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- (1) What is oral presentation? Discuss its value in business communication.
- An oral presentation is generally a speech or vocal performance occasionally accomplished by visually based presentation such as slideshow. Oral presentation is similar to giving a speech but is usually not just a person behind a lectern. Oral communication describes any type of interaction that makes use of spoken words and it is a vital, integral part of business world. The typical reason for giving a presentation are to inform, persuade, motivate and entertain. Business professionals refer to these four skills collectively as effective communication skills like listening, reading, writing and talking. In business, we have to get connected with many people, we have to develop thinking, learning and communicating behaviour. Effective communication is always about understanding the other person not about winning arguments or forcing opinions or other. By the effective communication with audience, we can build trust and respect, improve teamwork & help others feel heard and understood and improve decision making and problem solving. So, all in all, oral presentation have got vital part and great value in the field of business communication and hence is the more effective way or key for communication.

Q&A (UNANSWERED)

2) How can oral presentation skills be prepared?

Presenting information clearly and effectively is a key skill in getting message across. Today, presentation skills are required in almost every field, and most of us are required to give presentation on occasions. It is, however, possible to improve our presentation skills with a bit of work. So, there are some rules to be followed to make oral presentation skills more developed, more effective. **www.Bcaians.com bcastudentneopl®**

At the first, there should be proper maintenance of eye contact with the audience so that we should focus on our speech. We should never look at the notes and more practise is needed. Next, we should smile and picture our audience well. For a proper and well presentation, we should force ourself to make the speed of our speech slow if possible. Likewise, while giving oral presentation we should think of time management. Especially after any jokes and witicisms, as the best spots, we should pause for a while. Body gesture is also one important part of presentation to be maintained properly. We should control our body language sparingly. Similarly, if we forgot any line or lose our train of thought, we should pause and smile, take a deep breath and pick up the next topic. These are basic rules to keep in mind while giving presentation. There are some others too for even better skill development in presentation.

Language is considered as best way of communication. So, in oral presentation, effective use of language is the most, as it is recognized to be the key communication skill. Clear and fluent pronunciation and a suitable speech delivery are two factors that affect speech intelligibility.

so these should be maintained. Likewise, outlining and planning, preparing display media and rehearsing, rehearsing and delivery are combination of skill for proper development of effective presentation. Therefore, these three points should be kept in mind for better presentation. As like this, we should present in such a way that get our audience to understand our message and to respond appropriately. We should clearly accomplish these goals to be effective.

Preparation is the major part in every presentation. One mistake can be minus point for our presentation to attract audience attention. So, we should make a good presentation. Likewise, limiting our scope is important with any message. So, we should keep our presentation as short as possible. Presentation outline helps us organize our message and serves as foundation for delivering our speech. We should state our main idea, organize our major points, identify major points for introduction, prepare bibliography or notes, choose a compelling title so as to present better outline for the speech. Lastly, we should use visuals, graphics or chart for proper understanding of the talk.

Hence, following these rules we can develop our oral presentation skills properly and accurately.

1*)

How visual presentation can be made effective?

→ Visual presentation refers to the expression of ideas about some matter using visual aids. In a visual presentation, "Message" is always here. Giving the effective message to the audience is only a work for presenting visually. Visual presentation can be done in the form of bar charts, maps, diagrams, graphs, and many more in the case to convey a basic concept. Because of its use only, the presentation can be made attractive.

Line graphs are useful tool in visual presentation to show comparisons or indicate trends. Bar charts in the presentation can be used horizontally or vertically to provide increment / decrement of something as a basic information. Pictograms are used to show the information in the form of figures / symbols. These are visually interesting and easily understood. Likewise, the use of maps and diagrams can also be an effective visual aid as they are used for showing location of any new place. These can be very obvious advantageous over the written words in visual presentation. Cartograms can also be one of the appealing visual aid for an effective presentation. As they are used to give information about distribution of people or things within a region. Similarly use of flowchart in the visual presentation can be useful for showing a sequence of decision or instruction involved in a process. Computer graphics is considered as best communication which guide and provide major base for those visual aids used in presentation. Hence, as a whole, line graphs, bars, flowchart etc are best aid used in presentation and because of its use, the presentation can be made more effective.

1) What is the value of language choice and use in oral communication? How is it done?

As a presentor or speaker it's important not only to think about 'what you say' but also to know about 'how you say it'. To communicate effectively, it is not enough to have well organized idea expressed in complete and coherent sentences and paragraphs. One must also think about style, tone and clarity of his/her saying and adapt these elements to the audience. For this art, the key communication skill i.e. language should be effectively used in oral communication. Without a proper language, one cannot give proper ideas and information to the audience. Proper and effective use of language can only make the communication more effective.

Language is important in oral communication because at the most fundamental part, this is how the audience finds will understand what presentor's saying. Language is regarded as the vehicle that help audience understand and agree with statement or argument. There is a very great value of using proper and understandable language for oral communication.

Language is considered as the basic key for communication and presentation. So while speaking or presenting on some important topic / issues one should always use audience friendly language. Presentors must try to make the audience feel more involved in their presentation by using effective language. Likewise, language should be used properly in a polite form. For example instead of saying "What I want . . ." he/she can say "What I would like to . . ." which sounds better.

So, as like this, in case of using language effectively, presentor should involve him/herself as the part of the

group. Instead of using "I" systematically, he/she should use "we", considering them and their audience as a group. For example instead of saying "As I explained earlier", they can say "As we saw earlier" which shows binding themselves in the group. Similarly, using the rhetorical question can be the good way to introduce section. So, this way language choice and use can be done.

Hence, all in all, language is basic part of communication and used as a fundamental part in presentation which can be choiced effectively and properly;

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(5) Discuss the important keys to master the persuasive presentation.

→ A persuasive presentation is essentially be done to grab audience attention. Persuasive presentation point to the way of presenting perfectly within audience. So, there are some keys to master persuasive presentation. At the very beginning, presenter should use the language i.e. audience-friendly. He/she should make audience feel more involved in their presentation by using proper language. As like this, language is considered as a vehicle that drives audience deeper toward presentation so, language should be used in more polite form. For an example, a presenter can say "What let I would like to do..." instead of "What I want to do...", in a polite manner. Likewise, presenter should make themselves as a part of group. Instead of using "I" systematically, "we" should be used. For example "As I explained earlier" can be said as "As we saw earlier...". In an effective way, which sounds better. Similarly rhetorical questions should also be used and for more persuasive

presentation use of visuals aid like bars, graphs, charts, maps, etc. can be done properly. For a visuals, presenter should keep in mind the idea or suggestions on amount of information per slide, on language and on fonts so that visuals can be better to be shown in presentation. Similarly while using graphics and charts, presenter should use the trendings sign as upward, downward etc. easily & properly so that audience can understand what that's actually says. Presenter should also use fluctuation signs, peak signs in any cases of change or highest point respectively to make presentation more understandable. The verbs or nouns also be used properly for any case of increment / decrement so that audience can gain some infos about data / events presented. Hence as a whole, audience friendly language, visuals, graphics and charts are considered as the major keys to master the persuasive presentation.

Test Yourself!

You work for collectibles plc, a company that deals with anything people collect autographs, model cars, dolls, stamps etc. Study these pages from your collection & then answer the question.

- a) What is the price of item SSHC in good condition?
→ £400
- b) What is the reference for Mike Tyson's autograph? → AMT
- c) How much would you pay for a Teddy Bear postcard in poor condition? → £2
- d) How much is a autograph of Marilyn Monroe? → £1800
- e) What is the cheapest price for a George VI silver wedding set stamps & coins? → £60
- f) To what does ATB refer? → The Beatles
- g) How much is an unpost Royal Royalty card? → £3
- h) Does the shop list more autographs than postcards? → No
- i) To what does SEE refers? → Edward VIII set
- j) How much is a plain autograph of Nelson Mandela? → £100
- k) How much is a good set of the Victoria Jubilee stamps? → £60
- l) How much would you pay for a Teddy Bear card that had been posted? → £10
- m) Is a plain Laurence Olivier autograph more expensive than a personalised Mike Tyson autograph? → Yes
- n) Which stamp would you pay £2000 for? → very good Penny Black cover
- o) Which postcard is the most expensive? → Unposted teddy bear
- p) How much is the cheapest item under ref snup? → £50
- q) How much would you pay for autograph of Frank Sinatra?
→ £300

- r) To what does PC refers? → comic postcards
- s) Which postcard would cost you £9? → posted Royalty
- t) How much would you pay for personalised Beatles autograph? → £4000

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* What impacts can be made with the use of graphics and charts in a presentation?
→ The use of graphics and charts in a presentation is a way for providing the information to audience in pictorial form. The use of visual aids, coupled with good public speaking skills, work hand in hand is to create effective presentation. Each aspect of effective presentation could not be in detailed however they have been raged out by the different pictures. Using the numbers of sentence can't attract the viewers attention toward presenter but through using graphics and charts will provides a hype impact and that helps in easy understanding about the topic and draws every people attention. For any successful presentation, objective of presentation should be well known. It's those objectives that drives presentation and more audience to their goals. Appropriate visual aids at appropriate place need to be placed. So, the example of graphics and charts used in powerpoint presentation are Bar chart, pie chart, table, flow chart, graph and line bar. Through which the detail information can be compressed and can be shown, this will helps the audiences and other presented members on what topics or the gist of that presentation can easily be found. This is an appropriate way of presenting and making it effective, eye catching. As a whole,

we need to use or place charts and graphics in power point presentation which attracts the people's attention and it is the simplest way to motive or provide some information. So, it has lots of positive impact and effective tools as well.

* How can the introduction, body and conclusion of a presentation be made effective?

→ A presentation is any opportunity to communicate your point of idea to an audience. This can be formal or informal, impromptu or prepared, individual or group. We are living in a world where every form of mass media from radio and television to newspapers and magazines uses the opening to excite and capture the attention of the audience. A speech is no different. It should have an exciting and interesting opening that captures the audience's attention. Likewise, in the body part, you have to deliver an effective conclusion as audience generally tends to remember the beginning and end of a speech. In short, to deliver a good presentation, one has to master three basic elements i.e. introduction, body and conclusion.

If the speech is formal one, it is customary to thank the people who invited you there. You might have to address and thank important people who are there. It has become an accepted procedure to grab the attention of audience immediately. In order to do that you have to greet the audience and take advantage of first few lines you speak to find your position and adapt your voice to the size of the room. After you have delivered the headline, follow it by colour and concise statement of what you intend to talk about or the purpose of a talk. Express your point clearly and concisely, so

that your audience know where you stand on this issue. The next important point to consider in introduction part is presenting the structure of the talk. It is vital for a presenter to give audience a map. Why so? Because audience will be willing to follow the presenter if they know where she/he intends to take them and how he/she intends to get there.

Next up is the body of a presentation. This is the major portion of your speech and should take up about 80% of the allotted time. This is where your research comes into use and you quote facts, provide info from authorities, use logical argument and support your argument with examples. There are few important points you have to keep in mind while dealing with the body of presentation. First one is uses of transitions. You should guide audience through your talk by referring to the overview presented at the beginning. As you go from one section to another, use transitions. Restate or sum up what you've just seen. Announce what you're going to see. Next major point is the use of road signals method. When you're giving a talk, some words act just like signs on the road. They tell your audience whether you're continuing in the same direction, changing direction, contrasting two possible directions or arriving at your destination. Used effectively, road signals make it easier for your audience to follow your development. For instance, if you are giving long explanation on a topic, use continuation road signs such as furthermore, moreover, in addition. If you are changing the direction of speech nevertheless, although, despite and if you are contrasting the ideas use, in contrast, on the other hand, while, whereas.

The third most important point is restating

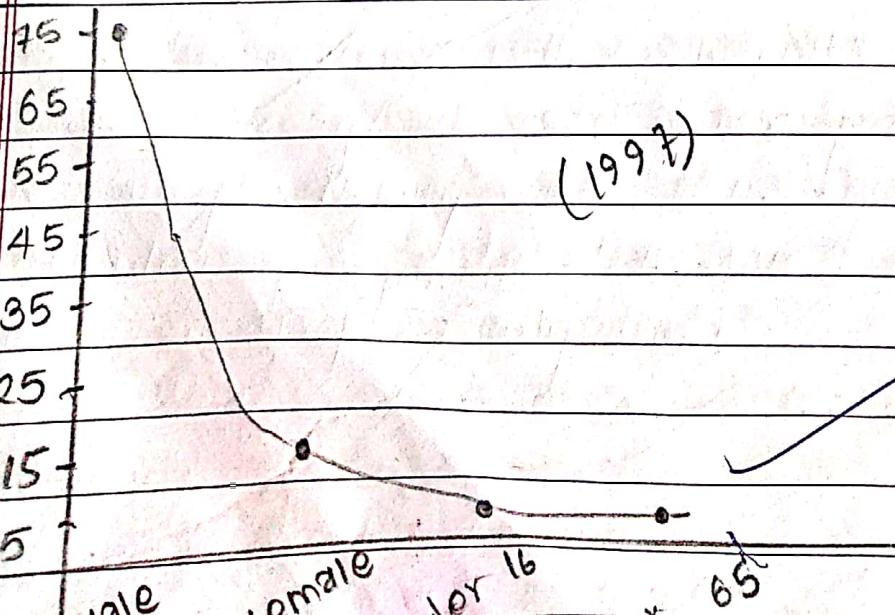
the important ideas. There are two main reasons why you should restate important ideas. First one is the ear is not as efficient as the eye and second is, audience is not always giving the speaker 100% of his/her attention. Using quotation is another important point to consider. In a text quotation is visually seen. However, in an oral presentation, you must verbally set off quotations by signalling the quotation and by surrounding it with pauses. For example you can say; Here I'd like to quote what professor Grand has said about overpopulation. I have here a quotation from Professor Grand. It talks about overpopulation. Another important point is using example. It helps you make your point by taking your audience from the abstract to the concrete signal them by using key words; example, instance, like such as, The sixth point is expressing opinion. Avoid starting everything you say with "in my opinion" or "I think that". The audience understands that you, the speaker are generally expressing what you think. However it is important to signal your opinion in contrast to another person's opinion as an opinion is commonly held. Another important point is using numbers. It is difficult to read out loud the exact numbers everytime. Give your listener approximations instead. But signal that it's an approximation. Some of the keyword used in numbering are approximately, nearly, roughly, etc. The last but one of the most important point is use of charts, graphs and tables. Proper use of charts, graphs & tables are wonderful aids to an oral presentation. They help the speaker make a point rapidly and they help the listener retain the information. So, basically in order to make the body of a presentation, presenter must work keeping the aforementioned points in mind.

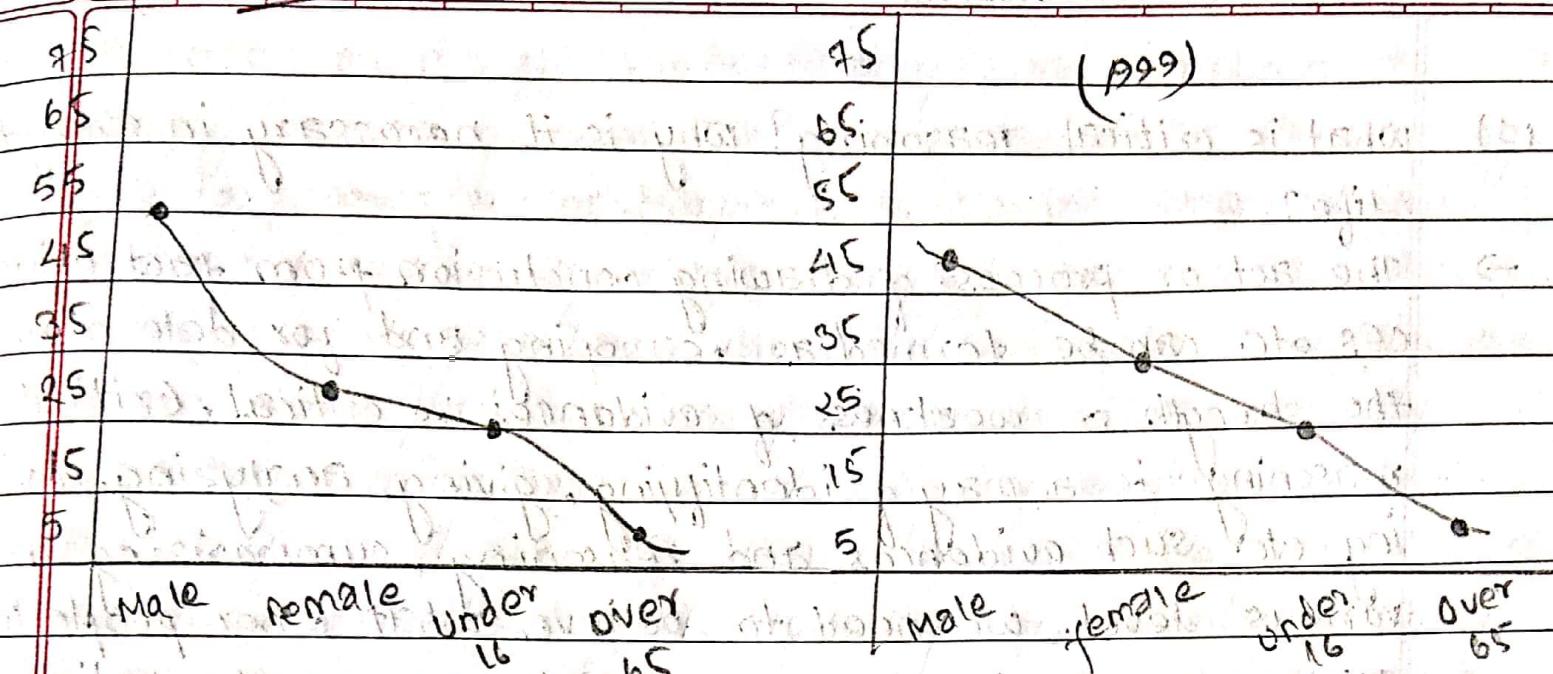
Now the final element of presentation i.e. conclusion. As mentioned earlier audience tend to remember the beginning and end of the speech. These are the points parts of speech that your audience finds easier to remember, so, make sure to finish the presentation off in proper manner. Signal that you're arriving at the conclusion early on. Doing so leads to increased attention in the audience. Use key words like to conclude, in conclusion etc. After this read out the final summary. Review the main points and recall the most important examples. Finally, close the presentation with a strong statement and thank your audience. You can also invite your audience to ask questions after the closure. In short, conclude your presentation in such a way that your audience will take action after you have finished.

All in all, in order to make the introduction, body and conclusion of a presentation effective one has to follow checklist of all the elements.

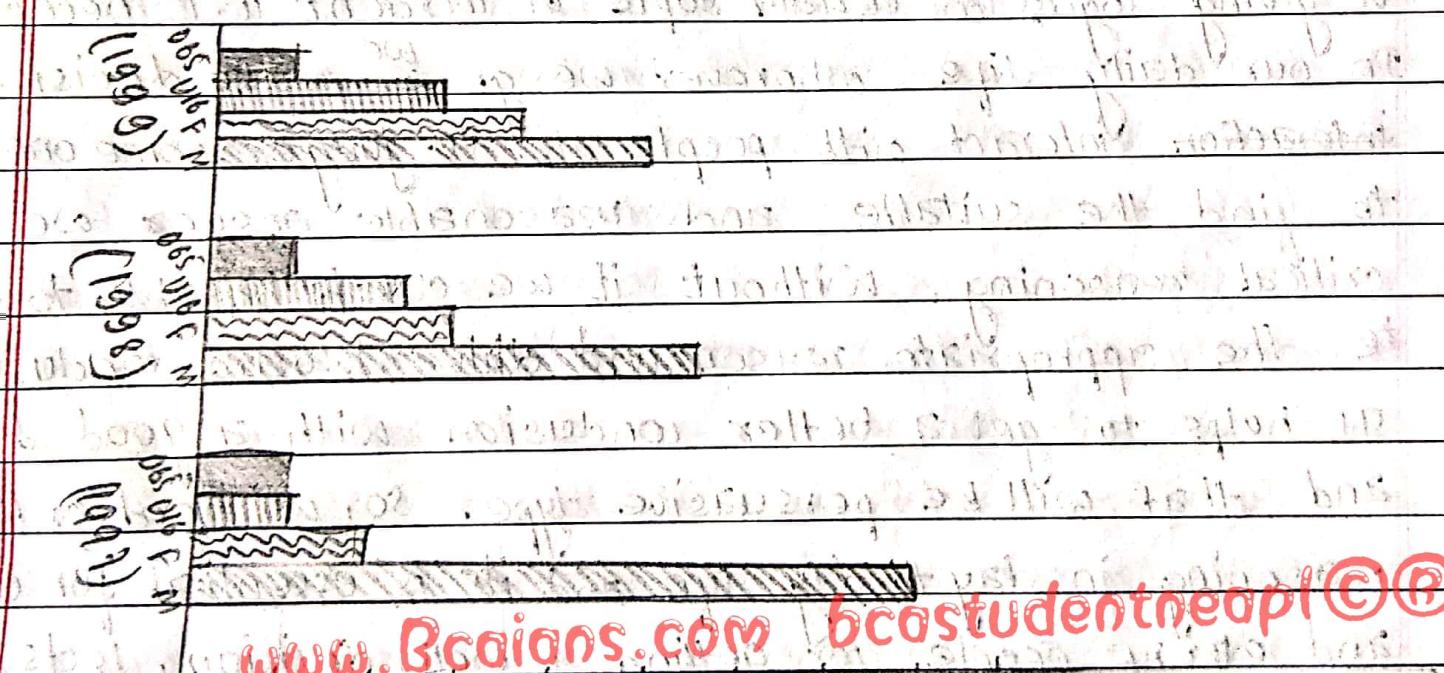
Test Yourself

- (3)
- a) less than previous years, the total season ticket holders were males.
 - b) In 1998 the relationship of male to female supporters was decreased.
 - c) In 1998 and 1999 there were equal numbers of under 16s and over 65 season ticket holders.
 - d) From 1997 to 1999 the present percentage of women season ticket holders rose steadily.
 - e) The number of male season ticket holders has decreased every year.
 - f) The number of women season ticket holders has increased every year.
 - g) The number of over 65 season ticket holders has remained same every year.
 - h) The number of under 16 season ticket holders has increased gradually since 1997.
 - i) If this trend continues, in the year 2000 there may be almost an equal number of male and female supporters.
 - j) Draw a graph to show changing pattern in season ticket holders.



1998


Prepare a series of bar charts to show the same information



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Mo day

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