

Communication

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CHAPTER 19



ORAL PRESENTATION

Oral Presentation



CHAPTER OUTLINE:

- **Oral Presentation**
- **Factors / Features of Oral Presentation**
- **Essential Stages / Steps for preparing Oral Presentation**
- **Types of Oral Presentation**
- **Short Questions**
- **Long Questions**

ORAL PRESENTATION

Oral Presentation is a part and parcel of communication. It is considered an art of presenting your ideas successfully before your audience by words of mouth. Successful oral presentation plays a key role in your personal business affairs of daily life. Sometime, you have many opportunities for face to face communication with business and government organization. You have to present your reports orally and to participate in the meetings, seminars, conferences and political or general discussion. Your effective oral presentation along with your good communication skill enables you to enhance your prestige and will occupy your more important position in your organization.

Oral Presentation includes:

Meeting Personally:

Online sessions / online discussions.

- Telephoning
- Dictating
- Interviewing
- Speaking before a group

FACTORS / FEATURES OF ORAL PRESENTATION

Here are introduced some of the factors which are vital for oral presentation.

1. Physical Appearance
2. Postures
3. Eye contact
4. Voice
5. Audience
6. Preparation
7. Main ideas
8. Visual aids
9. Practice



PHYSICAL APPEARANCE

A person does not communicate only through words but his whole personality, his facial expressions, postures and gestures are involved in this process. A neatly dressed man with a pleasant expression will find it easier to establish sound relationship with others and put them in a proper receptive mood. Once you are able to secure the attention of the audience, more than half the battle is won. A good looking man wins the confidence of others at the first glance.

POSTURE

Whenever you are called upon to speak, walk energetically and stand at ease. Keep your hands on the sides. Do not get confused but try to feel relaxed. While speaking, use your hands for appropriate gestures but there should be no particular additions. If a microphone is being used, keep yourself eight to ten inches away to ensure proper transmission of voice. Rely on the good manner of the audience.

EYE CONTACT

Eye contact is one of the most important and effective tool of establishing relationship with the audience. Look over your audience and give pause for a while before you say anything. Throughout your talk, the right but frequent use of slight pauses should be made. While speaking, maintain eye contact with the audience, looking from one pair of eyes to another around the room. To look at the ceiling or outside the room through a open window or only one side of the audience will honestly show a sign of rudeness. If the listeners feel that you are ignoring them, they will also likely to ignore you at once on the spot. How many important things you are sharing with them, they will not show any right sign of interest in them. In this way, your oral presentation will suffer a lot.

VOICE

A speaker must know the proper use of his voice; if he intends to become an effective speaker in his professional field of life. A good voice is a true gift of nature but one can improve the quality of one's voice with proper training and constant series of struggles. In this matter, consistency will have its own role.

The following useful points should be kept in mind while speaking before the audience.

Variation in the pitch and tempo of the voice is essential to convey your message to your audience. A speech delivered in the monotone will not only bore but definitely also send the audience to sound sleep at once.

Fast delivery of words clearly shows a lack of confidence. Always speak at such a rate that your audience can understand easily.

Pronounce words properly and put stress at the right place.

Always speak with enough volume so that everyone can hear you easily but clearly.

Avoid vocalized pauses such as "er" "ah" "unh" "um" "hum" etc. Take care not to use repeatedly such types of phrases as "You see" "I mean" or "Do you understand" etc.

Make your accent as clear as it should be.

Too much slow voice in a shy manner will mar your beauty of oral presentation.

AUDIENCE

Before starting your speech, size up your listeners' age sex, social, educational cultural background and interest. A lot of common sense is required to become a speaker. Use it to choose a suitable approach to your audience. Try to converse properly but effectively. Each listener should feel that you are talking to him individually but honestly. Always speak with sincerity about your immediate interest and about something that is quite familiar to them. Another approach to awaken your audience just to relate a joke which will make their minds fresh at once. If you notice a listener smiling or whispering to a neighbor, do not feel panic or disturbed on the spot. Take care not to presume yourself that he is criticizing you. He may, in fact, be expressing his admiration for you or liking your oral presentation.

PREPARATION

A good planning with sound preparation will enable you to make your oral presentation successful. So, proper planning and effective preparation are essential for presentation. Try your best possible not to read out a written speech word for word. Written speech does not sound fresh. Do not memorize it either. The delivery of such speech will not allow the required flow of speech. Your presentation will soon lose flexibility and communication will have to face the music. However, if an extremely complex type of subject is being presented to the number of a professional body, you may read the written matter that is sign of soft cushion for you.

MAIN IDEAS

After having a close analyzing your audience as well as determining the purpose, the next immediate step is it to choose the main ideas carefully to make the presentation acceptable. Always arrange your ideas in quite logical sequence and they should be presented before the audience clearly but effectively.

ORGANIZATION

When you have all the right type of information you need, you are ready to commence arranging them for oral presentation. You cannot have throughout your life a chance to put a pretty sort of good impression on your audience unless your speech has well planned organization. A good oral presentation must have a complete introduction, body and a conclusion.

a. Introduction

Only a comprehensive introduction enables you to get the audience interest and capture their attention right from the beginning. Unless you can arouse their interest at the beginning, your presentation is likely to be failed.

b. Body

After creating interest of the audience in the beginning of the presentation, it is appropriate to stat the subject of your speech at once. When your audience is already interested in whatever you are saying, you can gain their attention. For organizing the body of the presentation, you must take the whole and divide it into some comparable parts. Here, your statement should be clear, complete and concise for the better understanding of others.

c. Conclusion

The presentation usually ends with a proper conclusion. Here, you achieve the goal of the presentation. You should consider including the given points in your close:

- A restatement of your subject
- A summary of the key points
- A statement of the conclusion

Usually, it is effective to bring the presentation to a climatic close. Make it the highest point of the presentation. You can do this by presenting the concluding message in a sound language so that it will easily gain the desired attention of your audience.

VISUAL AIDS

It has been estimated that 11 percent of what we learn is through hearing, 83 percent through sight and the rest through with the help of other senses. So, visual aids can make your presentation really more effective which you can hardly imagine. The listeners usually like to feel stimulated and take more keen interest in what is being presented. Your explanation with the right combination of visual aids like maps, pictures, charts, slides, overhead projectors and white board can become more vivid and easily understandable.

- The following points should be kept in mind to get the best results:
- ✓ Join your visual aids together with the oral presentation and use it when there is requirement.
 - ✓ The visual aids should be displayed where everyone in the audience can see it properly.
 - Stand on one side and use a pointer if it is necessary.
 - Do not mix up your aids with too much information.
 - Keep on speaking while you are even going to write on the white board.

PRACTICE

A good planning, best preparation and sound practice can be highly helpful for further improvement of your presentation. It is merely practice that will entirely boost up your courage to overcome your so called nervousness.

ESSENTIAL STAGES / STEPS FOR PREPARING ORAL PRESENTATION

Success of an oral presentation depends on its effective and timely delivery. Only the best preparation is the right sign of the best performance. Following are the steps for presenting effective oral presentation.

- Determine the purpose for presentation
- Analyze the audience before presentation
- Select the main idea for the presentation
- Research the topic for the presentation
- Organize the data for the presentation
- Create visual aids for the presentation
- Rehearse the talk before presentation

1. DETETMINE THE PURPOSE

The speaker should determine first about the purpose of his presentation. Some speakers have simple aim just to inform the audience; some want to persuade the audience or some think that the audience should accept their ideas willingly. In all situations, the speaker should know the real object of his presentation. Only your purpose for presentation will determine what and how you want to present your ideas effectively.

2. ANALYZE THE AUDIENCE

First visualize your audience before your final presentation. Think about their background, education, age, interest, field, experience and further what they want to know or care about your message which you wish to convey to them. Knowing your audience beforehand will enable you to organize your presentation effectively.

3. SELECT THE MAIN IDEA

After having through analysis of your audience, now the next step you will see is to choose ideas for presentation. Think how much detail you are required to make your presentation acceptable. Important ideas should be given great significance and pay fully attention to them. In short, always choose main ideas wisely.

4. RESEARCH THE TOPIC

It is good for the speaker not to choose the ideas randomly or at once. A comprehensive research for the topic is the right requirement for the best presentation. A good speaker must research the topic on different lines or resources along with the consultation of those who have wide range of knowledge and experience in their respective fields. So, do the research carefully and present those ideas which are greatly supported by facts.

ORGANIZE THE DATA

After collecting the required data, the speaker should include the best ideas in his presentation to arouse the interest of the audience. Then, he should proceed with whatever material or information is necessary to achieve his main objectives. The final part of the presentation should present briefly the key points on logical basis.

CREATE VISUAL AIDS

Some presentations require the effective use of visual aids, when the speaker presents analytical types of presentation. So in this case, there should be a proper arrangement of visual aids to support the speaker to make his presentation effective. Data organization should be logical. Here, each part of the data organization should be complete. While choosing the visual aids, the speaker must keep in mind not only the location but also the right size of the audience.

REHEARSE THE TALK

Doing a good rehearsal before the presentation in advance causes to boost up the speaker's best level of confidence. Besides, it enables the speaker to make necessary revisions and correction of the final material. Only timely rehearsal enables the speaker to close the presentation in the required time limit to save the precious time of the audience.

TYPES OF ORAL PRESENTATION

There are four types of oral presentation.

1. Extemporaneous
2. Reading
3. Memorization
4. Impromptu

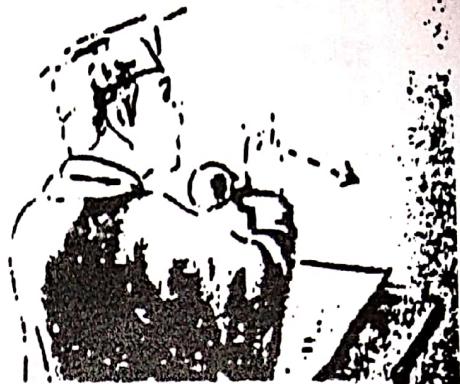
1. EXTEMPORANEOUS METHOD

It means to make oral presentation from a previously prepared outline by the speaker with the help of his notes. Often presenters effectively note down headings as well as key points on papers not only for their assistance but also to avoid any type of mistake. The real advantage of this method is that they use them for reminders and maintain their eye-contact with the audience.



2. READING METHOD

In this method, the presenter reads from his best written script. This method only suits those speakers who have no any sort of experience of delivering a long speech before the audience. The speaker can read the whole but the point he should keep in his mind not to do it at the cost of losing eye-contact with the audience.



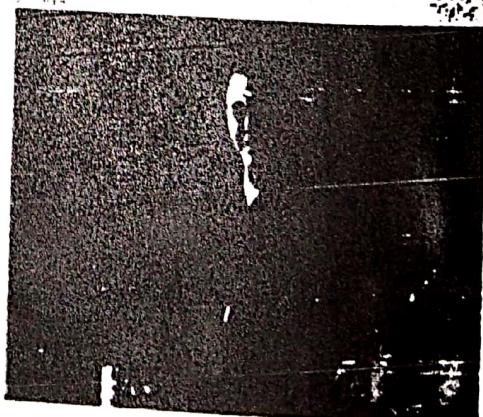
3. MEMORIZATION METHOD

Memorization means learning by heart. In this method, the presenter memorizes the whole speech to deliver it to the audience. This method just suits for the beginners who have neither confidence nor any sort of having experience. And he is also unable to present the presentation orally. However, some important points of a long speech may be memorized but it is good to avoid memorizing word for word.



4. IMPROMPTU METHOD

In this method, the speech is prepared without rehearsal or preparation. Often in discussions and in meetings, people are asked to give impromptu speech. As a result, the speaker will lack of notes and visual aids. He also has not any sort of preparation. Of course, he may find it quite difficult to face the unexpected situation. The best way to make impromptu speech, the speaker should gather some points through ongoing discussion and in the light of those selected points; he should develop the impromptu ideas and statements for his turn of presentation.



A LAST WORD

It is the key point for the speaker to choose the main ideas wisely and arrange them logically in order to make his presentation effective and attractive. If by chance, main ideas are not arranged in a proper stream line, there is, of course, a great chance of facing the music before the audience. So enough practice is the real type of requirement before delivering the final oral presentation.

QUICK ACTIVITY (SHORT QUESTIONS)

(P.U 2010)

Q 1. What do you understand by Oral Presentation?

Ans: Oral Presentation means to present reports orally in front of a panel regarding any issue and giving authentic findings and solutions on business or non-business issues. In other words, speaking on a work related issue in a public forum is called Oral Presentation.

Q 2. What are the essential steps / stages of oral presentation?

Ans: Following are the essential steps / stages of oral presentation:

1. Determine the purpose for presentation
2. Analyze the audience before presentation
3. Select the main idea for the presentation
4. Research the topic for the presentation
5. Organize the data for the presentation
6. Create visual aids for the presentation
7. Rehearse the talk before presentation

Q 3. What points should be kept in mind while giving oral presentation?

Ans: Following are the factors which should be kept in mind while giving oral presentation:

1. Physical Appearance
2. Postures
3. Eye contact
4. Voice
5. Audience
6. Preparation
7. Main ideas
8. Visual aids
9. Practice

Q 3. Name the methods of delivering a speech?

Ans. There are four methods of delivering a speech:

- 1) Extemporaneous Method
- 2) Reading Method

3) Memorization Method

4) Impromptu Method

Q 4. What is Extemporaneous Method?

Ans. It means that a speaker makes an oral presentation or a speech from already prepared outline or notes.

Q 5. What is Reading Method?

Ans. In this method, a speaker reads from the written long script. It is used to present technical detail of the script.

Q 6. What is Memorization Method?

Ans. In this method, a speaker tries to memorize the whole written speech for the presentation. It is suitable just for the beginners because they lack confidence and have no experience.

Q 7. What is Impromptu Method?

Ans. In this method, a speaker delivers the speech without preparation. He does not have notes before him. He does not use any visual aids. Here, he feels less confidence.

SELF TEST (LONG QUESTIONS)

1. Define Oral Presentation. What are essential features for Oral Presentation?
2. Describe those points which should be kept in mind while giving Oral Presentation?
3. What is Oral Presentation? Discuss its stages and mention its types.
4. Write a comprehensive note on Oral Presentation.
5. What points should be kept in view while giving an oral presentation?
6. Define Oral Presentation, what preparation should be made before the presentation?
7. Define oral presentation. Write down essential steps for preparing oral presentation.
8. Write a comprehensive note on various types of oral presentation.