



NONVERBAL DELIVERY

<https://speakupcallin.pressbooks.com/chapter/nonverbal-delivery-2/>

Session IV. Group & Team Theory

Learning objectives

Demonstrate

Demonstrate how to use movement to increase the effectiveness of your presentation.



Demonstrate

Demonstrate how to use visual aids effectively in your presentation.



Demonstrate

Demonstrate three ways to improve nonverbal communication.

Chapter outline

Mọi Outline cho cta tung buc trang

1. Nonverbal communication definition

2. Types of nonverbal communication

mat, mui , chan

3. Movement in Your Speech

chuyen dong

4. Visual Aids

Hình ảnh, nhìn hình ta thấy

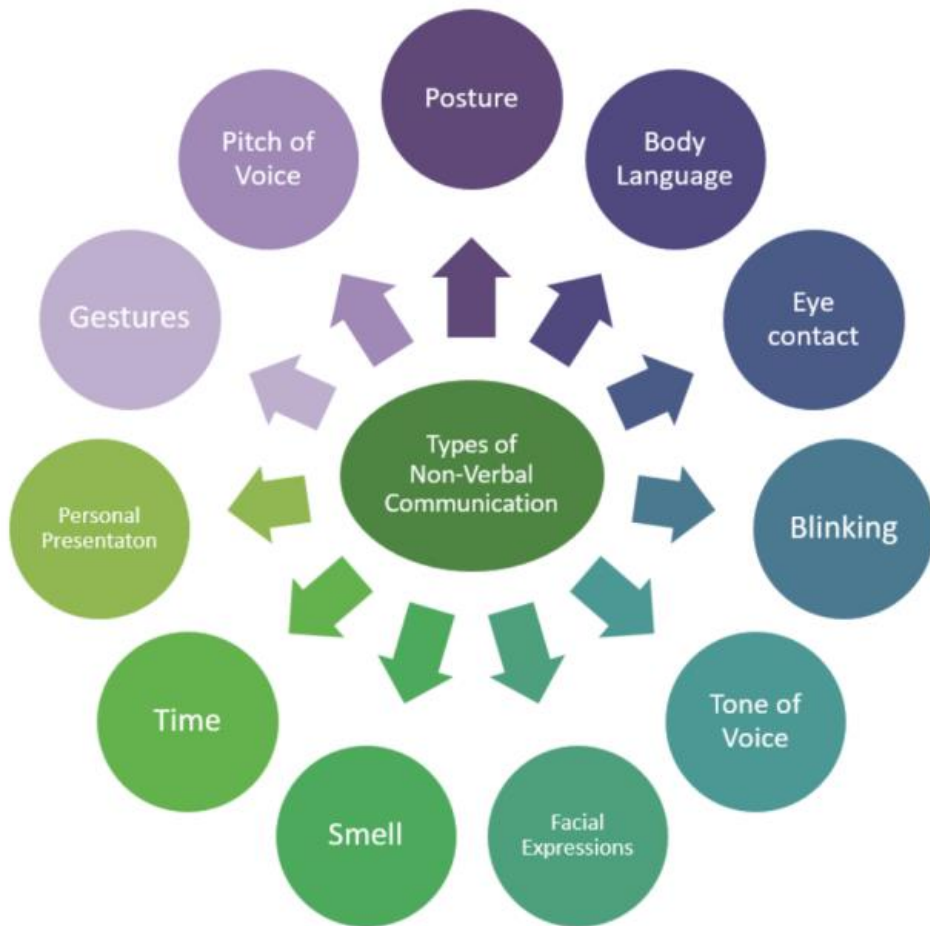
5. Nonverbal Strategies for Success with Your Audience

Chiến lược thu hút
Audience

Some Nonverbal Expressions



WHY NONVERBAL COMMUNICATION IS IMPORTANT?



- According to William Seiler and Melissa Beall, most people tend to believe the nonverbal message over the verbal message. People will often answer that “actions speak louder than words” and place a disproportionate emphasis on the nonverbal response (Seiler W., and Beall, M., 2000).

Nonverbal Communication Is Key in the Speaker/Audience Relationship

- Because it gives us valuable information about a situation, including how a person might be feeling, how someone receives information and how to approach a person or group of people.
- Paying attention to and developing the ability to read nonverbal communications is an invaluable skill you can leverage at every stage of your career.

1. Nonverbal Communication Is Fluid

- Non-verbal communication is communication **without using words or speech.**
- Non-verbal communication is thus the wordless message received through the medium of gestures, signs, body movements, facial expressions, tone of voice, **colour**, time, space, **style of writing**, etc. email clothes
- Non-verbal communication is also called **silent language** or the language of **signs** and **gestures.** cu chi



Include:

- Gestures
- Facial expressions
- Tone of voice
- Timing
- Posture
- and where you stand as you communicate.

2. Eight types of nonverbal communication

1. Space

2. Time

3. Physical
characteristics

4. Body movements

5. Touch

6. Paralanguage

là những non-verbal commu kết hợp
với nhau. vd: nói + cử chỉ +
movement

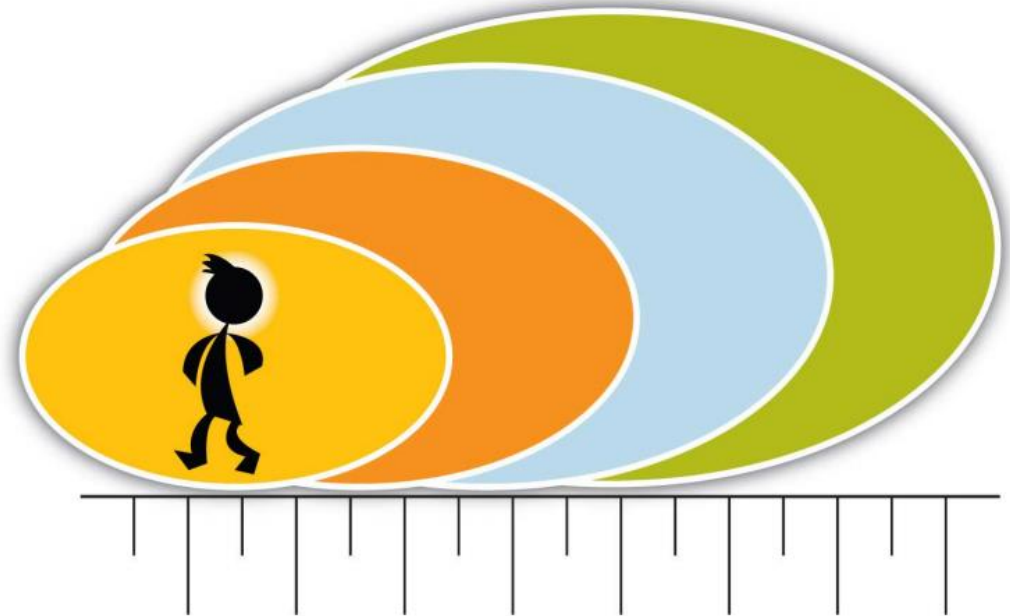
7. Artifacts

vd: iphone, samsung...

8. Environment

Space

When we discuss space in a nonverbal context, we mean the space between objects and people. Space is often associated with social rank and is an important part of business communication.



Intimate, Personal, Social, and Public Space

Space (Hall, E. T., 1963).

- In *The Hidden Dimension*, he indicated there are two main aspects of space: territory and personal space.
 - **Hall** drew on anthropology to address the concepts of dominance and submission, and noted that the more powerful person often claims more space.
 - -> This plays an important role in modern society, from who gets the corner office to how we negotiate space between vehicles
 - ***Territory means the space you claim as your own, are responsible for, or are willing to defend.***



Space (Hall, E. T., 1963).



- *Personal space, or the “bubble” of space surrounding each individual.*
- *We recognize the basic need for personal space, but the normative expectations for space vary greatly by culture*
 - *Eg:* You may perceive that in your home people sleep one to each bed, but in many cultures people sleep two or more to a bed and it is considered normal.
- *The speaker occupies a space on the “stage,” even if it’s in front of the stage. When you occupy that space, the audience will expect to behave in certain ways.*
- *-> Your movements should coordinate with the tone, rhythm, and content of your speech*

Environment

- Environment involves the physical and psychological aspects of the communication context.
- The perception of one's environment influences one's reaction to it.
- The results produced in the environment, designed to facilitate creativity, interaction, and collaboration, are worth the effort.



3. Movement in Your Speech



Let's start with behaviors to avoid:

Who would you rather listen to: a speaker who moves confidently across the stage or one who hides behind the podium; one who expresses herself nonverbally with purpose and meaning or one who crosses his arms or clings to the lectern?

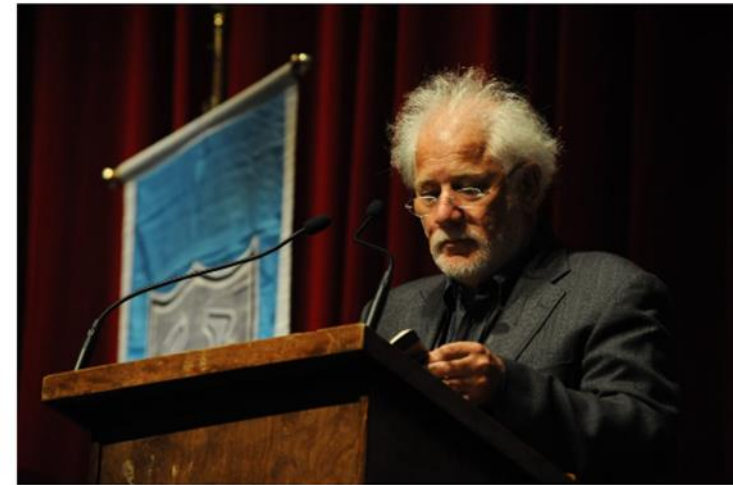
Audiences are most likely to respond positively to open, dynamic speakers who convey the feeling of being at ease with their bodies.

Body Movements

- Body movements also substitute or replace verbal messages. Ekman and Friesen found that facial features communicate to others our feelings, but our body movements often reveal how intensely we experience those feelings (Ekman, P., and Friesen, W., 1967).
- Since your actions will significantly contribute to the effectiveness of your business interactions. Body movements can complement the verbal message by reinforcing the main idea.
 - For example, you may be providing an orientation presentation to a customer about a software program. As you say, “Click on this tab,” you may also initiate that action.
 - -> Your verbal and nonverbal messages reinforce each other.

Moving in the Space

- First, movement is always informed by the space in which you'll speak
- There are a few important details which considers the two following examples:
 - You'll be a giving a presentation at a university where a podium is set up with a stable microphone.
 - You're speaking at a local TedTalk event with an open stage.
- -> Both scenarios provide constraints and opportunities for movement.



Using a lectern provides nonverbal opportunities and constraints

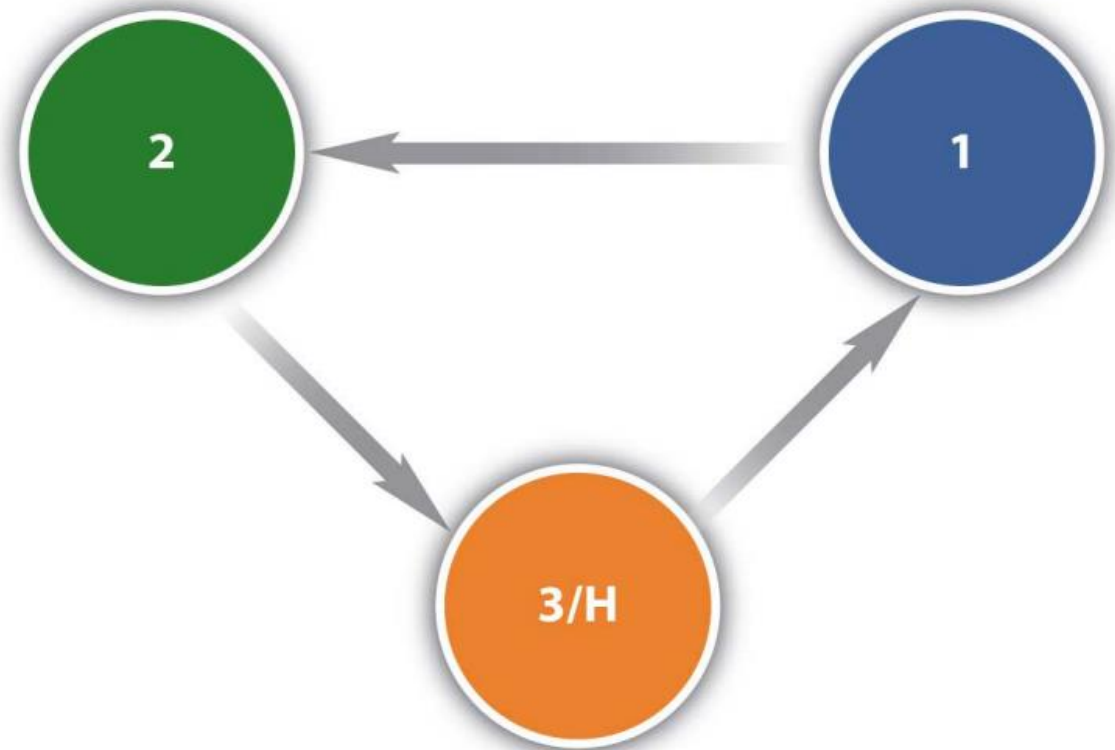
Moving in the Space (Cont,)

- It's necessary to ask, “how does movement support, enhance or detract from the message?” and “how might movement support, enhance, or detract from the aesthetic experience for the audience?”
 - Thinking through where your movement can assist in translating your information is paramount.



Positions on the Stage

- The speaker's triangle indicates where the speaker starts in **the introduction (1)**
- Moves to the second position **for the first point (2)**
- Across for **the second point (1)**
- Then returns to the original position to make **the third point and conclusion (1)**



Gestures

- **Gestures** involve using your arms and hands while communicating.
- **Anticipation step:** speakers lead up to a main point, they raise their hand slightly, perhaps waist high.
- **Implementation step:** using your arms and hands above your waist.
- **Relaxation step:** the letting go motion complements your residual message, concludes the motion.



Al Gore gestures during a campaign appearance.



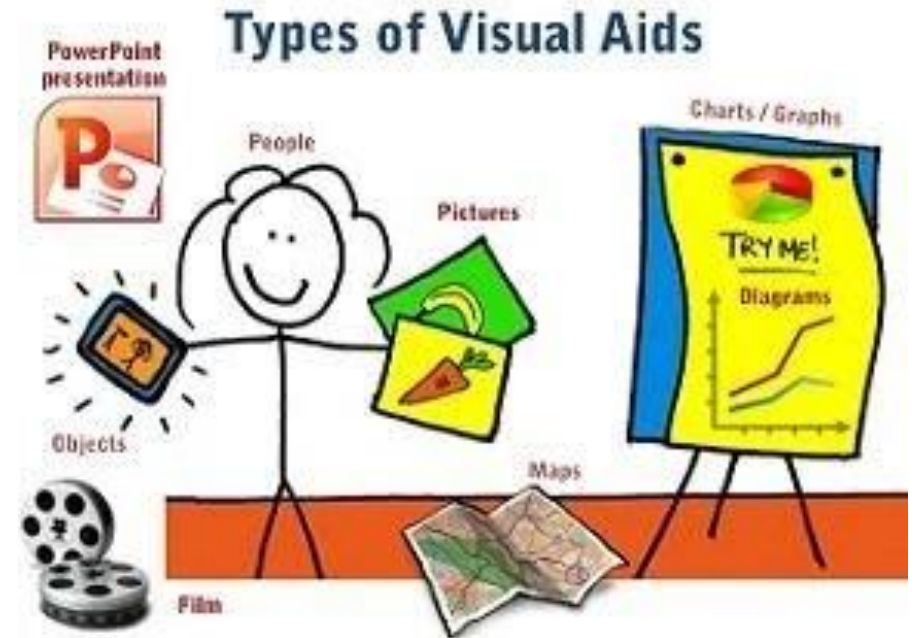
Facial Gestures

- Facial gestures involve using your face to display feelings and attitudes nonverbally.
- They may reinforce, or contradict, the spoken word, and their impact cannot be underestimated.
- Facial gestures should reflect the tone and emotion of your verbal communication.
- Eye contact: The single most important facial gesture; it refers to the speaker's gaze that engages the audience members.



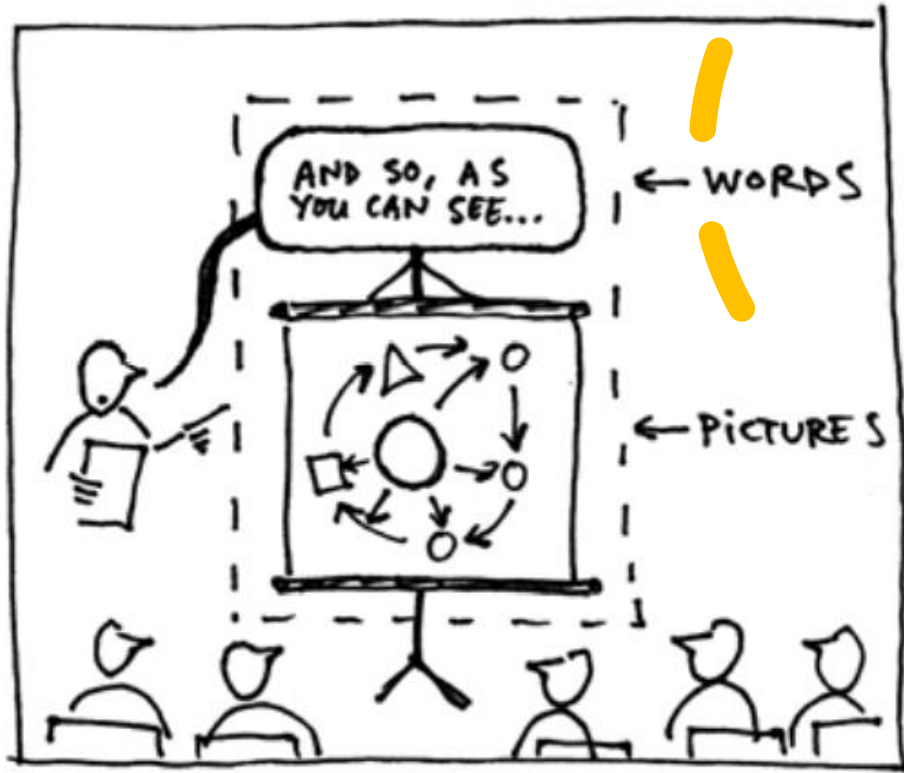
4. Visual Aids

- **Visual aids** are an important nonverbal aspect of your speech that you can control.
- **Include:**
 - Handouts
 - Overhead transparencies
 - Drawings on the whiteboard
 - PowerPoint slides
 - And many other types of props.



Visual aids accomplish several goals:

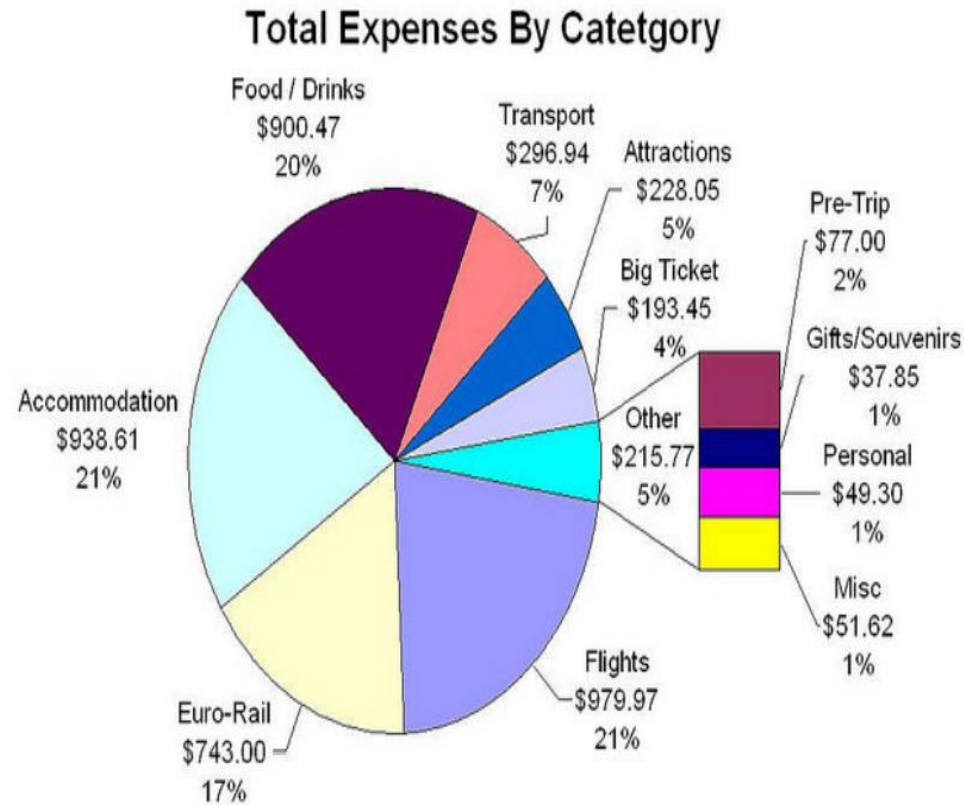
- Make your speech more interesting
- Enhance your credibility as a speaker
- Serve as guides to transitions, helping the audience stay on track
- Communicate complex or intriguing information in a short period of time
- Reinforce your verbal message
- Help the audience use and retain the information



Purpose, Emphasis, Support, and Clarity

- The purpose for each **visual aid** should be clear, and almost speak for itself.
- Visual aids provide necessary support for your position, illustrate relationships, and demonstrate trends

Methods and Materials



Bar and pie graphs can clearly demonstrate results.

- **Chart or Diagram:** to show a timeline of events to date.
- **Bar or Pie graph:** to show the percentage.
- **Pictures**
- **Map**
- **Sound and music**
- **Video clips**
- **Flip charts**
- **Handouts**
- **Transparencies and slides**
-

Preparing Visual Aids

Your visual aids should meet the following criteria:

- **Big:** They should be eligible for everyone, and should be “back row certified.”
- **Clear:** Your audience should “get it” the first time they see it.
- **Simple:** They should serve to simplify the concepts they illustrate.
- **Consistent:** They should reinforce continuity by using the same visual style.



Using Visual Aids

Here are some Dos and Don'ts:

1. Do make a clear connection between your words and the visual aid for the audience.
2. Do not distract the audience with your visual aid, blocking their view of you or adjusting the visual aid repeatedly while trying to speak.
3. Do speak to your audience—not to the whiteboard, the video, or other visual aids.

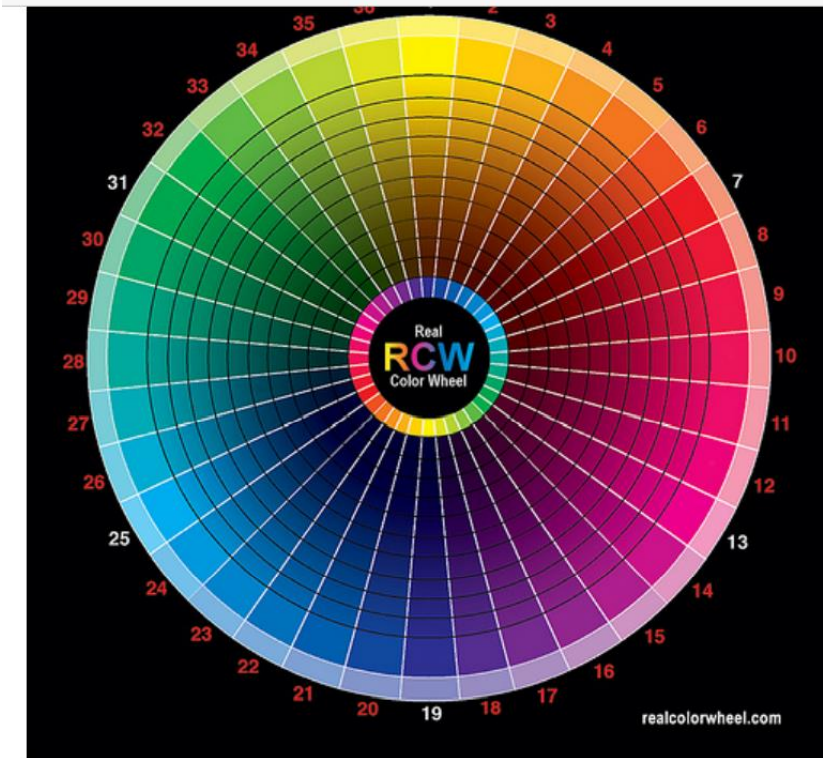
Using PowerPoint as a Visual Aid

How you prepare your slides and use the tool will determine your effectiveness.



Use of Color

- People love color, and will appreciate the visual stimulation of a colorful presentation.
- The color can also distract and turn off an audience.
- You will be selecting which color you want to use for headers or key words, and how they relate the colors in the visual images.

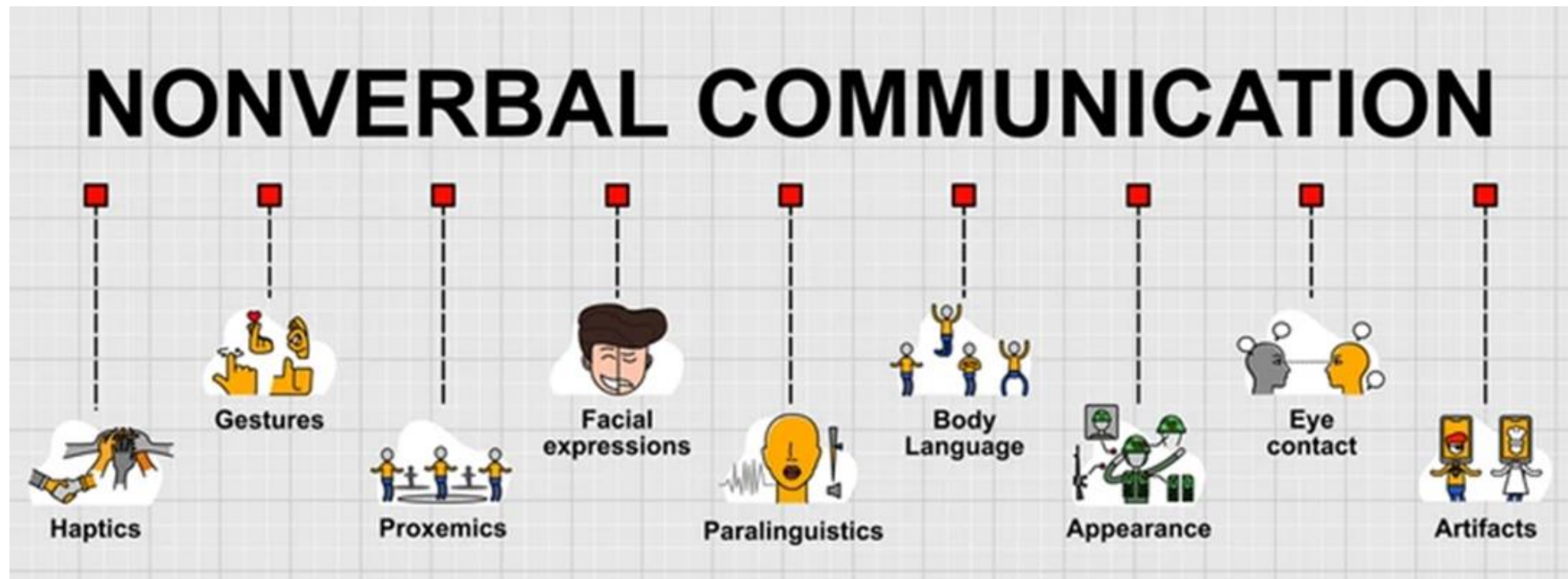


Helpful Hints for Visual Aids

- Keep visual aids simple.
- Use one key idea per slide.
- Avoid clutter, noise, and overwhelming slides.
- Use large, bold fonts that the audience can read from at least twenty feet from the screen.
- Use contrasting colors to create a dynamic effect
- Use analogous colors to unify your presentation.
- Use clip art with permission and sparingly.
- Edit and proofread each slide with care and caution.
- Use copies of your visuals available as handouts after your presentation.
- Check the presentation room beforehand.
- Have a backup plan

5. Nonverbal Strategies for Success with Your Audience

- Watch Reactions
- Enroll an Observer
- Focus on a Specific Type of Nonverbal Communication



Key Takeaways

- Nonverbal communication is the process of conveying a message without the use of words; it relates to the dynamic process of communication, the perception process and listening, and verbal communication.
- Nonverbal communication is fluid and fast, universal, confusing, and contextual. It can add to or replace verbal communication and can be intentional or unintentional.
- Nonverbal communication communicates feelings and attitudes, and people tend to believe nonverbal messages more than verbal ones.



Exercises

1. Watch a television program without the sound. Can you understand the program? Write a description of the program and include what you found easy to understand, and what presented a challenge, and present it to the class.
2. Observe communication in your environment. Focus on specific actions like face touching, blink rate, or head nodding and write a brief description of what you observe. Share with classmates.
3. Interview someone from a different culture than your own and ask them to share a specific cultural difference in nonverbal communication—for example, a nonverbal gesture that is not used in polite company. Write a brief description and present it to the class.

Q & A
TIME!

