



ORAL COMMUNICATION

“ Oral communication takes place in face-to-face conversations, group discussions, telephone calls and other circumstances in which spoken word is used to express meaning. ”



IMMEDIATE FEEDBACK

PERSONAL TOUCH

GROUP COMMUNICATION

SECRECY

ORAL
COMMUNICATION
ADVANTAGES

Oral Communication

- Oral communication is communicating with spoken words. It's a verbal form of communication where you communicate your thoughts, present ideas and share information. Oral communication is very important for relation development.
- Oral communication helps to build trust and reliability.
- The process of oral communication is more effective than an email or a text message that avoids misunderstandings and minimize confusion.
- It also involves visual and nonverbal cues.
- Examples of oral communication are conversations with friends, family or colleagues, presentations, meetings, telephone calls, lecture, and speeches.
- The new forms of oral communication are video-conferencing, virtual meeting, podcast clips, VoIP-based audio-video calls (**Voice over Internet Protocol**): ZOOM, Skype etc.
- Oral communication is the primary means of communication. Oral communication includes four elements:
 - **A sender** - conveys the message.
 - **A medium** - a method of message transmission, such as in-person, video calls, or voice notes.
 - **A message** - the content of the communication.
 - **A receiver** - acquires the message.

IMPORTANT:

- Oral communication should not be confused with verbal communication. Verbal communication is a type of oral communication and only refers to spoken communication. Oral communication also involves non-verbal cues.
- Verbal communication is the exchange of information through the use of language and words. Verbal communication includes speaking, writing, sign language, or symbols. Oral communication is the exchange of information, ideas, and feelings between two or more people through word of mouth.

Enhancing oral communication Skills

- Due to the flexibility, transparency, and availability of instant feedback, oral communication facilitates quick problem solving and decision-making.
- It enhances interpersonal relationship and promotes collaborative work culture.
- Excellent oral communication skills will help you succeed in a job, build relationships, and motivate employees.

Audience Awareness

- Oral communication must focus on addressing the audience's need because the speaker directly faces the audience.
- Awareness about who the audience, what they need or expect help the speaker adapt the message to the audience.
- Analyze the audience carefully before initiating oral communication with others.
- the relationship with the audience determines your selection of words, tone, and presentation style.

Control of Language and Tone

- In oral communication speaker does not have flexibility in selecting words and sentences as in written communication.
- So, in oral communication speaker should choose words carefully, use short sentences, familiar words, and focus on key information.
- Speakers should avoid flippant (not serious and respectful) expressions, misplaced jokes, and sarcastic and overbearing (overpowering) tones.

Brevity and Preciseness

- Be brief and to-the-point
- Focus on key information
- Select short sentences and few examples.
- Listing the main point

Effective use of visual aids.

- The use of visual aids can make a speech or presentation lively and interesting and also help the audience understand the message.
- Visual aids such as flash cards, charts, white boards, slides, photos can be effectively used to present data, illustrate a point, or even show a process.
- Use necessary and meaningful visual aids properly.

Positive Body Language

- Body language shows speakers attitude, background and intended message.
- Maintain proper body language

The following is a list of positive and negative body language.

Positive Body Language	Negative Body Language
<ul style="list-style-type: none">• Relax posture whether sitting and standing	<ul style="list-style-type: none">• Sprawled and slouched postures
<ul style="list-style-type: none">• Leaning slightly while someone is speaking	<ul style="list-style-type: none">• Finger-pointing at someone in the audience
<ul style="list-style-type: none">• Emphasizing words/key point with hand gesture	<ul style="list-style-type: none">• Crossing arms (indicates lack of interest)
<ul style="list-style-type: none">• Making frequent and appropriate eye-contact during the conversation	<ul style="list-style-type: none">• Exaggerated body movements
<ul style="list-style-type: none">• Keeping arms comfortably at the side or in the lap to show the openness	<ul style="list-style-type: none">• Checking the time
<ul style="list-style-type: none">• Positive body movements such as nodding	Looking at the ground; avoiding eye-contact
<ul style="list-style-type: none">• Open palm to show interest and openness	<ul style="list-style-type: none">• Tapping feet or snapping fingers
	<ul style="list-style-type: none">• Sitting or standing too close or too far from the listener

Telephone Calls

- Despite the rapid changes in technology over the years, the importance of telephone communication in business still remains.
- Now-a-days cell phones are becoming more popular as mechanical media of oral communication. It seems to have all the advantages of a face-to-face meeting and is also an effective management tool.

Advantages of Using a Telephone

- Immediate Reactions
- Quick and easy
- Great Equalizer
- Cost-effective

Telephone Calls

Disadvantages of Using a Telephone

- The callers and receivers have to completely depend on voice modulation to communicate.
- The telephone network is not fully guaranteed and the dangers of cross connection and wrong number can also create problem in communication.
- As the callers and receivers are not face-to-face and they have no other way of clarifying the content except words, there are chances of missing out or misinterpreting some information.
- It is also not easy to fix the appropriate time to call a person.
- The receiver could be in a bad mood or busy and, therefore, calling her/him would not serve the desired purpose.
- Moreover, conversation over the phone does not provide a permanent record for legal purposes unless it is recorded.

Telephone Etiquettes

- 1. Speak clearly**
- 2. Use appropriate tone**
- 3. Do not eat/drink and talk**
- 4. Do not use slang words or poor language**
- 5. Address the caller properly by his or her title**
- 6. Listen to the caller and what they have to say**
- 7. Be patient and helpful**
- 8. Always ask if you can put the caller on hold**
- 9. Always focus on the call**

Press Meet/Conference

- A press conference is an event organized to officially distribute information and answer questions from the media.
- Press conferences are events where information is distributed and where the media can ask questions.
- These events are held to respond to positive and negative news, for product launches, or to inform the media and public about any other information about a company.
- Most press conferences are announced through a press release, which is a well-crafted written statement outlining the nature of the conference.
- Press conferences are usually conducted by a company's executive management, press liaison, or communications officer.
- Lesser-known companies can hold press conferences to increase brand awareness while established companies can share news in the most positive light and increase their stature



Business Conference

- Conferences are formal meetings of people with a common interest to discuss some particular subject.
- A business conference is a gathering of professionals, entrepreneurs, experts, and enthusiasts from a particular industry or field who come together to exchange ideas, knowledge, and insights related to their business domain.
- They gather to discuss new trends, opportunities, innovations, and advancements.
- They make discussions about the existing problems and make further strategies to sustain the business.
- The conferences often pass some resolutions and announce them in public.



Video Conference

A video conference is a real-time, visual communication session between two or more participants, regardless of their physical locations.

Components:

- **Video**
- **Audio**
- **Text chat**
- **Screen sharing**
- **File sharing**

- **Needs technology:** Requires an internet connection, video conferencing software or platform (e.g., Zoom, Microsoft Teams), and devices like computers, tablets, or smartphones.
- Facilitates meetings, webinars, training sessions, and remote collaboration between individuals or groups located in different geographical areas.
- **Common Platforms:** Zoom, Microsoft Teams, Google Meet, Cisco Webex, Skype etc.



PRESENTATION

- Oral presentation is part of public speaking. However, it is more limited in its time, purpose and scope.
- Presentation is a speech or talk in which the speaker explains an idea or shows a product to the audience
- A large number of audience can receive information at the same time and provide feedback
- Presentation is to inform, receive feedback and train employees.
- Oral presentation can be informative, persuasive, or motivational.
- Oral presentations are given for specific purposes: for example, a class presentation on a certain topic by a student, presentation by professionals of an organization on various topics like sales, marketing, production, demands, and an individual proposing a solution to a problem
- An oral presentation is a talk or speech in which a new product, idea or a piece of work is shown and explained to a relatively smaller and knowledgeable audience.
- In world of business, you need to make presentations like: briefing, sharing a report, training a group of people, motivate people, express appreciation etc.

What is a Presentation?



- A **presentation** is any opportunity to communicate your point of view or ideas to an audience. This can be informal or formal, impromptu or prepared, individual or group.
- A **presentation** is the process of presenting a topic to an audience. It is typically a demonstration, introduction, lecture, or speech meant to inform, persuade, inspire, motivate or to build good will or to present a new idea or product.
- The most important element is the speaker. It is the speaker that the audience is concentrating on.
- Keep yourself in the shoes of the audience.

Did you know?

The truth is, nobody is born a good speaker – good speaking is learned and takes a great deal of hard work.



Although we may not address the media or large groups of people, in business we may make presentations to our:

- bosses
- new employees
- customers
- colleagues
- suppliers.

- Public speaking is a part of interpersonal communication.
- A lot of practice can help you improve your habit of public speaking
- First practice with the following six beginner's rules:
 - i. Know your speech well enough to maintain eye contact with your audience
 - ii. Smile and practice deep breathing
 - iii. Slow down
 - iv. Timing comes with experience
 - v. Control your body language
 - vi. Learn to smile

Oral Presentation Skills

- A good oral presentation contains all necessary components.
- Preparing an effective presentation involves some of the basic steps required for presentation: planning, drafting, refining, and delivering.

Planning

- Get to know your listeners, analyse the circumstances around your talk, the location and the size of the audience

Drafting writing

- Brainstorm the topic, get the hard information, write a draft and read it aloud, use visual aids, beyond the rough draft.

Refining/Completing

- Practice. Practice, and practice. It's natural to feel nervous.

Delivering the presentation

- Delivery of your speech, handling questions.

Presentation Skills

- Below are the main skills that you need when making an oral presentation to a large audience. These will be considered by the teacher / referees when they grade your presentation.
- 1. Clarity:** your voice should be loud and clear enough to be heard and understood by the entire audience.
 - 2. Coherence:** this means you use cohesive devices (linking words)to make it easier for the audience to stay connected with what you say.
 - 3. Gesture:** movement of body parts to convey a meaning
 - 4. Tone:** voice changes that show your feelings.

The Six Ps of Presentation

- Plan well
- Identify the purpose
- Demonstrate your personal communication skills
- Show personal commitment
- Be aware of political sensitivities
- Polish your presentation as much as possible

STEPS (4Ps)

- Plan
- Prepare
- Practice
- Present

Cover the following important topics:

- *Planning*

- 1 Get to know your listeners
- 2 Analyze the circumstances around your talk
- 3 The location and the size of the audience

- *Writing*

- 4 Brainstorm the topic
- 5 Get the hard information
- 6 Write a draft and read it aloud
- 7 Use visual aids
- 8 Beyond the rough draft

- *Completing*

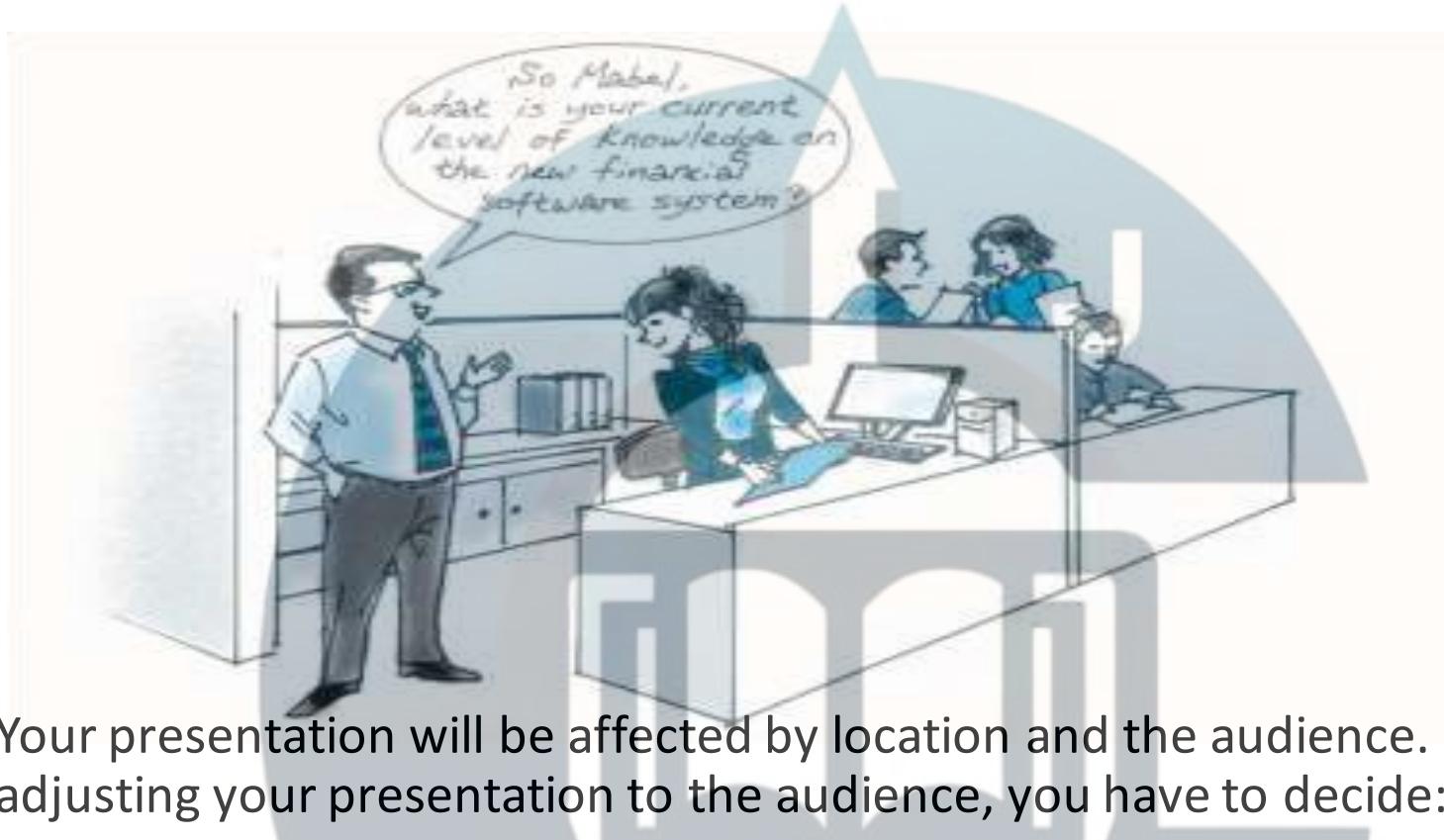
- 9 Practice, practice, practice
- 10 It's natural to feel nervous

- *Deliver the presentation*

- 11 Delivery of your speech
- 12 Handling questions



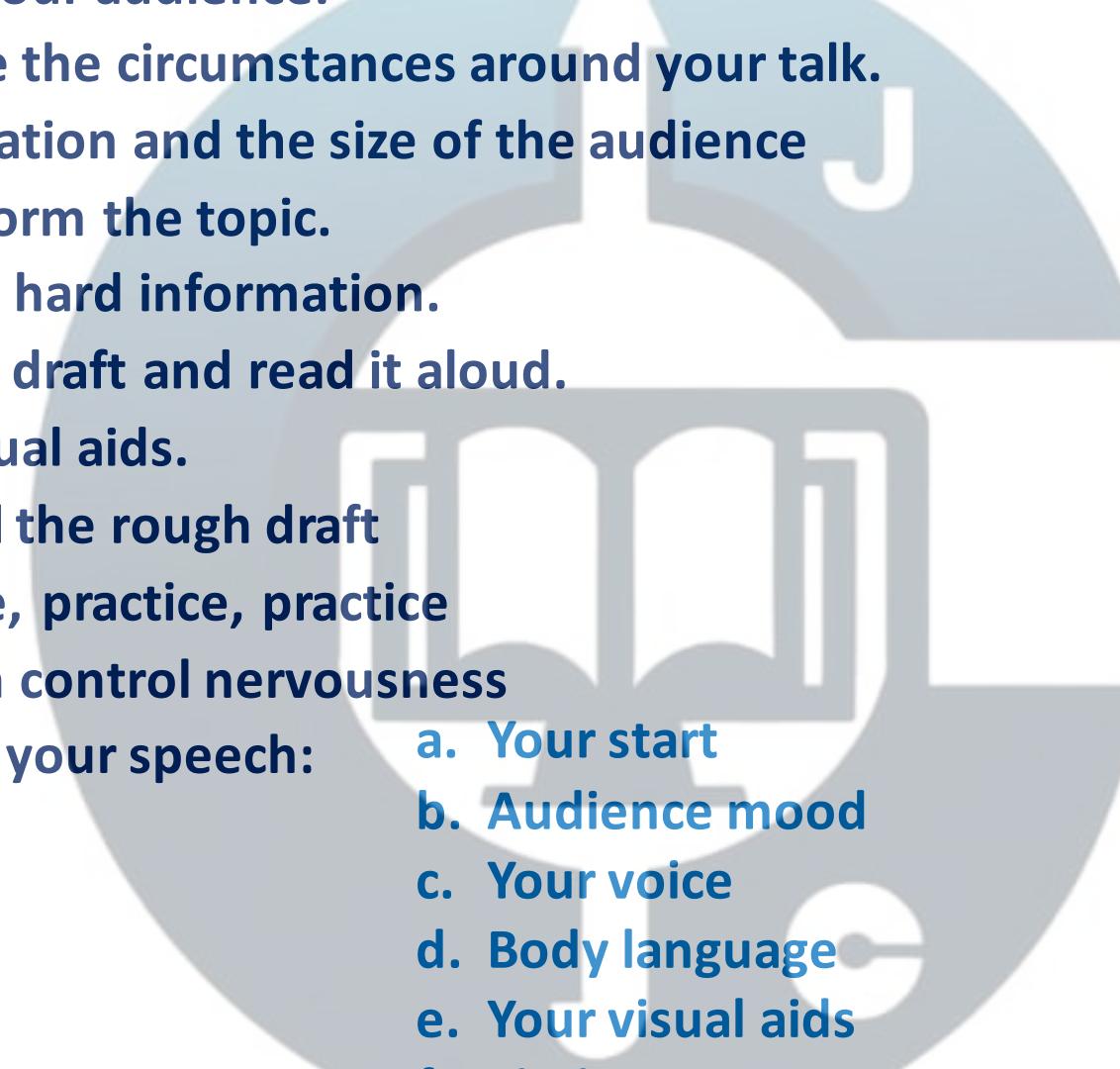
- To be a good speaker, be a good listener.
- Audience analysis makes successful presentation planning. It is the starting point for the planning of any presentation.
- Make it a habit to gather information on demographic features of your audience – age, gender, occupation, cultural background, group memberships.
- Understand the role of the audience's attitude towards you as the speaker.
- Good presentations start where the audience is and then move them towards the speaker's point of view.
- What does the audience expect of you?
- Why are they here?
- What is their knowledge level?
- Do you expect friendliness, indifference or hostility?



Your presentation will be affected by location and the audience. In adjusting your presentation to the audience, you have to decide:

- What level of language and style to use?
- What is the circumstance and occasion of your speech or talk?
- Is it a sales presentation, a speech at a wedding, or an informational speech?
- Is it a light-hearted, persuasive, political, joyful, passionate speech?
- What is the time length and situation of the presentation?

Basic Steps for Oral Presentation

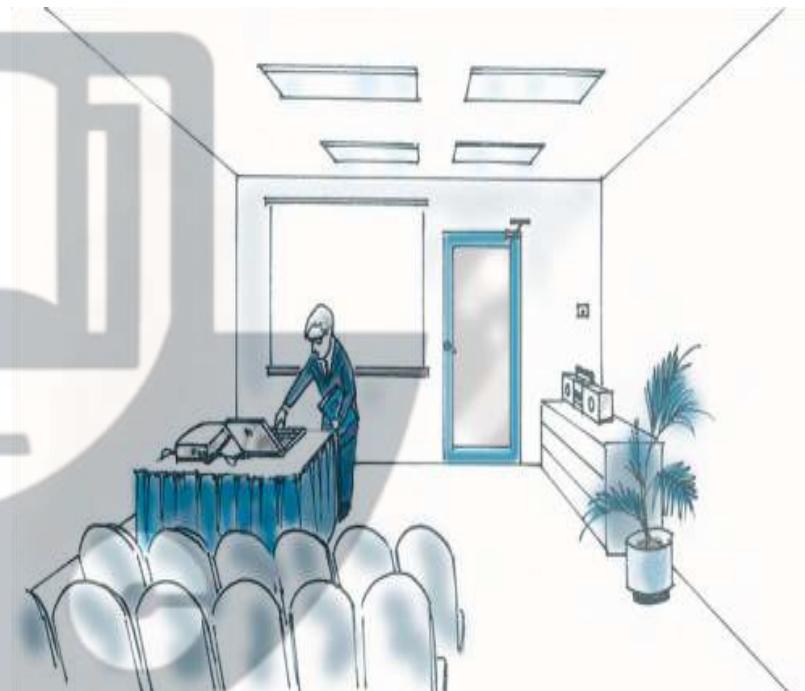
- 
1. Know your audience.
 2. Analyze the circumstances around your talk.
 3. The location and the size of the audience
 4. Brainstorm the topic.
 5. Get the hard information.
 6. Write a draft and read it aloud.
 7. Use visual aids.
 8. Beyond the rough draft
 9. Practice, practice, practice
 10. You can control nervousness
 11. Deliver your speech:
 - a. Your start
 - b. Audience mood
 - c. Your voice
 - d. Body language
 - e. Your visual aids
 - f. Timing
 - g. Conclusion
 12. Handling questions.

A checklist of questions about the audience

- How many people will there be in the audience?
- What is the age group of the audience?
- What are the language, literacy and numeracy levels of the audience?
- What is the gender make-up of the audience?

THE LOCATION AND THE SIZE OF THE AUDIENCE

The location of a meeting and the facilities provided will have a major bearing upon your ability to give an interesting presentation. If you have video, slide, audio, and overhead projector facilities, you will be able to illustrate your report.



Consider following things

1. Content and organization skills

One of the distinct features of oral communication/presentation is organized content.

These skills can be achieved through:

- The use of signal words/phrases/ discourse markers
- Signal words or discourse markers are those words or phrases which show emphasis, addition, comparison or contrast, illustration, and cause and effect. For e.g. **for instance, for example, however, but, on the other hand, second, next, finally, in fact, yes, no, indeed, in other words, by way etc.**
- The proper use of multimedia (e.g. PowerPoint slides) can also help the presenter communicate the message more efficiently.
- Facial expression, eye contact, body movement also play vital role for effective presentation.

2. Be Mission Driven

- The presenter should know the purpose, mission of the presentation and audience very well.
- Presenters must conduct the research to know the audience, what they want to know, number and size of audience.

3. Make a good preparation

- The presenter should have a good preparation for the presentation in case there might be technical problem, power cut or any other situational problems.

4. Limiting Your Scope

- It's very important to limit your scope i.e. the message of your presentation by letting your audience about the limit of your presentation so that the audience may not ask or expect more than what you intend to share.
- Must work within strict time limit.

5. Preparing Your Outline

- It very important to organize your message. For this it is wise to prepare your outline before hand in several stages.

Enhance the following skills

1. Voice Quality

- **Pitch** : highness or lowness of your voice
- **Volume** : the intensity of your sound.
- **Speed** : the range of your speaking.
- **Tone** : the way the message sounds to a receiver, tone conveys your feeling and mood (pleasing, respecting, aggression etc.)

2. Friendliness

3. Eye contact

4. Body action

5. Appearance

IT'S NATURAL TO FEEL NERVOUS

- 1** When you feel nervous, take a deep breath, hold it. Then let it out with a confident smile. You will be amazed at how this helps to calm your nerves.
- 2** Pause to take deep breaths.
- 3** Look at your audience.
- 4** Use gestures appropriately, move your arms around to demonstrate your points.
- 5** Respond to the looks and body language of your audience.
- 6** Say to yourself, 'I have something of value to say, and these people love to listen to me'.
- 7** Just because you are nervous doesn't mean that you must freeze and do a bad job.



Keys to Master the Persuasive Presentation

I. Audience-friendly Language

- Use polite forms
- Use the rhetorical question : the question that the speaker answer him/herself.

II. Visuals

Consider following general rules:

- On amount of information per slide
- On language
- On fonts
- On colors and special effects

III. Graphics and Charts

- Graphics and charts are very common tools to illustrate your presentation more clearly but you should use the right vocabulary.

Use right vocabularies to illustrate:

- Upward trends : The international role of the Euro has increased gradually since 1999.
- Downwards trends : The violent crime rate dropped by 6.2%
- A peak : English domination of French territories reached a high point under Henry II.
- A plateau : Asthma rates may have leveled off in US children after increasing in the 1980s and early 1990s.
- Fluctuation : Unemployment in the US has fluctuated due to economic conditions through the decades.
- A low point : The Nepalese tourism industry hit a low point in 2020/021, partly due to the case of COVID-19.

HANDLING QUESTIONS

The question and answer section is an important part of a presentation:

- Maintain your professionalism, self-control and control of the situation.
- Probably leaving questions until the end is a better timing as your train of thought can easily be broken by the interruption.
- Look directly at the questioner as you speak, repeat the question for all to hear.
- Answer the question by also looking at the audience and not just at the person who asked you the question.
- Regard question time as an opportunity, not as a threat.



You must also be prepared to answer any questions from the audience.

Remember

If you do not know the answer to a question, ask whether somebody in the audience knows, if not tell the questioners that you will get back to them as soon as possible with the answer.



Questionnaire to test presentation skills

The skill	1 Poor	2	3	4	5	6	7 Excellent
1 Did the speaker speak clearly so that the audience understood easily?							
2 Did the speaker use language and vocabulary that the audience could understand?							
3 Was the tone of the presentation correct? Was it enthusiastic, serious or lighthearted to fit the occasion?							
4 Did the speaker choose relevant information?							
5 Was clear structure used and a sense of clear organization used?							
6 Did the speaker present the topic in a logical, flowing manner?							
7 Were the ideas at the heart of the presentation presented clearly?							
8 How successfully did the speaker hold and keep the audience's attention and interest?							
9 Did the speaker keep to the appropriate time and finish off what was supposed to be said?							
10 Did the speaker use appropriate body language, gestures?							
11 Did the speaker vary his/her voice, pace, stress words, correct pitch and was the volume comfortable for all to hear?							
12 Did the speaker use appropriate visual aids to enhance the presentation?							
13 Did the speaker handle questions well from the audience?							
Other comments:							

Undersigned

Great-grandfather used to refer to himself as a third person, i.e. ‘Please do not hesitate to contact the undersigned if you require any further information.’ Unfortunately, I still see people using this in their messages. What we should be writing is ‘Please call me at xxxx if you need any further information’.

Use/utilise

Use is much better than utilise. For example, ‘I used the dishwasher’, ‘John used the scissors to open the box’, ‘You should use a tissue to blow your nose’.

While/whilst

‘Whilst’ is an old-fashioned word. Use ‘while’.

Who/whoever/whom/whomever

‘Who’ and ‘whoever’ are subjects, for example, ‘Who put sugar in my coffee?’ ‘Whoever loves me must also love my dog.’ ‘Please take these receipts to whoever is responsible for petty cash.’

‘Who’ and its related forms refer only to people, not to animals, things or ideas.

‘Whom’ and ‘whomever’ are objects, for example: ‘Teenagers often fall out with friends whom they have fought with’, ‘You always find fault with whomever I bring home.’ Unless you understand ‘who’, ‘whoever’, ‘whom’ and ‘whomever’ well, it is best to rephrase your sentences so that you don’t use these words. (NB: That’s what I do!)

. Whose/who's

Many people confuse these words because the way to form the possessive of most words is to add an apostrophe and an 's'. For example, Mary's desk, John's advice.

However, pronouns like 'whose' do not follow this rule. 'Whose' is possessive but it does not need an apostrophe. For example, 'The person whose suggestion is chosen will receive a special award.' Who's is a contraction meaning *Who is*. For example, 'Who's the right person to ask about petty cash claims?', 'Martha is the person who's co-ordinating this project.'

Your/you're

After a few SMS's (text messages) with a friend, I received one that read 'Your funny'. I

wondered what she meant – 'Your funny face?', 'Your funny smile?' 'Your funny feet?'

Of course, what she meant to say was 'You are funny'. To use the contraction correctly, it should be 'You're'.

Remember, *your* is possessive. It describes the word or words immediately following it.

For example: 'Your experience', 'your confidence', 'your hair', 'your nose'.

'You're' is a contraction that means 'you are'. For example, 'You're the right person for this job', 'Please give me a call when you're next in Singapore'

Main-points Summary

- Oral communication can be defined as a form of communication, in which communicators exchange ideas by means of spoken words.
- Face-to-face conversations, meetings, presentations, speeches, briefings, and interviews are the major forms of oral communication.
- The oral communication process basically involves the sending and receiving of messages through verbal and nonverbal cues.
- Audience awareness, use of appropriate language and tone, brevity and preciseness, projection positive of body language, and use of relevant visuals enhance the effectiveness of oral communication.
- Asking for information, explaining information, taking and leaving messages are important aspects of a telephone conversation.
- Maintaining overall courtesy and etiquette are parts of telephone conversation skills.
- Planning, organizing, designing visual aids, and delivering the message are the necessary steps for an effective presentation.
- Planning a presentation includes identifying the purpose, analyzing the audience, and estimating and allocating time.
- Clarity, visibility, simplicity, and relevance are the characteristics of effective visual aids.
- Memorized, scripted, impromptu, and extemporaneous deliveries are the main methods of presentation.
- Team briefings are important ways of gathering information, receiving feedback, and getting the team members' input in the work process.
- An interview involves a formal oral communication situation between at least two persons with the purpose of selecting the right candidate for the job, evaluating an employee's performance or investigating a problem.