

UNIT II - Presentation and Interaction Skills

- Speech Delivery.
- Interjecting
- Group Discussion - Objectives and Methods.
- Presentation - Methods.
- Argumentative Skill.
- Debate and Discussion - Unity, coherence & Emphasis.
- Public Speaking - Audience Analysis:
Approach and style.
- Interviews:- Types; focus & objectives.

INTRODUCTION:

Group Discussion (GD) is a modern method of assessing candidates personality.

Group discussion is a process where exchange of ideas and opinions take place.

Many corporate houses and even some education institute use the GD for screening the candidates for recruitments and admissions.

How it is conducted?

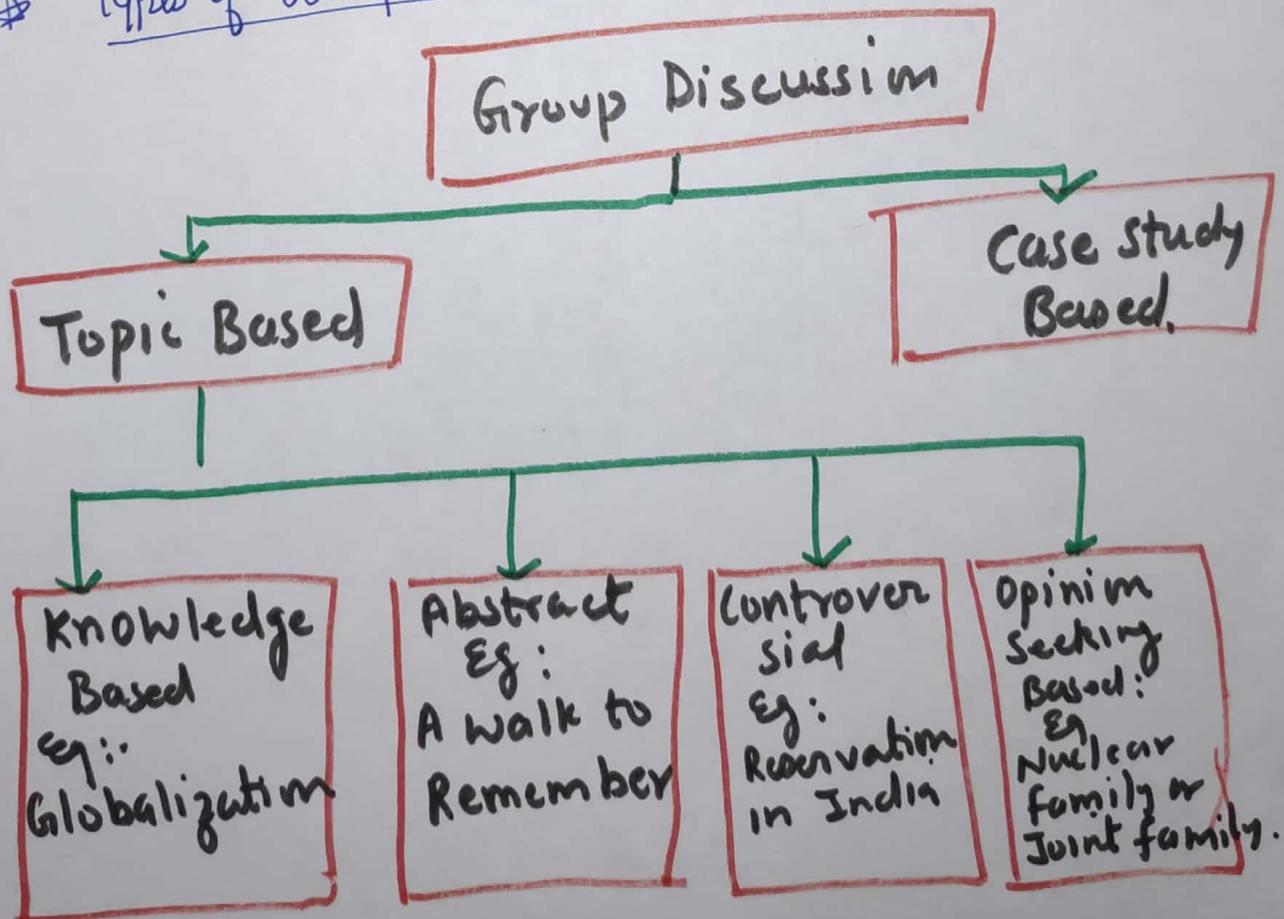
- A GD comprises of a small group of candidates i.e. 5 to 10 participants.
- Participants sit in circular motion or C shape arrangement.
- Each group is given a topic for discussion.
- Participants are given a pen and a paper to jot down points (depends on the organizer) and 2 minutes are given to think on the topic given before they start discussing.
- Normal duration of a GD is 15-20 minutes.

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★ Importance of G.D. :-

- Enhances your knowledge.
- Stimulates your critical thinking.
- Discussion generates good questions.
- Improves your listening skills.
- Increases your confidence in speaking.
- Improves your leadership skills.
- Help you understand your strength and weaknesses and retrieves your mistakes.
- Effective communication.

★ Types of Group Discussion :-

Traits / Qualities Tested in GD.

- * Ability to work in a team.
- * Communication skills.
- * Reasoning ability
- * Leadership skills.
- * Initiative
- * Assertiveness
- * Flexibility
- * Creativity
- * Ability to think one's feet
- * Attitude and confidence

How to Prepare For GD. ?

Group Speaking Preparation :-

Enhance your vocabulary to enhance your fluency, practice tone modulation, and try to speak in front of mirror on some topic.

Content Preparation :-

Choose the current affair topic from different perspectives like personal, social, political, cultural, academics etc.

Listening Preparation :-

Participate in some discussions as an active observer and try to evaluate one's thought process by adding different perspective.

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DO's of GD.

- Sit comfortably.
- keep track of time.
- Share time fairly.
- Encourage participation from others.
- Listen to the topic carefully.
- Speak at the earliest.
- Allow supporting statements to back your ideas.
- Look relaxed and comfortable.
- Organize ideas.
- If derailed, bring it back to the track.
- Be assertive.
- Transcend personal choices.
- Maintain eye contact.

Don't of GD

- Don't be in a hurry.
- Don't be silent.
- Don't be belligerent.
- Avoid speaking fast.
- Do not assume the role of a chair man.
- Do not get emotional.
- Avoid slangs.
- Don't look stubborn.
- Avoid indulging in debate.
- Avoid throwing all ideas at one shot.
- Avoid moving / shifting excessively.

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Objectives of Group Discussion -

- * Suggestions
- * Wide approach
- * Decision-making
- * Exchange of information
- * Production activity

* Methods for organizing a Group Discussion.

- Define and limit the problem.
 - (i) Define important words and phrases found in the problem.
 - (ii) find material to limit the scope and range of the problem area.
- Analyze the problem.
 - (i) Research material related to the history of the problem and place it next in your outline.
 - (ii) Provide information and evidence to highlight specific aspects of the problem.
 - (iii) Gather evidence that reveals and explains the causes of the problem.
- List all possible solutions.

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- Evaluate and analyze the solutions.
- (i) Exploring the advantages and disadvantages is often helpful.
- (ii) Evidence that examines the effects of all the solutions is normally treated in the partition of the outline.
- Treat evidence and research
- (i) Discuss the best method of putting the solution into practice.

G2D Phrases

ASK	AGREE	DISAGREE
What do you think?	I agree	I disagree.
How about you?	I feel the same way.	I have a different idea - I think -
How do you feel about it?	I have the same opinion as ---.	I don't think so...
Could you tell me...?	That's what I think too...	Really?
I'd like to ask (you) about ---	Same here	No, I think - - -
I'd like to know ---	Me too - - -	That doesn't make any sense.

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GET IN	GET MORE	GET THROUGH
Pardon, but--.	Could you repeat that ...	The main reason is because ...
May I say something here?	I missed the end of that.	
Excuse me for interrupting but	Sorry, I missed something there.	That's why ...
Can we go back to what (name) just said?	Hmm? What was that?	And then ...
Wait a minute	I didn't get that.	And there's another reason ...
Sorry, but --	Could you go over that again?	The really important is ...
Can we slow down a minute?	Huh?	That's like ...

PRESENTATION SKILL

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DEFINITION

A presentation is a means of communication which can be adapted to various speaking situation, such as talking to a group, addressing a meeting or briefing a team.

STEPS OF PREPARATION

- ⇒ Plan
- ⇒ Prepare
- ⇒ Practice
- ⇒ Present

PLANNING

Planning should include following questions:

- ✓ Who is your audience?
- ✓ Why are they there?
- ✓ What is your goal?
- ✓ How long will it be?
- ✓ Where will it take place?

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PREPARE

following points must keep in mind while preparing :

Structure

Appearance

Prompt .

style

Visual aids .

question

Voice .

PRACTICE

structure

Write your presentation in this order.

- Objective
- Beginning or introduction .
- Main content
- Summary , conclusion and recommendations .
- Questions .

Voice

- Louder and clear than your normal pitch .
- vary pitch & volume
- over emphasis .

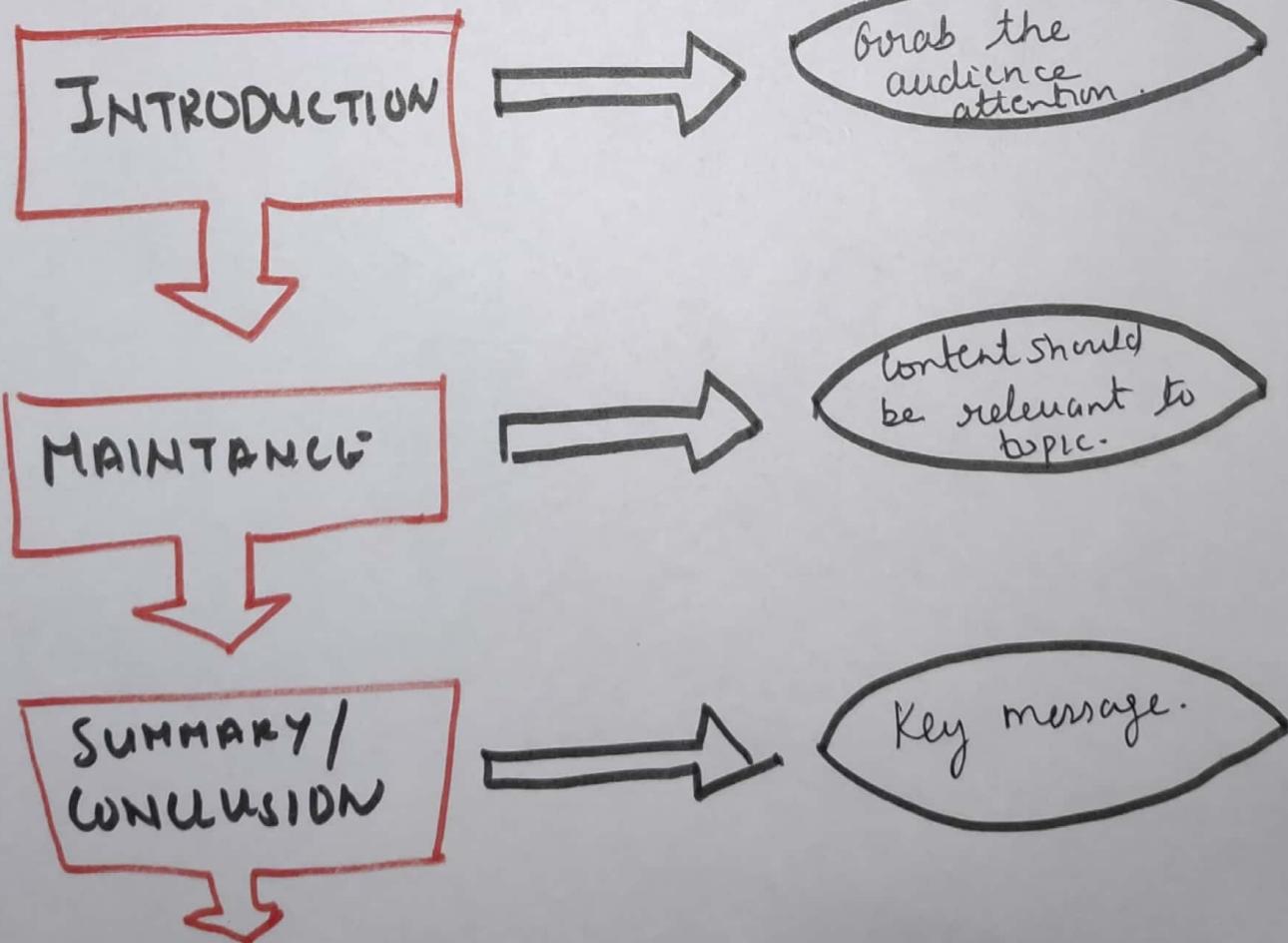
Appearance

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- Dark colours read as business like.
- Wear comfortable shoe to weight your feet evenly.
- Allow yourself to move a bit.
- Look confident.

Style

- You already have a style don't try to copy others.
- Use words and sentences you use in normal days.
- Be yourself.



Lecture-Prompt

- Short bullet points, key words only.
- Put your entire prompt onto your power point slides.
- These prompt are for you

Visual Aids

- Use simple fonts, colours & graphs.
- Use image and clip arts.
- 3 to 7 bullets per slide
- New or different visual aids wake people up.

Questions

- Sketch an idea that what kind of questions audience may ask.

Preparation Material

You can use following items to make the content of your presentation:

- Handouts
- Personal Notes
- Internet
- Visual aids.

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Practice

- Rehearse all points what you prepare.
- Rehearse with all visual aids and hand-outs.
- Practice again and again to manage time.
- Rehearse in front of mirror or a friend.

Present

- Make a strong start.
- Engage the audience in first 2-3 minutes.
- Show your passion through your movements & gestures.
- Make an eye contact.
- Don't forget to ~~is~~ smile as well, unless your ~~is~~ topic is very grim.

Do's of Presentations

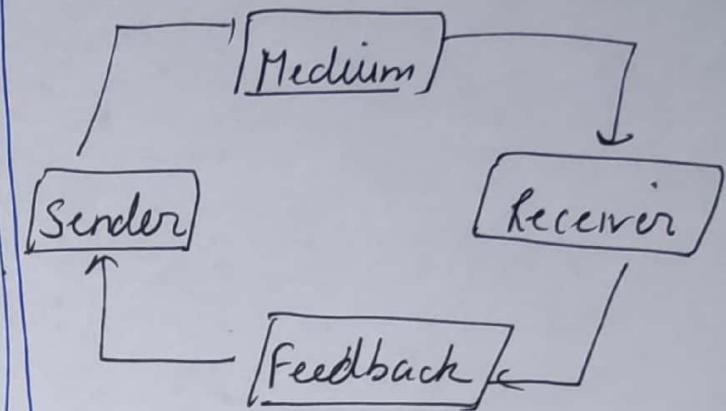
- Do with a few slides.
- The more the number of slides the more complex it gets and the attention of the participants is lost.
- Keep the number of slides to the minimum.
- Jargon & slang should be avoided.
- The language used should be simple and understood by all.
- Abbreviated words should be used only after using the full form for the first time.

Example:

- Avoid using words like B2B, ROI, F2F assuming that the audience understands the full forms.
- Abbreviations that are used in a particular sector may not be understood when you are making a presentation to people from other sectors.
- Use a single word or sentences and then elaborate as you present.
- Look at the example to understand better.

Communication skills

The term communication has been derived from the Latin word "communis" which means common.

Communication skills

- Adding too many images will cause confusion and distraction.
- The presenter and the audience may lose the flow of thoughts.
- Cover a single sub-topic in a slide.
- Do not overlap sub-topic in the same slide.
- Include FAQ where relevant.
- End with a thank you slide so that the audience is aware that it is the end of session.
- They will also be ready to ask questions and hence any kind of confusion is reduced.

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- No one like to strain their eyes while reading the content in a presentation.
- The size and font type should be readable even from the end of the room when projected.
- Make sure that you use fonts that are common to all versions of MS office.
- Use italics and bold for emphasis.
- Typing in UPPER CASE is considered as shouting in the internet language.
- Use of all UPPER CASE in a sentence makes it look jumbled and difficult to read.

COMMUNICATION

Types of communication

Written communication

- This can be in the form of emails, letters etc.

Oral communication

- This can be in the form of face to face

COMMUNICATION

Type of communication

↓ ↓
Written Oral

- Powerful quotations can do the trick for conveying messages faster and in efficient manner.
- This help to reduce the no. of slides and gets the audience thinking.
- Remember to give credit to author.

"The opposite of talking isn't listening. The opposite of talking is waiting."

Fran Lebonitz.

None can destroy iron, but its own rust can, Likewise, none can destroy a person, but its own mindset can!

Ratan Tata.

CAPS LOCK IS CONSIDERED AS SHOUTING IN THE INTERNET LANGUAGE.

Caps lock is considered as shouting in the internet language -

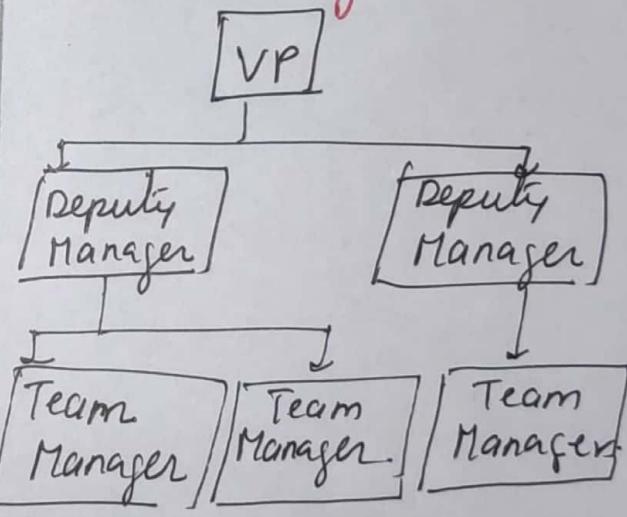
The templates matching the need of the topic / subject.

- There are many ready to use templates available online for medical, finance, sales etc.
- Be careful to pick and choose based on the audience.
- Images speak louder than words while explaining complex scenarios.
- We should try and use images or flowcharts to simplify the subject.

Hierarchy

The Junior Engineer will report to the Senior Engineer who in turn will report to their project Team leader.

Hierarchy

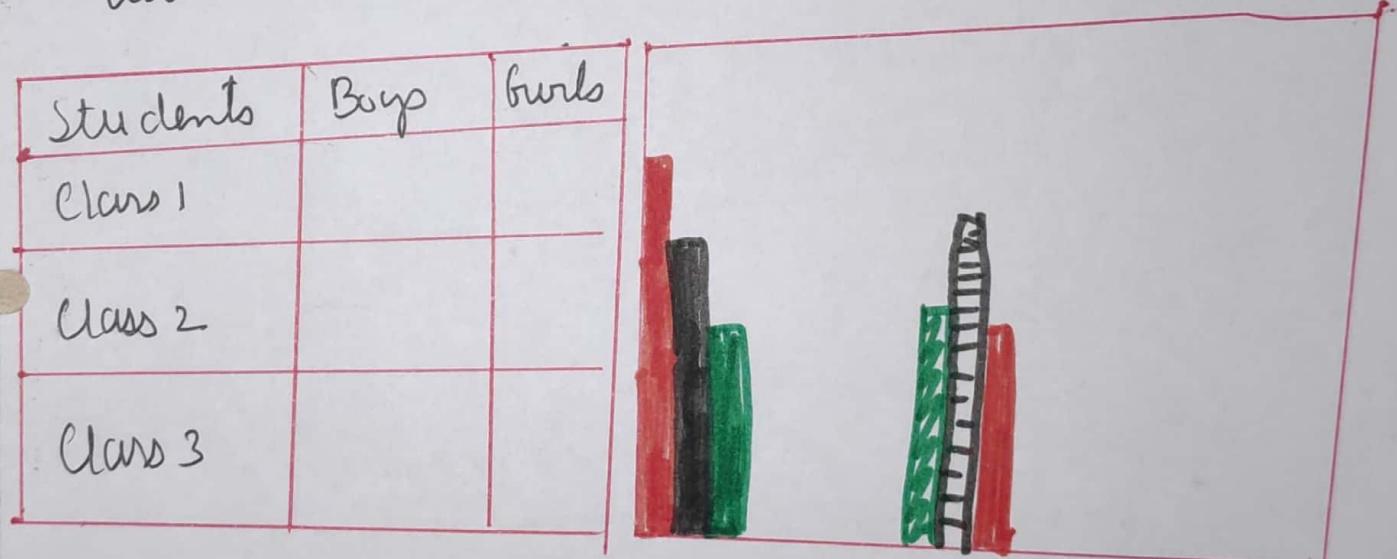


- Do not use unnecessary sound and animation in between the presentation.
- These are a distraction and may lead to confusion in understanding the topic.
- Background to be simple.

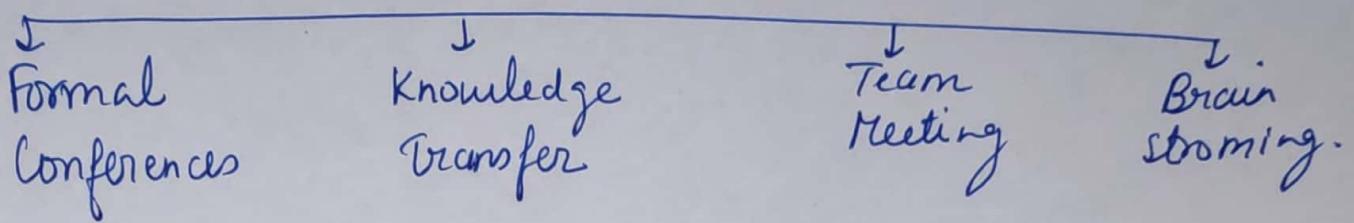
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- Avoid slides with dark background, avoid light text on light background.
- The text and background colors should complement each other.
- Using available visual aids help explain the complex details in a simpler way.
- Videos can be used for conveying the messages in motivational topics and help break the monotony.
- Expressing the thought with the help of these visual aids retain the attention of the audience.



Different Methodologies can be followed based on the occasion:



Formal Conferences

- Decide whether to use a podium or walk around.
- If it is a large audience and a big place a microphone will be needed.
- Check the working of the microphone - Preferably use a collar mike.
- Use a remote control unit to navigate slides.
- Make sure you are formally dressed.

Knowledge Transfer

- This typically follows a classroom arrangement.
- The size of the audience is small and can be controlled.
- It involves a lectures where most of the communication is done by the presenter.
- Doubts are cleared if any feedback is gathered.
- Semi-formal attire may be acceptable based on the audience you are going to address.

Team Meeting

- This is less formal setup.
- It is usually conducted in a board room or any other private space.
- It is a presentation along with a discussion session.
- A microphone is usually not required since it involves a small group.
- You may use a white board / flip chart, markers since the meeting will have an exchange of ideas.
- Since it is a less formal setup with a known.

Brainstorming

- A brain storming session involves a lot of discussions around the presentations.
- Be prepared for questions and disagreement to your ideas.
- The slides are minimal.
- Be prepared with your research notes on the subject.
- Keep the white board / flip chart, markers, sticky notes ready so that the participants can express their values during the brainstorming sessions.

Handling Questions

- Anticipate areas of possible questions. This helps you to be prepared and answer quickly -
- Repeat the questions out loud and so that you are sure you have understood it.
- Answer to the point. Do not beat around the bush.
- Refer to your presentation, if possible. Some answers may be in the presentation itself.
- Be friendly and keep your w.o.l. Do not get provoked.
- In case you don't know the answer, say you will get back.

Hints:

- The first slide must state the topic only.
- State the objective on next slides.
- Use the topic as the header for each slide.
- Starts a subtopic on a first slide.
- Use Calibri font size 24/26/28 depending on the content.
- Use bullets instead of paragraphs.
- Use colours & text boxes for highlighting.

What is an argument?

- Argument is a logical chain of propositions that yield valid results.
- Valid result means a reasonable and convincing outcome that is obtained on the basis of logical premises or statements.

What is an Argumentation?

- Argumentation is the thought process used to develop and present arguments.
- It is closely related to critical thinking and reasoning.
- Arguments are established based on reasoning & not on ~~subject~~ subjective opinions or ~~evidence~~ emotions.

DEVICES OF ARGUMENTATION

Argumentative reasoning skills are required to resolve complex issue for which some devices are to be used listed below:

Analysis:-

The speaker while presenting his theme has to analyze the arguments he has incorporated in his presentation. He has to consider the evidences given, conclusions and assumptions made.

* Cohesion and Emphasis: A cohesive argument is a series of logical reasons to support an idea - It is presented to convince other.

- The speaker may start by showing research points and giving some context for the issue, by doing this, he seeks the support of the listeners.

- Likewise laying emphasis on the key ideas is a part of the argumentative skills.

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ARGUMENTATION

Why is Argumentation Valuable?

It helps :-

- Define : the issue for discussion.
- Clarify perceptions
- Advocate for different points of view.

Occurs during the

Decision-making process.

"When two or more people communicate reasons to arrive at a satisfactory selection amongst alternatives."

TYPES OF ARGUMENTATION



General

- no special knowledge is required
Eg Advertisement & Election campaign.



^t
Specialized

- ~~eg~~ requires special knowledge of rules.

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Definition of Argumentation

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- Rieke & Sellers.

The process of :

- Advancing, supporting, modifying and criticizing.

CLAIMS

- so that appropriate decision makers
- may grant or deny adherence.

CLAIM

a single statement advanced for the adherence of others.

Adherence

- Accepts the claim: grants adherence.
- Rejects the claim: denies adherence.

When linked to and supported by other claims, they constitute a CASE.

A claim without support is called an assertion

Example of argumentated claim

- Women make excellent administrators - (claims) - arguments.
- Women are multitasking and are good organizers (grounds).
- Women mostly are good listeners and are more sensitive in approaching problems. This helps in the smooth functioning of the organization - (warrant).
- Women today are well educated - (backing)
- Women are home makers so most of them will have the ability to manage any organization or country, in a better way - (qualification).
- Women cannot be good administrators unless they are given good education & exposure - (rebuttal).

INTERJECTIONS

Good Reasons to interrupt a conversation:

1. You can interrupt to ask for clarification or greater detail.
2. You can interrupt to agree with the ~~other~~ other person.
3. You can interrupt to show interest & enthusiasm.
4. You can interrupt to mention that they have reminded you of a related topic that you will come back to later.

REMEMBER

If you interrupt politely and with the purpose of connecting with the other person, interrupting can actually show that you are actively participating in the conversation and make the conversation even better.

Useful Phrases to Ask for Clarification:

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- Sorry, but could you go over that again?
- Sorry, but would you mind repeating that?
- Excuse me for interrupting but I'm not sure I follow. Could you give me a little more detail?
- Sorry for interrupting but I'm not sure what you mean. What was that again?

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INTERVIEW SKILL

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- An interview is a widely used process of screening applicants for jobs.
- It provides the most direct information about a candidate, his/her skills, background and personality type.
- Interview is basically a kind of activity in which an employer tries to find out whether interviewed possess the requisite qualities for the job.

Objectives of Interview

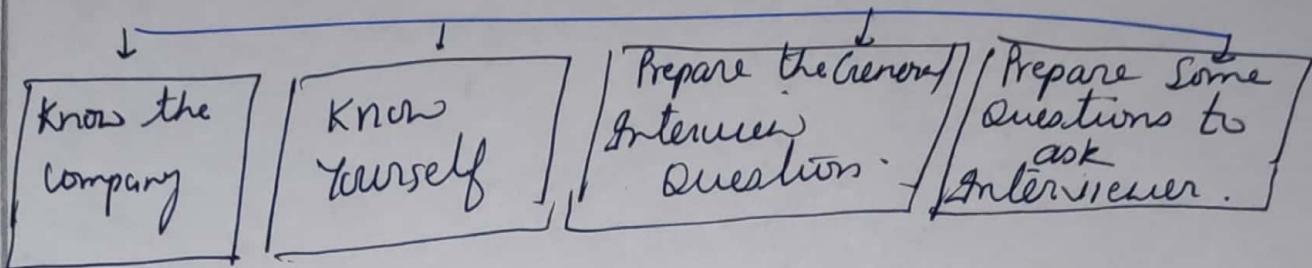
1. To find out the best person available for the job.
2. The applicant's objective is to find the job best suited to his goal.

Types of Interview

How to prepare for an interview

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BEFORE INTERVIEW



KNOW THE COMPANY

Thoroughly research the organization you want to join before the interview through several ways:

- * Go to the company websites.
- * Annual reports.
- * Business newspapers / magazines.
- * Directly contact the employees.
- * Growth Rate.
- * New products, services & projects.
- * Work Culture etc.

Related Questions

1. Why do you want to join us?
2. What do you know about our company?
3. Our company was recently in the news. Can you tell why?

KNOW YOURSELF

(2d)

- Self-analysis is very important at the time of preparation for the interview.
- Know your strengths and weaknesses properly.
- Identify your major accomplishments.
- Identify your special interests & hobbies.
- Analyze your career goals in terms of the contributions you can make to the job you aspire for.
- Read your resume thoroughly.
- Update your paperwork. Bring several copies of your credentials to the interview.

PREPARE GENERAL QUESTIONS

- A set of questions are prepared that are likely to be asked by the interviewer such as:
- Tell me something about yourself.
 - Why did you choose this particular field of study?
 - Why should we hire you?
 - Describe a past work situation where you encountered a problem and describe how you solved it?

PREPARE SOME QUESTIONS TO ASK INTERVIEWER.

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- Gives interviewer an impression that the candidate:
1. Has a sound knowledge.
 2. Inquisitive to know the chances of his career growth -

DO'S (During An Interview)

- Arrive at the interview location well rested and properly groomed, preferably 10-15 min. before the start of the interview.
- Be prepared for introductions, a possible handshake, and some 'small talk' to ease you into the interview.
- Be confident.
- Showcase good communication skills.
- Listen attentively and answer to the questions asked by the interviewer.
- If you are not sure what the interviewer is asking, politely ask for clarification.
- Be honest and give complete answers.
- Be positive about yourself and past experiences.

BODY LANGUAGE DURING INTERVIEW

- Give the appearance of energy as you walk.
- Greet the interviewer, with a smile & direct eye contact.
- Offer a firm handshake if interview extends a hand.
- Take a seat only after the interviewer invites you to be seated or has taken his or her own seat.
- Do not keep your belongings such as handbags, keys, mobile etc. on the desk.
- Sit erect without leaning on the desk or slouching in the chair.
- Always make eye contact when you speak.
- Don't use too many hand movements and frequent change of facial expressions not in relation towards expression.

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DON'TS :

- Avoid controversial topic.
- Don't lie.
- Don't say anything negative about colleagues, supervisors, or employers.
- Don't answer questions with a simple 'yes' or 'no.'
- Don't enquire about salary, vacations, bonuses, retirement, or other benefit until offered.
- Don't bring up or discuss personal issues or family problems.

AFTER THE INTERVIEW

- Leave the interviewer with a good impression - smile and a firm handshake.
- Thank him / her for calling you for the interview in person or through email.
- Indicate that you look forward to hear from them.

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Lecture - 14DEBATEWhat is Debate ?

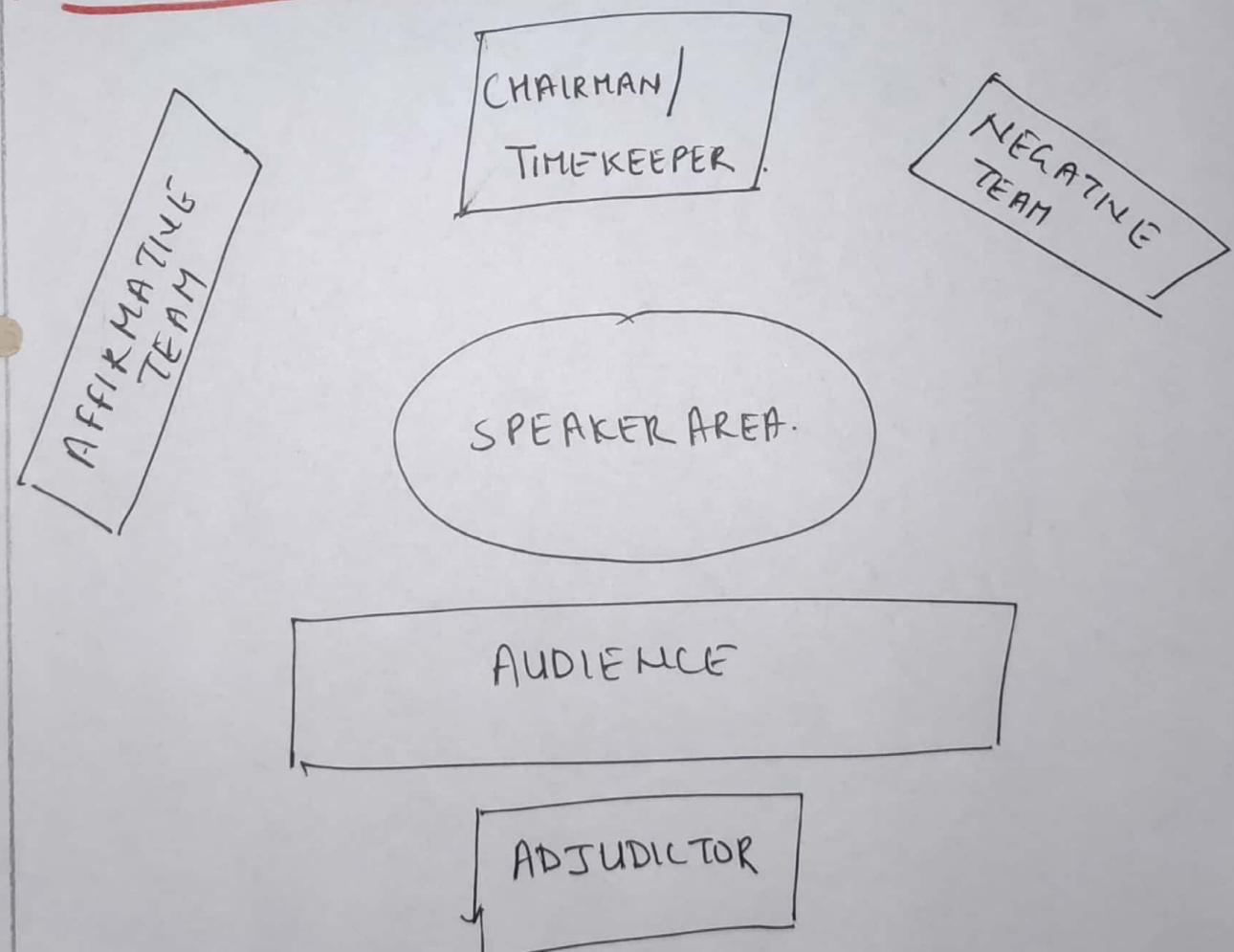
- A Debating is a more formal way of communicating.
- Debate is a method of interactive and representational argument.
- Debate is a series of lectures for and against on a given topic by knowledgeable persons.
- A Debate is a contest where two teams present their arguments intent on persuading one another.

Rules of Debate

- A debate has two teams: an Affirmative and a Negative.
- Each side consists of three speakers.
- The first Affirmative speaker begins the debate, and is then followed by the first Negative Speaker.

- This pattern is maintained for the second & third speaker of each team.
- Each speaker speaks for a set time, with a warning bell, to give them a little time to sum up and finish, then a final bell.
- There will be a Chair or Moderator who presides over the discussion.

A Debate Is Set Up As Shown In the Diagram:



What Makes a Debate?

- Matter (what you say)

- General knowledge

- ~~Persuade~~ Persuasive arguments

- Rebuttal.

- MANNER (How you say it)

- Confidence

- Voice

- Gesture & stance

- METHOD (How you structure it)

- Organization of material

- Proper fulfillment of speaker roles.

- Sign posting

- Time Management.

Characteristics of Debate

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- It can be easily organized at short notice.
- It helps to attract the attention of audience and hold it to the end.
- Topics with reference to felt needs may be identified so as to enthuse the audience throughout the debate.
- Audience are instigated to think seriously and analyses by the proceedings of the debate.
- The range of the topic as well as the time can be prefixed on agreement.
- It enables the participants to have a complete & unreserved expression of their ideas.

Purposes of Debate

- Topics of controversial nature are dealt with.
- When the group needs to be exposed to the pros & cons of the topic or decision.
- When the participants have the capacity to present their side in a meaningful and interesting manner.
- There is favourable atmosphere in the group to accept ideas presented by logical arguments of the participants.

GROUP DEBATE RESULTS I.M. - - -

It

- Cultivates leadership skills.
- Consolidates investigation & analysis skills.
- Trains critical listening / thinking skills.
- Enrich open-mindedness.
- Equips with better organization & speaking skills.
- Builds self-confidence.
- Boost teamwork & cooperation ability.

CAUTIONS

- The range of subject should not be out of the purview of and interest of the group.
- Emotional debate may become highly antagonistic and lead to conflict between groups.
- Motive to win a debate may lead to distortion of information leading to ignoring the primary need of the audience.
- It is useful only under certain purposes and under certain conditions.
- The moderator and participants should be knowledgeable and should not be over enthusiastic and carried away by emotions.

Discussion is more like a conversation, but is interested in advocating one view and challenging those of others. But can still be free of arguments.

Discussion often assumes an equal playing field between the parties involved.

Debate

Focus is on defending & winning.

Discussions

Focus is on persuading, prioritizing and deciding.

A debate is verbal "fight". The overall goal is to win. It is natural reaction to argue that there is only one right answer, which is of course what we believe. We may look at the other person in the conversation as an opponent. It is like going into combat - we are ready to fight with all we have. Quite a bit of heart goes into the act of debating.

We look for any and every way to find flaws in our opponent's argument and hope that our comeback disempowers them. When we debate, our minds are not open to our opponent's beliefs. At the end

of the debate , we look for those that is
in favour of our beliefs .

DISCUSSION

A discussion is sometimes called a "soft debate". It is normally centred on a particular topic with assertions made by two or more people that do their best to establish the validity of their beliefs within the topic.

Discussion, unlike debate, is a common framing used in meeting, brainstorming and idea sessions. It is also common in one on ones.

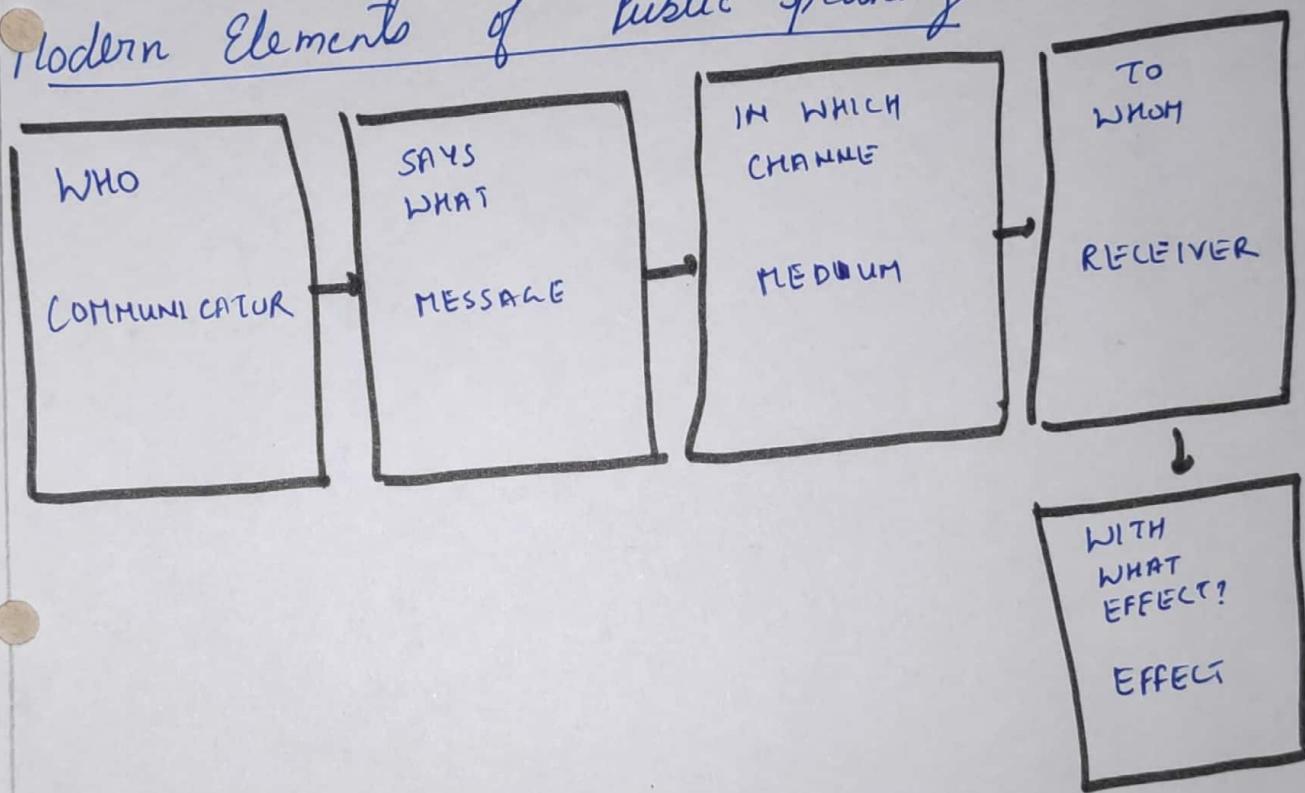
Public Speaking

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Public Speaking

The process of speaking to a group of people in a structured, deliberate manner intended to inform, influence, or entertain the listeners.

Modern Elements of Public Speaking



AUDIENCE ANALYSIS

Categories of Audience.

- **A**: Analysis
- **U**: Understanding
- **D**: Demographics
- **I**: Interest
- **E** : Environment
- **N** : Needs
- **C** : Customization
- **E** : Expectations

What is Audience Analysis?

Audience analysis is the process of learning:

- Who your audience is,
- what they are thinking,
- How you can best reach them.

Thoughtful audience analysis is one of the best habits you can develop as a speaker.

Audience Analysis studies your audience along three primary dimensions.

1. **Demographic Analysis:** Who is in your audience? What are their individual and group characteristics?

2. **Psychological Analysis:** What does your audience know? What do they believe? What do they think about your topic?

3. **Contextual Analysis:** When and where are you presenting? Why is this audience listening to you?

1. Demographic Audience Analysis

The aim of demographic audience analysis is to discover who you are speaking to.

* Depending on your topic & message, some of the following questions will be relevant and some will not:

- How old are they?

A talk about investment options would be very different if you are speaking with teenagers versus a group nearing retirement.

- Men? Women? Mixed?

A talk about nutrition, fitness or fashion may depend on the gender for your audience.

- What is their profession?

Imagine talking about a scientific discovery with an audience of engineers versus accountants.

- * What is their personality type?

Introverts & extroverts have different preferences that may impact your seminar approach.

2. Psychological Audience Analysis

→ The aim of psychological audience analysis is to discover what your audience may be thinking before or during your presentation.

→ Psychological analysis covers both the knowledge (or lack of knowledge) and the beliefs of your audience.

Eg: what do they want to know? What do they need to know?
It's critical that you satisfy their expectations. Otherwise, your presentation will be seen as a failure for them.

3. Contentual Audience Analysis

- The aim of contentual audience analysis is to discover how the speaking event itself may influence your audience's state of mind.
- In some ways, this analysis takes who they are (demographic) and what they believe (psychological), and pins it to a certain time & place where you will be speaking.

Eg

What time of day are you speaking?
Before/ during/ after a meal? Early / late in the day?
Timing will influence your audience's state of mind.