

## Presentations Skills: The Physical Message

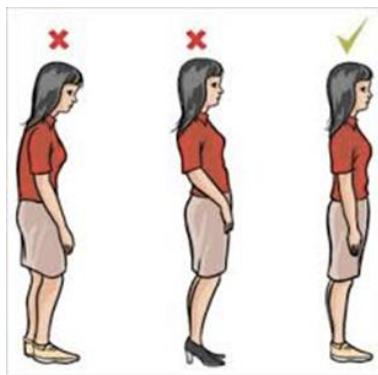
- **Posture:** The way we stand and position our whole body.
- **Eye Contact:** Where we look to keep in touch with the audience as we speak.
- **Gestures:** How we move our hands to support our words.
- **Voice Inflection:** The way we change the tone of our voice to emphasize key words.

### i) Posture (Gestures Your Body Speaks, p. 7)

Posture is the foundation of the physical message. If your posture is solid, you look confident. How you position your body when you speak reflects your attitude, telling your listeners whether you're confident, alert, and in command of yourself and the speaking situation. Good speaking posture helps you to breathe properly and project your voice effectively. It also provides a good starting point from which to gesture or move your body in any direction.

#### Posture Key Areas (Professional Academic English p. 12)

- **Feet:** Stand with your feet shoulder width apart. Balance your weight evenly on both feet. Make sure that your toes are pointed forward. This shows confidence and self-control. This is a firm foundation to build a speech.
- **Back:** Stand up straight. Your back should be straight, and your shoulders should be pulled back.
- **Movement:** Stand still so the audience is not distracted by unnecessary movements.
- **Hands:** Rest your hands together in front of you. Keep them about waist high in front of you. This posture focuses attention on your upper body and face.



### Bad Posture Examples (Speaking of Speech, p.10)

- The Pendulum: Swaying from side to side.
- Leaning Tower of Pisa: Leaning to one side
- The Stargazer: Looking up the ceiling while giving a speech.
- The Surfer: Moving your shoulders and upper body.
- The Hula Dancer: Swinging your hips back and forth and from side to side.
- Washing your Hands: Rubbing your hands as if you were washing them.
- The Birdwatcher: Looking out the window or staring at the back of the room.
- The Soldier: Standing stiffly with your feet together and your hands at your sides.

### ii) What are gestures? (Gestures Your Body Speaks, p. 8)

Gestures form the vocabulary of body language. This physical vocabulary supports the words of your verbal message. Gestures are specific body movements that reinforce a verbal message. To be effective gestures should have a purpose. They must deliver the same meaning to the audience that they mean to the presenter.



### Purpose of Gestures

Gestures energize your presentation. They animate it. They punctuate it with meaning.

- Clarifies and supports your speech : Gestures strengthen the audience's understanding of your verbal message
- Dramatize your ideas: Gestures help paint vivid pictures in your listeners' minds.
- Outlet of emotions: Gestures convey your feelings and attitudes more clearly than what you say.

- Raises confidence level: Purposeful gestures are a good outlet for the nervous energy inherent in a speaking situation.
- Function as visual aids: Gestures enhance audience attentiveness and retention.
- Stimulate audience participation: Gestures help you indicate the response you seek from your listeners.
- Are highly visible: Gestures provide visual support when you address a large number of people and the entire audience may not see your eyes.

#### **Four Types of Gestures** (Speaking of Speech, p. 18)

- Number/Sequence: Gestures signal a sequence, process, or number worth remembering.
- Emphasis/Focus: Gestures signal a key word, an idea you want the audience to focus on.
- Illustration/Location: Gestures help the audience visualize size, shape and dimension or help the audience visualize how to do something.
- Comparison/Contrast: Gestures help the audience understand similarities, differences, and changes.

#### **iii) Eye Contact** (Gestures Your Body Speaks, p. 13)

When you speak, your eyes also function as a control device. Simply by looking at them, you have an influence on your listeners' attentiveness and concentration. On the other hand, if you don't look at them, they won't look at you, and attentiveness to your message will suffer. In turn, the attentiveness generated by your effective eye contact can serve as a source of strength and encouragement for you. When you see that the audience is interested in your message, you will gain confidence and become more comfortable.

Eye contact can also help you overcome nervousness. Fear is the most common cause of nervousness in speaking, and fear is caused by the unknown. Eye contact makes your audience a known quantity. When you look at your listeners and realize that most are interested in your message, your fear will evaporate, and your nervous tension will decrease.

#### **Eye Contact Tips**

- Divide the room into three sections and make direct eye contact with one person in each section.

- Try to make meaningful eye contact with the entire class.
- Avoid looking up at the ceiling or down at the floor.
- Use your eyes to engage your listeners as if you are having a conversation with your friends.

**iv) Voice** (Your Speaking Voice, p. 3)



Your greatest tool as a speaker is your voice. Every time you address an audience your mind, your body, and your voice act as partners in your effort to communicate with your listeners. When you speak, your voice is the primary link between you and your listeners. It is the medium of your message. A good, controlled voice is an asset in every contact with others. When you speak, your voice reflects your psychological and emotional state of mind. You cannot hope to persuade or influence others if your tones are harsh and unfriendly.

- Volume: Speak loudly and clearly.
- Pace: Try to speak a little slowly that allows the audience to digest the content.
- Emphasize important words.
- Inflection: Use stressing, stretching, and pausing techniques.

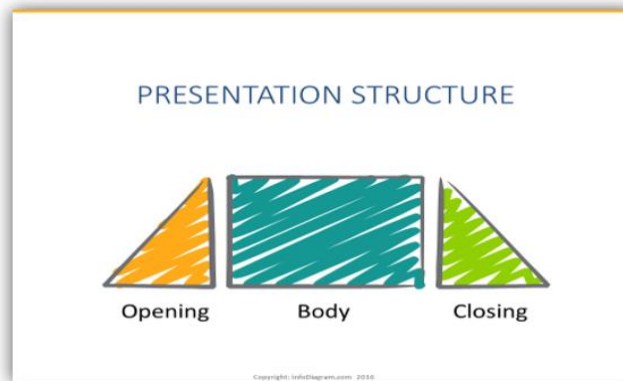
**Voice Inflection:** Inflection refers to changing how you say a word in order to emphasize its meaning. There are three ways to do this: stressing, stretching, and pausing (Professional Academic English, p.23).

**Voice Pausing:** Pausing is a skill of inflection that also emphasizes words and phrases by stopping before or after them. However, you must be careful when doing this. Pausing a lot or in inappropriate places can detract from audience understanding and make you seem unprepared. You especially do not want to pause too much between the subject and the verb of your sentences because the audience

will eventually lose track of what you are saying.

### III. Presentation Structure (Professional Academic English, p.27)

A typical academic presentation has three main parts: the introduction, the body and the conclusion



**Introduction:** capture audience interest, provide background information, state main idea

#### i) What is a hook?

It is important to grab your audience's attention at the very beginning of your speech. It takes your audience about 5 to 15 seconds to decide if they are interested in your presentation or not, so be sure to use this time wisely. Make sure that the hook comes first – before self-introductions or anything else.

Methods to grab your audience's attention.

- Ask your audience a question: Rhetorical questions are used to grab the audience's attention. Answers are not expected when asking a rhetorical question.
- Tell a story: We all enjoy listening to stories. Telling a story is one of the most effective ways to begin a presentation.
- State a surprising fact: Present statistics or information based on research.
- State a well-known quotation: Share a famous quote related to your topic.

#### ii) Greeting

Introduce the presenter or presenters. Tell your name and major.

e.g.,) *Good morning, my name is Jieun Lee. I major in Business Administration.*

### iii) Main Idea

- States the main points of the presentation.
- Use the future tense.

e.g.,) *I'm going to tell you how \_\_\_\_ chose his career, how he began his business and finally how he overcame failure.*

**Body :** The body includes three main points which are supported by evidence. Use facts, examples or quotes or phrases from authorities to develop a strong body.

**Facts:** Give statistics or information that have a scientific basis.

**Examples:** Give specific cases of what has happened

**Authorities:** Quote or paraphrase what an expert on the topic thinks.

### Conclusion:

#### i) The Review

The review is almost the same as the preview—you are just restating what your main points were. Again, do not worry if you feel like you are being somewhat repetitive—your goal here is audience understanding. Also, remember to use the past tense and begin with a phrase that shows you are finishing.

e.g.,) *To sum up, I have presented how \_\_\_\_ chose his career, and how he overcame challenges in building his own company.*

#### ii) Concluding Remark

Giving a speech is like riding horse. You may have gotten on it and even ridden it gracefully, but if you fall off at the end, that is all people will remember. This is your audience's last impression of you, so try to make sure that it is a good one. Your concluding remarks should be a mirror to your hook, so use similar language and ideas from your hook in your conclusion

- a. Rhetorical Question
- b. Interesting Story
- c. Surprising Fact
- d. Quotation

## Transitions

Transitions are the sentences in a presentation that help you move smoothly from one section to another. Without them, it is hard for the audience to follow you. A presentation can have two types of transitions: transitions to and from the body and transitions within the body.

### Transitions *to* and *from* the body

- Introduction -> Body

: intro is complete, ready to begin main points

*e.g.,) I'll begin by presenting....*

- Body -> Conclusion
- : reviews your last point, ready to conclude
- *E.g.,) To sum up,...*

### Transitions within the body

- Review/preview transition
- *e.g.,) Paul was not only kind to the adults around him (review); he also went well out of this way to be good to children (preview).*
- Review/preview transition
- *e.g.,) Giving everyone a voice on the internet has had wonderful benefits, but it has also made it even more difficult to know the truth.*

## Cue Cards

- Use key words and phrases instead of writing out a script.
- Make the cards easy to read.
- Do not write a "script" on the cards (you might end up standing in front of the room, head down reading the cards the whole time)

## Benefits of Cue Cards

- Free to interact with the audience: Able to look around, to respond, gesture and move freely.

- Sound, look and feel more present: “in the moment”

### Designing Cue Cards

- Write out bullet points
- Key words
- Main ideas
- Clearly written larger than usual font

### Sample Script:

Hi, My name is Soo-yoon Bang. Today, I am going to talk about my hometown and hobbies. I am from Junju, and my hometown is famous for delicious foods such as Bibimbop and Korean traditional house, Hanok, village. Many people visit Junju for vacation, so now, Junju became one of the famous tourist sites. Also in May, Junju has an international film festival. Another interesting fact about me is that traveling is my favorite hobby. One of my greatest achievements was a three-week-walking trip across Spain during summer break. Now you know about my hometown and one of my hobbies. Thank you for listening!

### Sample Cue Card

Self-introduction Cue Card	
No. _____	
Hometown – Junju	
• bibimbop	
• Hanok Village	
• Film Festival	
Hobby: traveling	
Achievement: Spain walking trip	

MOONBIC CO.

### Public Speaking Anxiety

Many presenters experience fear of public speaking. Stage fright is often evidence in the form of trembling hands, sweatiness, red face, dry mouth, cold hands and quivering voice. Presenters at times forget what to say and use excessive filler words like ‘um.. ah..’.



Let's try to overcome public speaking anxiety through positive self-talk.

### **Positive Self-Talk**

Write down three of your best qualities. (e.g., I am a very positive person. I try to look for the best in people.)

Character Trait: Organized, Generous, Hardworking, Creative, Resourceful, Prepared, Courteous, Considerate, Responsible, etc.

1.

2.

3.

### **Tips for Overcoming Fear of Speech**

- **Deep breathing-** helps control nervous body language mistakes, improves tone of voice
- **Practice-** in front of the mirror, friends
- **Stretching-** release energy before the presentation