

The Art of Talking

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GOOD
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01

INTRODUCTION

"Speech is power: speech is to persuade, to convert, to compel."

- Ralph Waldo Emerson, an American essayist.

"It's not what you say, but how you say it."

- Mae West, an American actress and singer.

The art of talking is the dance of words, a symphony of expression where every phrase is a brushstroke, painting the canvas of connection. It is the subtle cadence, the thoughtful pauses, and the eloquent simplicity that transforms mere communication into a captivating masterpiece, leaving an indelible impression on the hearts and minds of those who partake in its graceful exchange.

02

STYLES OF LANGUAGE

- ✓ Formal Language
- ✓ Informal Language
- ✓ Technical or Specialized Language



STYLES OF LANGUAGE

FORMAL LANGUAGE

- ❑ Formal language follows established rules, tends to be structured, and uses a more elevated tone. It often avoids contractions and slang.
- ❑ Formal language is typically employed in academic writing, professional communication, official documents, and situations where a serious or respectful tone is required.



STYLES OF LANGUAGE

INFORMAL LANGUAGE

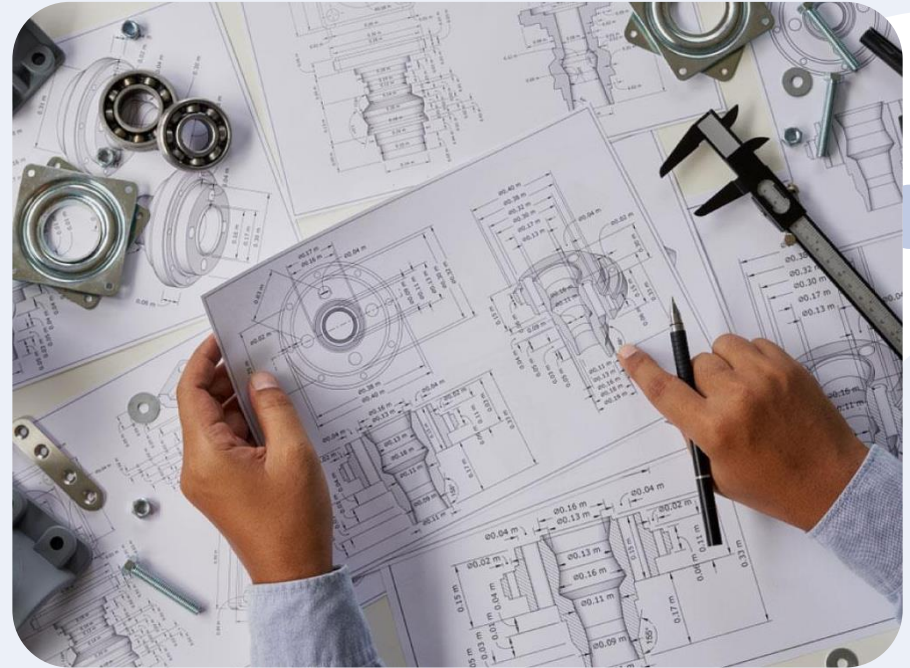
- ❑ Informal language is more relaxed, conversational, and often includes colloquial expressions, contractions, and informal vocabulary.
- ❑ Informal language is common in everyday conversations, casual emails, and situations where a relaxed and friendly tone is appropriate.



STYLES OF LANGUAGE

TECHNICAL OR SPECIALIZED LANGUAGE

- ❑ Technical language involves the use of specialized terminology and jargon related to a specific field, industry, or subject matter.
- ❑ Technical language is employed in scientific papers, manuals, academic disciplines, and any context where precise and specialized terms are necessary for accurate communication.



03

OBSTACLES OF A GOOD CONVERSATION

BAD LISTENING

LANGUAGE

CONTRADICTION

INTERRUPTING



LANGUAGE

CONTRADICTION

INTERRUPTING

BAD LISTENING

It is too easy to want to speak, to say what you want, but if you do not listen then people will be less likely to want to listen to you.



BAD LISTENING

CONTRADICTION

INTERRUPTING

LANGUAGE

Language is complex. People hear words differently and assign multiple meanings to words based on the personal emotions they have experienced in association with those words.



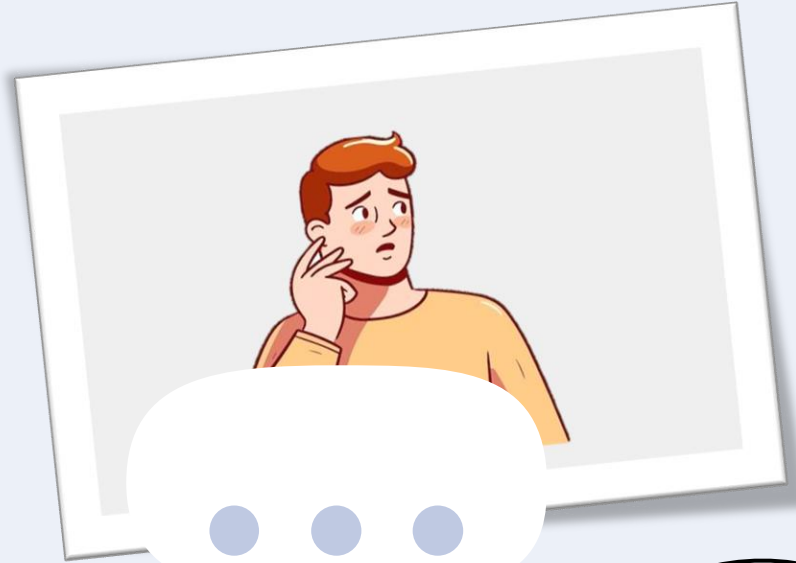
BAD LISTENING

LANGUAGE

INTERRUPTING

CONTRADICTION

When you say something, it makes sense to keep in alignment with yourself. If you contradict yourself, you may appear insincere, uncertain or just plain stupid.



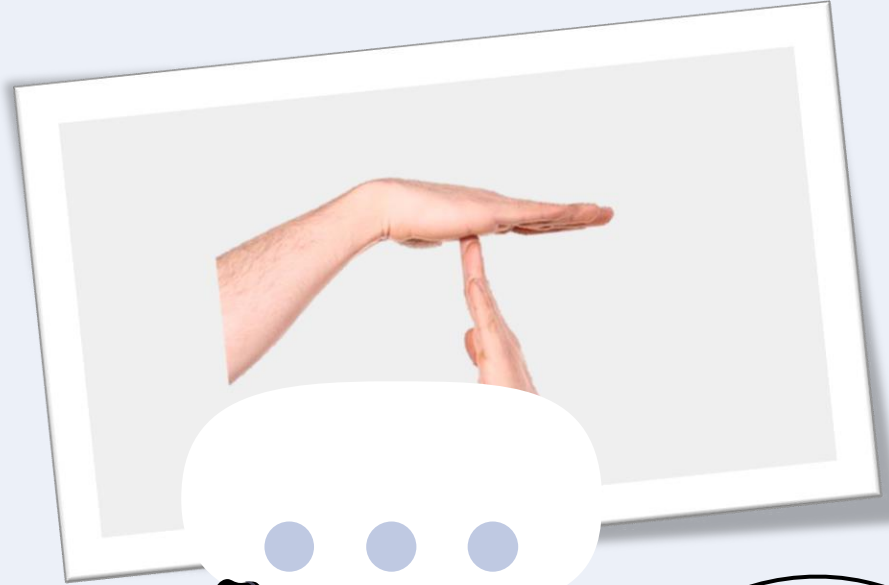
BAD LISTENING

LANGUAGE

CONTRADICTION

INTERRUPTING

Constantly interrupting someone disrupts the flow of conversation and can make participants feel disregarded, hindering a smooth exchange of ideas.



04

TIPS FOR A GOOD CONVERSATION

ACTIVE LISTENING

EMPATHY

RESPECTFUL
DISAGREEMENT

ASK QUESTIONS



EMPATHY

**RESPECTFUL
DISAGREEMENT**

ASK QUESTIONS

ACTIVE LISTENING

Pay full attention to the speaker, show interest, avoid interrupting, and remember what someone is saying.



ACTIVE LISTENING

**RESPECTFUL
DISAGREEMENT**

ASK QUESTIONS

EMPATHY

Try to understand and appreciate the other person's perspective, acknowledging their feelings and experiences and showing compassion. It promotes stronger relationships and mutual understanding.



ACTIVE LISTENING

EMPATHY

ASK QUESTIONS

RESPECTFUL DISAGREEMENT

When disagreements arise, express your viewpoint respectfully and be open to constructive dialogue. It fosters a culture of open communication.



ACTIVE LISTENING

EMPATHY

RESPECTFUL
DISAGREEMENT

ASK QUESTIONS

- **Open-ended questions:** Encourage the other person to share more
- **Clarifying Questions:** Seek to understand by asking for more information or clarification when needed
- **Reflective Questions:** Repeat or paraphrase what you've heard to confirm understanding and show active engagement.
- **Empathetic Questions:** Demonstrate empathy by inquiring about the other person's feelings or perspectives.



05 BODY LANGUAGE



Body language is a range of nonverbal signals that you can use to communicate your feelings and intentions. These include your posture, facial expressions, and hand gestures. Your ability to understand and interpret other people's body language can help you pick up on unspoken issues or feelings. You can use positive body language to enhance your presentations. Body language can be a powerful tool to engage your audience and deliver a more impactful presentation.

Good body language is a crucial skill for effective presentations!!

IT'S WHAT YOU DON'T SAY THAT COUNTS!



LEARN TO READ AND INFLUENCE PEOPLE THROUGH NONVERBAL COMMUNICATION.

NONVERBAL COMMUNICATION
LEARN TO READ AND INFLUENCE PEOPLE THROUGH



7 Body Language Tips Everybody Should Know



1. Use your body language to show confidence

2. Use your hands to emphasize points

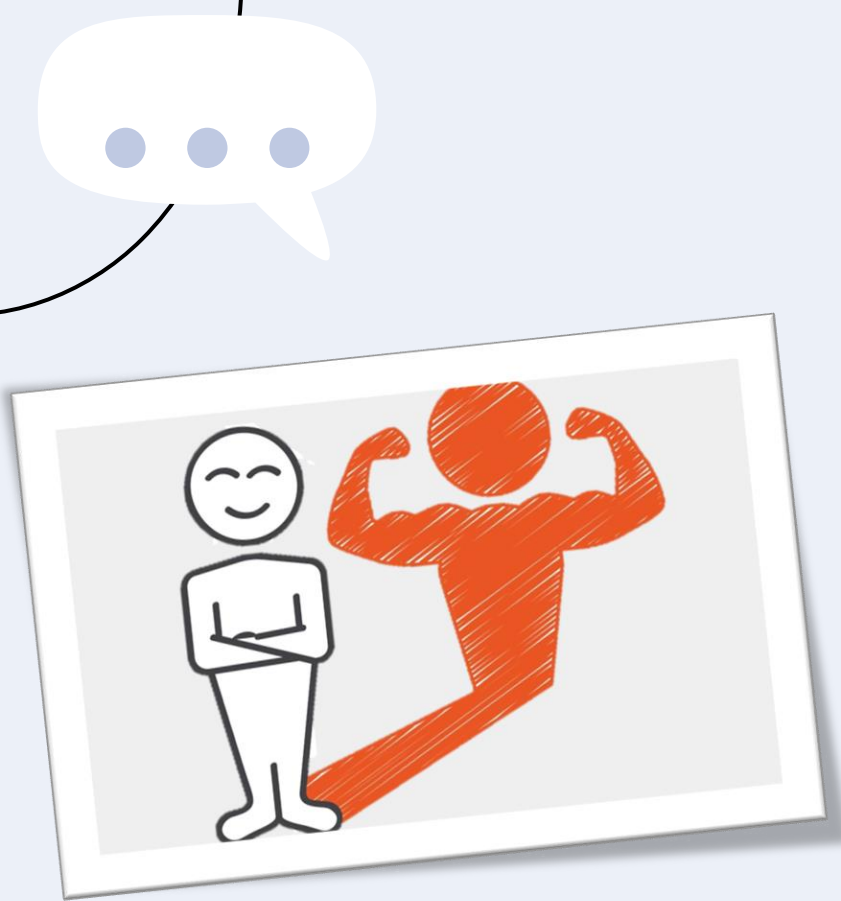
3. Make eye contact

4. Use your facial expressions to show emotions

5. Use your body movement to add energy

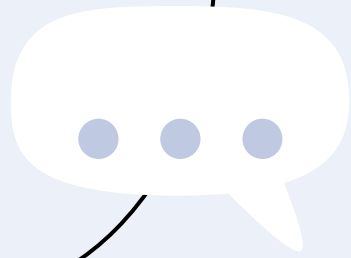
6. Beyond positive body language: use props effectively

7. Practise good body language and stage presence



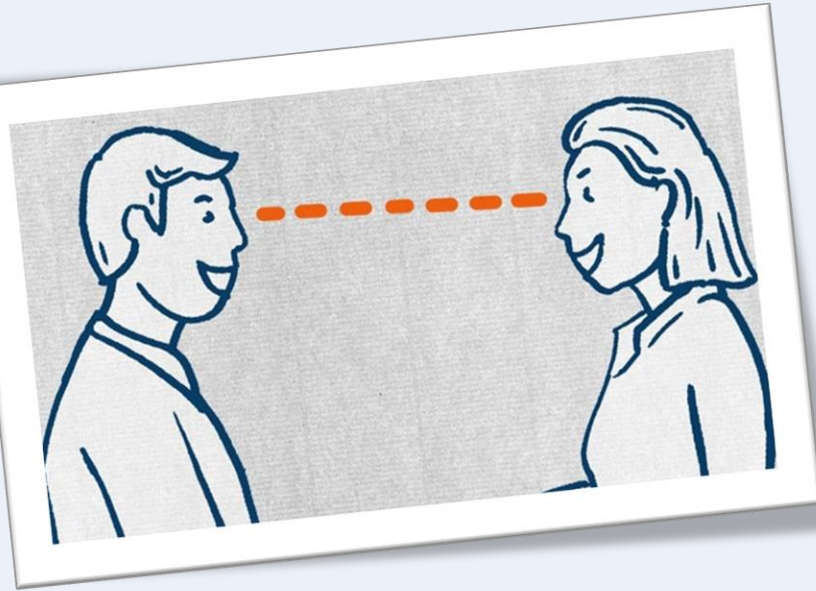
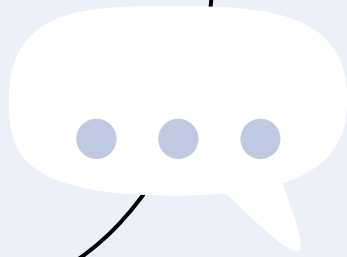
1. Use your body language to show confidence

Stand up straight with your feet shoulder-width apart, and make sure your body is facing the audience. This will help you project confidence and command attention. Avoid crossing your arms, as this can make you seem closed off or defensive. Keep the bottom half of your body relatively still and put all your movement in the top half of your body.



2. Use your hands to emphasize points

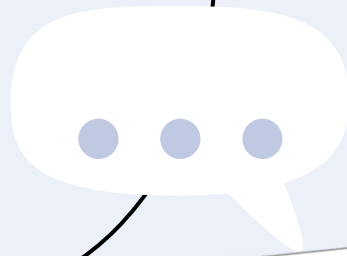
Hand gestures are best used to emphasize "focus" key points. They also add energy to your presentation, particularly when you use them above shoulder height. Too much movement can be distracting, however. Lots of tiny movements or flapping your arms around makes you look smaller and unconfident. Go for big, bold, purposeful gestures that you hold for a few seconds. These convey presence, leadership, and authority.



3. Make eye contact

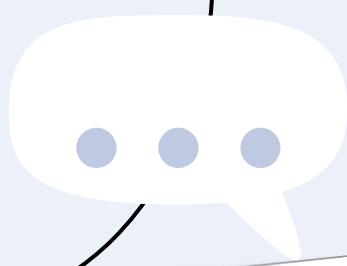
Making eye contact with your audience helps establish a connection and shows that you are confident and engaged. To use your body language most effectively try to make eye contact with different people throughout the room, rather than just focusing on one person. You need good eye contact to be a good presenter...

- ✓ **We like** people who can make eye contact (remember the last time you were flirting with someone)
- ✓ **We trust** people who can “look you in the eye”.
- ✓ **We want** to see people “eye-to-eye”.



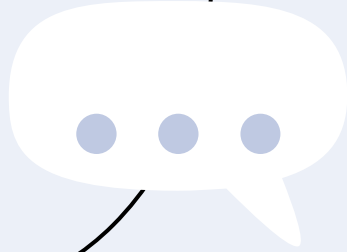
4. Use your facial expressions to show emotions

Your facial expressions can convey a lot of emotion and help engage your audience. Good body language means using facial expressions to show enthusiasm, concern, or surprise, depending on the content of your presentation.



5. Use your body movement to add energy

Adding some movement to your presentation can help keep the audience engaged and add energy to your delivery. Good body language can be as simple as taking a step forward or backward when making a point, or using your hands to gesture.



6. Beyond positive body language: use props effectively

Props can be a great way to add interest to your presentation and help illustrate your points. However, be sure to use props sparingly, as too many can be distracting.



7. Practise good body language and stage presence

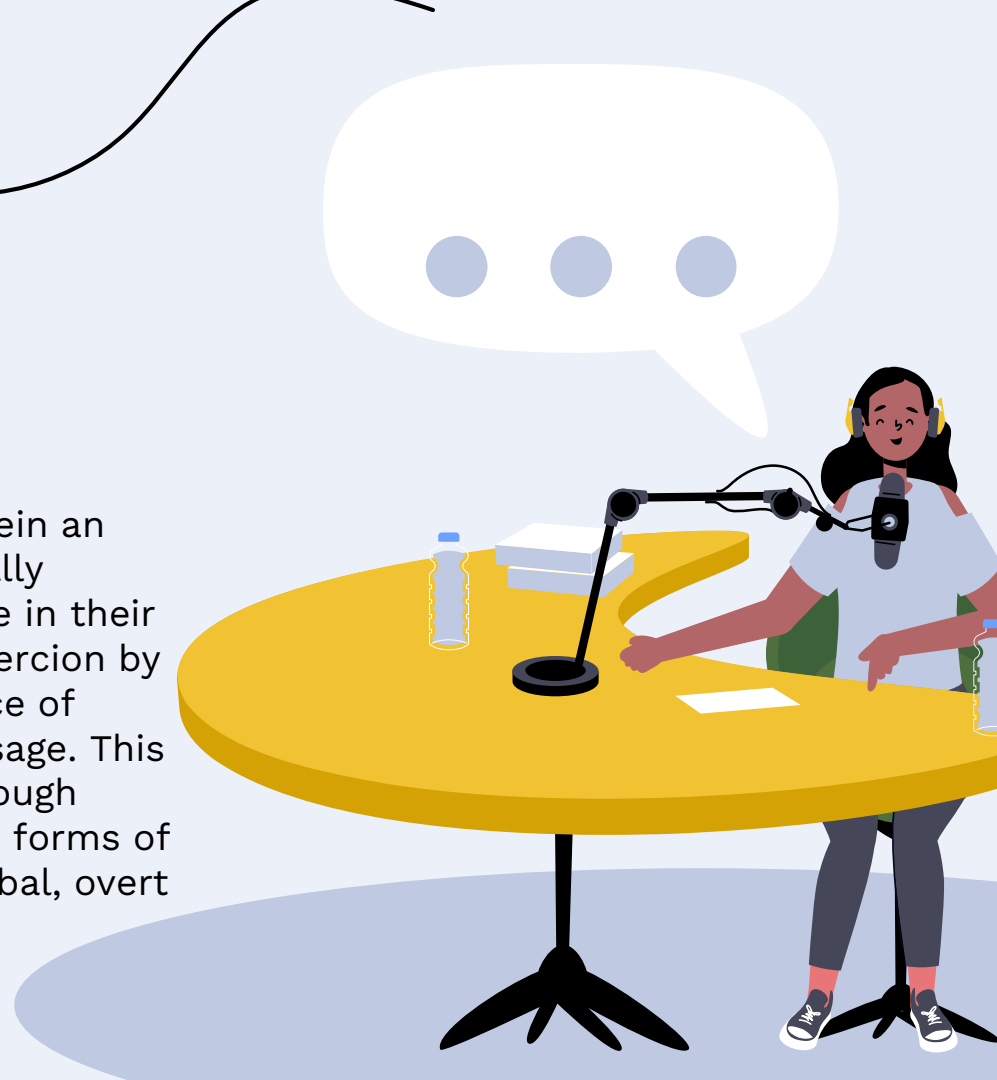
By using body language effectively during your presentations, you can engage your audience and deliver a more impactful message. Remember to pay attention to your posture, hand gestures, eye contact, facial expressions, body movement, and stage presence, and practice using these techniques to enhance your presentations.

06

PERSUASION

❑ **Definition of Persuasion:**

- Persuasion is a dynamic process wherein an individual or entity seeks to intentionally influence others, encouraging a change in their beliefs or behaviors. It differs from coercion by allowing recipients the voluntary choice of whether to act on the presented message. This influential force is often conveyed through symbolic messages, employing various forms of communication, be it verbal or nonverbal, overt or subtle.



THE SIX PRINCIPLES OF PERSUASION

The History of these principles :



Robert Cialdini introduced these six principles of persuasion in his 1984 book titled "**Influence: The Psychology of Persuasion**". Cialdini, a professor emeritus of psychology and marketing, conducted extensive research to understand the factors that influence human behavior and decision-making.

THE SIX PRINCIPLES OF PERSUASION

Principles of Persuasion:



- ❑ **Reciprocity:** People are more likely to comply if they feel they owe you a favor.
- ❑ **Commitment (and Consistency):** Once someone commits to a small request, they are more likely to comply with a larger one.
- ❑ **Social Proof:** People tend to follow the actions of others, especially in uncertain situations.
- ❑ **Authority:** People are more likely to follow the advice or commands of someone they perceive as an authority figure.
- ❑ **Liking:** People are more likely to comply with requests from people they like.
- ❑ **Scarcity:** People place a higher value on things that are perceived as scarce or in limited supply.

THE SIX PRINCIPLES OF PERSUASION

Domains of Using Persuasion:

- ❑ At this time, there are a lot of domains that are using the art of talking like Persuasion communication, media, politics as well as sales... to influence other people and control their brain "brainwashing ", and emotions.

Sales :

- ❑ Focus on addressing the customer's needs, emphasizing benefits, and creating a sense of urgency. Highlight how your product or service can solve their problems or enhance their life. Use confident language, provide social proof like testimonials or reviews, and include a clear call to action to encourage a swift decision.



THE SIX PRINCIPLES OF PERSUASION

Politics:

Political persuasion is a nuanced art that combines emotional appeal, rhetorical finesse, credibility, and strategic framing. Understanding the diverse perspectives of the audience, aligning with their values, and effectively communicating complex ideas in a relatable manner are key elements. Successful politicians weave together a tapestry of persuasion, using a variety of techniques to build trust, resonate with emotions, and ultimately influence public opinion in their favor.



CONCLUSION

- ❖ Talking is an art that is far more complex than just saying words. It involves a skillful and creative application of language to convey thoughts, emotions, and ideas effectively. Several factors contribute to the characterization of talking such as the style of language, body language and communication skills.



**THANK YOU FOR YOUR
ATTENTION**

