

**TECHNICAL COMMUNICATION (KAS 301) /  
PROFESSIONAL ENGLISH (KAS 204)**

**MODULE III: TECHNICAL PRESENTATION STRATEGIES & TECHNIQUES**

LECTURE NO.: 15

**MODULE: 3**

Presentation

In today's complex business environment new concepts and technologies are striking the market everyday. In every discipline of knowledge - may be art, literature, cinema, politics, technical, and commerce new establishments are made with the rapid pace of development. Therefore, it abounds the prime concern of the professionals to sharpen themselves in the art of presenting the theme/topic fluently, forcefully, and accurately.

A presentation is a talk giving a group of people information about an idea, a subject or a product. It has become important form of oral communication in every sphere.

It is a participative two-way communication process characterised by the formal and structured presentation of a message using visual aids. Oral presentations are purposeful, interactive, formal, and audience oriented.

There are several forms of oral presentations:

- Seminars
- Workshops
- Symposia
- Student presentations
- Industry conferences
- Departmental presentations
- Company profile presentations
- Face to face meetings

whatever may be the form of presentation, they all seek to achieve certain objectives:

- to give new information to the audience
- to update them about a subject they are already familiar with
- to persuade them to do something, like buying a product)

(they here refers to audience)

### Classroom Presentation

- The students are often exposed to classroom lecture by their faculty members.
- A classroom presentation is a two-way communication as lecture involves question and answer method. But a presentation is presented by a presenter.
- The presenter addresses the specific audience with the help of selected audio visual aids and takes up queries of the audience after the completion of his presentation.
- A student making a project presentation before his class does not follow the lecture mode.
- The focus of a lecture is on imparting information to the students and creating a clear understanding of the concerned concepts and ideas.
- But in a presentation, the presenter is selling his audience to the audience.

## Presentation Skills

It can be defined as a set of abilities that enable an individual to interact with the audience; transmit the message with clarity; engage the audience in the presentation; and interpret and understand the mindsets of the listeners. These skills refine the way you put forward your messages and enhance your persuasive powers.

It is a means of communication that can be adapted to various speaking situations, such as talking to a group, addressing a meeting or briefing a team.

Both written and oral presentations play important roles in helping an organization achieve its objectives. Oral presentation provides immediate feedback, allow speaker control and require little work to the audience.

### Importance

- (1) It helps an individual to enhance his own growth opportunities.
- (2) In case of striking deals and gaining clients, it is essential for the business professionals to understand the audience.
- (3) Business professionals have to arrange seminars and give presentations almost every day. It increases an individual's chances of success.

## Process / Style and Method.

- (1) Planning — purpose of presentation, analyzing the audience, and determining the timing and the method of delivery.
- (2) Organising — collect and arrange data in a logical manner
- (3) Developing visual aids — select appropriate number and content of visual aids.
- (4) Practicing — rehearse
- (5) Delivering — dress properly, maintaining friendly eye contact, speaking in an effective manner and answer questions confidently

## voice and body language

- (1) Kinesics — appearance, gesture, expressions etc
- (2) Proxemics — space — intimate, personal, social, public
- (3) Paralinguisics — voice — quality, articulation, volume, pronunciation, pace, pitch, pauses, voice modulation

## Do's

- check what is expected of you when invited to speak
- take plenty of time
- prepare good, summarized notes
- establish a clear structure
- realize and accept that all good speakers experience nervous tension before speaking.
- plan and rehearse the start with care
- plan and rehearse the end with care
- put pace and enthusiasm into your delivery
- ensure you are clearly audible
- maintain good eye contact
- plan and rehearse conclusion
- plan and rehearse conclusion

## Don't

- (1) Prepare too much material! Check your timing
- (2) try to do without speaker's notes
- (3) Read the script verbatim (In exactly the same words as used originally)
- (4) Start with an apology
- (5) Crackling weak or dodgy jokes
- (6) Split your audience's attention by misuse of aids or handouts.
- (7) Rock, sway or use repetitive gestures
- (8) Clutter your view of aids
- (9) Rush
- (10) Assume hostility

## Interpersonal Communication

Interpersonal skills are the skills we use, including those when we communicate and interact with other people, both individually and in groups.

People with strong interpersonal skills are often more successful in both their professional and personal lives.

- Interpersonal skills include a wide variety of skills such as: communication skills, emotional intelligence (being able to understand and manage your own and others' emotions.);
- Team-working - (being able to work with others in groups and teams);
- Negotiation, persuasion and influencing skills - (working with others to find a mutually agreeable (win/win) outcome);
- Conflict resolution and mediation;
- Problem solving and decision-making - working with others to identify, define and solve problems, which includes making decisions about the best course of action.

# TECHNICAL COMMUNICATION (KAS 301)

## MODULE III : TECHNICAL PRESENTATION STRATEGIES & TECHNIQUES

### LECTURE NO.: 16

#### Individual Conferencing : essentials

The skill of conferencing or oral presentations plays a decisive role in enhancing the stature and influencing decisions. It can elevate the status of a person with bigger assignments and responsibilities. It provides a peek into the personality of the individual. In oral speaking, both man and the mind are expressed. Speaking is not possible without idea or thought plan and articulation or delivery of speech underscores the way of presentation.

Excellence in Conferencing adds a creative dimension to one's personality. Adequate planning and preparation are essential for a successful speech. The speech implies thorough study of the subject matter. It is incumbent on the part of speaker that ~~we~~ must have digested and assimilated the theme.

Up-to-date data should be collected and all bits and pieces should be arranged in a logical order to get the harmonious effect.

#### Essentials

- The basic thing for delivery of speech is information as data. Data analysis follows it. Analysis has to lead to some objective.

- Secondly a lot of common sense is desired from the successful speaker. The speaker has to cater

<sup>requirement</sup>  
to the expectations of the audience. If the audience  
belongs to high-level scholarly class, the quality of  
the presentation has to be raised. One has to  
tone up the delivery-style as per with the  
eagerness or the indifference of the audience.  
Therefore, prior feedback and instant presence of mind  
of the speaker is called upon.

• Thirdly, a good speaker is expected to sound  
natural and talk with audience on equal pedestal.  
He is supposed not to assume air and show off his  
knowledge and manner as it is audience who are  
decision-makers of the performance. The speaker should  
adopt conversational style instead of lecture style.

• A good speaker establishes a close rapport with  
the audience by treating them as individual identity.

• One has to speak what interests the audience  
most. Speaker has to understand the psyche and  
prune the speech accordingly.

• The speaker is supposed not to revel into  
abstract principles and theoretical jargons. One  
has to provide a concrete and practical dimension  
to the articulation to get instant response from the  
audience.

• A good speaker possesses intuitive sense of the  
delicacy of the occasion. If the topic relates with  
complicated abstract facts, he moulds and blends  
it with common-sense and easy-going personal touch.

It eases out the complexity of the issue and  
brings spontaneously back to the level of the audience.

• The audience seldom settles water-tight dictation and enthusiastically respond to the sharing of the views by the speaker. Hence, one-to-one correspondence is needed between the speaker and audience.

• The sharing becomes all the more easier when the speaker fuses his discussion with light humor. Absurdity of situation puts forth a glaring contrast to hitherto established mind-set and renders the whole situation funny.

• Anecdotes also play an important role sometimes. They contribute to the enjoyment of the audience. They relish stories that refers to their situation in life. The struggles, perseverance, the sacrifice of great person who waged a battle and won the objective is quite inspiring to the audience.

There are certain elements of voice pattern that should be taken into account for effective speakers:

- (1) Pitch of the voice
- (2) Rate of spoken words
- (3) Volume
- (4) Quality
- (5) Animation (force)
- (6) Pause.

# TECHNICAL COMMUNICATION (KAS 301)

## MODULE III: TECHNICAL PRESENTATION STRATEGIES & TECHNIQUES

### LECTURE NO.: 12

Public Speaking: methods, techniques: Clarity of substance, Emotion, Humour, Modes of presentation

Public speaking, is an address by the speaker for the public and in large interests of the public. The key point of the public speaking is that the speaker must have something to tell to the audience on a theme of wider relevance or common-interest.

Public speaking is the process and act of speaking or giving a lecture to a group of people in a structured, deliberate manner intended to inform, influence, or entertain a listening audience.

Good public speech is a message straight from the mind and heart of the speaker to the audience's heart and psyche.

Five basic elements of public speaking are:-

- "who is saying
- what
- to whom
- Using what medium
- with what effects?"

## Method

A presenter should undertake the following steps to prepare for the presentation:

- Identify the purpose and goal of the presentation
- Analyse the audience and their needs
- Design and organize the information
- Decide on the Medium of Presentation and visual aids
- Body language
- Voice dynamics
- Handling Questions

## Techniques:

### \* Clarity of Substance

This is the content of your message, the heart of why you are speaking. The audience is interested in knowing something to cultivate some opinion on the theme. There is difference between spicy and sensuous gossip and speech. The audience gathers to obtain something concrete and shares some new idea by listening to any talk or speech.

The speaker strength lies in arresting the attention of the listeners by the depth of knowledge and versatility of his experiences. A good orator speaker is not the one who mechanically reads out any prepared speech but the one who changes the mind set of his listeners by his natural sharing of ideas with his audience.

## \* Emotion

The audience wants to feel positive emotions from hearing you. The interest of the listeners can be sustained by touching the chords of sensibility also. A good speaker prevent big disaster with the audience by blending his ideas with emotions which cater to their feelings. The intensity of his emotions can burn out barriers away between the two. The audience has to feel the heat of the speaker. The enthusiasm and high earnestness of the speaker can penetrate the heart of the audience by overwhelming and transforming them.

## \* Humour

Humour provides a dramatic relief and respite and saves the audience from the woes of boredom. It is a great way to engage your audience in your speech. If you are in a situation where important and perhaps controversial ideas must be presented to less than open minds humour allows those ideas to be presented in a non-threatening manner.

A speaker is appreciated for providing heartfelt laughter; laughter that has therapeutic effects on listeners. If you can laugh with the audience, you can remove the barriers and minimize the distance with them.

## TECHNICAL COMMUNICATION (KAS-301)

### MODULE III: TECHNICAL PRESENTATION : STRATEGIES & TECHNIQUES

#### LECTURE NO. 13

Methods of Presentation: Interpersonal, Impersonal, Audience participation, Quizzes and Interjections.

##### Impersonal

A type of communication or interaction that is based specifically on social roles, such as communication between a sales representative and a potential customer. The manner of communication is formal and superficial, covering topics such as necessary to instigate a sale or similar transaction.

##### For example;

The occupation of being a financial adviser is often accompanied with impersonal communication with conversation usually being limited to business however, the occupation of being a doctor often involves more personal communication or in-depth relationship.

##### Interpersonal

It is the type of communication by which people exchange information, feelings, and meaning through verbal and non-verbal messages.

##### Audience Participation: Quizzes and Interjections

Asking the audience what they think, inviting questions, and other means of welcoming audience participation can boost engagement

and make attendees feel like a part of a conversation. It also makes the presenter much more relatable.

The best way to engage the audience is to add a number of multiple choice questions, use it as an icebreaker, or test your crowd's knowledge or make an audience profile based on a number of profiling question.

It is always advisable to inject a little humor into your talk.

# TECHNICAL COMMUNICATION (KAS 301)

## Module III: TECHNICAL PRESENTATION STRATEGIES & TECHNIQUES

### LECTUR NO. I 18

Modes of Presentation; Overcoming of stage fear;  
Audience analysis and retention of audience interest.

#### Modes of Presentation

Manner of delivery/presentation is very essential for a good presentation. Your manner of presentation, your vocal inflections, your perfectly timed pauses, your facial expressions, and your gestures hold the attention and interest of your audience.

There are four modes of delivery which can be used for making presentations:

- Extemporaneous
- Manuscript
- Impromptu
- Memorization

(1) Extemporaneous → It is one of the most popular methods of delivery. You must prepare the notes before hand and rehearse your presentation. Here, the noticeable thing is your spontaneous flow of speech.

#### Advantages:

- Because of sufficient time to prepare for the presentation, work hard on the central idea
- Can be flexible while using the language
- Can substantiate your point by appropriate selection of quotations, illustrations, etc.
- gives you chance to establish a rapport with the audience.

(2) Manuscript → When you write the material and read it out aloud verbatim, it is called manuscript presentation. For it, you must be a good reader. Otherwise your presentation will be dull and monotonous.

- It is an accurate record of your presentation
- You can organize your matter systematically
- Your language gets polished because you may write and rewrite your material.
- You may feel comfortable and confident while reading it.

(3) Impromptu → It is to deliver an informal speech without preparation. You ~~should state~~ For example, you may be invited to deliver a vote of thanks in a cultural function. You should state your topic and then preview the points that you are to make. Then you can detail your points with the help of examples, quotes etc. You must be as brief as possible during this mode of presentation.

- Your speech will be natural and interesting
- You get an opportunity to express your viewpoint

(4) Memorization → This method is very difficult. You have to memorize the matter and present it. Generally you memorize only the main parts. But, you have to memorize the examples and even joke.

- Eye contact is easy to maintain throughout the presentation
- The presenter may easily move and make use to appropriate non-verbal communication.
- You can finish your presentation in allotted time.

## Overcoming Stage Fear | Dealing with fears

Everyone who has faced an audience and has made a speech or presentation must have experienced stage fright. Whenever we are faced with a frightening situation we find difficult to handle, our body responds. As a result, the heartbeat quickens, breathing becomes more rapid, the mouth becomes dry, blushing occurs, palms sweat, and several other psychological changes occur.

Infact, even very good speakers experience some degree of stage fright is quite normal. However, it is important to learn to handle stage fright. Stage fright is the fear of crowd or stage.

The following strategies can be used to overcome stage fear:

- Concentrate on 3Ps: Planning, Preparation, and Practice
- Set realistic goals
- Avoid Negative Thoughts
- Begin the presentation with a pause
- Speak slowly
- Learn and practice Stress Reduction Techniques.

### \* Audience Analysis and retention of Audience Analysis

- Pay attention to body language and try to maintain eye contact.
- Learn and practice stress reduction techniques
- To gain confidence watch successful presentations of other speakers.