UNIT 4

PRESENTATION STRATEGIES:
 A presentation can be 'Theme Presentation' or 'Presentation of report of Project' orally.

Defining Purpose:
- Deciding the purpose of making presentation before planning or preparing the presentation.
- The purpose determines the content and style of presentation.
- Four main purposes of presentation are:
  - i). to inform
  - ii). to entertain
  - iii). to persuade
  - iv). to motivate

i). To inform :
  - ➢ Supply information to colleagues or customers in the form of presentations.
  - ➢ Ex:
    - (a). Human resources manager gives presentation to new employees on rules, procedures and benefits.
    - (b). Department supervision conducts training programs.
    - (c). A consultant gives presentations on analysis of problems and their solutions.
    - (d). Oral reports on a project.

ii). To persuade:
  - ➢ To promote and idea or a project.
  - ➢ Presenter should start with certain arguments or suggestions.
  - ➢ Also, offer conclusions and recommendations.
  - ➢ Interact with audience.
  - ➢ Use politeness tactics like 'please' and 'thank you' to have influence over the audience.

iii). To entertain:
  - ➢ Used to break monotony (boring) of main presentation.
  - ➢ Speaker can use humor, tell funny stories, and have short quizzes.
  - ➢ Slang words (yeah, kidding) should be avoided.

iv). To motivate:
  - ➢ A presentation can also be used to motivate or encourage new employees to perform well at their job and also old employees to take up new projects which are challenging.

Audience and Locale:
  - ➢ It is important to know about the audience beforehand. This information of audience should be about their-age, gender, interest, background and nature and change his presentation content and style as per the audience's requirement.
  - ➢ For example: A salesman making presentation to higher income group which is well-educated and belongs to higher level of society; he will provide them with maximum information of the product with chosen vocabulary. Next, he will try to persuade them to buy that product. Hence, his sales presentation will be combination of informative and persuasive presentation.

Hence, it is very important to know the needs and characteristics (profile) of the audience before making a presentation. There are 6 ways of making audience profile:
i). Identify the primary audience (decision makers).
ii). Determine audience size.
iii). Determine audience composition – needs, interests, attitudes, cultural backgrounds.
iv). Determine audience's level of understanding.
v). Determine audience's expectations from presentation.
vi). Estimate audience's possible reaction to presentation.
 Therefore, it's important for the speaker to understand audience's requirement of information, media they prefer for presentation and make a good communications with them from the beginning.

Locale: Physical environment (for giving presentation)

The speaker should know about:
i). Place of presentation (auditorium or conference room).
ii). Podium or only a table.
iii). Public address system available (microphone or speaker).
iv). Seating arrangement, room temperature and lightning.

v). Visual-aids available.

Tips for Oral Presentation: (Example: Report on a Project)
i). Before giving introduction of presentation, create audience interest by storytelling or quotation or question to have attention of audience.
ii). Introduce topic of presentation next.
iii). Organize the speech in parts starting with introduction, paragraph, and main paragraph and concluding paragraph.
iv). Be clear and precise.
v). Give pauses and stresses wherever required.
vi). Personal appearance and speaker should be good and body posture should be proper.

Types of Presentation:
1). Individual presentation: participation of single person or organization on a theme.
2). Group presentation: a presentation made by a group of people.

7 steps for successful presentation:
1). Decide the objective: Define the theme of presentation.
2). Manner of presentation: Speaker decides whether formal or informal presentation as per demands of the audience.
3). Mode of presentation: Whether formal or informal, speaker should understand needs of audience and their demands and interests and try to meet them.
4). Preparation of Script: It generates confidence.
5). Preparation of visual aids, handouts and Feedback Forms: All these help in the following:
   ➢ Visual Aids: Increases memory of data in presentation.
   ➢ Handouts: Brings out competence in subject matter.
   ➢ Feedback Forms: Brings perfection and confidence.
6). Rehearse: It is very important to practice giving the presentation to improve quality of presentation.
7). Presentation: During final presentation, following should be kept in mind:
   ➢ Clarity: Presentation should be given in clear voice.
   ➢ Simplicity: Presentation should be clear and acceptable.
   ➢ Share knowledge, information and ideas.

Organizing the Content:
1). Introduction:
   a). Attention of audience: It must capture attention of audience, hence the opening statement may be
      i). a question
      ii). simple statement
      iii). a story related to a topic
      iv). refer to some interesting data
   b). Winning audience confidence:
      i). good introduction builds up credibility (reputation) with audience of the speaker.
      ii). a good way to do so is by introducing and giving his (speaker's) qualifications and referring to organization he has worked with.
   c). Previewing the presentation: Give the audience a preview of what is going to be presented to keep them attentive and alert.
2). Main Content (Body): The main content should be clear and hold audience attention. It can be organized in the following manner:
   a). Inductive order: The speaker moves from particular to general statements.
   b). Deductive order: General to particular statements.
   c). Question to Answer order: The speaker begins with certain questions which are soon answered.
   d). Chronological: When the topic needs to be presented in time basis. Ex: History of X-Ray machines.
   e). Cause and Effect:
      ➢ Explain the cause and then the effect of the situation.
      ➢ While using this method speaker uses words like: therefore, so , because, however, or finally.
3). Close:
   a). Give at least 10% of total time for ending.
   b). When developing your conclusion use words like – "In conclusion" or "So, sum it all up".
   c). Restate your main points.
   d). Make final words memorable with a quote, a call to action or some encouraging words.
   e). Do not introduce any new ideas at this stage.

Presentation Delivery Tools:

1). Consideration of Personal Aspects:
   a). Confidence: have confidence in yourself but also earn the confidence of the audience by creating the right image and talking in a strong clear voice.
   b). Sincerity: It is important to be sincere while presenting data.
   c). Thoroughness: Give complete details to audience.
   d). Friendliness: Create an image of friendliness.

2). Audience Analysis:
   a). Preliminary Analysis: look for audience characteristics that will affect speech, things like audience gender, age, education and knowledge.
   b). Analysis during presentation: audience reaction during the presentation (feedback), facial expressions, movements, etc.

3). Appearance and Physical Actions: 6 factors which help audience form impression about speaker:
   a). Communication Environment
   b). Personal appearance
   c). Posture
   d). Walking
   e). Facial Expression
   f). Gestures

   The communication environment is physically surrounding like stage, lightning, etc. It should help in presentation delivery not distract from it. Personal appearance should be neat and clean.

4). Use of Voice:
   a). Pitch Variation: It is important to keep changing the pitch of speaker (volume).
   b). Speaking speed: It is required to change the speed regularly to have audience attention.
   c). Vocal Emphasis: Gain emphasis on words with help of pitch and speed.

Audio Visual Aids: Visual aids help the speaker to create interest in the audience and have their attention. Ex: maps, picture, charts, overhead projectors and blackboards.

Following things should be considered:

1). Use visual aids with related topic.
2). Show the visual aid only when required.
3). Help the audience understand the visual aid and its data for that topic.
4). Emphasize on important points only and do not put too much information in the visual aid.

Selecting the type of Visual Aid:

1). Select the visual aids as per the message as every message (topic) needs a different type of visual aids.
2). Cost and time also should be kept in mind while selecting a visual aid. Too much cost or time should not be spend while collecting information and making the visual aids.
3). Also audience size should be considered.

Selecting the right Visual Aid:

There should be a perfect relation between the verbal oral information and the information provided by the visual aids. Following are most popular types of visuals and their uses:

1). To show exact values – Use tables
2). To show trend over time – use bar chart or line chart
3). To compare one item with another – use bar chart
4). To compare one part with whole – use a pie chart
5). To shoe geographical locations – use maps
6). To explain a process – use flow chart or diagram

Nuances of Delivery:

There are a number of methods of delivery from which the speaker can choose the best one as per his requirements:

1). Memorizing the manuscript:
   ➢ Most effective methods of presentation as good eye contact are maintained.
   ➢ Needs extra ordinary power to memorize because if the speaker forgets his lines, the speech will sound unnatural/
   ➢ Hence, avoid memorizing long speeches.
   ➢ It is a good practice to memorize a quotation, opening paragraph or few ending/closing lines to strengthen the delivery.

2). Reading the manuscript:
   ➢ It means reading out the written material aloud.
   ➢ Used for complex or technical presentations such as company policies or machine description.
   ➢ The reader miust practice the speech regularly.
   ➢ The contact between speaker and audience is broken while reading the manuscript, hence following should be kept in mind:

      i). Practice enough so that eye contact with audience can be maintained.

      ii). Be familiar with text by reading again and again.

      iii). Learn correct pronunciation of technical terms used.

      iv). Use proper language and pause and voice modulation.

3). Speaking from notes (Extempore):
- It is done by making outline of notes on a sheet cards and combine with proper audio-visual aids.
- It is impressive delivery of presentation.
- Speaker maintains eye-contact with audience and presentation never becomes dull or boring.
- It requires a lot of practice and an inexperienced person should do proper practice for making this type of presentation.

4). Impromptu Speaking:
- 'Impromptu' means done without preparing or planning. Thus 'impromptu speech' means delivered without any preparation done before i.e. unrehearsed (no practice) delivery in speech.
- It should be avoided for formal presentations.
- It should be done by speaker only and only if he has spoken many times over that topic or is extremely good public speakers.
- If a person is asked to speak without preparation he should take a moment to think what he will say and try not to get confused.

5). Preparing to Speak: It is important to prepare well for a presentation and the speech in order to overcome anxiety/nervousness. Following steps should be taken:
- Prepare more material than necessary.
- Practice the delivery of presentation many times.
- Think positively.
- Overcome nervousness and take deep breaths.
- Memorize your first sentence and be ready.
- Be comfortable, drink water.
- Ask for Audiences opinions and pause for questions.
- Keep going and finish (conclude) your presentation with confidence.
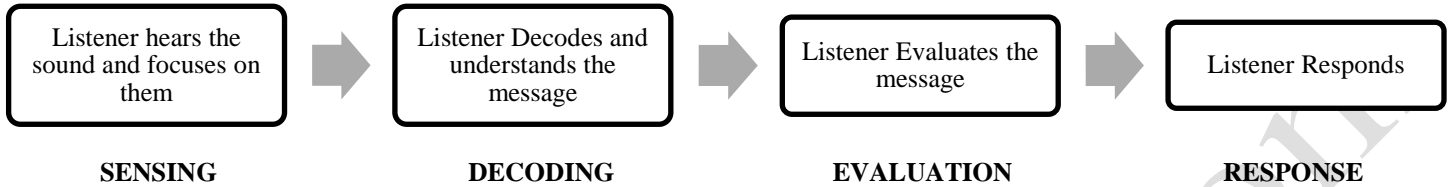
Types of Visual –Audio Aids:

1). Posters: It can be made on thick paper by writing with sketch pens.

2). Black Board or White Board: It is useful during a presentation. After writing on the board, read from it and do not stand between the audience and the board.

3). Flip Chart:
- It consists of white sheets of thick paper joined at top by spiral binding. A thick sketch pen is used to write on it.
- It is on a straight stand and the presenter turns the pages for audience to see what is written on the sheet.

4). OHP (Over Head Projector):
- This projects the writing from transparency on to screen, with the help of bright light, magnifying glass and a mirror.
- Writing should be big and clear.
- Pot off OHP when not referring to transparency to have listener's complete attention.

5). Video Cassette Recorder and TV:
- It is used for a small audience. VCR is played and transferred to the TV screen.
- Educational films are also available on cassettes.
- Professional presentation makers shoot special video films for their presentation.

6). Slide Projectors:
- It is used by professional photographers.
- It is a large wall mounted screen.

7). Power point presentation:
- LCD projectors are used to give presentation with the help of laptop/computer.
- The visual effect of photos, data, graphs, diagrams, charts etc is very impressive.

Audience Research:

1). Important to who the audience is & to provide different information to different people related to your topic as per their interests and needs, age, gender, interest, nature and background.

2). Following should be answered:
- Who is your audience? Who are decision makers?
- Why are they attending your presentation?
- What is their background and level of knowledge in relation to your subject?
- How many people are attending?
- Their likely reaction and expectation.
- What is the outcome of your presentation?

3). Identify audience needs:

➢ You may have too much information or too many ideas on your topic.
➢ Hence, determine the information which the audience needs in relation to the specific purpose of your topic and the action you expect the audience to take.

THE LISTENING PROCESS:

Listener hears the sound and focuses on them	➤	Listener Decodes and understands the message	➤	Listener Evaluates the message	➤	Listener Responds
SENSING		**DECODING**		**EVALUATION**		**RESPONSE**

Steps:
1) Sensing: Hearing the message and concentrate on it to receive the message clearly and completely.
2) Decoding: Change coded message into information and understand the meaning.
3) Evaluation: After decoding the message, proper conclusions are drawn by separating opinions from facts.
4) Response: Last stage of listening. It is the reaction of the listener after he has understood and analyzed the message received.

A person can respond to oral communication during business activity in two ways:
1) Passive Listening:
   ➢ When we hear someone's speech without understanding it.
   ➢ The mind receives no message and is there is no communication.
   ➢ It is because of inattentiveness of listener as he is forced to hear a message from speakers.
   ➢ It is not good for business communication.
   ➢ Example: Students in a class are physically present but mentally absent as the teacher teaches.
2) Active Listening:
   ➢ When the listener hears the speaker attentively and understands its meaning.
   ➢ Listener is actively involved in communication process because he is interested in the message of speaker.
   ➢ This gives enthusiasm to speaker to give message more sincerely.
   ➢ The listener conveys his positive response to speaker with a nod or smile or question.
   ➢ Example: A major problem in office will have attention of all speakers and listeners to find a solution.

Barrier to Listening:
1) Physical Barriers:
   i). Noise (from outside)
   ii). Physical discomfort and disturbances (too high/low temperature, mobile phones ringing)
   iii). Distance (between speaker and listener)
2) Psychological Barriers:
   i). Emotional disturbance (anger, sadness, nervousness)
3) Linguistic Barriers:
   i). Incorrect message decoding
   ii). Unclear language
   iii). Jargon
4) Cultural Barriers:
   i). Cultural differences
   ii). Different values and social standing

Methods for improving Listening Skills:
1) Stop Talking: Allow speaker to talk and concentrate on speakers word. A person cannot be a speaker and a listener at the same time.
2) Stop Thinking: If listener is thinking, he will not be able to focus 100% on the speaker.
3) Remove Disturbances: Listener should not create any disturbances and not allow others to create any disturbance when speaker is talking.
4) Do not let mind wander (Be lost): Listener's mind should not wander or day-dream; he should concentrate on each word spoken by speaker.
5) Put speaker at ease: Listener should make speaker comfortable so he can speak clearly.
6) Do not pre-judge: Listener should listen to speaker patiently without keeping a closed mind to fully understand the speaker. And he should not judge the speaker.

7) Be patient: Listener should give sufficient time to speaker.
8) Do not be angry: Listener should control his anger while listening even if he does not like or completely disagrees with speaker.
9) Empathies with the speaker: Listener should try to put himself in speaker's position.
10) Take notes: Listener should take notes if he wants to keep records and use it at a later stage.

PHONETICS:
It is science of human speech sounds in English language. It is about pronunciation of words and the representation of their sounds with 'symbols' called as phonemes.

Phoneme: Every language has a number of different sounds, vowels (a, e, i, o, u) and consonants (all the remaining English alphabets – b, d, t, s, p, k, z, w, v…, etc). Each alphabet sound is represented by a separate symbol called phoneme.
Example:

Phoneme Symbol	Examples – Words
p	paper, pipe, cup, cap
b	bulb, carbon, bus
t	table, start, top
d	data, bad, doll

Allophone: Some varieties of the same phoneme. For Example: pin has a phoneme representation with **p**, but spin has phoneme representation with **p^h**. Hence varieties of phoneme →p are called Allophones. (p and p^h) .

Phonetic Transcription: It means representing the sound of each letter of a word in written form with the help of phoneme symbols.
➢ They are helpful for English pronunciation of words correctly.
➢ Every dictionary contains a list of phoneme symbols.
➢ It is a unit into which a word is divided, contains vowel and consonant sounds.

Syllable: It is a unit for analysis of speech on air-stream mechanism from lungs while saying a word which results in s chest pulse.
➢ Each chest pulse (or muscle movement) corresponds to a syllable. Vowel sound forms the nucleus of a syllable.
➢ A word can be classified into monosyllabic, disyllabic and polysyllabic words.
   i). Monosyllabic words – words with one syllable only. Ex: teach, read, out, care, part, stand.
   ii). Disyllabic words – words with two syllables. Ex: teacher, reader, outer, careful, partner, standard.
   iii). Polysyllabic words – words with more than two syllables. Ex: readership, leadership, outermost, carefully, partnership.

Word Stress: (or accent):
In words with 2 or more syllables, one of the syllables stands out from the rest and is more important than other syllables. This is called a stressed syllable or accented. A stress symbol:
i). is said louder than other syllables.
ii). is said on a higher pitch than other syllable.
iii). is said longer than other syllables.
It is represented by straight line above and before the stressed syllable. For example:
i). student: 'stu' – first syllable is stressed and more important than second syllable – 'dent'. Hence, 'stu' is accented.
ii). absent: 'ab' - first syllable is accented, 'sent' – second syllable is not accented.
iii). advantage: 'ad' – first syllable is not accented, 'van' – second syllable is accented, 'tage' – third syllable is not accented.

Primary stress and secondary stress:
➢ Some words have more stressed symbols than first one stressed symbol.
➢ When a syllable in a word which has strong stress is called:
   i). Certain words have more than just one stressed syllable.
   ii). One syllable may have main strong stress called primary stress or tonic accent.
   iii). Other syllable may have the next stress called secondary stress or non tonic accent.
For Example: Beautify has three syllables.
        Beau – First syllable: Primary stress
        Ti – Second syllable
        Fy – Third syllable: Secondary stress
'Beau' is said for longer time and with force, but 'fy' is said for lesser time and with little or less force.
Possibility has 5 syllables:
        Pos – First syllable: Secondary stress
        Si – Second syllable

Bi – Third syllable: Primary stress

Li – Fourth syllable

Ty – Fifth syllable

Stress-shift:

➢ There are some words in which the derived word takes stress or accent on the same syllable as the original word. For example: agree has stress on second syllable – gree, and derived word agreement also has stress on second syllable – gree.

➢ But in some derived words, the stressed syllable is different from the stress syllable in original word. For example: responsible has stress on second syllable – pon. But responsibility (derived word) has stress on fourth syllable 'bi'.

Weak Form: Some articles, prepositions, conjunctions have 2 pronunciations – a strong pronunciations and a weak pronunciations. A word can have 2 pronunciations:

1) Weak pronunciation: is used in connected speech.

   For example: I am looking <u>for</u> my book.

   I am going <u>to</u> the party.

   He did not look <u>at</u> me.

2) Strong pronunciation: used when the word is stressed or comes at the end of sentence:

   For example: What are you looking <u>for</u>?

   What are you up <u>to</u>?

   What are you looking <u>at</u>?

Rhythm in Connected Speech:

➢ It is an important characteristic of speech.

➢ In utterance (saying) a sentence in connected speech, some syllables or words are more stressed while some syllables remain stressed.

➢ Stressed and unstressed syllables make a pattern in connected speech which is called RHYTHM.

   For examples:

   i). Can I [1]help you?

      [1]help: stressed syllable

      Can, I, you: unstressed syllables

   ii). I am [1]pleased to [1]meet you.

      [1]pleased and [1]meet: stressed syllable

      I, am, to, you: unstressed syllables

   Stressed syllable occur at regular intervals of time in a sentence and this regularity of stressed syllables results in Rhythm in English Language.

➢ Nouns, adjectives, verbs are stressed because they are called content words.

➢ Articles, prepositions and conjunctions are not stressed because they are called structural words.

INTONATION:

The pattern of variation of pitch of voice is called intonation. Choice of intonation depends on two reasons:

i). Objective Reason: What is speaker's intention and attitude, if he wants to make a request or command.

ii). Subjective Reasons: Speaker's emotions and degree of emotion. For example: anger, sadness, excitement with wide pitch variation or if there is very little emotional content or even tiredness with limited pitch range.

The pitch variation for all above will be different and affect intonation.

Kinds of Intonation:

1) Falling Tone: Speaker starts sentence with high pitch and moves to lower pitch at end of sentence. It is used for:

   i). Commands: [1]Finish your work.

                           [1]Pick up the phone.

                           [1]Close the door.

   ii). Wh – Questions: [1]What's the problem?

   iii). Greetings: [1]Good morning.

   iv). Polite expressions: [1]So nice of you.

2) Rising Tone: Speaker starts sentence with low pitch and moves to high pitch at the end of sentence. It is used for:

   i). Polite Questions: What's the [1]time?

   ii). Polite Requests: Please [1]sit down.

                         Please give me your [1]pen.

   iii). Direct Questions: Do you like [1]music?

3) Falling Rising Tone:
   i). Pitch falls from high to low and then rise to middle of voice.
   ii). It is called 'dive' and indicated as – V above and before the syllable.
   iii). To show wish, contrast (on opposite idea), bored, etc.
   Example: The [1]place is Very nice. (The place is nice but the people are not).

Features of Intonation:
1) Division into Tone Groups:
   ➢ A sentence can be divided into a number of tone groups with help of punctuation such as full stops, commas.
   ➢ The punctuations help in giving pause to speaker.
   ➢ The dividing of sentence in tone groups is called Tonality.
      a). Short tone groups: Very short sentences with no need of pause.
         Example: Yes, No, Thank you.
      b). Breath groups: long sentences which need pause to take breath.
   ➢ A full stop and a comma show an end of tone group. For Example:
      a). || When I went to see her, | she was ill.||
      b). || There are two reason for poverty in India, | corruption and over population.||
         ||→sentence boundary, |→tone group boundary
   ➢ Tone groups are also called as sense groups because they give meaning to sentence.
2) Placing the Nucleus:
Nucleus: is a word (if it is monosyllabic) or a syllable (one of the syllables of polysyllabic word) on which the pitch change begins, which we want to make most important.
The syllable on which pitch movement starts is called a nucleus or tonic syllable and is selected from a tone group.
Example: [1]What's your [1]father?   →One Tone group
High tone on [1]What's syllable, but tone starts falling down on last stressed syllable – 'fa'. hence, 'fa' is nucleus or tonic syllable.
Example: She is a [1]painter. (Stress on profession of person and hence pitch change at 'pai')
father and painter are polysyllabic.
'fa' and 'pain' are nucleus in above examples.

Articulation:
1) Produce speech sounds clearly without removing sounds between words or sentences.
2) Modify voice or breathe with tongue, teeth, lips to produce correct speech sound.
3) It helps to focus attention on message.
4) Speech habit learned over a long period.
For Example: 'I dunno' should be said as – 'I do not know'.
                       'I wanna go' should be – 'I want to go'.