

CMPT 376W Assignment 2

How Non-verbal Communication Affects an Oral Presentation

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1 Introduction

To make a successful oral presentation, the presenter needs to apply both verbal and non-verbal communication. While the verbal communication passes your opinion directly, the non-verbal communication helps you express your idea better and more efficient. According to *The Importance of Effective Communication*, non-verbal communication have five effects - repetition, contraction, substitution, complementing, accenting.[1] There are many ways of non-verbal communication, such as facial expressions, eye contact, movements and gestures. [2]

2 Non-verbal communication

Facial expressions are one of the most important non-verbal communication, different facial expressions can express different emotions. When begin a presentation, you can smile to show you are friendly. During your speech, appropriate facial expressions can reinforce your opinion, and also make you looking confident and professional for your audience.

Eye contact is also important when given presentation, you make connections with your audience when you look at them, which will make them be more focus on your presentation. Making eye contact with your audience makes then fell like involving in your presentation and helps to convey your objectives on a personal level.[3]

Last but not least, movements and gestures also play big rolls in your presentation. People use there body in their everyday communication to help them express their meaning. In the presentation, you can use your body language to underline a certain point in your message. This helps you break the divisions between you and audience, and helps them listen and understand.

3 Conclusion

In conclusion, non-verbal communication is very important in your oral presentation, not only helps you express your idea better and more efficient, but also helps your audience understand your opinion. Non-verbal communication also provide the content of your presentation with that elusive element of credibility and expertise that, printed and mailed to your intended audience, would be lost in translation.[4]

References

- [1] E. G. Wertheim, *The importance of effective communication*. London: Building Societies Association, 2009.
- [2] “Nonverbal Communication Skills That Affect Presentations,” AMA. [Online]. Available: <https://www.amanet.org/articles/nonverbal-communication-skills-that-affect-presentations/>.
- [3] “Presentation Skills,” 3. Make contact with your audience, 24-Jan-2010. [Online]. Available: https://www.le.ac.uk/oerresources/ssds/presentationsskills/page_16.htm.
- [4] “The Importance of Non-Verbal Communication: Ethos3 - A Presentation Design Agency,” Ethos3. [Online]. Available: <https://www.ethos3.com/speaking-tips/the-importance-of-non-verbal-communication/>.

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- [2] "Nonverbal Communication Skills That Affect Presentations," AMA. [Online]. Available: <https://www.amanet.org/articles/nonverbal-communication-skills-that-affect-presentations/>.