



# Introduction to oral communication

Aswathy Das, Assistant Professor  
Lekshmi Jayadev, Curriculum Developer  
Amritha G, Curriculum Developer  
Prof. Jay Misra, Consulting Professor  
MBA, Harvard  
Amrita Vishwa Vidyapeetham

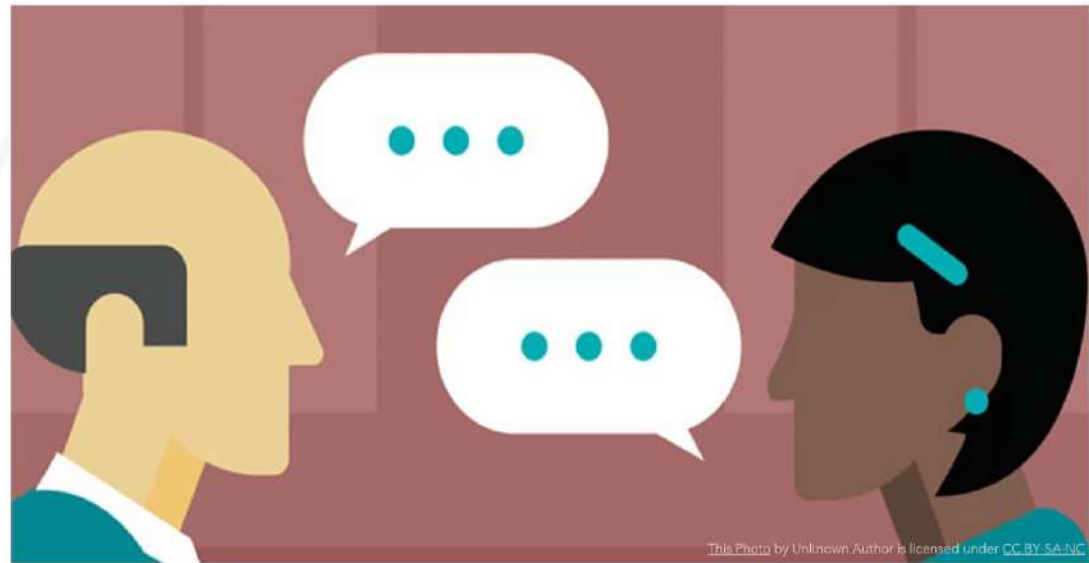
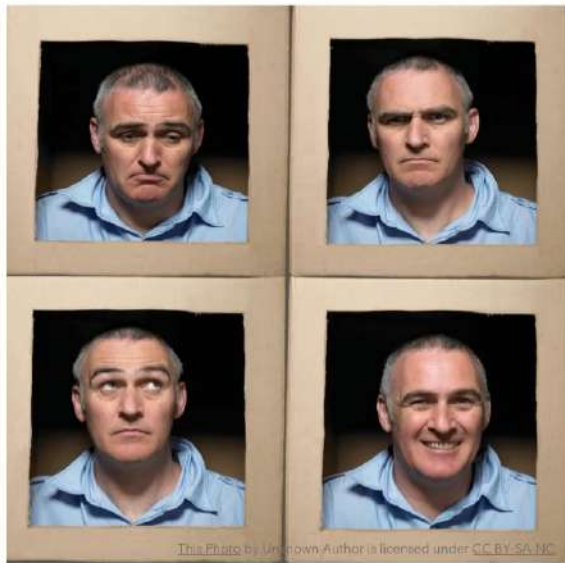
## Learning objectives

- Understand the concept of oral communication
- Understand the importance of the effective speaking
- Learn the different types and styles of oral communication



# Communication

- Non-verbal
- Verbal



# Verbal communication

- Written
- Oral



## What is oral communication?



This Photo by Unknown Author is licensed under CC BY-NC-ND

- Oral communication is the process that uses spoken words.
- face to face conversation, telephonic conversation, speech, radio, television, voice over the internet etc.
- Is more immediate than written communication



# Medium of oral communication

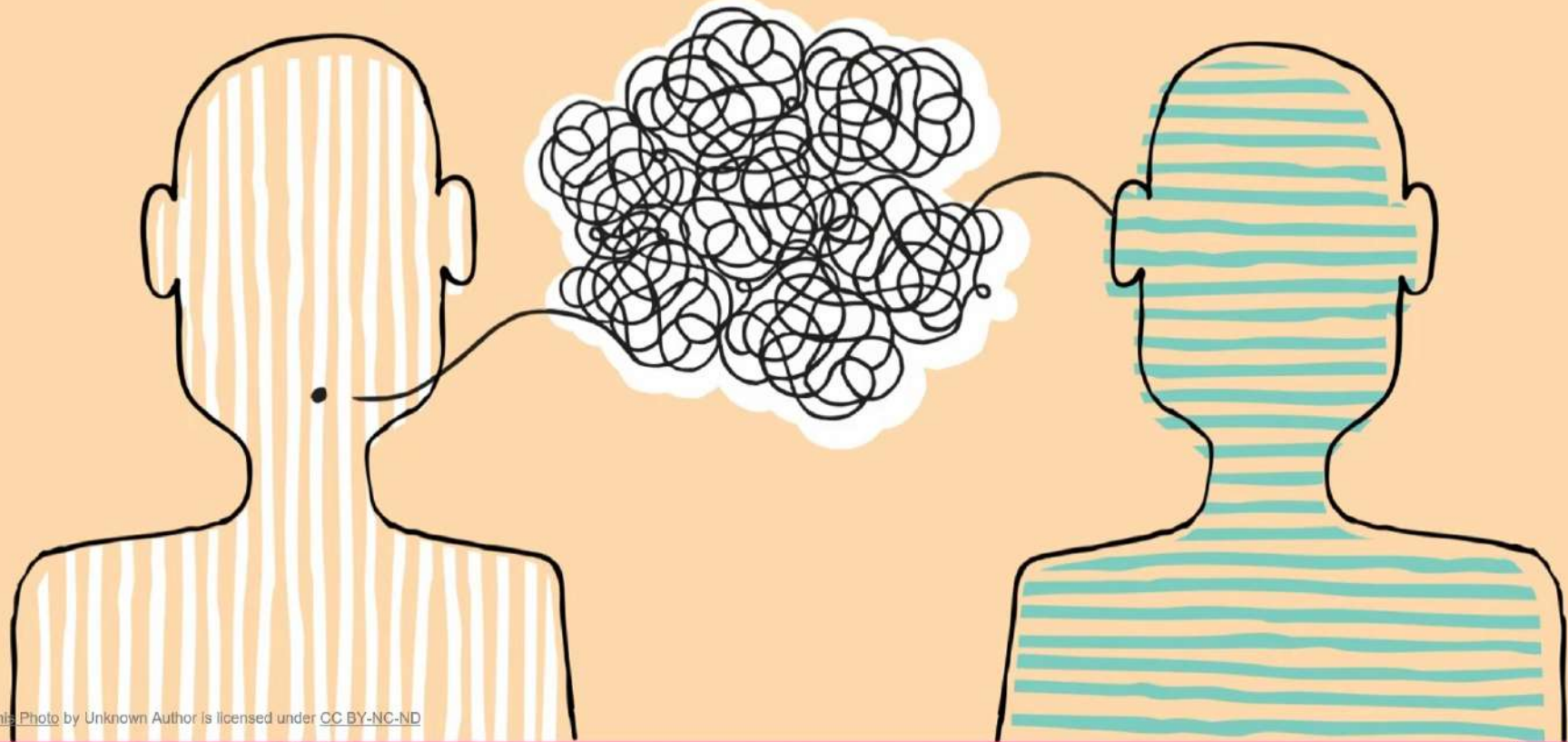
a. Face-to-face communication



b. By using devices



# Types of oral communication



This Photo by Unknown Author is licensed under CC BY-NC-ND



**AMRITA**  
VISHVA VIDYAPEETHAM

**AHEAD**  
Online



# I believe in me



Intrapersonal communication

Communication with  
oneself

For self-awareness  
and mindfulness





## Interpersonal communication

Communication  
between two people

To take decisions,  
find solutions



## Small group communication

Group of 5-10 people

For brainstorming, official discussions, finding solutions, resolving conflicts, team-building etc.



## Public communication

Communication  
between a speaker  
and an audience

To inform or to  
persuade the  
audience to act, buy,  
or think in a certain  
way





# Mass communication

From a source to many receivers over a large geographical area

Films, radio, videos, internet, television etc.



Communication  
between people of  
different cultures and  
ethnicity

## Cross-cultural communication





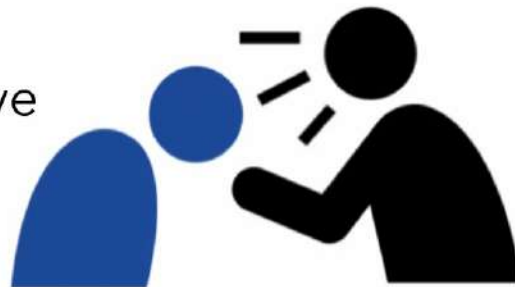
## Corporate communication

Communication among members of an organization

Team interaction, conferencing with co-workers, talking with a superiors, giving directions, making presentations, interviewing etc.

# Styles of oral communication

Passive



This Photo by Unknown Author is licensed under CC BY-SA



- o unable to stand for one's rights
- o cautious and apologetic
- o unable to protect a person's rights and will be taken for granted
- o Always accepting others' views
- o unable to say no to commands or requests
- o not an effective style of communication

# Styles of oral communication

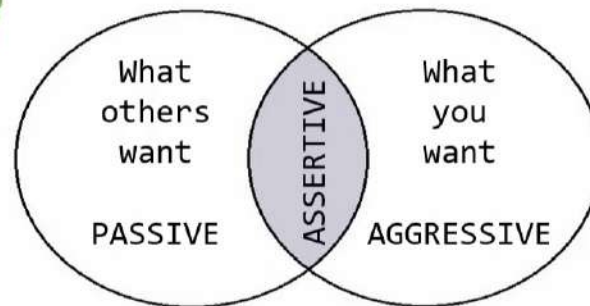


- Stand up aggressively for their rights
- likely to violate other people's rights
- one can get what one wants by being aggressive
- not sustainable
- express feelings and emotions in an inappropriate way
- leads to lot of stress

# Styles of oral communication



This Photo by Unknown Author is licensed under CC BY-SA



- balancing position
- an empathetic way of communicating
- stand up for their rights without violating the rights of other people
- self confidence, high self esteem and knowledge
- improved decision making, earning respect and developing long-term relationship

# Importance of speaking in professional communication

---

- Talk to colleagues, clients, suppliers or even the public
- Career progression demands effective speaking skills
- It is important to present your work or ideas to others
- Speaking is a skill that can be learnt



This Photo by Unknown Author is licensed under CC BY-NC-ND





## To sum up

- Oral communication uses spoken words to exchange information.
- Effective speaking is an important requirement in academic, professional and personal lives.
- Different media and different styles can be adopted for oral communication.





# Principles of oral communication

Aswathy Das, Assistant Professor  
Lekshmi Jayadev, Curriculum Developer  
Amritha G, Curriculum Developer  
Prof. Jay Misra, Consulting Professor  
MBA, Harvard  
Amrita Vishwa Vidyapeetham

# Learning objective

- Learn the principles of oral communication



# Principles of effective speaking



Preparation



Planning



Clarity



Clear  
pronunciation



Quality of  
voice



Non-verbal  
cues

# Preparation



Accept fear as  
your friend



Prepare,  
prepare,  
prepare



Prepare more  
than required



Give a mock  
speech

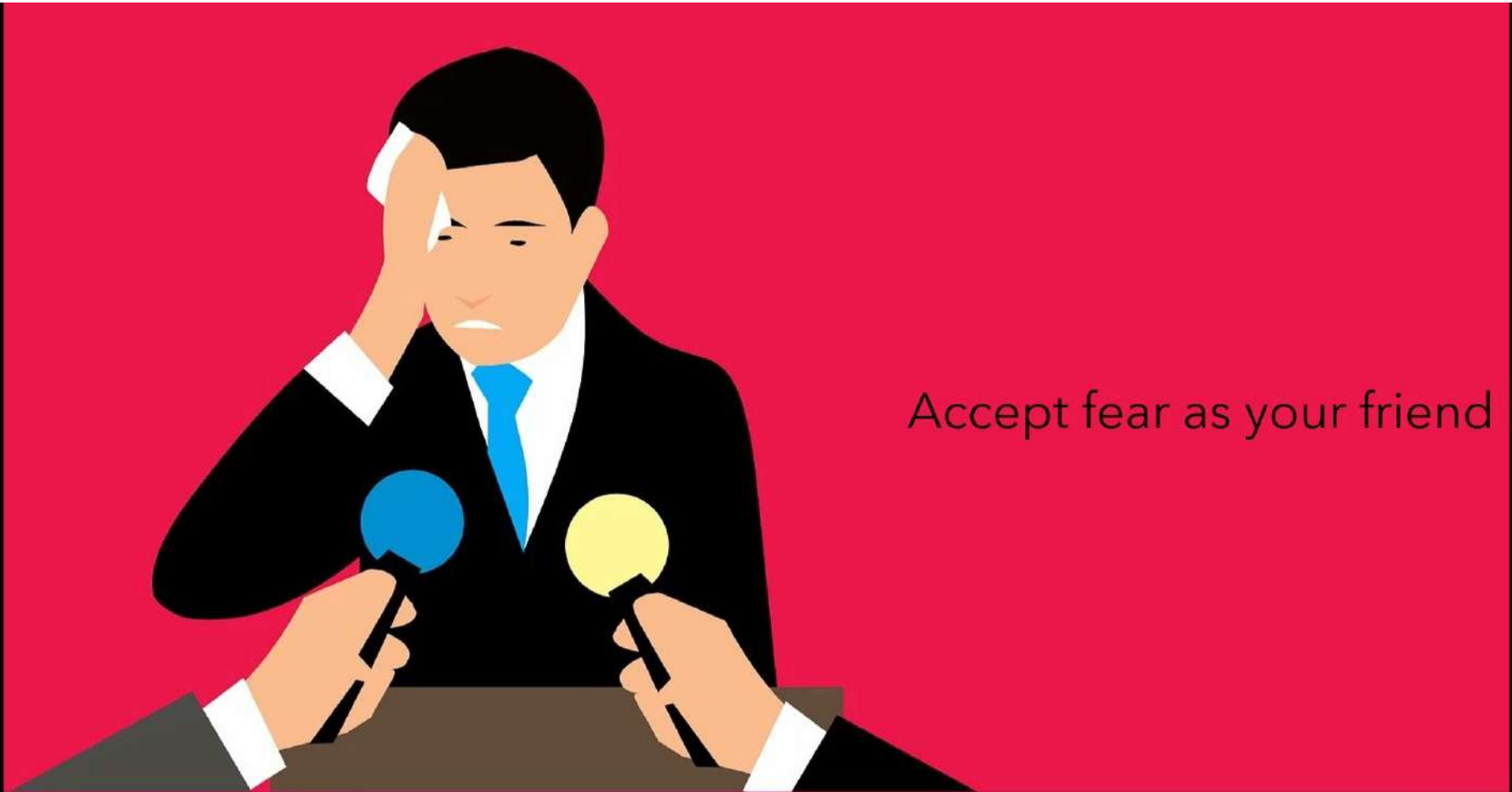


Anticipate  
questions



Look into the  
eyes of  
audience



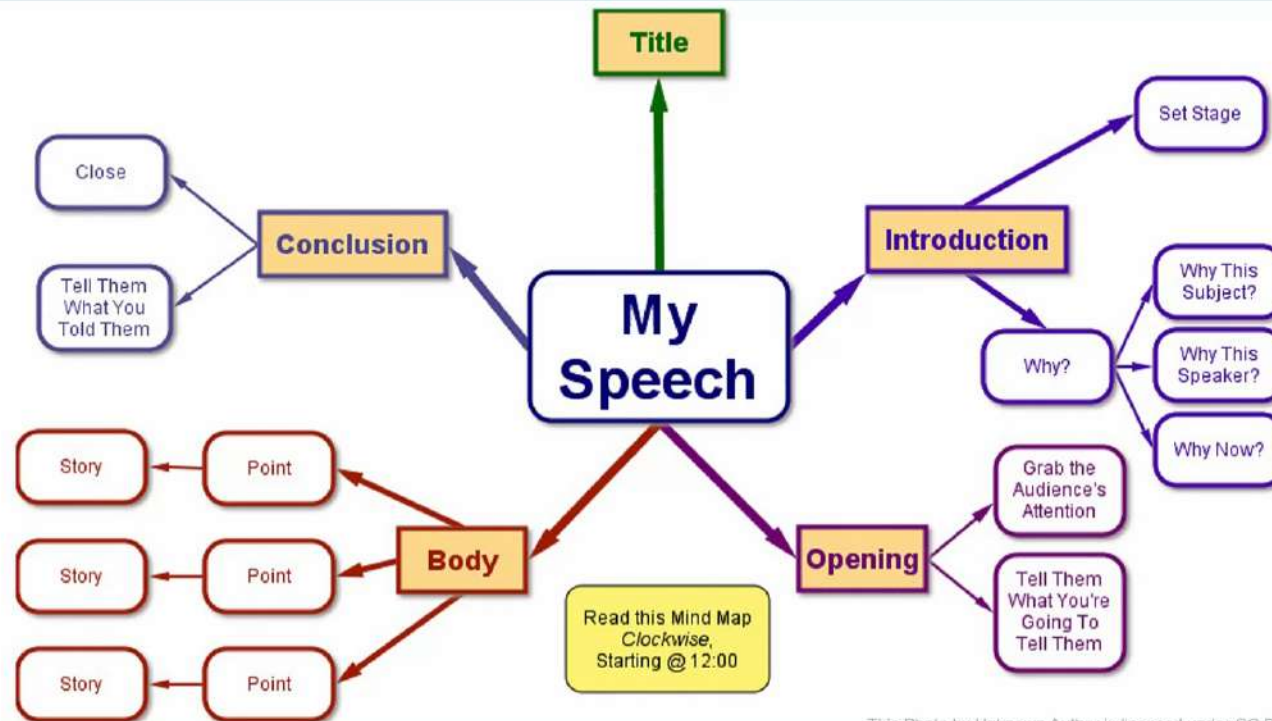


Accept fear as your friend



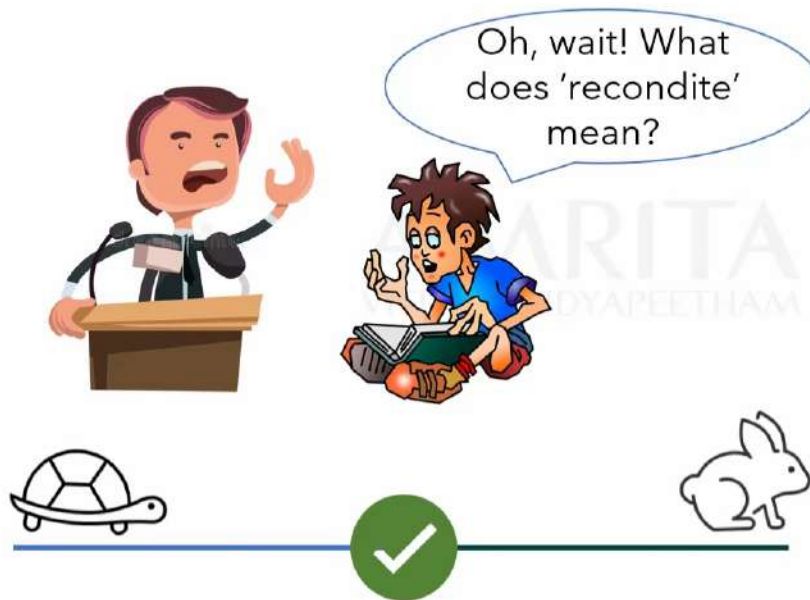
Accept fear as your friend

# Planning



This Photo by Unknown Author is licensed under CC BY

# Clarity



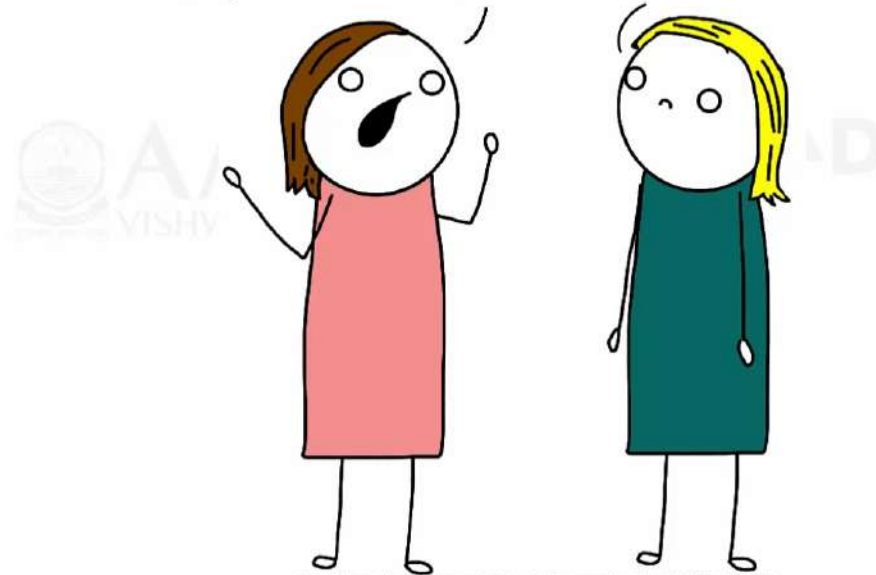
What causes lack of clarity?

- Wrong pace of speech
- Wrong emphasis on words
- Poorly organized material
- Use of too many unfamiliar words
- Using too many fillers.

# Clear pronunciation

What's the difference  
between a lawyer and a liar?

The pronunciation



This Photo by Unknown Author is licensed under CC BY-NC-ND





## Quality of the voice

This Photo by Unknown Author is licensed under CC BY-NC

- Voice manifests our personality.
- Voice quality can be refined by manipulating features such as pitch, rate and volume.
- Spot the strengths and weaknesses of your voice.

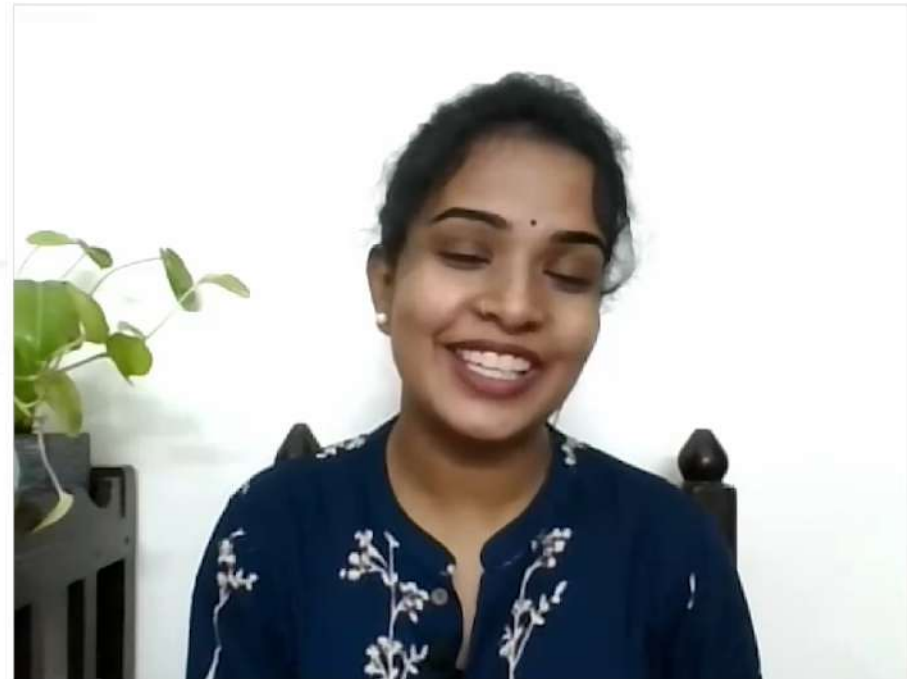
# Proper non-verbal communication



- Maintain proper body language
- Communicate confidence

## To sum up

- Effective oral communication requires preparation, clarity and confidence.
- We should practise voice modulation to achieve better articulation.



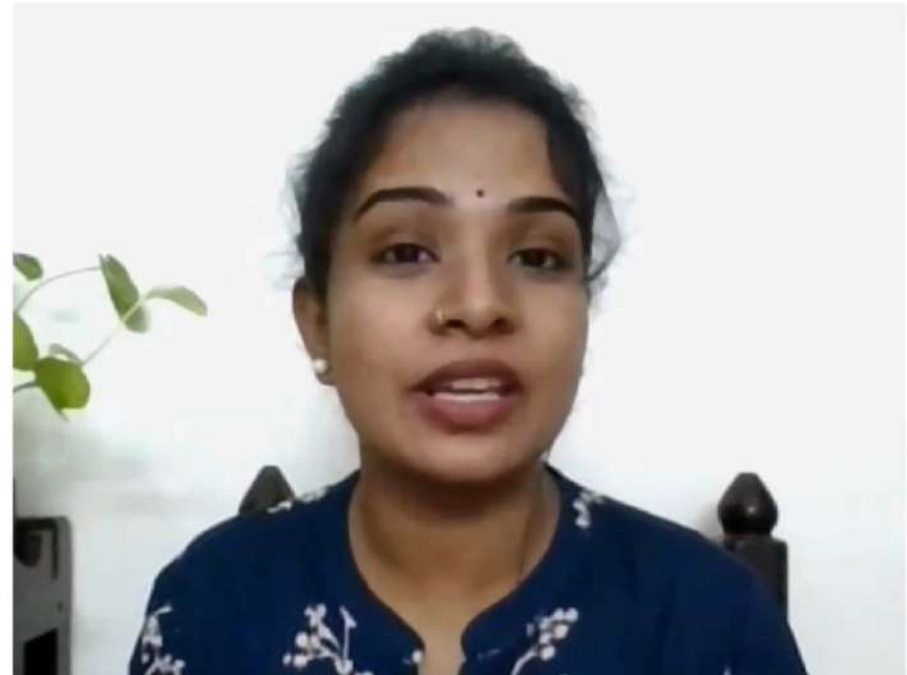


# Paralinguistic aspects of oral communication

Aswathy Das, Assistant Professor  
Lekshmi Jayadev, Curriculum Developer  
Amritha G, Curriculum Developer  
Prof. Jay Misra, Consulting Professor  
MBA, Harvard  
Amrita Vishwa Vidyapeetham

# Learning objectives

- Understand what paralinguistic features are
- Recognize the importance of paralinguistics in speaking
- Learn to improve your speaking by modulating paralinguistic features





# Paralinguistics



Vocal  
quality



Volume



Pitch



Rate and  
silence



Pronunciation  
and accent



Stress



Tone



Non-fluencies



This Photo by Unknown Author is licensed under [CC BY-SA-NC](#)

## Vocal quality

---

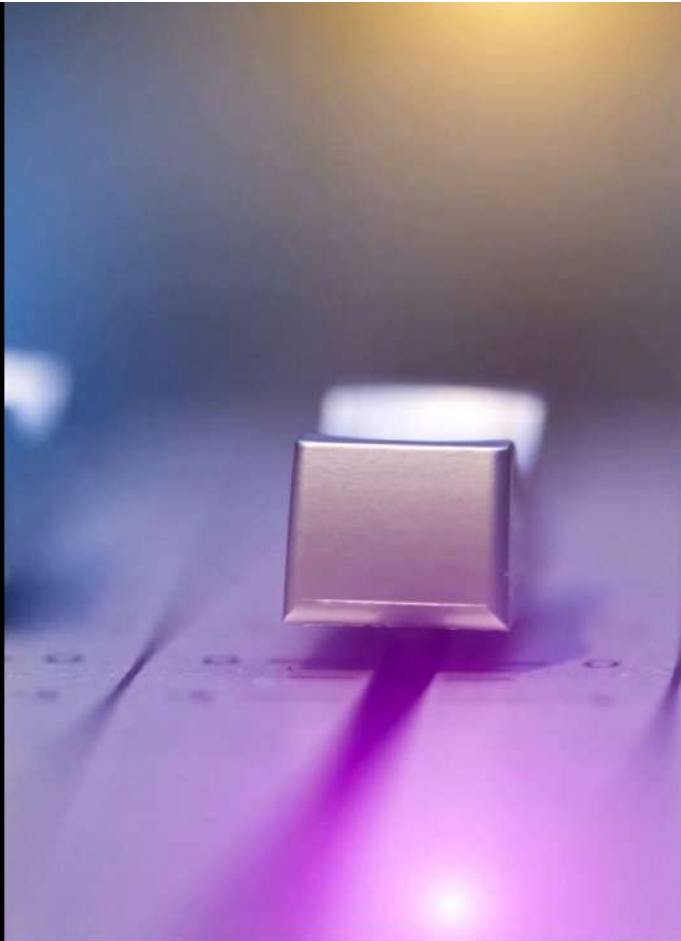
- Uniqueness of a voice
- Husky, throaty, loud, vibrant, weak, strong, harsh, gentle, squeaky, muffled, nasal
- One's voice cannot be changed but can be trained
- Deep breathing can help strengthen the lungs



## Volume

---

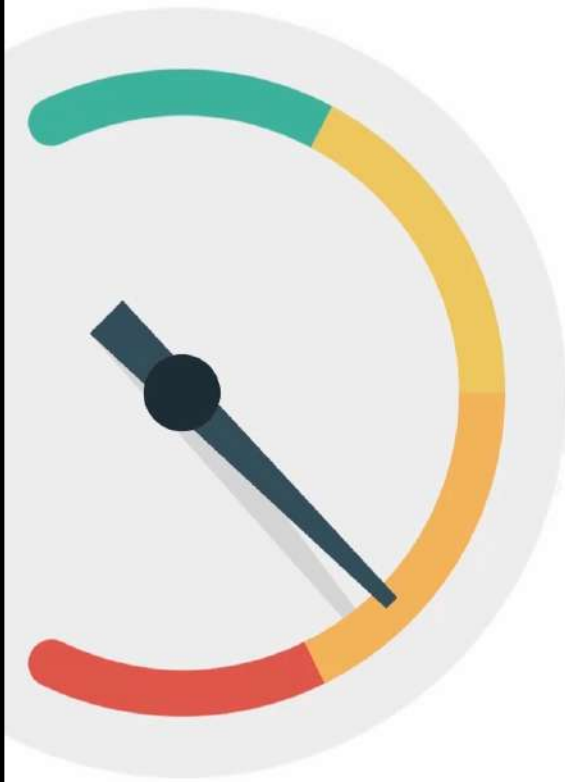
- Loudness or softness of the voice
- Not too high and not too low
- Vary your voice for emphasis
- Adopt your volume to the size of your audience



# Pitch

---

- Number of vibrations of voice per second
- pitch conveys emotions
- warmth, lustre, vitality
- sadness, shock, dullness, guilt
- variation in pitch is required to avoid monotony.



This Photo by Unknown Author is licensed under CC BY-SA

## Rate and silence

---

- Speed of speech- how many words are spoken in a minute
- Normal rate- between 120-150 words per min
- Neither too slow (boring) nor too fast (difficult to grasp the idea)
- Try varying the pace
- You need around 350-400 words for a three-minute speech
- A pause or silence in between lets your receiver reflect on the message.





## Pronunciation and Accent

- We usually follow British pronunciation or Received Pronunciation or RP
- Consult a dictionary
- Learn phonetics
- Mispronounced words

This Photo by Unknown Author is licensed under CC BY-NC-ND

# Stress

---

- Some words require more stress
- Nouns, adjectives, verbs, adverbs- always stressed
- Articles, pronouns, modals, prepositions, conjunctions- not always stressed
- How can we stress words?
  - By pronouncing words distinctly and loudly
  - Varying the tone
  - Emphasizing and slowing down
- *I want this book.*

# Tone

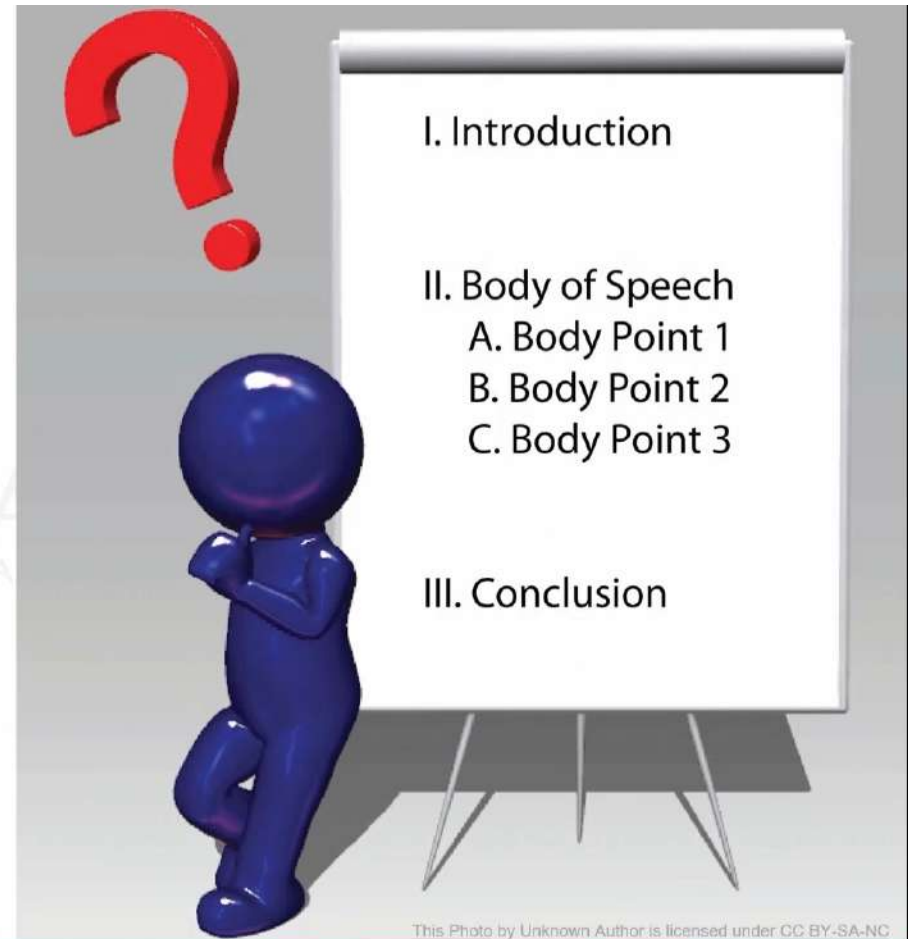


- Finer attributes of voice and delivery
- Differentiate the speaker's emotional attitude such as curiosity, apprehension, questioning, politeness etc.

# Non-fluencies or dysfluencies

---

- Stammering, stuttering, hesitancy, delay...
- Choose easy words
- Construct simple sentences
- Arrange your ideas logically
- Rehearse many times
- Anticipate questions



This Photo by Unknown Author is licensed under CC BY-SA-NC

## To sum up

- Paralanguage refers to the non-verbal elements of speech.
- How the words are spoken!
- These features can be manipulated to enhance the effectiveness of our speech.

