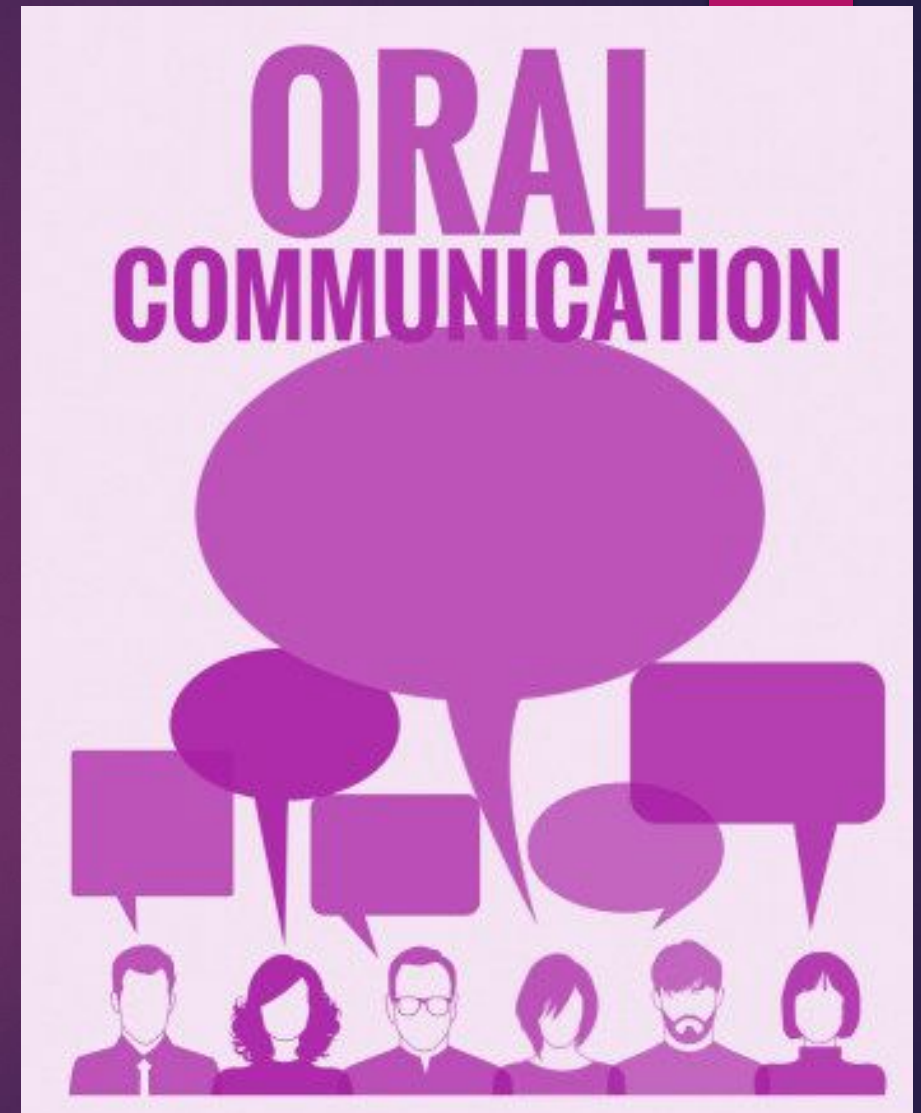


ORAL COMMUNICATION



COMMUNICATION SKILL AS SOFT SKILL

- Communication skills form the corner stone of soft skill
- every human being has to essentially & effectively communicate with others
- effective communication is the hallmark of one's education
- the ability to speak fluently using the right word in the right order is an good communication
- message using appropriate vocabulary and syntax form effective communication

TYPES OF COMMUNICATION

- ❖ **Verbal (Oral / Written communication)**
- ❖ **Non-verbal (Body language)**

MERITS OF ORAL COMMUNICATION

- ❖ It saves time and money
- ❖ Speech is a powerful means of persuasion and control
- ❖ Speaker can convey shades of meaning
- ❖ Speaker can get immediate feedback
- ❖ Useful while communicating with groups

LIMITATIONS OF ORAL COMMUNICATION

- ❖ Lengthy messages are not possible
- ❖ It cannot be retained for long time
- ❖ It does not have legal validity unless recorded
- ❖ It may lead to misunderstanding

ESSENTIALS OF EFFECTIVE ORAL COMMUNICATION

- ❖ Brevity - concise and exact use of words in writing or speech
- ❖ Precision - the quality, condition, or fact of being exact and accurate.
- ❖ Conviction - the quality of showing that one is firmly convinced
- ❖ Logical sequence
- ❖ Appropriate word choice
- ❖ Avoiding hackneyed phrases and cliché
- ❖ Attentive listening
- ❖ Natural voice
- ❖ 7Cs – candid, clear, complete, concise, concrete, correct and courteous

TYPES OF COMMUNICATION IN ORGANIZATION

- ❖ Downward communication (Higher authority to subordinate)
- ❖ Upward communication (Subordinate to higher authority)
- ❖ Horizontal communication (Among equals)
- ❖ Diagonal communication (Between employees of different levels and different departments)
- ❖ Grapevine communication (Informal communication – mostly oral only)

TYPES OF ORAL COMMUNICATION (FORMAL / OFFICIAL)

- ❖ Speech
- ❖ Telephonic conversation
- ❖ Interviews
- ❖ Meetings
- ❖ Group Discussion
- ❖ Negotiation
- ❖ Presentation

SPEECH

Characteristics of good speech

- ▶ It should be clear
- ▶ vivid and concrete
- ▶ brief and interesting
- ▶ audience-oriented



TELEPHONIC COMMUNICATION

- ▶ Advantages – voice modulation, one-to-one
- ▶ Disadvantages - not face-to-face
- ▶ Effective telephonic conversation – polite, friendly tone, pauses, being precise



INTERVIEWS

- ▶ Asking and answering

MEETING

- ▶ Formal and informal meeting
- ▶ Leadership role in meetings
- ▶ Role of members in the meetings
- ▶ To the point and providing concrete information



GROUP DISCUSSION

- ▶ Accepted norms of behavior in group
- ▶ Speaking to the point
- ▶ Responsibility and accountability of the information shared
- ▶ Adjusting with other in conversation
- ▶ Cooperating in decision making
- ▶ Constructive suggestions and criticism



NEGOTIATION

- ▶ Creating win-win situation
- ▶ Persuading with acceptable information
- ▶ Being reliable and creating congenial ambience
- ▶ Being polite
- ▶ Words of encouragement
- ▶ Positive approach



PRESENTATION

- Aim is to demonstrate, to create, to entertain, to sell, to represent, to promote and to suggest

To make effective presentation:

- Should know the audience
- Strength and weakness of audience
- Audience expectation
- Structuring the presentation effectively with appropriate information



TO BE AN EFFECTIVE WORKPLACE COMMUNICATOR

- ▶ Be brief and to the point
- ▶ Be friendly and non-confrontational
- ▶ Make everyone feel special
- ▶ Be coherent
- ▶ Think before you speak
- ▶ Be courteous
- ▶ Prepare before presentation

TO BE AN EFFECTIVE WORKPLACE COMMUNICATOR

- Do not put on a show to make a point
- Do not become overly emotional
- Don't talk too much
- Speak slowly and with confidence
- Make eye contact
- Address people by name
- Smile when appropriate
- Use correct grammar
- Stay focused on the message you are conveying
- Keep it simple