaks too slowly and monotonously, he is most likely to be considered a dull speaker even though the contents of his speech may be highly interesting. Similarly, a fast speaker also causes discomfort because the listeners do not get time to grasp the thoughts and switch from one thought to another. Under these circumstances, listeners may just stop listening and their attention may get lost. It is best, therefore, to vary your speaking pace. Use pauses to create emphasis. A well-placed, varied message suggests enthusiasm, self-assurance and awareness of the

audience. So, the rate of delivery should be normal. Since too slow or too fast delivery spoils the entire presentation.

4) Use of connectives: There are various kinds of connectives which may be used in oral presentation. There are some words or phrases which indicate the end of one thought and shift to another. Even rise and fall in tone can serve this purpose. The speaker can use such phrases as: After having said that, it is time now to, In addition to etc. Likewise, his falling pitch will indicate the end of his speech.

PROXEMICS / SPACE LANGUAGE

In addition to kinesics non-verbal communication also includes proxemics which means the space around us or the distance between the speaker and the listener. Proxemics is derived from the word proximity which means closeness. Proxemics has a definite meaning in oral presentation. "Our interaction with the people around us has rather well-defined or well understood spatial dimensions' ', comments KK Sinha. It means the spatial dimensions or distance between us and other people tell us about our relations with others and the nature of our communication with them.

Edward T. Hall has given four types of space language, depending on the distance: -

- Intimate Space Language
- Personal Space Language
- Social Space Language
- Public Space Language

1) Intimate Space Language: (within the circle of 1.5 feet) Where the speaker and listener are within the circle of about 18 inches distance. Only family members and close friends enter this area.

2) Personal Space Language: (1.5 to 4 feet) Where the speaker and the listener are in the personal space i.e. from 18 inches to 4 feet and in this circle, they can have normal conversation.

3) Social Space Language: (4 to 12 feet) Here the circle extends from 4 feet to about 12 feet. This social space language is used for formal purposes. Most of the business is done within this area.

4) Public Space Language: (12 feet to ....) It extends from 12 feet to as far as we can see and hear. In this large space, communication becomes formal. In it the speaker speaks at a loud pitch so that a large group of the audience can hear him.

CHRONEMICS / TIME DIMENSION

The most important thing at a workplace is the management of time. Similarly, time management of time is the watchword of successful presentation. During the presentation, if the speaker takes a lot of time, his speech becomes monotonous. To grab the attention of the audience during the presentation, the speaker should try to sum up his presentation within the allotted time. He should plan and rehearse well so that his speech will not go beyond the allotted time.

INTERPERSONAL COMMUNICATION

Interpersonal communication is the process by which people exchange information, feelings, and meaning through verbal and non-verbal messages: it is face-to-face communication. Interpersonal communication is not just about what is actually said - the language used - but how it is said and the non-verbal messages sent through tone of voice, facial expressions, gestures and body language.

ELEMENTS OF INTERPERSONAL COMMUNICATION

Much research has been done to try to break down interpersonal communication into a number of elements in order that it can be more easily understood. Commonly these elements include:

The Communicators: For any communication to occur there must be at least two people involved. It is easy to think about communication involving a sender and a receiver of a message. However, the problem with this way of seeing a relationship is that it presents communication as a one-way process where one person sends the message and the other receives it. While one person is talking and another is listening, for example.

In fact, communications are almost always complex, two-way processes, with people sending and receiving messages to and from each other simultaneously. In other words, communication is an interactive process. While one person is talking the other is listening - but while listening they are also sending feedback in the form of smiles, head nods etc.

The Message: Message not only means the speech used or information conveyed, but also the non-verbal messages exchanged such as facial expressions, tone of voice, gestures and body language. Non-verbal behaviour can convey additional information about the spoken message. In particular, it can reveal more about emotional attitudes which may underlie the content of speech.

Noise: Noise has a special meaning in communication theory. It refers to anything that distorts the message, so that what is received is different from what is intended by the speaker. Whilst physical 'noise' (for example, background sounds or a low-flying jet plane) can interfere with communication, other factors are considered to be 'noise'. The use of complicated jargon, inappropriate body language, inattention, disinterest, and cultural differences can be considered 'noise' in the context of interpersonal communication. In other words, any distortions or inconsistencies that occur during an attempt to communicate can be seen as noise.

Feedback: Feedback consists of messages the receiver returns, which allows the sender to know how accurately the message has been received, as well as the receiver's reaction. The receiver may also respond to the unintentional message as well as the intentional message. Types of feedback range from direct verbal statements, for example "Say that again, I don't understand", to subtle facial expressions or changes in posture that might indicate to the sender that the receiver feels uncomfortable with the message. Feedback allows the sender to regulate, adapt or repeat the message in order to improve communication.

Context: All communication is influenced by the context in which it takes place. However, apart from looking at the situational context of where the interaction takes place, for example in a room, office, or perhaps outdoors, the social context also needs to be considered, for example the roles, responsibilities and relative status of the participants. The emotional climate and participants' expectations of the interaction will also affect the communication.

Channel: The channel refers to the physical means by which the message is transferred from one person to another. In a face-to-face context the channels which are used are speech and vision, however during a telephone conversation the channel is limited to speech alone.

CLASSROOM PRESENTATION

The classroom presentation consists of short discussions, demonstrations, and science activities. To illustrate just how cold these two substances are, various objects are frozen, and some fun properties that arise from the relationship between temperature, pressure, and volume are explored. Fundamental features required in Classroom presentation are as follows: -

1. **Establish one clear idea**: Conventional wisdom of the past used to be about putting as much information and content into a presentation as possible. It was all about trying as hard as we could to come across as an authoritative figure who truly was a master of the subject. That barely works in higher education, and certainly is pliable in K-12. Consider that we aren't trying to teach someone everything you know in a short window, but rather making an impression for long-term retention. Focus on one idea with supporting information in a quick period of time.

2. **Start with a compelling hook**: When we consider the average suggested presentation, length is only around ten minutes, we don't have any time to waste. Obviously, the specifics of the presentation will vary depending upon the grade level, time of day, content being presented and so on. One thing that won't vary is the need to grab students right off of the bat and have them paying attention from the first few seconds.

3. **Prioritise** (only put in what's important): Another major item to remember is what we are putting into our presentation as far as content is concerned. If we already understand how important it is to captivate our classroom and capitalise on the short attention spans, it's not a wise strategy to grind the presentation to a screeching halt just so that we can read boring statistics and bland figures. There does need to be some information, as we can read and reference figures without using presentation software in the first place.

4. **Consider schema and background knowledge**: Familiar images, references, sounds, music, and other bits of information can act as anchors to ground student understanding, as well as disarming some of the intimidation or anxiety new content can represent for some students. Along with focusing on a single idea per presentation, this can go a long way towards making better presentations for students.

5. **With slides, less is more**: Believe it or not, the most acceptable answer from professionals is that you don't need a lot of slides in a presentation. For the short answer, we probably need fewer sides than we think. If there's too much information, students are instantly going away from trying to listen to us into a mode where they simply skim the PowerPoint slide. Once they realise it is the same message, the PowerPoint slide is basically worthless. We obviously can summarise points too.

NOTE: -

Classroom Presentation helps in students to:

• Build Confidence

• Develop Critical Thinking

• Develop Argumentative Skills

• Develop coordination among- Reading, Writing, Listening and Speaking

• Develops Communication Skills

STYLE OF PRESENTATION/CLASSROOM PRESENTATION

Style is a particular procedure by which something is done; a manner or way.

1. Visual Style

2. Freeform Style

3. Coach Style

4. Storytelling Style

5. Connector Style

6. Lessig Style

7. Takahashi Style

Visual Style: If we're a firm believer slides simply exist to complement our talking points; this style is for us. With this speaking style, we might need to work a little harder to get our audience engaged, but the dividends can be huge for strong public speakers, visionaries, and storytellers. When to use it: This style is helpful when speaking to a large audience with broad interests. It's also great for when you need to throw together slides quickly.

Freeform Style: This impromptu style of presenting doesn't require slides. Instead, the speaker relies on strong stories to illustrate each point. This style works best for those who have a short presentation time and are extremely familiar with their talking points. When to use it: Elevator pitches, networking events, and impromptu meetings are all scenarios in which to use a freeform style of speaking. We'll appear less rehearsed and more conversational than if we were to pause in the middle of a happy hour to pull up our presentation on a tablet.

Coach Style: Energetic and charismatic speakers gravitate towards this style of presenting. It allows them to connect and engage with their audience using role play and listener interaction. We use this presentation style when we're speaking at a conference or presenting to an audience who needs to be put at ease. For example, this style would work well if we were speaking to a group of executives who need to be sold on the idea of what our company does rather than the details of how we do it.

Storytelling Style: In this style, the speaker relies on anecdotes and examples to connect with their audience. Stories bring our learning points to life.

When to use it: Avoid this style if we're in the discovery phase of the sales process. We want to keep the conversation about our prospect instead of circling every point or question back to us or a similar client. This style is great for conference speaking, networking events, and sales presentations where you have adequate time to tell your stories without taking minutes away from questions.

Connector Style: In this style, presenters connect with their audience by showing how they're similar to their listeners. Connectors usually enjoy freeform Q&A and use gestures when they speak. They also highly encourage audience reaction and feedback to what they're saying. When to use it: Use this style of presenting early in the sales process as we're learning about our prospect's pain points, challenges, and goals. This type of speaking sets our listener at ease, elicits feedback on how we're doing in real time, and is more of a dialogue than a one-sided presentation.

Lessig Style: The Lessig Style was created by Lawrence Lessig, a professor of law and leadership at Harvard Law School. This presentation style requires the presenter to pass through each slide within 15 seconds. When text is used in a slide, it's typically synchronised with the presenter's spoken words. When to use it: This method of presentation is great for large crowds -- and it allows the speaker to use a balance of text and image to convey their message. The rapid pace and rhythm of the slide progression keeps audiences focused, engaged, and less likely to snooze.

Takahashi Style: This method features large, bold text on minimal slides. It was devised by Masayoshi Takahashi, who found himself creating slides without access to a presentation design tool or PowerPoint. The main word is the focal point of the slide, and phrases, used sparingly, are short and concise.

When to use it: If we find ourselves in Takahashi's shoes -- without presentation design software -- this method is for us. This style works well for short presentations that pack a memorable punch.

METHODS OF PRESENTATION/CLASSROOM PRESENTATION

Method is a particular procedure for accomplishing or approaching something, especially a systematic or established one. It is a mode to carry out an assigned task.

➢ Presentation without visuals (Face to face)

➢ Presentation with Flip Chart

➢ Presentation with PowerPoint

➢ Presentation with Visualizer (Video Screen)

➢ Presentation with Visualizer and PowerPoint/Videos

METHODS OF CLASSROOM TEACHING

There are several ways of classroom teaching: -

1.) Lecture: Lectures are instructor-centred forms of instruction given to a whole class. Lectures come in many different forms, some more effective than others. The lecture is the most used strategy. Some

skilled lecturers have the ability to engage students using humour or insightful information. The lecture is often coined as "direct instruction" which can be can be made into a more active instructional strategy when it is part of a mini- lesson.

2.) Socratic Seminar: The Socratic seminar is where an instructor asks open-ended questions allowing students to respond and build on each other's thinking. According to education researcher Grant Wiggins, the Socratic seminar leads to more active learning when, "it becomes the student's opportunity and responsibility to develop habits and skills that are traditionally reserved for the teacher."

3.) Jigsaws and Small Groups: There are other forms of small group discussion. The most basic example is when the teacher breaks the class up into small groups and provides them with talking points that they must discuss. The Jigsaw is one modification on small group discussion that asks each student to become an expert on a particular topic and then share that knowledge by moving from one group to another.

4.) Role-Play or Debate: Role-play is an active instructional strategy that has students take on different roles in a specific context as they explore and learn about the topic at hand.

The use of debates in the classroom can be an active strategy that strengthens skills of persuasion, organisation, public speaking, research, teamwork, etiquette, and cooperation. Teachers can foster critical thinking skills by requiring students to provide evidence to support their claims before any debate.

5.) Presentation through Multimedia: Multimedia methods of presentation are passive methods of delivering content and include slideshows (Power Point) or movies. When creating presentations, teachers should be aware of the need to keep notes concise while including interesting and relevant images. If done well, this presentation is a kind of lecture that can be interesting and effective for student learning.

6.) Independent Reading and Work: Some topics lend themselves well to individual classroom reading time. For example, if students are studying a short story, a teacher might have them read in class and then stop them after a certain time to ask questions and check for understanding. However, it is important that the teacher is aware of student reading levels to make sure that students do not fall behind.

7.) Student Presentation: The instructional strategy of using student presentations as a way to present content to the class as a whole can be a fun and engaging method of instruction. For example, teachers can divide up a chapter into topics and have the students "teach" the class by presenting their "expert" analysis.

INDIVIDUAL CONFERENCING: ESSENTIALS (FUNDAMENTALS)

The individual conferences are designed to help the student explore his/her goals and aspirations as well as reasons that he/she may choose to achieve or underachieve in school. We will find some directions needed in Individual conferences.

• Do not meet in front of other students. The conferences should be private and confidential. We may want to meet with the student before or after college, during a study hall, or during lunch. We must try to find a quiet place where we will not be disturbed or distracted.

• Do not talk to the other students in your class about the study. It is important that the student you are working with feels safe and does not feel "singled out."

• The person who conducts the conferences should have a positive relationship with the student. The classroom teacher can conduct the conferences, or another member of the faculty can assume responsibility for the conferences. A counsellor, school psychologist, social worker, teacher of the gifted, another teacher with whom the child feels especially close, or another specialist can take responsibility for the weekly meetings if the classroom teacher is unable to conduct the conferences or if another faculty member has a more open, positive relationship with the student.

• It is important that the person who takes responsibility for conducting the conferences meets with the student once a week for 15 minutes for the entire duration of the intervention.

• Before you meet with the student, you should print a copy of that week's worksheet. When meeting with the student, you should ask the student the questions on the worksheets, and you should record the student's answers on the worksheet, and you should save the completed worksheets in a binder or folder. At the end of the intervention, we will ask you to send us the completed forms, so please make sure to keep the forms.

A note regarding the format of the Individual conferences:

We must spend 15-20 minutes a week in individual conferences with the student. We have structured the conferences into sessions; however, depending on the discussion within our actual session, we may cover the material more or less quickly than we have outlined. If we don't finish an activity during one session, carry the remainder of the activity over to the next session. All the sessions follow a standard "maintenance" format. Therefore, we will easily be able to complete all of the activities, even if some of them take our 2-3 sessions.

PUBLIC SPEAKING: METHOD

Public speaking is the process of communicating information to an audience. It is usually done before a large audience, like in school, the workplace and even in our personal lives. The benefits of knowing how to communicate to an audience include sharpening critical thinking and verbal/non-verbal communication skills.

Public speaking is important because it helps us to improve our knowledge. The preparation that goes into a speech and the fact that we have to work out how to communicate to others effectively makes us understand our content that much better.

How to be a better Public Speaker:

1. Begin with the end in mind. Before we start working on our script or presentation, we get clear on its objective

2. Simplify your messages

3. Avoid the perils of Power point

4. Connect with audience

5. Tell suitable stories

6. Prepare and practice

7. Watch yourself.

8. Avoid sameness.

CHARACTERISTICS OF A GOOD CONFERENCE SPEAKER

- CONFIDENCE
- VOICE MODULATIONS
- KEEP IT SHORT AND SIMPLE
- CONNECT WITH YOUR AUDIENCE
- THE ART OF STORYTELLING
- REPETITION
- CREATIVITY
- ABILITY TO SPEAK WITHOUT MEMORIZATION.

TECHNIQUES OF PRESENTATION

Technique is a way of carrying out a particular task, especially the execution or performance of an artistic work or a scientific procedure.

Here are 10 effective presentation techniques for technical presentation.

1. Use visual aids: We use pictures in our presentations instead of words which double the chances of meeting our objectives.

2. Keep it short and sweet: There is an old adage "No one ever complained of a presentation being too short." Nothing kills a presentation more than going on too long. We may find college professors who will penalise a short presentation (most lecturers see no problem in droning on) , but for most people prefer a shorter presentation.

3. Use the rule of three: A simple technique is that people tend to only remember three things. Work out what the three messages that we want our audience to take away and structure your presentation around them. We use a maximum of three points on a slide.

4. Rehearse: Practice makes for perfect performance. Many experts say that rehearsal is the biggest single thing that we can do to improve our performance. We perform our presentation out loud at least four times. One of these should be in front of a real scary audience i.e. Family, friends or colleagues.

5. Tell stories: All presentations are a type of theatre. We tell stories and anecdotes to help illustrate points. It all helps to make our presentation more effective and memorable.

6. Lose the bullet points (don't put our speaker notes up on the screen): Bullet points are the kiss of death for most presentations. Most people use bullet points as a form of speaker notes. To make our presentation more effective we put our speaker notes in our notes and not up on the screen.

7. Video ourselves: Set up a video camera and video ourselves presenting. We will see all sorts of mistakes that we make from how we are standing, if we are jangling keys, to how well our presentation is structured.

8. Know what slide is coming next: We should always know when we are presenting slides 'which slide is coming up next.' It sounds very powerful when we say "On the next slide [Click] we will see...", rather than a period of confusion when the next slide appears.

9. Have a back-up plan: Murphy's law normally applies during a presentation. Technology not working, power cuts, projector blowing a bulb, spilling coffee on our front, not enough power leads, no loudspeakers, presentation displays strangely on the laptop – all of these are things that we encounter in our presentations that we have given. Have a back-up plan. Take with you the following items – a printed out set of slides – (you can hold these up to the audience if you need to), a CD or data stick of your presentation, a laptop with your slides on it. Just in case it goes wrong. Guess what? When we have back-ups – we seldom need to use them.

10. Check out the presentation room: Arrive early and check out the presentation room. If we can make sure that we see our slides loaded onto the PC and working on the screen. Work out where we will need to stand.

CLARITY OF SUBSTANCE IN TECHNICAL PRESENTATION

Guidelines for clarity of substance are as follows: -

1. Write to express, not to impress: Communication is a mix of vision and conversation. Having noticed something interesting, we seek to direct the attention of the reader so that they might see it with their own eyes. What we choose to write is for the use of someone else. Always choose selflessly. The Harvard linguist Steven Pinker points out that smart people sour their thoughts through attempts to impress others.

They spurn simplicity from a desire to prove that they are not bad scientists, lawyers, or academics—in doing so, they unwittingly prove they are bad communicators.

2. Brainstorm horizontally, revise vertically: What makes for a boring novel is the same as what makes for boring non-fiction: the story grows horizontally instead of vertically. Writing that is "too wide" tries to explain everything but ends up saying nothing. Part of writing well is deciding where one piece ends and another begins. If we don't hold the line, we'll be dragged around by it.

3. Write for an audience of one: Second to his is investing talents. We must have a deep-rooted respect for clear communication within the organisations. The content should be the same for everyone.

4. Relentlessly re-earn attention: Captivating titles and hooks won't soon lose their ability to move mountains. That means our content should be connected in a way that it can grasp the audience's attention again and again.

Here are a few ways to catch and keep readers until the final line:

• To begin a story with details of secondary importance to the reader while postponing more essential points or facts Make the value proposition clear from the outset in everything you write. If our objective and the reader's incentive are not obvious within the first few paragraphs, rewrite them.

• Dress your thoughts well. One of my favourite expressions is, "Exercise improves everything." It captures the life-changing transformation that occurred when we take up bodybuilding. "Working out is good for us" imitates brevity but loses the punch. We often re-frame all that's needed to make an accurate statement a timeless one.

• Avoid circular and repeated points. "In other words," you should just use those other words. Insight is memorable when it can be embraced directly—don't pad it with "essentially," "basically," or "in other words." Use the right words the first time.

• Structure cannot be an afterthought. The best writing is that which pleases at a glance but further rewards careful study. How we structure a piece matters, as do the words that create the structure. we've made a mistake when we start using subheadings like "In Conclusion." There are far more compelling ways to communicate.

• Meandering endings will dilute our message. It's best to approach them quickly. "Learn to recognize the approach of an ending, and when one appears, grab it."

HUMOUR IN TECHNICAL PRESENTATION

Here are 7 ways of how to inject humour into our presentations: -

1. **Use humour, not jokes:** Jokes are for professional comedians; Humour can be shared by anyone. That's because humour is all around us. This includes self-deprecating humour or when we tell funny incidents about our life or ourselves. This type of humour is both easy and beneficial for us as the speaker because it involves sharing something within our comfort zone while we're perceived as more secure, confident and likeable. Another type of humour is observational humour wherein we notice something about our audience they don't realise or haven't thought about, yet they can easily relate to. Our audience will love being included and it shows we're paying attention to them.
2. **Know your audience:** Humour is often a double-edged sword; what can be funny for one might be offensive to another. So, knowing your audience beforehand is critical. Aside from cultural differences, differences between generations, professions and regions can spell the difference between our humour being funny or cruel.
3. **Practice, practice, practice:** Most humour isn't about the actual words we use but the way they're used. We practise our stories or one liner several times using various delivery methods to gain feedback on how others would react. Here, timing is likewise crucial. Timing refers not just to when we deliver our punch line or insert our humour but also spacing out our humour. Starting our presentation with humour can warm them up, injecting it in the middle can sustain their interest and ending our presentation with it can have them leaving with a warm feeling.

4. **Keep a humour file:** It may surprise you that some of the best comics who seem so spontaneous in making people laugh also rely on a "humour databank" they keep. We start noting our funny life experiences. We never know when we can use them appropriately during any of your presentations.
5. **Have a point:** Don't infuse humour just for the sake of making people laugh or breaking the ice. The best humour during presentations is one that can be linked to our presentation to increase the impact of our message. In fact, many presenters use humour to emphasise the seriousness of the next point they're about to make.
6. **Keep humour fresh:** One of the most embarrassing moments we can have when using humour is telling a story that's already been heard by most of the audience, making our humour dry, corny and obsolete. When we've already used the same humour for years, it's best to retire them. We keep our humour database fresh and updated with the times.
7. **Enjoy self:** Last but not least, just act your natural self and have a good time. It's a painful thing to see a presenter not even enjoying the funny story he is imparting. Enthusiasm is highly contagious. If our audience looks at us being light-hearted and warm, they will be too.

EMOTION IN TECHNICAL PRESENTATION

To direct the emotional experience during our presentation, intentionally we develop our presentation design and presentation content by following these steps:

1. **Use of meaningful visuals:** Abstract styles, geometric illustrations, and minimalistic designs can all be used to create impactful slides. However, we can help our audience to connect to our presentation emotionally. We should not use these styles exclusively, if possible. At least occasionally we will need to include a photo, graphic, or other visual element that will evoke an emotional response from your audience members. For example, instead of using an arrow to communicate growth, we use an image because our audience will probably never emotionally connect to an arrow.
2. **Tell personal stories:** To be a likeable presenter, we tell stories that show our humanity. Even if a story describes a glorious success, we take a brief tangent to talk about a struggle, failure, or emotion that we experienced. By doing so, we give the audience an opportunity to open their hearts to us. If we cringe at the touchy-feely idea of opening hearts, remember that our audience members will rely on their emotional experience to evaluate us and our company.
3. **Use colours:** Colours affect our hormones, emotions, and our behaviours. To craft the ideal emotional journey for our audience, we do not select a colour palette randomly. Instead, we take the time to understand how our audience responds to different colours before selecting. The psychological impact of colours varies across cultures and demographics so colours should be carefully chosen for the preferences of the intended audience.

MODES OF PRESENTATION

FOUR MODES OF DELIVERY FOR PRESENTATION

• Extemporaneous

• Manuscript

• Impromptu

• Memorization

Extemporaneous:

Under this mode we prepare notes and rehearse the same.

Advantages:

- Due to enough time we can work hard on the central idea
- We are flexible in the use of the languages
- The supporting materials help us in argument
- The speeches are natural to the audience
- It enables to speak freely

Disadvantages:

- If it is not well prepared, we feel uncomfortable
- If we depend on note we simply start reading in place of reference

Manuscript:

We find the written materials presented in front of the speaker during the presentation.

Advantages:

- A permanent record of the speakers
- No chance of tampering with the facts and the figures
- Step by step development of the main points
- The language gets polished due to the repeated use

Disadvantages:

- It lacks the eye contact
- Less time to contact
- Create Puzzling

Impromptu:

It is an informal mode for delivering the speech. It is commonly delivered on the occasion of a dinner party, lunch or social informal gathering etc.

Memorization:

Under this mode of presentation, we memorise the text or the speech materials before the presentation.

Advantages:

- The speakers confidently deliver the speech
- Less time consumption
- More eye contact with audience

Disadvantages:

- The presentation fails if we skip some lines of the memorised speech
- Less time to recollect the forgotten materials
- It creates Puzzling and ultimately leads to failure

OVERCOMING STAGE FEAR

1. Speak from the heart: Talk about your own experiences. "Telling personal, true stories is the best way to impart information and inspire others. And it is easy to remember our own stories.

2. Picture yourself as a winner: "There are many who prepare mentally minutes before speaking or maybe on the same day. One of the strongest factors is to prepare mentally from the instant that a speaking engagement is confirmed". "Visualising the venue and audience contributes greatly to the buildup of confidence."

3. Breathe: Being aware of your breath gives you control of your nerves. "Deep breathing before and during your presentation or pitch calms your nerves and adds power and strength to your voice,". "Deep breathing also keeps your voice centred and prevents dangerous uptalk which undermines your credibility and confidence."

4. Do not completely rely on the powerpoint: Power point is a gentle lullaby to your audience. "People will invest in you because of your energy, confidence, and enthusiasm, not because of your slides." Make you and your business the focus of your presentation.

5. Practice pressure: "Be well rehearsed, which means you should rehearse under performance-like pressure," says Wyeth. "Rehearsal is the work, performance is the play, and rehearsing underperformance-like pressure acclimates you to the demands of public speaking.

6. Public speaking is a skill, not a talent: "Don't assume you need to be born a natural public speaker; recognize that it's a learnable (and vital) skill for promoting your business to investors, customers, and partners. Put aside time for practice and get feedback from colleagues and friends," says Shapira.

7. Nail the beginning and the ending: Your opening sets the tone for your speech and your closing is what you will leave your audience with. Since entrepreneurs have only eight words to get the attention of a venture capitalist in a pitch, skip the "So, Yeah," Jump right in. And in your conclusion, leave your audience with a call to action or some other way for people to get involved. Even better: memorise. Have the opening, and closing nailed down and then have a bullet point version of the rest of your speech memorised, suggests Rochelle Rice.

8. Be yourself and have a good time: If you put on a front, the audience will pick up on it. "Speaking is not acting," says Murad. "People usually sense the personality, and it becomes apparent that the speaker is acting by trying to be someone else. There is no harm in researching other speaker styles, but a speaker needs to develop a style distinct to their personality, never imitating styles." Enthusiasm and boredom are contagious.

"If you are passionate about your topic and are excited to present to others, it will be infectious," says Schmidt. "If you are having fun as a speaker, your audience will have fun observing your speech.

9. Tailor the speech to the audience: Even if you have given the speech before, be sure to make tweaks to engage the specific audience.

10. Choose a one-word mantra: Your brain gets slowed down by complicated instructions, says Wyeth. "Psychologists have established that one-word instruction to yourself when you're under pressure generates the best performance. Sports psychologists encourage professional golfers to pick one word as they get ready to putt. 'Smooth,' is a good one," he says. Mark Twain said it best: 'It usually takes me more than three weeks to prepare a good impromptu speech.'

11. Be patient with yourself: You probably won't be Tony Robbins on your first try. "Public speaking is not easy. It takes time, practice and patience to hone your skills," says Rice.

12. Finally: don't over think: As counter-intuitive as it may sound, intense concentration will trip you up, says Wyeth. "The cerebellum is responsible for orchestrating lightning-fast recollection of your words and ideas when you're speaking, but it's not reliable. It's not consciously accessible. You can't knock on its door and say, 'Ok, cerebellum, I'm ready to speak.' Open up and do your thing," he says.

AUDIENCE ANALYSIS

Audience analysis means to identify the interests, preferences, demographics, location, and other aspects of a specific/target group. Doing (making) an audience analysis means identifying the target audience and adapting/ customising the messages to their level of understanding, attitudes, and beliefs. The goal of an audience analysis is to deepen (strengthen) the relationship between communicator/speaker and your audience due to a much better targeted communication.

Defining purposes in Presentation

It decides not only context and style but also affects the amount of audience interaction. For examples:

• To present the status of the work to the respective audience

• To interact with the audiences i.e. question and suggestions

• To persuade the people to act

• To provide the audiences with facts and figures

• To Increase the audience understanding

AUDIENCE AND LOCALE IN PRESENTATION

AUDIENCE

• They may be friends, foes, colleagues, etc

• The nature of audience is directly affected by the presentation strategy

• The nature of audiences differs from place to place

• Speech accent and the visual aids affect the audiences

• Style of the speech is culture oriented

• Be aware of the audience culture

• Determine the degree of audience knowledge

• Be aware the gender of the audience

• Maintain eye contact with audience

• Always begin your presentation with a smile

• Frequently change your style according to the needs of the audience

• Respond to audience feedbacks

• Must watch the signs produced by the audience

• Try to avoid unique words

LOCALE

• Know the physical setting of the context

• Find out the system provided to you in the presentation

• Pay attention to the physical condition confronting the audience i.e., sitting, lighting etc.

• Is lighting too powerful for the presentation

RETENTION OF AUDIENCE INTEREST

1. Being enthusiastic: The way to keep our audience with us is to be enthusiastic about the topic we are presenting. Our enthusiasm will also make the audience wonder what is so special about the topic.

2. Showing relevant videos: To make the presentation interesting and relevant a short video can be used to express the point and convey the message with due credits to the owner.

3. Asking thought provoking questions: By asking Right questions, we allow the audience to think and process the information in the brain.....and come up with the possible answer....this keeps them (audience) interested.

4. Welcome people's suggestion: In a presentation we may allow people to share their opinion and views based on the topic we are presenting. This will keep them interested and engaged in the session.

5. Use right humour: If you refer to something in your joke, then make sure it's going to be something your audience can relate to.

6. Ask for social media connect: May request the audience to spread the word on social media about the presentation and assure them that most creative post and winner will get an award.

7. Pass around the product: If the presentation is about demoing a product better is to pass don't just show it on stage or on your slideshow. If it's small and portable enough to pass around, then let your audience take a closer look. You can sell them on the features, but remember, it's the benefits that need to be emphasised.

8. Don't read the slides, refer to them to express your points.

9. Use the power of voice inflection: When you speak, your voice rises and falls; this is called inflection.

10. Practice smiling while you deliver your speech – you'll find yourself sounding a whole lot friendlier.

11. Make your presentation short and simple.

We speak for any length of time.

1. Talk about something your audience is interested in

2. Tell them why they should listen

3. Don't make it too easy or too hard

4. "Change grabs attention"

You can use this natural human propensity to retrieve your audience's attention.

There are macro changes and there are micro changes:

Macro-changes

- o Change the visual medium eg: from slides to flipchart and back again
- o Change the physical state of the audience eg: from sitting around a table to standing around a flipchart
- o Change the location of the room that you present from eg: from the front to the back
- o Change the activity your audience is engaged in eg: from listening to you to discussing a problem with their neighbour.
- o Change presenters
- o Change topics

Micro-changes

- o Make the edges between subtopics in your presentation clear eg: "So that's the problem we're trying to fix, let's look now at what some of the options are." If somebody has mentally checked out this gives them a cue to check back in again.
- o Show a short video
- o Use silence before and after critical statements
- o Change your style of delivery according to the content.

ORGANISING CONTENTS FOR THE PRESENTATION

People vary in their ability to speak confidently in public: -

It has three major parts:

• Introduction

• Main body

• Conclusions

INTRODUCTION

It is also called a good vehicle to lead the audience into the main body of the speech:

For example: I am here to brief you about the details of this system. I shall start by

providing a brief concept on the ....

MAIN BODY

The following points are useful to to organise the main body:

• Chronological order

• Categorical in nature

• Cause and effect

• Problem solution

CONCLUSIONS

It contains the following points:

• To sum up

• To edit

• To review

• Proofread

PREPARING AN OUTLINE FOR THE PRESENTATION

An outline is a mechanical framework in which the following bits and the pieces are contained in

the presentation materials.

The outlines can be in the form of words, phrases or sentences.

• Introduction

• An overview of the presentation

• The various parts of the presentation

• Functions

• Facilities

• Conclusions

Audio-visual Aids

Spoken words die soon; as soon as they come out of our mouth. So, speeches need strong visual

supports such as Hand-outs, Chalkboards, Flipcharts, Slides and Computers, Charts etc.

Audio-visual Aids Used in Presentation

• Overhead Transparencies: -

1. Use larger fonts
2. Separate transparencies
3. Keep transparencies uncluttered
4. Show only required information
5. Don't add multiple colour
6. Use pointer on screen
7. Familiarise with overhead projector
8. Ready with notes

• Powerpoint presentation: -

1. Check computer before loading
2. Familiarise yourself with operation
3. Transfer your file to hard disk
4. Rehearse your presentation
5. Keep the printed copies of the slides

• Blackboard or whiteboard: -

1. Clean board before you start
2. Write in large letters
3. Don't face board while talking to the audience
4. Line up the boards with the columns
5. Keep context with you

• Flip Charts: -

1. Use different colored markers
2. Keep two pads of the papers
3. Write in large letters
4. Use only one side of the charts
5. Wait and don't turn the pages till the audiences complete the understanding

METHODS OF PRESENTATION: INTERPERSONAL & IMPERSONAL

Interpersonal Communication	Impersonal Communication
People are treated as unique individuals.	People are treated as objects.
People communicate in an "I-you" relationship.	People communicate in an "I-It" relationship.
Each person is special.	Each person has a role to play.
There is a true dialogue and honest sharing of self with others.	There is mechanical, stilted interaction, rather than honest sharing of feelings.
Interpersonal communication often involves communicating with someone you care about.	Impersonal communication involves communication with people such as a sales clerk – some you have no history with and expect no future with them.

AUDIENCE PARTICIPATION: QUIZZES & INTERJECTIONS

For an impactful presentation it is very important for us to analyse our audience and for that we must try to know the mood and attitude of them at regular intervals of discussions. Audience analysis is very necessary as it is the backbone for any effective presentation. We all must think twice and thrice over our study material before we think that it is good for our audience. We never know what element remains untouched which acts as a pitfall. To avoid any ill impact on the audience, it is necessary for us to let us (the speaker) take active participation with the audience and let the audience also equally participate in the discussion.

Methods of Quizzes and Short Stories in the beginning, middle and end of the discussion should be inserted by the speaker not only to break the monotony but also to retain the interest of the audience after all they are the one for whom a presentation is planned and prepared.

All audiences are at the receiving end of the communication. They may be friends, foes, colleagues etc. The nature of speakers is directly affected by the audience interjections and audiences differ from place to place. Interjections are used in the English language to express emotions such as excitement, surprise or disgust. This part of speech is commonly used in informal language rather than in a formal setting.

Examples:

• O my God!

• Lovely!

• Beautiful!

• Wow!

• Well!

• Ouch!

INTERJECTIONS

In short, an interjection is a word added to a sentence to express an emotion or a feeling such as surprise, joy, enthusiasm, disgust, or excitement. Therefore, to capture short spurts of emotion, Interjections can be used as a single word, or a phrase, or a short clause that connects the facial expression or body language of an individual.

FEATURES OF INTERJECTIONS

• Interjections do not have a grammatical purpose in the sentence and are not associated with the other parts of the sentence.

• Interjections are short exclamations like Oh!, Uh, Um, Wow!, Yikes!, or Ah!

• Interjections can stand alone.

• If an interjection is omitted, the sentence still makes sense.

• Interjection is a big name for a little word.

• Interjections are like emoticons. (Emotional icons)

• They have no real grammatical value but we use them quite often, usually more in speaking than in writing.

• Interjections do not modify anything, and does not get modified by anything.

• Interjections do not play the role of a subject or a verb.

• Interjections are punctuated with an exclamation mark or a comma. Comma is used if the emotion isn't strong.

NOTE: - A quiz is a form of game or mind sport, in which the players attempt to answer questions

correctly. It is a game to test your knowledge about a certain subject.

An interjection is a word that expresses a strong emotion. It expresses emotion of joy, sorrow,

excitement, wonder, surprise, pain, sadness, happiness, and so on. e.g. Oh, Wow, Hurrah, Alas,

Ouch, Oops, Aha, Yahoo, Eww, e.t.c. Interjections are usually specific words such as 'Hurrah,

Wow, Oh, Ouch, Huh'