



COMMUNICATION & PRESENTATION SKILLS

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TYPES OF COMMUNICATION

- INTRAPERSONAL
- INTERPERSONAL
- SMALL GROUP
- ORGANIZATIONAL
- PUBLIC
- MASS



SPEAKING

- **S** – Situation (psychological) / Setting (physical)
- **P** – Participants
- **E** – Ends
- **A** – Act sequence
- **K** – Key (Tone)
- **I** – Instrumentality
- **N** – Norms
- **G** – Genre



THE POWER OF PUBLIC SPEAKING

What is public speaking?



Public speaking is the process or act of performing a good speech to a live audience. This is also called the art of oratory or oration.

This type of speech is deliberately structured with three general purposes:

- to inform
- to persuade
- to entertain

Speech preparation: getting started

- Selecting a topic and a purpose
- Analyzing the audience
- Gathering materials
- Supporting your ideas

Speech preparation: organizing and outlining

- Organizing the body of the speech
- Beginning and ending the speech
- Outlining the speech

SIMILARITIES BETWEEN PUBLIC SPEAKING AND CONVERSATION

- ORGANIZATION OF THOUGHTS LOGICALLY
- TAILORING MESSAGE TO THE AUDIENCE
- TELLING A STORY FOR MAXIMUM IMPACT
- ADAPTING TO LISTENER FEEDBACK

DIFFERENCES BETWEEN PUBLIC SPEAKING AND CONVERSATION

- PUBLIC SPEAKING IS MORE HIGHLY STRUCTURED
- PUBLIC SPEAKING REQUIRES MORE FORMAL LANGUAGE
- PUBLIC SPEAKING REQUIRES A DIFFERENT METHOD OF DELIVERY

USING LANGUAGE



1. USING LANGUAGE CLEARLY

- USE FAMILIAR WORDS
- CHOOSE CONCRETE WORDS
- ELIMINATE CLUTTER

2. USING RHETORICAL DEVICES

- **SIMILE** (ex: *hungry as a bear; fresh like flower; etc.*)
- **METAPHOR** (ex: *you are my sunshine; angry clouds; etc.*)
- **PARALLELISM** (ex: *“duty does not trump honesty. duty does not trump common sense. and duty, my friends, does not trump morality.”*)
- **CHIASMUS** (MIRROR IMAGE) (ex: *“you forget what you want to remember, and you remember what you want to forget.”*)
- **RHETORICAL QUESTION** (ex: *can poverty ever be eradicated?*)
- **RULE OF THREE** (ex: *unity, faith, discipline; work, work, work; etc.*)

3. USING LANGUAGE APPROPRIATELY

- APPROPRIATENESS TO THE OCCASION
- APPROPRIATENESS TO THE AUDIENCE
- APPROPRIATENESS TO THE TOPIC
- APPROPRIATENESS TO THE SPEAKER

DELIVERY OF A GOOD SPEECH

- **METHODS OF DELIVERY** (like; reading from a manuscript, reciting from memory, speaking impromptu and speaking extemporaneously)
- **THE SPEAKER'S VOICE** (like; volume, pitch, rate, pauses, vocal variety, pronunciation, articulation, dialect)
- **THE SPEAKER'S BODY** (like; appearance, movement, gestures, eye contact)
- **USING VISUAL AIDS**
- **ANSWERING AUDIENCE QUESTIONS**



ASSIGNMENT 2

CLO 1 & 2

Task

- Select any one **TED talk** on the area of your own choice of around 8-10 minutes long. Critically analyze speaker's oral communication skills including: **tone, style, purpose, verbal, and non-verbal communication**. Write an essay of 250 words on your analysis.
- Mention the name of the speaker and the topic you selected.
- Submit in a group of 4-5 members each (*write names, roll nos., & section no. in the title page*).
- Submit it in Hard copy (Print form).
- Total marks: 5
- Submission date: 11th March, 2021



THANK YOU

HAPPY LEARNING 😊