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ORAL PRESENTATION

Oral presentation is the most important mode of presentation by which the idea a person has in mind can be best conveyed to another person. It is the primary mode of presentation.

All the effective oral presentations will have three steps as follow.

1. Planning

Planning should be properly done based on the time of presentation, audience characteristics, importance of the topic, etc.

2. Practicing

Practicing should be done before presentation. This should follow the exact time for presentation, thinking that audience witnesses the presentation.

3. Presenting

It is important that the presenter should keep in mind that the audience listens to him carefully and make sure that the content is delivered exactly similar to what has been planned. Make the presentation in calm, confident, clear and concise manner.

Effective oral presentation helps to make an impression. There are certain features, as follow, which make oral presentation better.

Voice Modulation

Voice modulation is the fine tuning of pitch or tone of voice, rhythm, stress, tempo, etc. which help the audience clearly hear and understand the oral presentation, by a speaker. It is very important especially in public speaking. While doing public speaking, in order to follow better voice modulation, the following points may be noted.

- Always vary the tempo of speaking
- Maintain the speed as 120-150 words per minute
- Pronounce the words with sufficient stress at right places.
- Pause at required areas which promotes effectiveness of presentation

Tone is the way by which a person speaks. It is related to the variation of the pitch of voice. Tone decides the attitude of an individual and his intention of speaking as well. Tone is different from each situation like in questions, requests, statements, commands, etc.

Pitch is the highness or lowness of a tone.

Rhythm is the arrangement of spoken words alternating stressed and unstressed elements.

Stress is the force that we apply, when we speak, to syllables in a word, words in a sentence and sentence in a long presentation.

Elements of a Successful Presentation

All the ingredients given under have to be worked together to make a presentation successful. The six key elements can be identified as,

1. Preparation

It is the first critical element of presentation. Decide the manner and method of presentation to present the content successfully. The presenter should be well learned about the topic to answer any doubt asked by the listener.

2. Mode of Presentation

The most suitable mode of presentation should be selected once the topic is finalised. The most popular and suitable is oral presentation. All the supporting materials for presentation must be ready with the presenter. Calculations should be there on the duration of presentation.

3. Audience

The mode of presentation depends on the target audience. The speaker should know about the audience and the content and tone should be apt to the audience.

4. Language and Delivery

The choice of words must be in tone with the subject matter and the capacity of the audience. Avoid difficult and technical words. The speaker should control the speed of presentation. The audience should be treated well.

5. Non verbal Communication

Ideas are not conveyed by words alone. The gestures, postures, voice modulation, etc are also very important. The speaker should be able to understand the non verbal cues shown by the audience to improve his presentation. Keeping eye contact ensures connectedness.

6. Feedback

The presenter should obtain feedback from the audience during and after presentation. The feedback we had can be used to improve presentation skills in future.

PUBLIC SPEAKING SKILLS

Public speaking is delivering content in front of a large group of audience. Normally, the interaction between the public speaker and the audience will be very less. The following points will help you in delivering an effective public speech.

- Understand your strengths and weaknesses
- Understand the audience
- Learn the topic thoroughly by organizing the points
- Practice / rehearse well
- Use pause, silence and other non verbal skills of communication effectively
- End the presentation with a neat conclusion

There are basically four different types of public speaking which are categorized as per the purpose of presentation.

1. Public Speaking for Inspiration

This type of public speaking is used to inspire and motivate the audience.

2. Public Speaking for Information

This is used to inform the audience about something. Mainly this can be seen in academic field. Government officials also use the same to inform the people about some plans, projects, proposals, etc.

3. Public Speaking for Entertainment

This is mainly used to entertain people. Comedians, artistes and people alike use this.

4. Public Speaking for Persuasion

This is used to encourage the audience to do something. Candidates during their election campaign do this to ensure vote of the people.

BUSINESS PRESENTATIONS

A business presentation is a presentation which is used in the field of business. By this, a business person can introduce his plans, proposals, progress and new projects to the audience. Audio visual aids are used in this type of presentation for effective illustration. An effective business presentation promotes healthy relationship between the employer and the employees.

There are different types of business presentations as given below.

1. Inter Organisational Presentation

Inter organisational presentation is used during business presentation for MoU's and joint business plans between two organisations.

2. Intra Organisational Presentation

This is used to describe new ventures, plans, products, etc to the employees of an organisation. The same can be used to train the employees as well.

3. Sales Presentation

This will be done in front of the customers and will be highly useful only if the presenter prepares well to make people aware of the products and services.

PREPARATION FOR PRESENTATION

For any presentation, be it public speaking or business presentation, preparation is very important for effective delivery of the content. While preparing, we have to be careful about certain aspects like size, age group and educational level of the audience, objective of presentation, manner of delivery of the content, etc. To gather contents, the presenter can rely on internet, library, reference books, video lectures, etc.

ORGANISING THE MATERIALS FOR PRESENTATION

After collecting all the details and information for presentation, it is important to organise the details to deliver the content in the most suitable manner. A good organisation and planning will help the presenter reduce the pressure and tension at the time of presentation.

Organizing the materials includes the following,

- Write down all the important points
- Select the main points for introduction, presentation and conclusion
- If any example is available, note it for each description
- Specify sufficient sessions for questions and answer with the audience

SELF INTRODUCTION

An effective and impressive self introduction helps the speaker to grab the attention of the audience in a public speaking context. Instead of simply telling the name of the speaker and entering the presentation directly, the speaker can use any effective method, which is different from the normal level of introduction. The speaker should be able to make a rapport with the audience and also be able to give the objective of the presentation. The presenter can tell his background, experience and achievements he has, by which the audience may feel very much impressed about the speaker.

INTRODUCING THE TOPIC

The speaker should introduce the topic very impressively to the audience which eases the presentation and ensures success. The presenter should give an overview, key points, purpose and scope of presentation clearly to bring the audience in to the presentation. Giving a big picture of the presentation increases the interest of the audience.

ANSWERING QUESTIONS

Oral presentations are completely effective only when the questions asked by the audience be answered. This session of Q&A can be there either during or after the presentation. The speaker should be careful about the following while handling this session,

- Listen to the questions completely. This will help the speaker to answer the questions completely as per the understanding level of the audience.
- The presenter should repeat the question asked by the listener and explain the answer in a way that is audible to the entire audience, which help in understanding the question and answer to the entire audience.
- Care and attend each person who asks questions and encourage everyone to ask.
- Do not give false answers to the questions, if the speaker doesn't know the answer, he may tell it politely.
- After answering the question, ask the questioner whether the answer satisfied him.

INDIVIDUAL PRESENTATION PRACTICE

Public presentation can be done in a better way only by effective practice. Presentation practice can be done through the following steps.

- **Preparation**
While preparing, all the detailed, relevant, correct and important points to be collected. Make sure that notes or slides are prepared, which help in preparation and presentation. Understand how the points are connected together. We can add examples, illustrations, etc to support the presentation.
- **Practice out Loud**
This will help to present the content before the audience in a confident manner. Mere reading of the content will not help in this regard.
- **Be Aware of Time**
While preparing, we have to confine exactly with time. We have to plan time for audience interaction, question and answer sessions as well.
- **Spend More Time on Opening and Closing**

Since a well beginning gives a positive attitude among the audience, concentrate more on beginning. A well defined conclusion should also be prepared.

- **Practice by Recording**

Record yourself in any device which has digital recorder in it. After recording, analyse the practice you had and rectify the mistakes and try to improve the presentation.

- **Incorporate Question and Answer into your Presentation**

Try to include possible questions that may be asked by the audience and be prepared to answer those.

- **See the Venue of Presentation**

If possible, visit the venue of presentation. Try to check the sound and visualisation facilities and the angles where the audience may sit.

- **If Possible, Practice before an Audience of the Same Size**

This will help to present the content in effective manner with much confidence.

PRESENTING VISUALS EFFECTIVELY

Visuals in a presentation are really helpful for both the presenter and the audience. They help the presenter to remember the points which he needs to present and the audience to easily understand the points. Visuals include pictures, videos, illustrations, animations, etc.

Visuals will be highly apt and effective if they are included by taking care of the following,

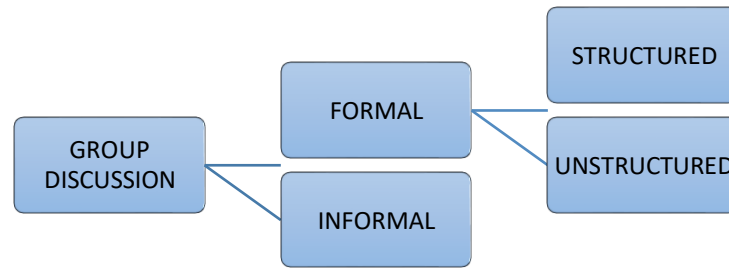
- If possible, pictures can be numbered
- Charts, graphs, pie diagram, etc should be exactly matching to the details presented.
- Water marks, download links, etc on the pictures should be avoided.
- Try to be creative in our own way in including pictures and other visuals.
- If any downloaded visual is added, include the source from which it has been downloaded.

GROUP DISCUSSION (GD) AND DEBATE

Group Discussion is a communicative process in which a topic is discussed within a group. It is used as a part of interviews nowadays to assess various abilities and skills of the participants of GD.

The topic of discussion may be related to social, political, economical, cultural or environmental issues which are relevant for the occasion.

GD can be different types as given below.



Formal Group Discussion:

Formal group discussion is the discussion that is followed in an official set up. This is used for interview purposes and to discuss the new business plans, proposals, etc in a director board meeting of a business organisation. There are basically **two types of formal group discussions** like **structured group discussion** and **unstructured or non structured group discussion**. In structured GD, every person of the group gets separate time from the total allowed time in which he has to express his ideas. In unstructured or non structured GD, all the members can utilise the total time together and there will not be separate time for each individual.

Informal Group Discussion:

This is the type of GD which can be seen among family members, friends, neighbours, etc. It doesn't have any structure or seriousness.

DIFFERENCES BETWEEN GD AND DEBATE

GD	DEBATE
Happens within a group	Happens between two teams
There will not be winner and loser	There will be winner and loser
Used to test multiple skills of an individual	Used to check communication skills

PROCESS OF GD

There will be a moderator for every formal GD which is conducted for job interviews. The process starts from dividing the total participants into groups. Every group can have 12 to 15 members. The moderator allows the members to sit in a semicircular manner, which helps every member to face each other. Total time of GD may vary from 10 to 15 minutes and in rare cases, it can be for 20 minutes. A topic of relevance will be given to the participants and they will be allowed to think about the topic for 5 minutes. The moderator says "the session is open" or "now you can start the discussion". The moderator observes each and every member very closely, and when the time to wind up the GD comes in, it concludes.

IMPORTANCE OF AND SKILLS CHECKED BY GD

GD can be used to check multiple skills at the given time and hence it has been included in interview process. It saves time and energy of the recruiter. Since it checks multiple skills at the given time, it is the most effective method to evaluate the complete skills of a participant. The following skills can be checked out of GD,

- Initiation skill
- Communication skill
- Listening skill
- Problem solving skill
- Negotiation skill
- Interpretation skill
- Leadership skill
- Decision making skill
- Teamwork
- Cooperative skills
- Brainstorming (collection of lot of ideas and select the best idea)

ENSURING SUCCESS IN GD

- Maintain comfortable sitting posture which displays confidence
- Be respectful to others' opinions
- If possible, be the one to start the discussion
- Bring the discussion back on track if it deviates from the topic
- Have good body language and eye contact
- Speak in audible volume with clarity and confidence
- Have valid points when you speak
- Do not repeat the points
- Do not share irrelevant point to the topic

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MESCE