

UNIT 7

PUBLIC SPEAKING & PRESENTATION SKILLS

LEARNING OUTCOMES

Upon completion of this unit, the student should be able to:

- ✓ Demonstrate knowledge of the conventions of different types of spoken texts when giving a presentation
- ✓ Demonstrate knowledge of the features of spoken texts aimed at engaging audiences, including verbal and non-verbal cues
- ✓ Describe the differences in the formats of presentations
- ✓ Give an oral presentation on a subject-related topic.

7.1 Public speaking definition

Public speaking is a talk given to a large gathering for the purposes of informing, persuading and entertaining. Presentation skills play a critical role in various working environments. These skills enable one to present new ideas in the workplace, and business proposals to potential funders.

7.1.1 Facts about public speaking

- ✓ The number one fear of most people is public speaking
- ✓ Public speaking is generally associated with anxiety and fear
- ✓ It is a complex fear driven primarily by a sense of under preparedness and fear of being negatively judged by audience.

7.1.2 The five great fears during formal presentation

- ✓ Making a fool of oneself

- ✓ That one might lose his/her way during the presentation
- ✓ That one might run out of things to say
- ✓ That the audience will not believe me
- ✓ That the audience will fall asleep

7.2 PURPOSES OF PUBLIC SPEAKING

✓ Information

When you try to teach the listeners or explain something to them, your general purpose is to inform them, e.g. a lecture.

✓ Persuasion

Persuasion aims to change the belief or attitude of the listener.

✓ Entertainment

This means to apprise the listeners with something completely new to them.

7.3 CHARACTERISTICS OF A GOOD SPEECH

7.3.1 Structure

There should be a clear structure with an introduction, body and conclusion.

7.3.2 Clarity

Your speech should be successful in conveying to the audience the ideas, emotions, facts or arguments you want to express.

7.3.3 Speech should be vivid and concrete

The speech should be vivid including it concrete facts that are easy to comprehend and visualize. Facts and figures should be visually clear.

7.3.4 Make the speech brief

The concentration of an average audience does not last more than twenty or twenty-five minutes. Therefore, do not exceed this unless the audience is motivated.

ACTIVITY 1:

1.1 Why brief speech?

1. _____
2. _____
3. _____
4. _____
5. _____

7.3.5 Speech should be interesting

Quotations and humorous touches often make a speech very interesting. Quotations should be familiar and acceptable and humour should be typical, spontaneous and gentle.

7.3.6 Audience-oriented

A good speech is always audience-oriented. Your speech should be customised according to your audience.

7.4 HOW TO DELIVER A BALANCED PRESENTATION



There are key elements of a balanced presentation, these include:

7.4.1 PLANNING

- ✓ Analyse the audience
- ✓ Determine the purpose
- ✓ Prepare the topic
- ✓ Organize the presentation (consider the structure)
- ✓ Prepare visual aids.

7.4.2 ANALYSING THE AUDIENCE

It is important to target your presentation to the audience you will be addressing. Things to consider when doing an audience analysis:

- ✓ Who are the audience?
- ✓ What is the audience profile?
- ✓ Why are they here?

- ✓ What do they want?
- ✓ How much do they know about the subject?
- ✓ What is their level of knowledge/jargon?
- ✓ What is the size of the audience?

7.4.3 STRUCTURE

There is no one set structure or framework that covers all possible forms of written communication, except perhaps that writing should start with an introduction, body and finish with a conclusion.

7.4.4 REHEARSAL

‘Practice makes perfect’. One of the obvious reasons is that no one can improve his/her presentation skills without working really hard to get better. The following are the different types of rehearsals that one should always consider before giving a formal presentation:

REHEARSAL

It is important to have three practice runs:

First

Familiarise yourself with sequence and flow, make necessary changes.

Second

Presenter confidence booster (and for timing)

Third

Use a live audience (for assurance)

7.4.5 FEEDBACK

Here are four ways to get feedback during practice:

- ✓ Use a live audience
- ✓ Practice in front of the mirror
- ✓ Record rehearsal using a camcorder
- ✓ Record rehearsal with a voice recorder

7.5 STEPS TO A SUCCESSFUL PRESENTATION

Steps	Purpose
Consider the occasion	Know the sphere and concretize ideas
Make audience analysis	Meet the demand of the audience
Know the location	Familiarise yourself with the venue
Decide on the mode and manner of presentation	Secure the attention of the receivers
Prepare the script	Make a confident presentation
Preparation of visuals	You should generate interest
Rehearse	Bring perfection and install confidence

Consider personal aspects	Become presentable in appearance
Overcome nervousness	Become fearless
Make presentation	Enables sharing of ideas, information and knowledge.

7.6 PRESENTATION FORMULA

- ✓ Tell the audience what you are going to talk about (Introduction)
- ✓ Then tell them (Body)
- ✓ Encapsulate the salient points (Conclusion)

7.6.1 INTRODUCTION

The introduction is a very important – perhaps the most important – part of your presentation.

ACTIVITY 2:

2.2 Why?

1. _____
2. _____

7.6.1.1 Your introduction should always:

- ✓ Welcome your audience
- ✓ Arouse interest
- ✓ Involve the audience
- ✓ Introduce your subject
- ✓ Present the audience with an overview of the content. Meaning that you outline the structure of your presentation
- ✓ Give instructions about questions

7.6.1.2 What makes a good introduction?

- ✓ Involving the audience
- ✓ Adopting a novel approach
- ✓ Using a quotation
- ✓ Using a (rhetorical) question
- ✓ Speaking from a position of authority
- ✓ Starting with a startling statement
- ✓ Drawing from personal experiences e.g. a story or anecdote

7.6.1.3 Some useful phrases that one may use

- ✓ What I want to do this morning is to
- ✓ My talk will take about 30 minutes.
- ✓ During my presentation, I'm going to be focusing on four main areas.
- ✓ If you have any questions, or comments you'd like to make, please don't hesitate to stop me.

7.6.1.4 You can introduce your presentation in a variety of ways. Consider beginning with:

- ✓ A startling statement
- ✓ An appropriate anecdote
- ✓ A rhetorical question
- ✓ An audience activity

CAUTION:

Never begin a speech with an apology. Many speakers believe that by voicing a personal fear or weakness, they will get sympathy from the audience. This is not necessarily true. Audiences are often unforgiving for not being fully prepared, being nervous or speaking too softly, therefore, by so doing you expose yourself unnecessarily to an overcritical audience.

The following table shows examples of language for each of these functions. You may need to modify the language as appropriate.

Function	Possible language
1. Welcoming your audience	<ul style="list-style-type: none"> • Good morning, ladies and gentlemen • Good morning, gentlemen • Good afternoon, ladies and gentleman • Good afternoon, everybody
2. Introducing your subject	<ul style="list-style-type: none"> • I am going to talk today about... • The purpose of my presentation is to introduce our new range of...

3. Outlining your structure	<ul style="list-style-type: none"> • To start with, I'll describe the progress made this year. Then I'll mention some of the problems we've encountered and how we overcame them. After that, I'll consider the possibilities for further growth next year. Finally, I'll summarize my presentation (before concluding with some recommendations).
4. Giving instructions about questions	<ul style="list-style-type: none"> • Do feel free to interrupt me if you have any questions. • I'll try to answer all of your questions after the presentation.

7.6.2 BODY

This is considered the main part of your presentation. In other words, the body is the 'real' presentation.

Ideally, if the introduction was well prepared and delivered, you will now be 'in control'. You will be relaxed and confident.

7.6.2.1 Key points to remember while delivering the body of your presentation

- ✓ Topic knowledge (More research = better speech)
- ✓ Sufficient details
- ✓ Examples where necessary to illustrate points made (Point Example Point – PEP)
- ✓ Language/register
- ✓ Linking words

7.6.3 CONCLUSION

7.6.3.1 The purpose of the conclusion is to:

- ✓ Encapsulate the important points
- ✓ Sum up
- ✓ Give recommendations if appropriate
- ✓ Focus the attention of your audience on the central theme and purpose of your speech
- ✓ Prompt your audience to take action
- ✓ Thank your audience

7.6.3.2 Ways to conclude a speech

- ✓ Appeal to the emotion of the audience
- ✓ Summarize the main points in your speech
- ✓ Conclude with a quotation
- ✓ Refer to an aspect previously mentioned

7.6.3.3 Some useful phrases that one may use

- ✓ This brings me to the end of my presentation.
- ✓ Let me just run over the key points again...
- ✓ To sum up briefly...
- ✓ Finally...
- ✓ To conclude ...
- ✓ As we've seen...
- ✓ So, my recommendation is
- ✓ I would welcome any suggestions.

The following table shows examples of language for each of these functions. You may need to modify the language as appropriate.

Function	Possible language
1. Summing up	<ul style="list-style-type: none"> ✓ To conclude, ... ✓ In conclusion, ... ✓ Now, to sum up ... ✓ So let me summarise/recap what I've said. ✓ Finally, may I remind you of some of the main points we've considered.
2. Giving recommendations	<ul style="list-style-type: none"> ✓ In conclusion, my recommendations are... ✓ I therefore suggest/propose/recommend the following strategy.
3. Thanking your audience	<ul style="list-style-type: none"> ✓ Many thanks for your attention. ✓ May I thank you all for being such an attentive audience.
1. Inviting questions	<ul style="list-style-type: none"> ✓ Now I'll try to answer any questions you may have. ✓ Can I answer any questions? ✓ Are there any questions? ✓ Do you have any questions? ✓ Are there any final questions?

7.7 KEY ELEMENTS OF DELIVERING A SPEECH

- ✓ Introduction
- ✓ Personality
- ✓ Appearance
- ✓ Rehearse your speech
- ✓ Make use of notes
- ✓ Credibility
- ✓ Enthusiasm
- ✓ Body language

7.8 PRESENTATION EQUIPMENT AND VISUAL AIDS

Visual aids can be a very powerful tool to enhance the impact of your presentations. Words and images presented in different formats can appeal directly to your audience's imagination, adding power to your spoken words.

7.8.1 The purpose of visual aids is:

- ✓ To clarify important aspects in your speech
- ✓ To simplify information and enhance understanding

7.8.2 Visual aids should always:

- ✓ Support content
- ✓ Be neat
- ✓ Be fully visible
- ✓ Integrated into presentation

7.8.3 COMMON PITFALLS OF A SLIDE SHOW

Avoid the following common pitfalls:

- ✓ Too many special effects
- ✓ Too much clutter (text, Logo, multiple pictures)
- ✓ Format rigidity (unable to adjust- usually shorten a presentation if necessary)
- ✓ Striding around while visuals are still up. When you have a visual up you want them to look at it, not at you.
- ✓ Being short of time during set up- which creates unnecessary pressure for you.
- ✓ Music that might irritate some members of your audience.

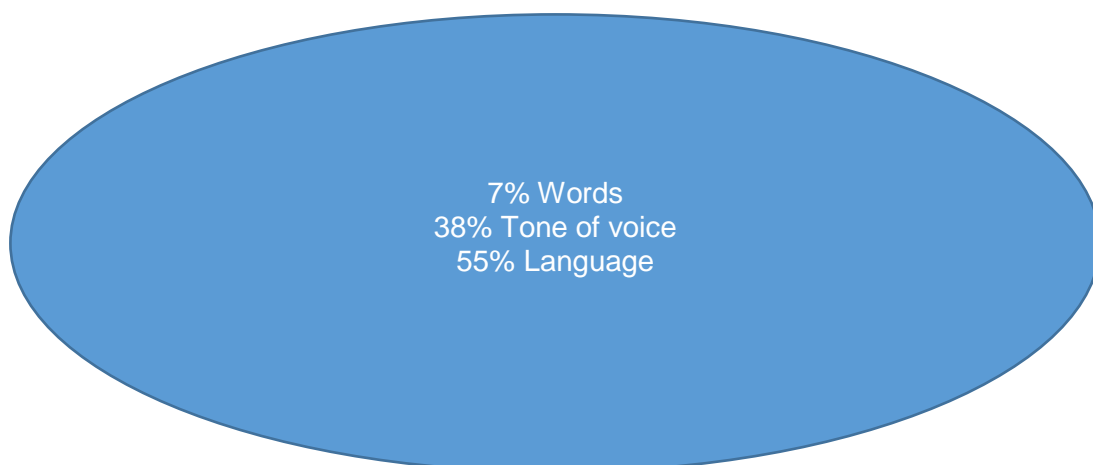
7.8.4 Visual aids DO'S and DON'TS

- ✓ Do not allow the use of visual aids to interrupt your communication with the audience
- ✓ Always face the audience when using a particular aid
- ✓ Do not allow your audience to focus on the aid, rather than on what the aid represents

7.9 THE ROLE OF BODY LANGUAGE DURING PRESENTATION

The following is the breakdown of the success of your presentation:

ACTIVITY 3:



3.1 Why is this the reason?

7.9.1 PRESENTER POSITIONING



- ✓ It is best for the presenter to stand to the audience's left (presenter's right). If the logistical set up doesn't permit this, then stand on the other side.
- ✓ Locate yourself so that everyone has a clear view of your visuals. This requires up front planning- so a few extra minutes to set up will be to your advantage.

ACTIVITY 4:

4.1 Why is this the reason?

7.9.2 THE TYPES OF BODY LANGUAGE/NON-VERBAL LANGUAGE TIPS THAT ARE IMPORTANT DURING FORMAL PRESENTATION

7.9.2.1 Eye contact:

- ✓ Eye contact is your body language tool for connecting with your audience. They always pay attention.

7.9.2.2 Facial expression:

- ✓ Smiling is a powerful weapon. Your face is the window to your emotions. People have the ability to interpret your feelings and confidence levels by your facial expressions. If making a serious presentation, look for places where you can safely introduce a smile.

7.9.2.3 Hand/arm gestures:

- ✓ Vary gestures to keep attention
- ✓ Gestures are good, especially fluid, purposeful ones. They demonstrate your humanness and should look as natural as possible whilst support the context of what you are saying.

The following are the common hand/arm related mistakes are that should always be avoided:

- ✓ No hands in the pocket
- ✓ Hand to face (lying)
- ✓ The fig leaf (protective)
- ✓ Folded arms (defensive)
- ✓ Hands behind back (hiding something)

7.9.2.4 Body posture and movement:

Move and get closer to audience

The correct stance is open, shoulders back, back up and hands at your side. Avoid jerky movements. Avoid pacing, rocking on your heels, twisting or swaying. A step back indicates that you are unsure of your facts. A step forward indicates confidence.

7.9.2.5 Keep calm:

- ✓ You gain authority and trust

7.9.2.6 Personal image and appearance:

- ✓ It is appropriate to be dressed similarly to your audience or one step up.

Men

- ✓ Avoid beige, brown and greens. Conservative is best.
- ✓ The best colour for shoes is black. Socks should match the trousers not the shirt. The belt should match the shoes.

Women

- ✓ The key to image selection on the day is to ask yourself what the dress code is for event/occasion/environment.
- ✓ No mini skirt.

7.9.2.7 Tone of voice:

- ✓ Tone of voice can be described as the characteristics of the voice. The tone of your voice conveys context, especially if you use expression well and contributes significantly to your message.

Here are the main components of voice tone:

- ✓ Pace (speech rate or speech)
 - ✓ Volume (Loud, moderate, soft)
 - ✓ Intonation/inflection (how the voice goes up and down)
 - ✓ Intensity (emphasis of a word or part sentence)
 - ✓ Rhythm (warmth, coldness, steady, expressive)
 - ✓ Pausing (During a sentence or after a word)
 - ✓ Accents (Pronunciation based on regional influences)
- (Refer to paralinguistics in Unit 5)*

7.10 REDUCING STAGE FRIGHT

- ✓ Be aware that stage fear is common for all people
- ✓ Select a topic that you are interested in
- ✓ Be knowledgeable about the topic/be prepared
- ✓ Have knowledge about your audience and setting in the venue
- ✓ Practise, but do not memorize
- ✓ While waiting for your turn to speak, sit in a relaxed position
- ✓ Stay calm

- ✓ Breathe deeply
- ✓ Make connections with your audience
- ✓ Refuse to think thoughts that create self-doubt and low confidence
- ✓ Give up trying to be perfect and know that mistakes to happen. Be natural, be yourself!
- ✓ Write main points on a cue/note card to avoid forgetting
- ✓ Refer to cue/note cards when necessary

7.10.1 There are 8 reasons to use CUE CARDS

- ✓ Help you to order presentation
- ✓ Easily accessible (no switching on)
- ✓ Gives you peace of mind
- ✓ Easy to adjust if order changes
- ✓ Looks more professional than A4 sheet
- ✓ Prompt for introducing each slide
- ✓ Carry in jacket pocket or handbag
- ✓ You are also able to:
 - ✓ Make eye contact;
 - ✓ Respond;
 - ✓ Use gestures; and
 - ✓ Move freely.

7.10.2 7 TECHNIQUES FOR PREPARING AND USING CUE CARDS

- ✓ Write on one side only
- ✓ Cards should be numbered
- ✓ Use trigger words, phrases
- ✓ Six points maximum per card
- ✓ Write in bold and in lower case
- ✓ When mouth is open, eyes are Up!
- ✓ Avoid gesturing with cards

7.11 HOW TO HANDLE THAT DREADED QUESTION AND ANSWER PERIOD

Many presentations today are followed up with a question and answer period. To some people this can be the most exciting part of the presentation. To others it can be their worst nightmare. In fact, there are some presenters who purposely avoid the question and answer period all together.

ACTIVITY 5:

5.1 What do you prefer and why?

7.11.1 THREE TYPES OF QUESTIONS AN AUDIENCE MEMBER MAY ASK:

- ✓ To clarify information on a certain point;
- ✓ To raise an issue that has not been covered; and
- ✓ To pose an alternative point of view.

7.11.2 HANDLING QUESTIONS

A well-prepared presenter anticipates most key concerns of the audience and addresses them during the presentation. However, there will be some anticipated questions that he or she may not wish to cover. For these, he or she will have answers prepared in advance so that he/she is not taken in by surprise.

There is a strategy to deal with question time that will ensure that you remain in control of the session even if you are faced with a hostile audience or encounter a few tough questions. This Acronym for this method is **TRACT**.

TRACT-when handling questions, it is vital to listen attentively to the question. The following guidelines should then be followed:

TRACT:

- Thank the questioner
- Repeat the question
- Answer the question
- Confirm (only once)
- Thank in closing

Discussion of the above information in detail:

Thank the questioner

- ✓ Acknowledge their interest, it shows that you are not afraid of their question and says to the audience that you are listening to them.

Repeat the question out loud

- ✓ This step is important that everyone "hear" the question or the answer you provide may not make sense to some of the people.
- ✓ Secondly, it gives you some additional time to evaluate the question and formulate a response.

Answer the question

- ✓ By giving a concise, credible, and confident answer.
- ✓ It is important to answer the question clearly and succinctly.

Confirm

- ✓ By checking to see that you have adequately answered, you confirm that the questioner is satisfied and further assert your control.
- ✓ If they say “NO”, ask them to clarify the question further, but stay with TRACT.
- ✓ Once they respond to you, "YES" you now have permission to go on to the next person.

Thank in closing

- ✓ Confirmation that you are confident and in control.

7.12 MODES OF DELIVERY

There are four main modes of delivery used in public speaking:

7.12.1 Impromptu

Speech is delivered with little opportunity to prepare and its main virtue is that it is spontaneous. Impromptu speeches work well for quick-thinking speakers.

7.12.2 Extemporaneous

When a speech is more formal than impromptu, you have an opportunity to plan. It involves a lot of preparation and outlining. Note cards are often used to stay organised while adapting the content to the audience.

7.12.3 Memorised

A speech that allows for a well-planned expression of ideas.

7.12.4 Manuscripts

Manuscript speaking is relied on for more formal occasion. You can be very precise and control the exact message. It gives the speaker the advantage of not omitting vital information and staying focused.

ACTIVITY 6:

6.1 Which mode of delivery is considered the most difficult one? Justify your answer.

6.2 Which mode of delivery is considered the easiest? Motivate your answer.
