

Expository Writing

SS1014

Spring 2024

Course conductor: Ms. Mariam Aftab



About your course



Marks Distribution

Particulars	Marks
Assignments	10
Project	10
Midterm 1	15
Midterm 2	15
Final	50

Classroom Ethics For Our Course

Use your official IDs
to communicate
through e mail and
join Google
Classroom

Way of
communication

Respect

Academic
Honesty

Participation

Positive
mindset

My e-mail:
mariam.aftab@nu.edu.pk

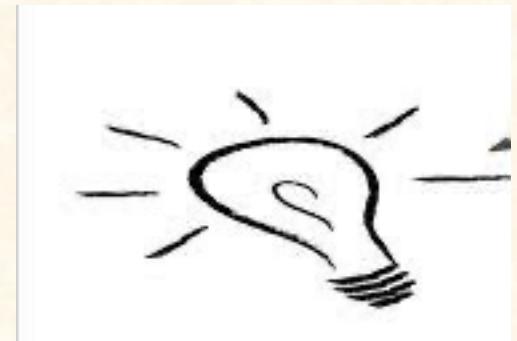
Google Class room code:
fx5puan

Collaboration

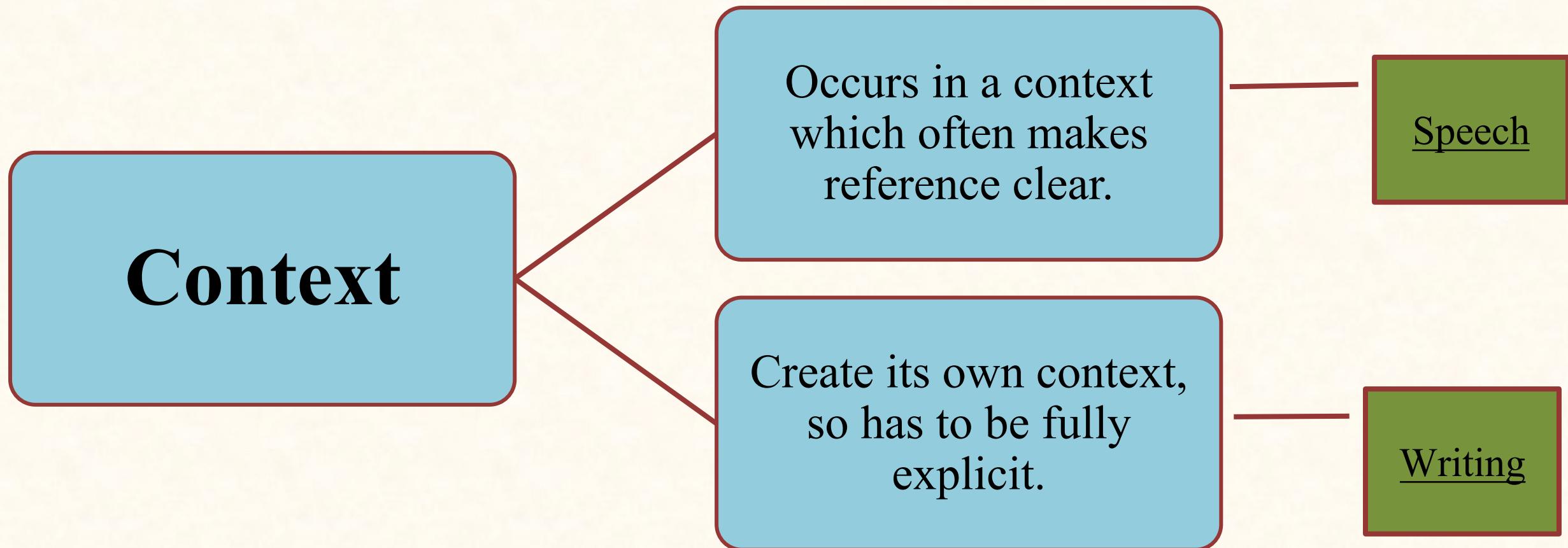
Activity: Drawing to know you!

Instructions:

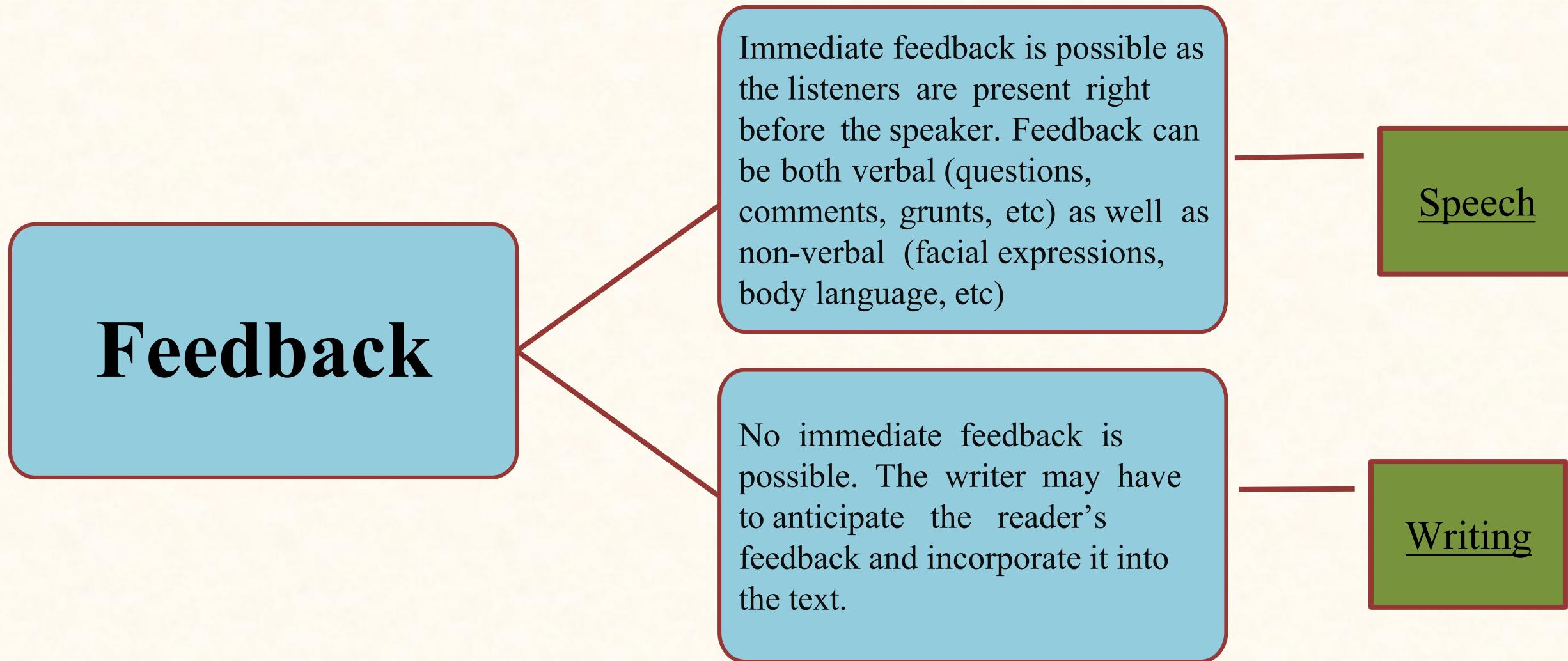
- Take a piece of paper and draw a fun fact/meaning ful experience about you. (Any particular which signifies your personality)
- Do not explain/share the meaning behind your drawing to fellows around you.



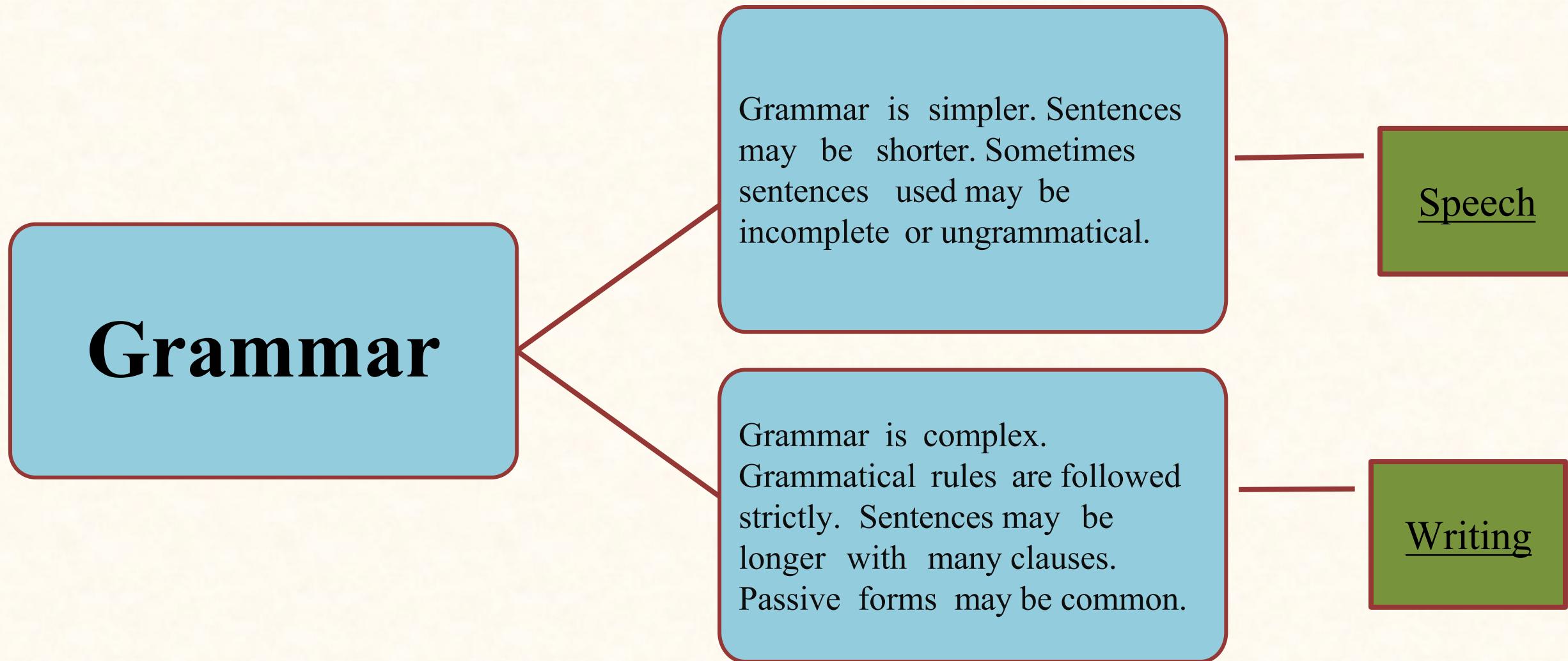
Point of difference: Speech vs Writing



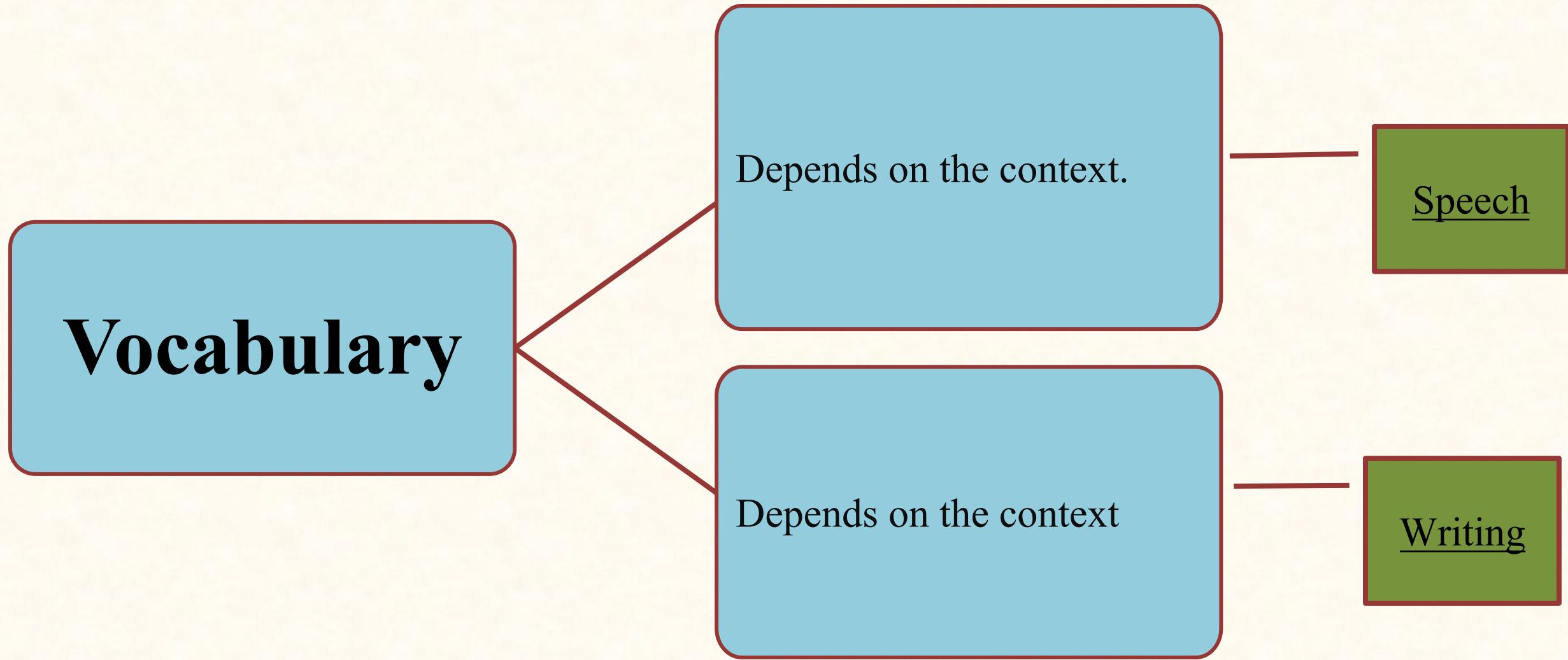
Point of difference: Speech vs Writing



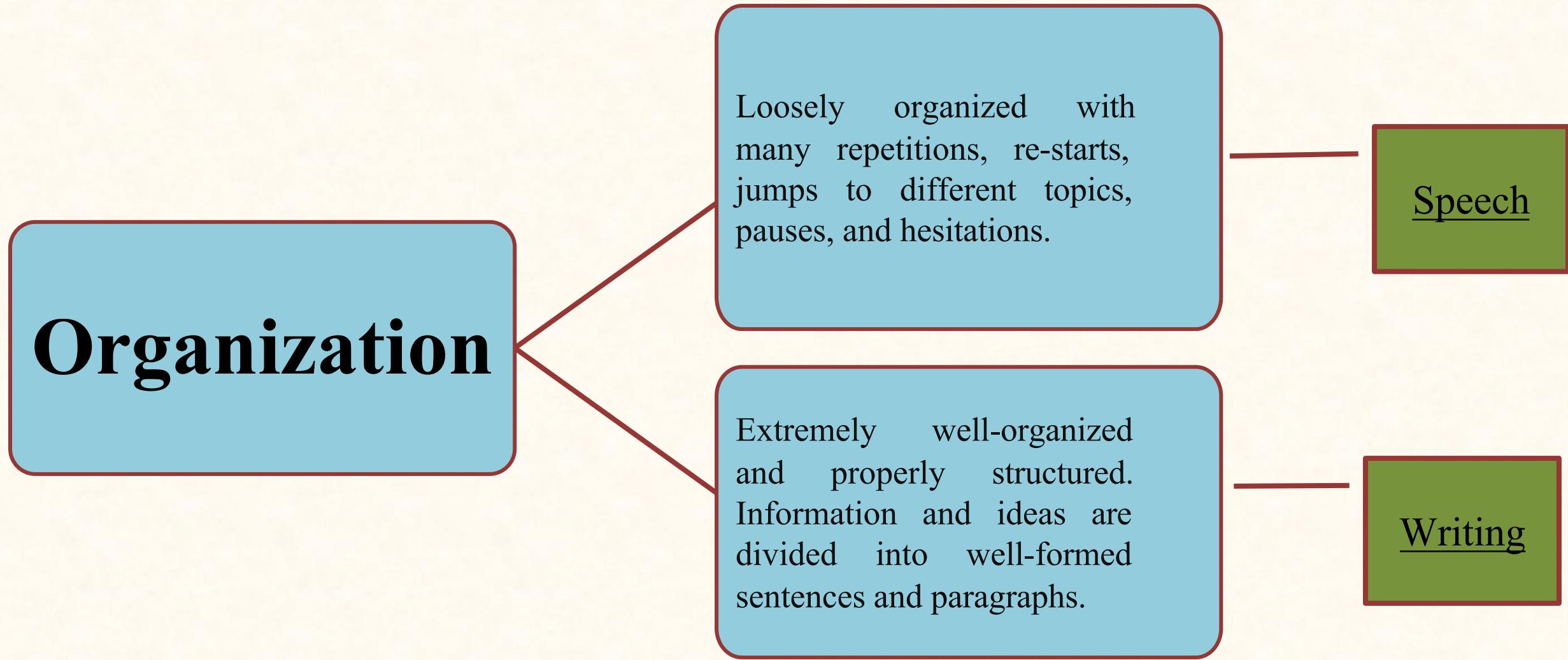
Point of difference: Speech vs Writing



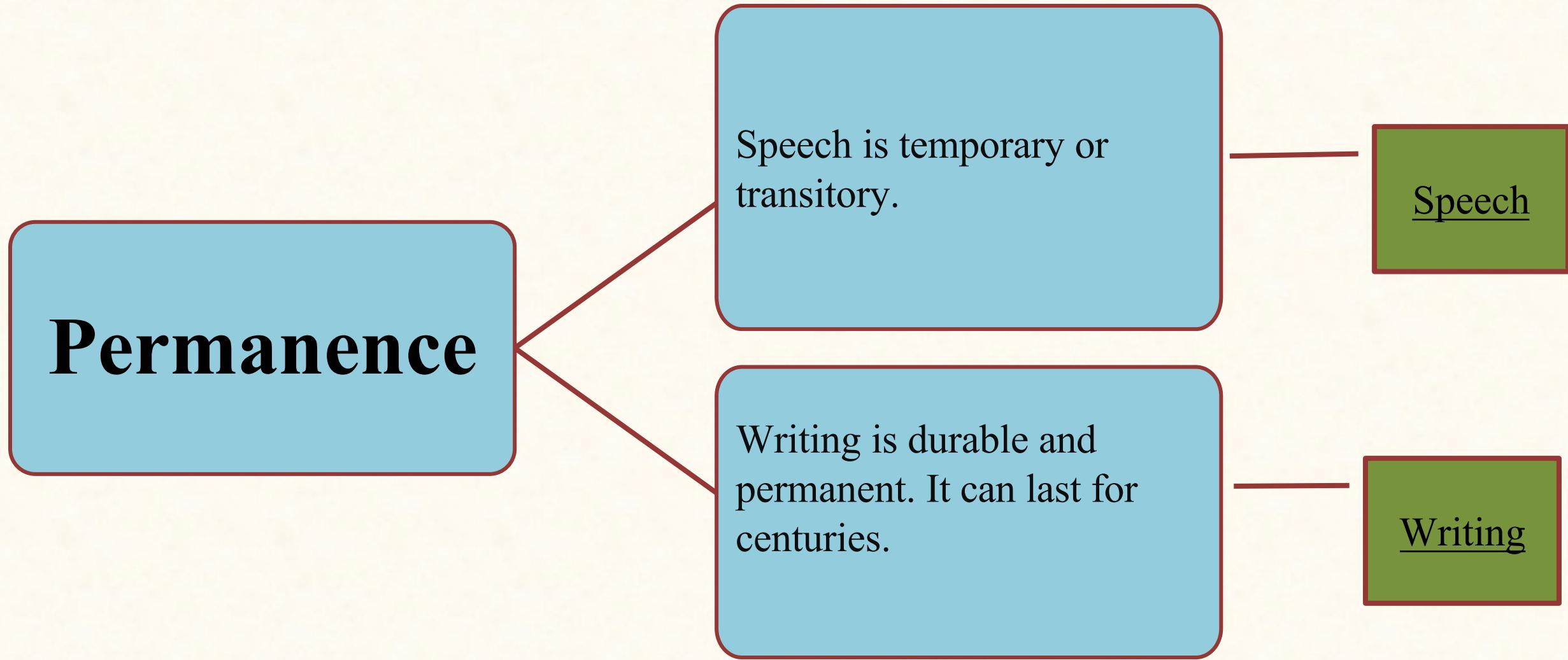
Point of difference: Speech vs Writing



Point of difference: Speech vs Writing



Point of difference: Speech vs Writing



Point of difference: Speech vs Writing

Non-verbal communication Tools

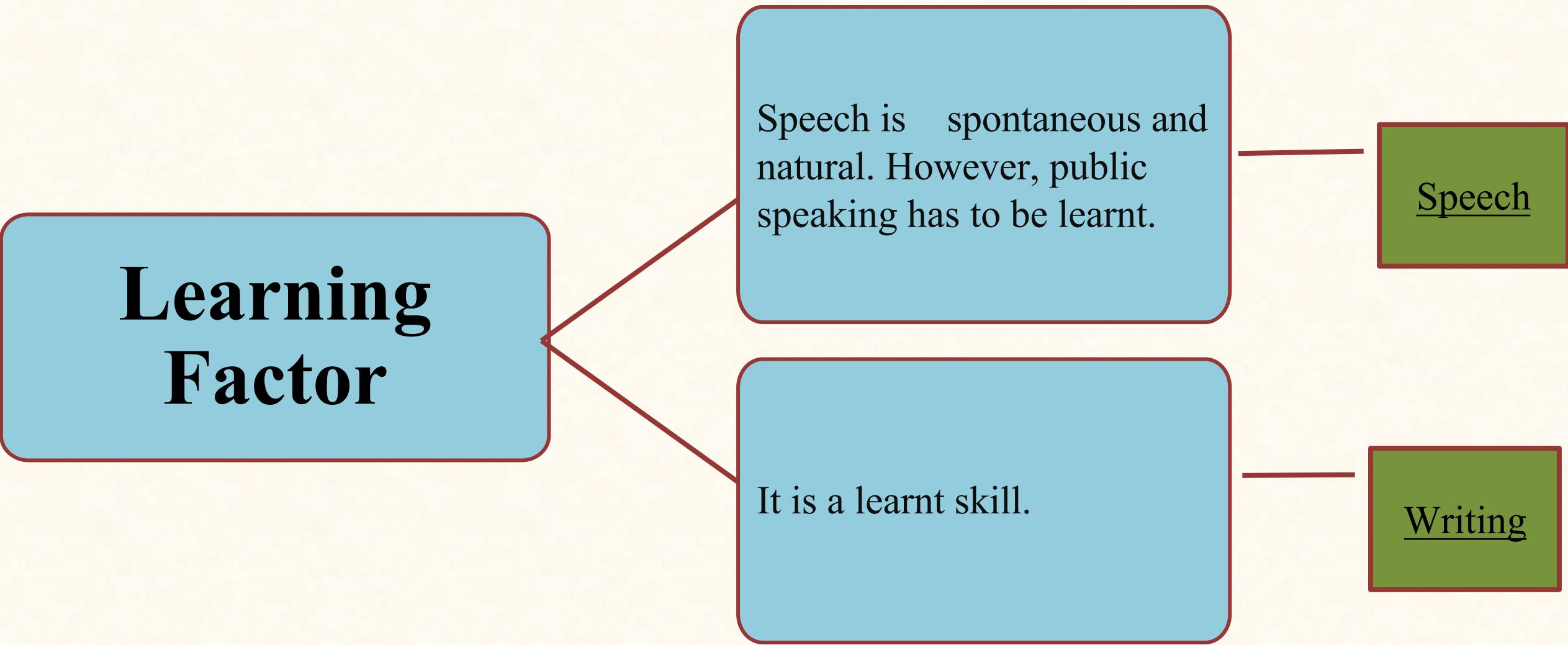
Speech gets support from Body language, facial expressions, tone, etc. In many cases, non-verbal communication tools alone are enough to convey messages.

Speech

Such non-verbal communication tools are absent. Punctuation marks, underlining, capitals, connectors, and many more things can be used to represent things like pauses, emphasis, tone, etc.

Writing

Point of difference: Speech vs Writing



Public Speaking and Ordinary Conversation

Difference between Public Speaking and Ordinary Conversation



More structured than casual conversation



Requires formal language and excellent grammar



Needs a different method of delivery



Public Speaking

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

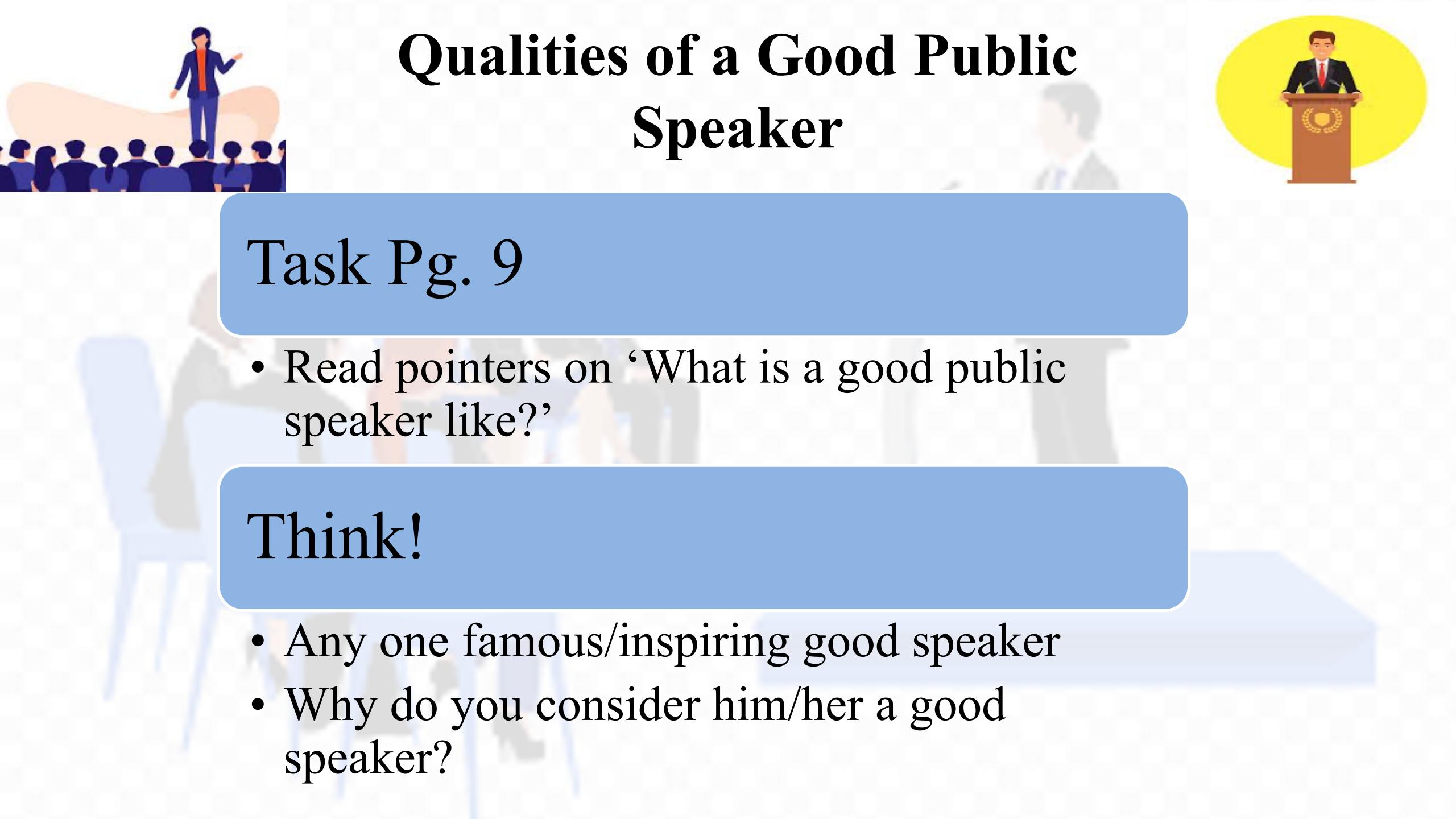


- No discussion of public speaking could continue without first addressing the problem of stage fright.
- Two separate studies have found what most of us already knew: people are afraid of speaking in public. **One study** found that 40% of people claim that public speaking is their biggest fear. According 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



Qualities of a Good Public Speaker



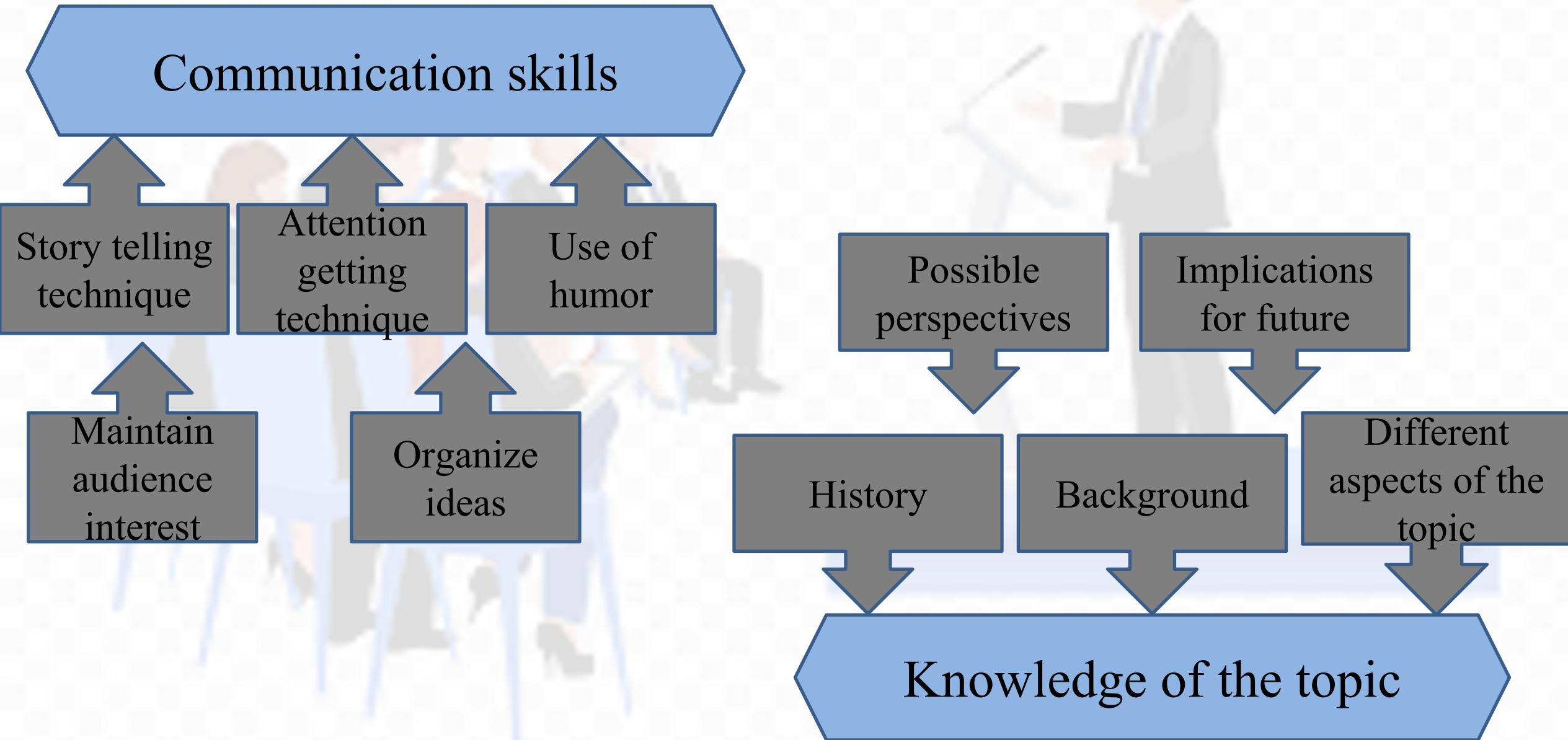
Task Pg. 9

- Read pointers on ‘What is a good public speaker like?’

Think!

- Any one famous/inspiring good speaker
- Why do you consider him/her a good speaker?

Two Key Dimensions of Good Public Speaking



Forms of Public Speaking

- Speech
- Presentation
- Talk Shows
- Live interviews

Can you think of
more?



TYPES OF DELIVERY

- Extemporaneous
- Memory
- Impromptu
- Speaking from manuscript

Presentation Preparation Skills



Types of Business Presentation

- **Briefings:** concise summary of an issue, proposal, or problem.
- **Reports:** progress, status, convention.
- **Podcasts:** prerecorded audio clip delivered online.
- **Virtual Presentations:** used when collaborating remotely.
- **Webinars:** Web-based presentation, lecture, workshop, or seminar.

Presentation Preparation Skills

Step 1: Topic

- Interpret topic clearly
- Develop a central idea
- Well-defined and well-thought of message to convey

Step 2: Purpose

- Set an aim (General purpose)
- Set an outcome (Specific purpose)

- To inform
- To persuade
- To entertain
- To create awareness
- To demonstrate
- To motivate
- To inspire
- To explain

- Outcome to achieve at the end of presentation

Take ‘Should Fast Food be banned?’ as your topic and determine purpose for your presentation

Presentation Preparation Skills

Step 3: Audience analysis

- Understanding your audience
- Frame messages that best suit your audience
- Prepare audience profile



Expectations

Subject
knowledge

Age group

Religious and
cultural

Educational
background

Who are they

How many

Do task on page 17
select any one topic I
or II from the
Exercise

Presentation Preparation Skills

Step 4: Context Analysis

- Situation in which communication will take place
- Awareness of context lead to smart choices.

Step 5: Allotted Time

- Keep in mind the allotted time.
- Should not exceed the time limit.

➤ Educational, professional, international conference etc.

➤ Dress, vocabulary, style and content.



Presentation Preparation Skills

Step 6: Planning content

- Must have thorough and in-depth knowledge of your topic
- Guide lines for planning content for your presentation

Presentation outline

Do task on pages
19-21



Brainstorming

Researching
the topic

Reviewing and
organizing ideas
and information

Organizing
idea into an
outline

Presentation Preparation Skills



Step 8: Main Body

Step 7:
Introduction

- Get audience attention
- Greet
- Introduce yourself
- Introduce your topic
- Provide purpose/aim
- Generate interest
- Announce your outline

- Subdivisions of the topics
- Discuss one by one
- Use connectors to indicate the shift from one point to another.

Presentation Preparation Skills

Step 9: Conclusion

- Restate topic and purpose
- Summarize the main body
- End on interesting note
- Ask for questions

- Offer solutions
- Give suggestions
- Predict future development
- Put forward any thought provoking question

Step 10: Dealing with Questions

- Understand the questions
- Do not be impolite or rude

Conclusion

After careful analysis and consideration of the data presented, it is clear that the proposed solution offers significant improvements in efficiency and cost-effectiveness. By implementing the recommended changes, we can expect to see a reduction in operational costs by approximately 15% over the next year. This will allow us to reinvest in other areas of the business and further enhance our competitive position.

We believe that the implementation of this plan will not only bring about immediate financial benefits but also lay the foundation for long-term success. By addressing the root causes of inefficiencies and streamlining processes, we can ensure that our organization remains agile and responsive to market demands. We are confident that with your support and commitment, we can achieve our goals and realize the full potential of our business.

Assignment

- Brainstorm and draft an outline for your presentation on any one of the following topics:
 - ❖ The future of computer science
 - ❖ Artificial intelligence
 - ❖ Cyber security
 - ❖ Power of Social Media
- Submission on GCR
- **Submission deadline: Tuesday, February 6th 2024**