

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ





Introduction to Expository Writing (EW)

LAB
SL 1014

Spring 2025



Expectations

?????

A. Course Learning Outcomes (CLOs)

No.	Course Learning Outcome (CLO) Statements
01	Shares ideas effectively in interpersonal and public communication considering the content of the message.
02	Displays the ability to bond, network, and build rapport through both spoken communication and active listening.
03	Comprehends the native English accent efficiently.

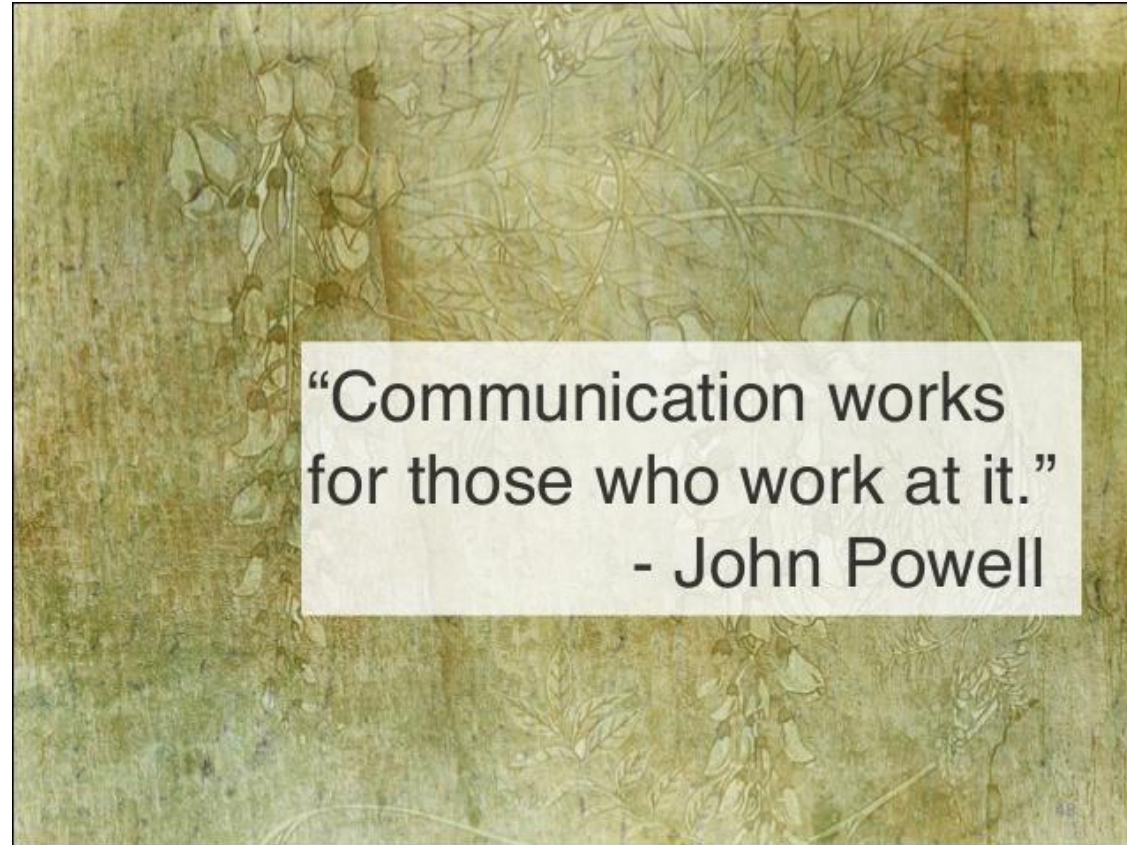
Weeks	Contents/Topics
1	What is Communication? Let's Discover!
2	Overcoming fear of public speaking Techniques for building confidence, Course Introduction Presentation Skills: Planning and Content Generation Preparing audio visual aids Speaking Activity: Small talk (Class participation 1-small talk) Listening Lesson
3	Presentation Delivery Skills Speaking Activity: Impromptu speech (Class participation 2 Impromptu speech)
4	The sounds of English IPA Word and Sentence Stress English Intonation Speaking Activity: Impromptu speech (Class participation 2 Impromptu speech-continued) Listening Lesson
5	Briefings Speaking Activity: (Briefings-Class participation 3) Listening Lesson
6	Theory Mid 1
7	LAB MID 1 -Formal Informative AV Presentation

8	<p>Persuasive Skills: Pitching an idea</p> <p>Speaking Activity: (Briefings-Class participation 2 continued)</p> <p>Listening lesson: (listening-class participation 4)</p>
9	<p>Professional Meetings, Developing agenda, minutes of the meeting, announcement email</p> <p>Writing Activity: Agenda, minutes, email (Class participation 5-minutes of the meeting)</p> <p>Listening Lesson</p>
10	LAB MID 2-Pitching an idea presentation
11	Theory Mid 2
12	<p>Demonstrative Speech</p> <p>Speaking Activity: (Demo speech Class participation 6)</p> <p>Listening Lesson</p>
13	Project: Workshop
14	Final Listening Exam
15	Demonstrative Speech Exam
16	Business Meetings Exam

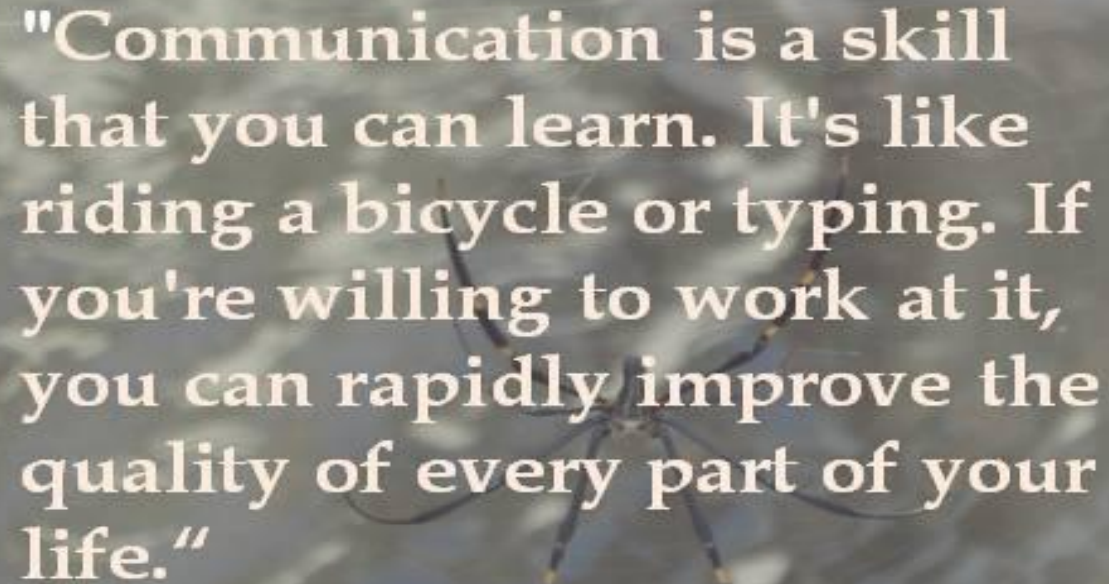
Marks Distribution

Particulars	Marks
Class Participation (Small Talk, Impromptu speech)	2x6=12
Project (Reflection Workshop)	8
Mid 1 (Formal Presentation)	15
Mid 2 (Persuasive speech)	15
Final (Listening+ Demonstration Speech + Business Meeting)	50 (10+20+20)

Reflect and Share your thoughts!



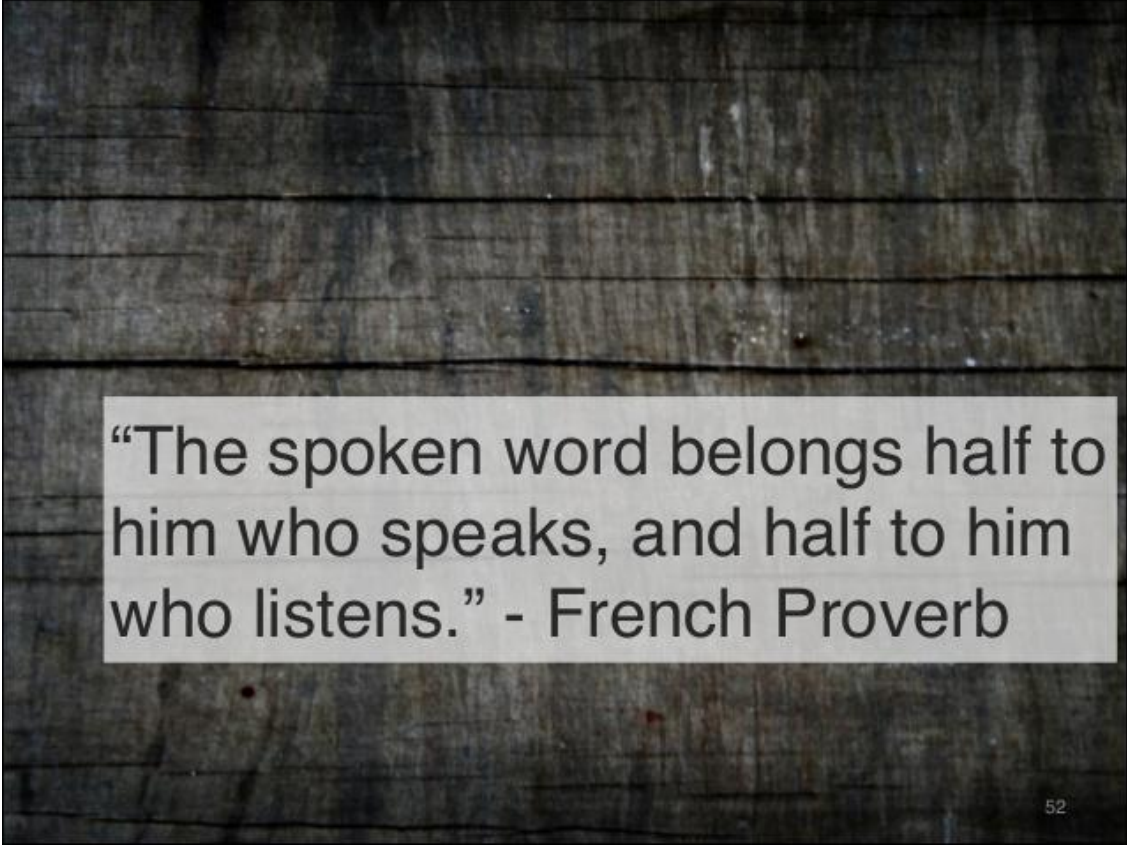
A piece of Advice!

A quote by Brian Tracy about communication, overlaid on a background image of a spider. The spider is dark with yellow markings on its legs, positioned in the center of the frame. The background is a textured, greyish-blue surface.

"Communication is a skill that you can learn. It's like riding a bicycle or typing. If you're willing to work at it, you can rapidly improve the quality of every part of your life."

Brian Tracy, Author

What is the role of listening in Oral Communication?



“The spoken word belongs half to him who speaks, and half to him who listens.” - French Proverb

Listen to the Conversation



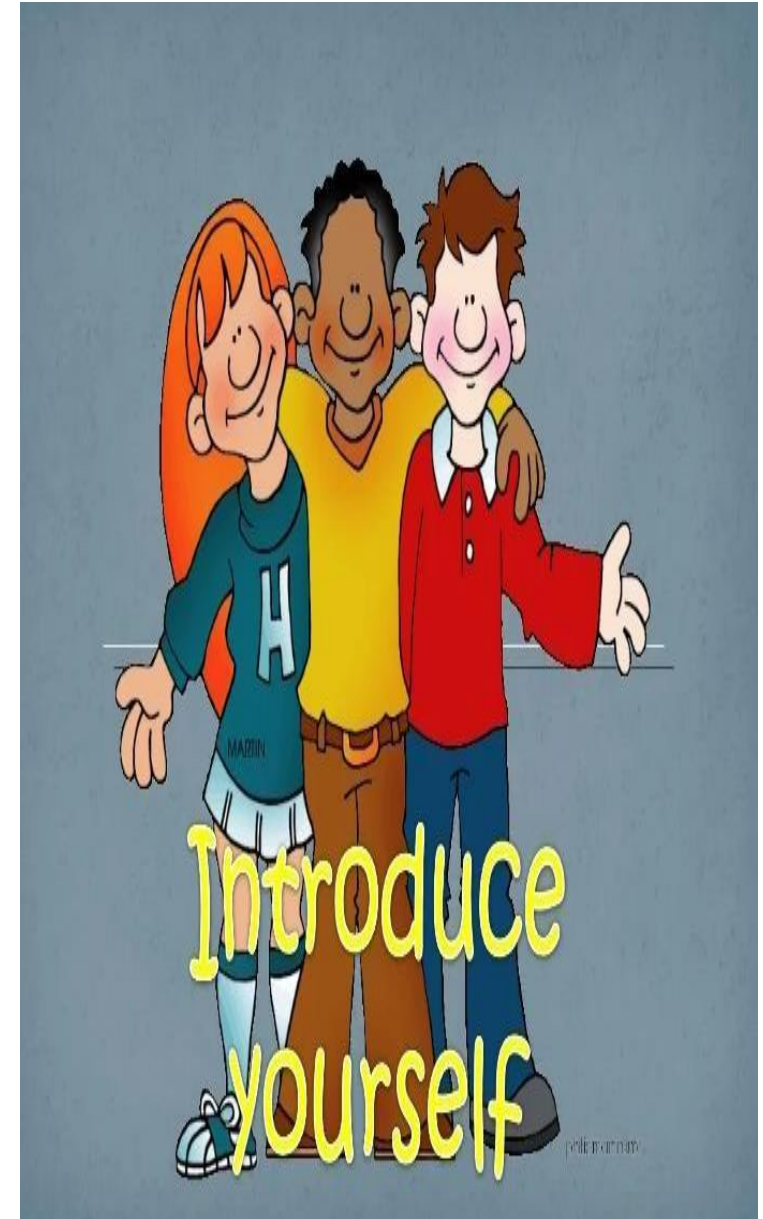
1.Listen to the Conversation and do the following?

- ☐What are the two speakers talking about?
- ☐Who is the better listener in them? Why?
- ☐Who is the the better speaker? Why?
- ☐What is the best line you would like to use from the conversation and why?
- ☐Do you use any of these communication skills, such as, friendliness, being very clear, listening with good non-verbal feedback, etc.)

Activity Time

Introduce yourself and:

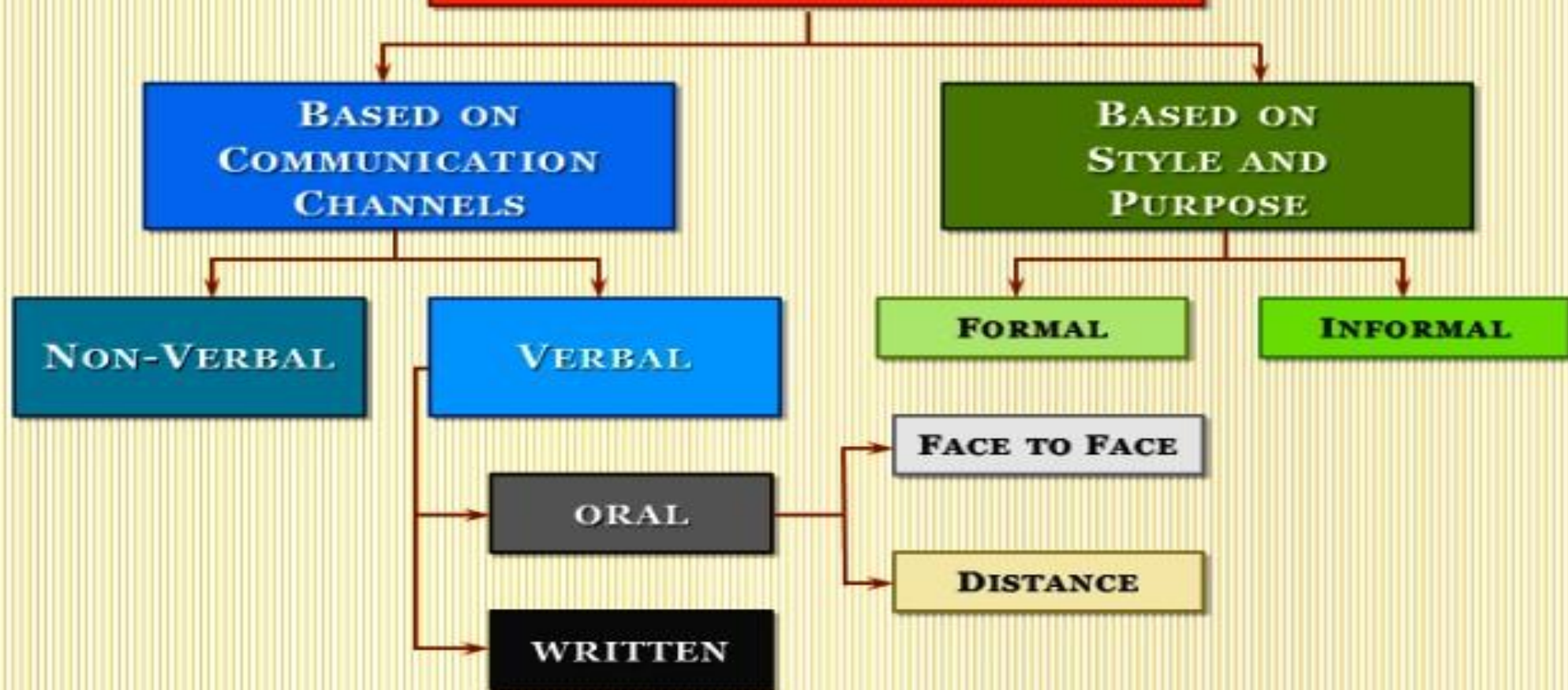
- add an interesting unusual fact about yourself
- Add the reason for improving your presentation skills



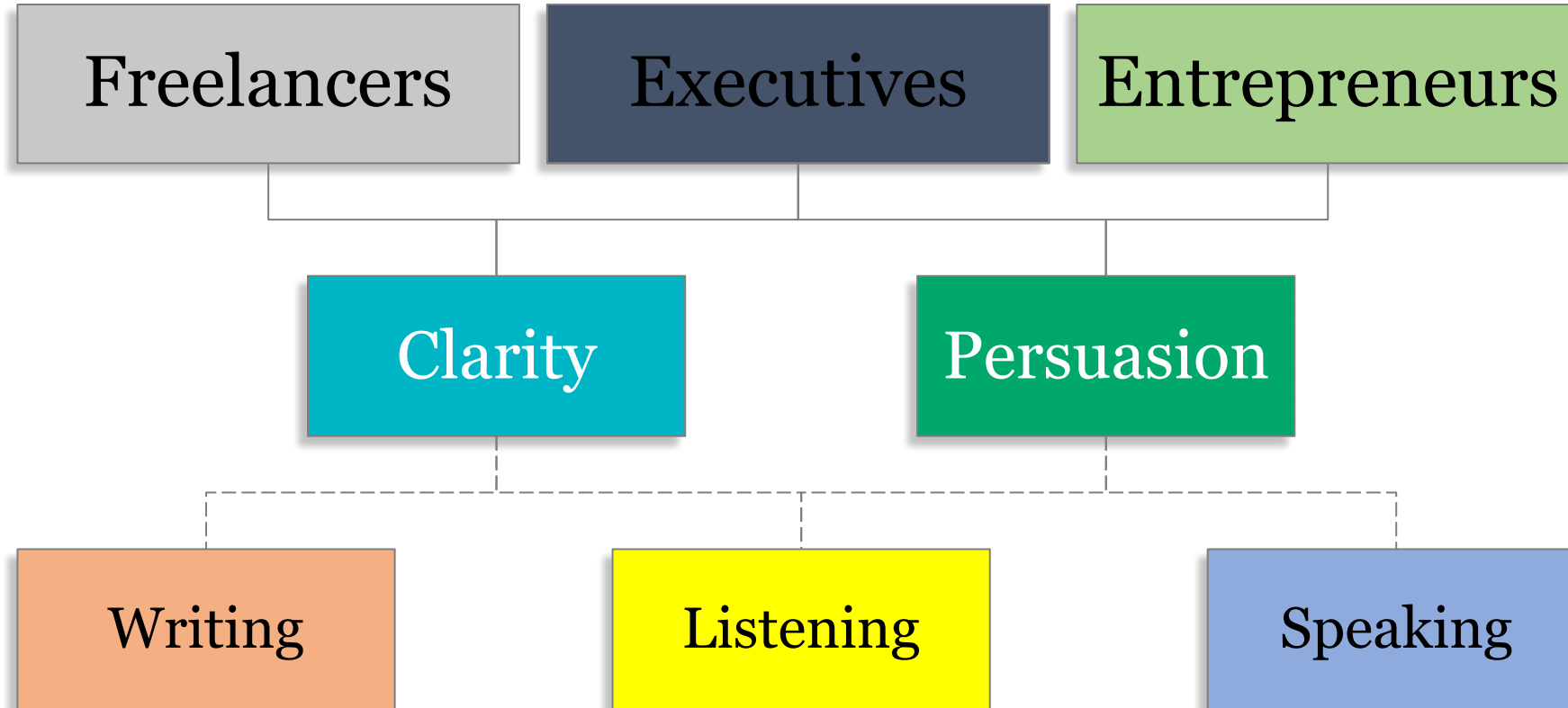
WHAT IS COMMUNICATION?

- **Communication** is the process of transferring information and meaning between *senders* and *receivers*, using one or more written, oral, visual, or electronic channels.
- The essence of communication is sharing—providing data, information, insights, and inspiration in an exchange that benefits both you and the people with whom you are communicating.

TYPES OF COMMUNICATION



Why Communication Matters?



Communication Is important to Your Career

- You can have the greatest ideas in the world, but they're no good to your company or your career if you can't express them **clearly and persuasively**.
- Chances are you will spend some of your career as one of these freelancers, working without the support network that an established company environment provides.
- You will have to “sell yourself” into each new contract, communicate successfully in a wide range of work situations, and take full responsibility for your career growth and success.
- Top executives spend most of their workdays communicating, and businesspeople who can't communicate well don't stand much chance of reaching the top.
- If you learn to write well, speak well, listen well, and recognize the appropriate way to communicate in any situation, you'll gain a major advantage that will serve you

Communication Is Important to your Company

To Your Company

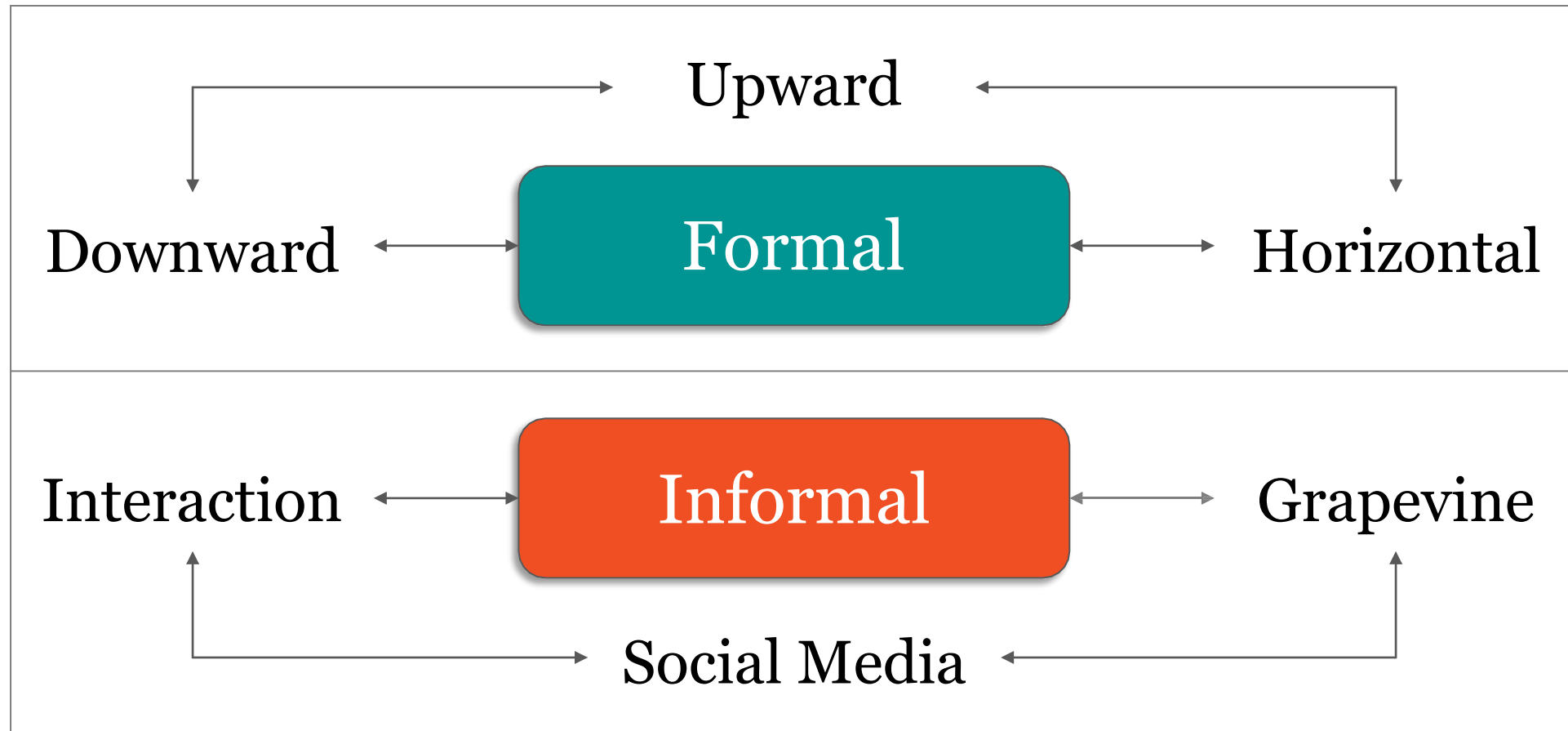
- Closer Marketplace Ties

- Opportunities for Influence

- Better Productivity and Problem Solving

- Better Financial Returns and Results

Forms of Communication



Formal VS Informal Communication

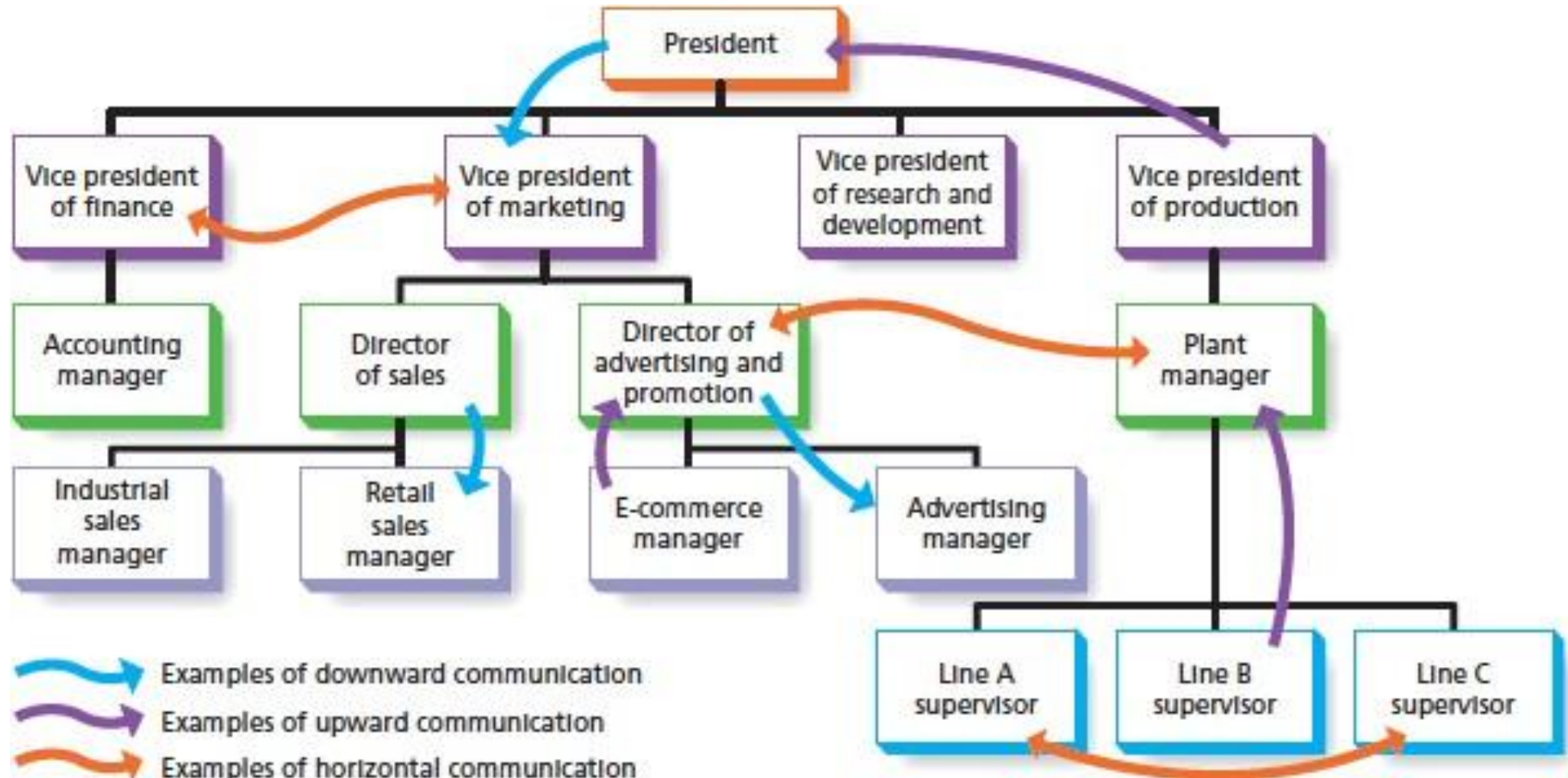
- **Formal communication**

- Is business-related and planned; Follows in all directions
- Is essential to effective business operations

- **Informal communication : Grapevine**

- Consists of business-related and personal info
- Is typically oral, but technology enables written forms
- Is unplanned, flows in all directions
- Is essential for human relationships

Flow of Communication



Introduction to Public Speaking



- *‘It is not enough to know what to say- one must also know how to say it.’*
- *Regardless of who you are and what type of job you currently have or plan to have, there’s a good chance that one day you will be required to make a speech in public.*

Introduction to Public Speaking



- *It may be a presentation for your colleagues. It may be a toast at your best friend's wedding. It may be a statement at a community meeting. Whatever the purpose, you need to be prepared for that day.*



IMPORTANCE OF PUBLIC SPEAKING

- It will increase your confidence, make you more comfortable with other people, and fine tune your communication – both verbal and written – skills.
- To be prepared to do a good job when that time comes.
- Employers consistently rank public speaking and related communication skills as one of the top skills they look for in employees.
- It gives you the tools to make a difference in your business, in you community, even in the world.

FEAR AND ANXIETY



FEAR AND ANXIETY



- No discussion of public speaking could continue without first addressing the problem of stage fright.
- Two separate studies have found what most of us already knew: people are afraid of speaking in public. **One study** found that 40% of people claim that public speaking is their biggest fear. According to the **other study**, 70% of people rank giving a speech as the thing they are most afraid of.

OVERCOMING FEAR OF PUBLIC SPEAKING

- Feeling fear is normal
- Prepare for your speech
- Visualize your success
- Realize that no one can see your nervousness
- Understand that mistakes are going to happen

FORMS OF PUBLIC SPEAKING

- Speaking to inform
- Speaking to persuade
- Argumentative speaking
- Speaking from a manuscript
- Impromptu speaking

TYPES OF DELIVERY

- Extemporaneous
- Memory
- Impromptu
- Speaking from manuscript



THE ELEMENTS OF DELIVERY

- The Voice

- Pitch – high or low
- Tone – happy, sad, humorous
- Clarity
- Pauses

- Eye Contact

- Face

- Posture

- Gesture



THE ELEMENTS OF DELIVERY

- Language
- Using Visual Aids



Dynamic Tips for Better Speech Delivery

- Practice your speech prior to its delivery.
- Practice delivering your speech in front of an audience.
- Avoid preparing an overnight express speech
- Eye contact with the entire audience is critical.

Dynamic Tips for Better Speech Delivery

- What you are thinking during the speech is important.
- Do not read more than two or three lines of quoted material before looking up.
- Learn your speech, do not memorize it.
- Do not use the 4*6 note card method.

Dynamic Tips for Better Speech Delivery

- Use hand gestures.
- Smile at your audience.
- Avoid monotone speaking.
- Do not wander up and down the aisles.
- Pause a moment before beginning your speech.

Dynamic Tips for Better Speech Delivery

- Do not chew gum during the presentation.
- Avoid putting your hands in your pocket.
- Do not play with your clothes, jewellery, or your hair during the speech.
- Do not lock your legs.

Dynamic Tips for Better Speech Delivery

- Do not lean on the podium. Do not grab the podium.
- Think positive thoughts throughout the presentation.
- Avoid leaning against the blackboard.
- Keep in mind that you are the expert on your topic.

Dynamic Tips for Better Speech Delivery

- Never apologize to your audience.
- Emphasize important words with pauses and vocal emphasis.
- Avoid holding a pen in your hand during the presentation.
- Practice your speech using visuals.

Difference between Public Speaking and Normal Conversation

Public Speaking	Normal Conversation
<ol style="list-style-type: none">1. Formal2. Can be to inform, persuade, instruct, or entertain3. Structured4. Time limits5. Mostly practiced	<ol style="list-style-type: none">1. Informal2. Purpose is mostly entertainment, or inform and persuade3. Spontaneous topics4. Usually go on without the pressure of time limit5. Rarely practiced6. Often interrupted with questions and comments

THE ELEMENTS OF DELIVERY

- The Voice

- Loudness

- Tone

- Speed

- Pauses

- Voice Modulation

- Word Stress

- Pronunciation

- Articulation



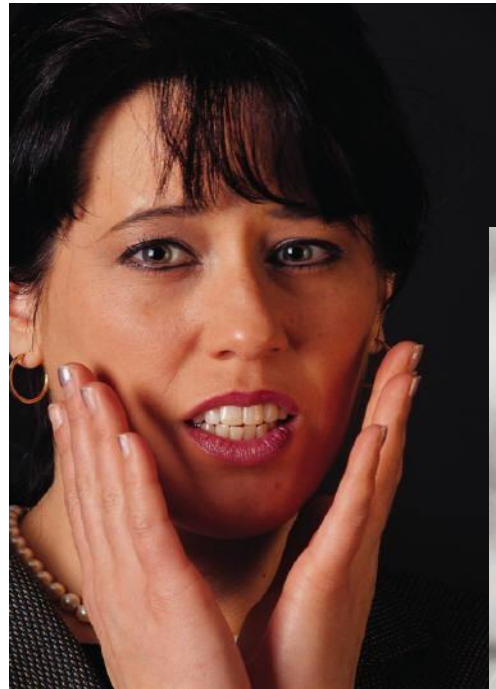
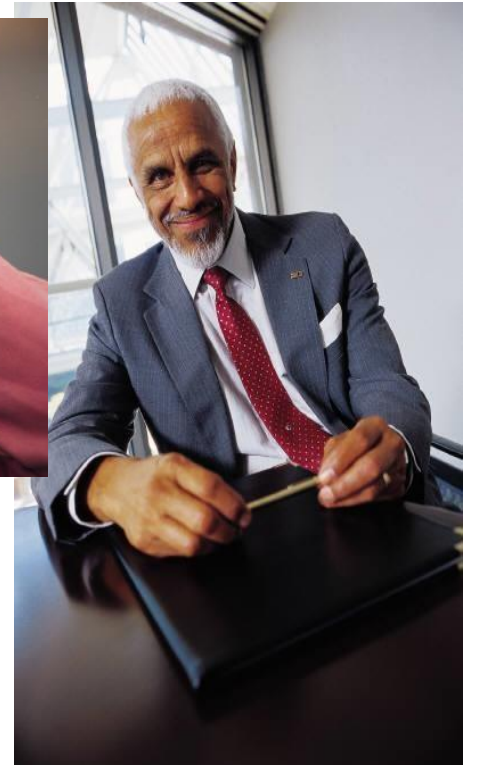
THE ELEMENTS OF DELIVERY

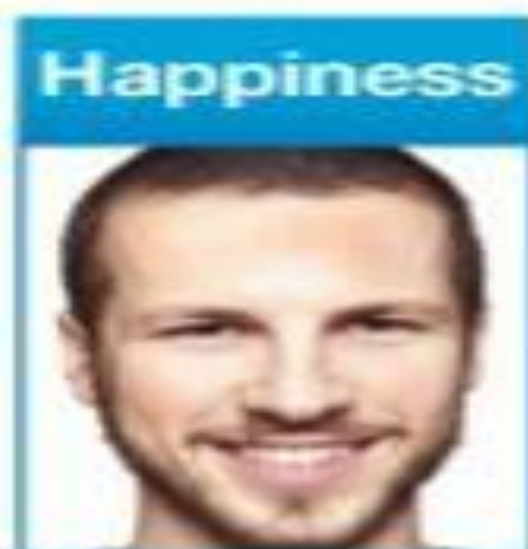
- Body Language
 - Eye Contact
 - Facial Expressions
 - Posture
 - Gesture
 - Dressing
- Language
- Using Visual Aids



Facial Expressions

- Facial Management
- 250,000 facial expressions





- A Smile expresses friendliness & affection
- Raised eyebrows convey surprise
- Furrowed forehead expresses worries & anxiety
- Frown shows dislike or suspicion



Facial Management Techniques

- Intensifying – to exaggerate a feeling
- Deintensifying – to underplay a feeling
- Neutralizing – to hide a feeling
- Masking – to replace or substitute the expression of one emotion or another

Gestures

- Waving of hand to indicate good bye or draw the attention of a person



- Shaking Hands display the friendship



- Shrugging of shoulders indicates indifference & unconcern



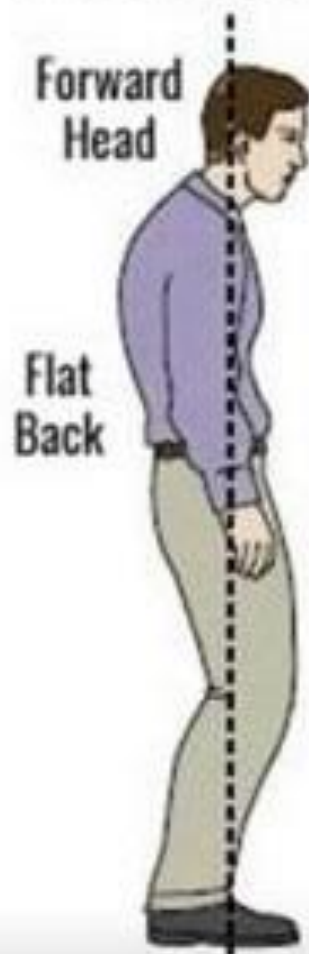
- Thumbs up sign indicates wishing “Good Luck”



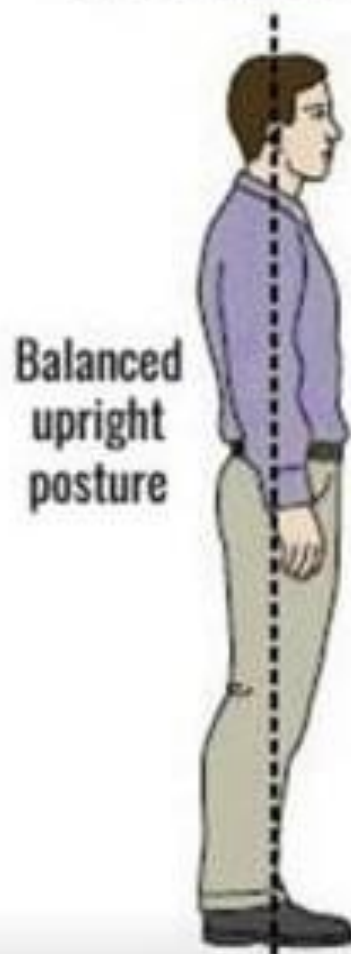
Posture

- Means “an attitude or position of body”
- Each movement of body has expressive & defensive functions.
- The way, in which we sit or stand, walk in walk out tells a lot about us.
- A good posture indicates confident attitude.

Poor Posture



Good Posture

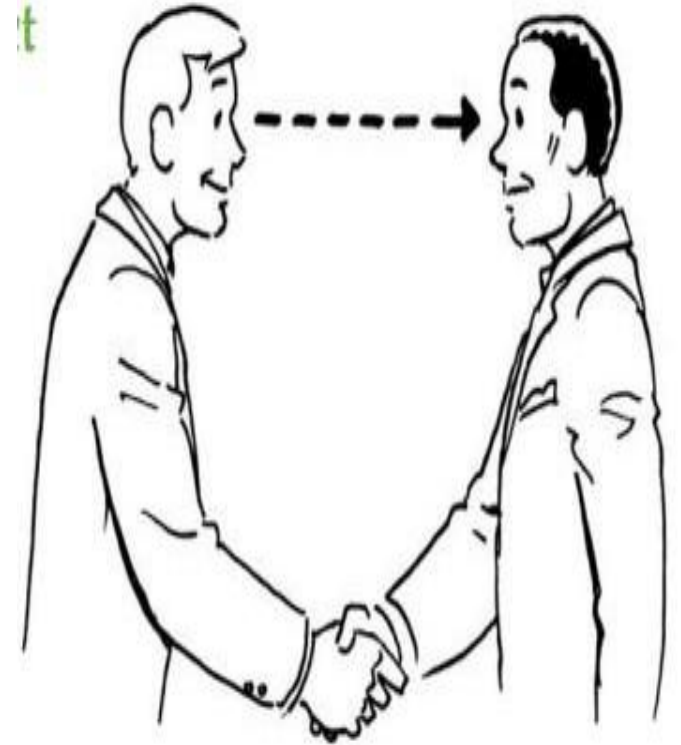


Poor Posture



Eye Contact

- Eye contact has very much in face-to-face communication.
- Absence of eye contact shows lack of interest & understanding.
- We see faster than listen or talk.
- Eyes are human windows except them there is no life.
- The speaker must look in to the eyes of the audience from right to left & left to right this will built up the confidence & eliminate the nervousness.
- It builds the rapport between the speaker & the listener.



Vocal Characteristics

- **Rate:** how fast you talk
- A normal rate of speech is about 120 words per minute.
- A slow rate can indicate that you are uninterested in either your topic or the audience.
- An extremely fast speaker risks the audience missing key words. The key here is variation.
- Use your rate of speech to capture and hold your audience's attention.
- A faster rate of speech can suggest excitement or sudden action; slower rates indicate calm.

Volume

- You want your volume to carry to the back of the room while not overpowering those in the first row.
- It takes practice to trust your judgment on whether your volume is effective.
- Speaking too soft can make you appear shy or unassertive.
- It can give the impression that you are less confident in your topic. Or it can just wear out an audience trying to hear.
- Speaking too loud can make you seem overbearing, arrogant or unpracticed with the sound equipment.
- But varying the volume can be an effective way to add emphasis or emotion.

Pitch

- Pitch is how high or low your voice is.
- Your normal pitch is physiological, produced from the vibration of your vocal chords across your larynx.
- But our voices are not monotone; we all have a vocal range in speaking just the same as in singing.
- If something is serious, a credible speaker's voice will go into a lower range.
- The higher range is used for exciting or upbeat topics.

Pause

- Pauses are your punctuation.
- They provide a transition between points and add clarity to your words.
- They also give you a chance to catch your breath and the audience to catch up with your ideas.
- Pause to add emphasis, to build up to something important, or to allow a moment for an idea to sink in.

Articulation/Pronunciation

- Articulation is the art of speaking clearly, making the proper sounds with your lips, teeth and tongue.
- Pronunciation is saying a word phonetically correct.
- Whether fairly or unfairly, both influence the audience's impression of your command of the English language.
- “*Want to*” often comes out “*wanna.*” “*Athlete*” comes out sounding like “*Athalete.*”

Personal

- **Appearance** The kind of dress we use & the way in which we groom ourselves shows our status & attitude.
- We influenced how others look & clothes they wear
- Physical attractiveness plays an important role in our assessment of people.
- Persons dress & physical appearance conveys great deal of information about him.

MEN BUSINESS WEAR



WOMEN BUSINESS WEAR



Space

- Spatial Distances—
 - Intimate zone (1 – 1.5 feet)
 - – Personal zone (1.5 – 4 feet)
 - – Social zone (4-12 feet)
 - – Public zone (12' - ∞)

Chronemics

- This is the use of time.
- How we use time, our punctuality in arriving or departing, and what our routines are says a lot about who we are.
- Some of us live by the clock – regimented and controlled by it.
- Others of us are more free spirits – we come and go on our whims.

1. Raised eyebrows often signal discomfort.

2. If their voice goes up or down, they're most likely interested.

3. Eye contact shows interest — both positive and negative.

4. But if they look into your eyes for too long, they might be lying.

5. Crossed legs are usually a sign of resistance and low receptivity.

6. If they mirror your body language, the conversation is probably going well.

7. Look for a lack of crinkles around the eyes to detect a fake smile.

8. If they're laughing with you, they're probably into you.

9. Expansive, authoritative postures show leadership.

10. A shaking leg signals a shaky inner state.



- 1- SMILE!
- 2- Keep an open space before your upper torso. E.g. don't fold your arms, hug your bag, or put things on your lap.
- 3- Have eye contact. Important to establish connection.
- 4- Be comfortable in your space. Don't fidget, don't squirm, or don't lose yourself in your body.
- 5- (For ladies) When resting on your hand, keep the insides of your hand faced outwards. This makes you appear more open.
- 6- Slow down your pace. (for fast talkers). Move slowly if you have to adjust your position.

- 7- Minimize movement that distracts. Don't finger drum, nail bite, skin peel, or scab pick.
- 8- Be inclusive in your actions. E.g. reduce the physical distance between you and the other person, smile, maintain eye contact, and make occasional gestures towards the other person.
- 9- Be open with your emotions. If you are sad, happy, or surprised, show that on your face.
- 10- Pace yourself to much the other person. At the end of the day, everyone is different. Assess each person individually and adopt the body language that will help you best connect with him/her.

Negative Body Language

- Checking the time
- Looking at ground
- Touching your face
- Picking at something
- On the edge
- Tapping
- Objects
- Too close
- Fake smile
- Over blinking

PROFESSIONAL IMAGE

Image is as important as content.

- *What you look like, how you speak, and how you present yourself is just as important as the content of the words that you say.*

WHAT IS A PROFESSIONAL IMAGE?

- The image you project in the world of work
- Consists of:
 - Personal Appearance
 - Clothing
 - Grooming
 - Manners
 - Etiquette
 - Personal behavior
 - Communication effectiveness

PROFESSIONAL IMAGE

Judgments are made about people based on the professional image they display as a result of appearance and behavior.

This occurs before the individual's level of competence or performance is determined.

Ideal Professional Presence

- A dynamic blend of poise, self-confidence, control and style
- Empowers us to be able to command respect in any situation
- Permits us to project confidence that others can quickly perceive
- Permits us to rise above the crowd



PROFESSIONAL IMAGE

Speech, social skills, and etiquette will make or break your professional image; regardless of appearance.

Final Take Away!

- Communication should not be taken for granted.
- It is an *art* and *science* that needs to be studied and practiced.
- Good speakers and listeners you meet are your constant source of inspiration and learning.
- ❖ **Gear up for mastering tried and test communication skills in the professional world (they will be fully applicable to personal life as well).**



GOOGLE CLASSROOM
EW- LAB 2025

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Approach me

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**Thank
You**

