

# Course 7

Public Speaking



# Oral / spoken presentation



- Personal/ subjective
  - Expressive
  - Ambiguous
- Allows several interpretations

- Impersonal/ objective
  - Descriptive
  - Unambiguous
- Impose a unique interpretation

# How? – 5 steps

1. Determine scope and audience



2. Collect information



3. Organization and structure



4. Write notes



5. Rehearsal!!!

## Defected Communication Statistics

- Lack of information
- Inadequate explanation of scope
- NOT listening
- NOT understanding – no questions
- Prejudice
- Hasty judgement
- Bad mood

# 3V Principle

- Verbal: message (words)
- Vocal: voice/tone
- Visual: “body language”

# V1: verbal

- Choice of words: precise, easy to remember, strong
- Use of visual effects to support words
- Demos
- Examples/comparisons
- Use the audience language

# V1: Constructive Communication

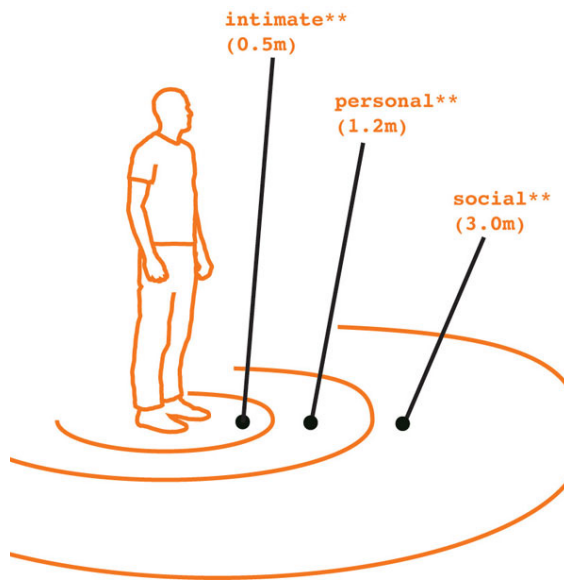
- Focus on solution – not on problem
  - “I don’t have time”  $\Leftrightarrow$  “I shall allocate more time”
- Transform impossible in possible
  - “I can’t...”  $\Leftrightarrow$  “I will try”
- take responsibility – do not accuse others
  - “It’s not my fault”  $\Leftrightarrow$  “I think that it can be fixed”
- Say what you want, not what you don’t want
  - “Do not fight with your brother”  $\Leftrightarrow$  “I think you can play together”
- Concentrate on the future, not in the past
  - “I’ve told you so...”  $\Leftrightarrow$  “From now on...”
- Do not accuse, do not contradict
  - “You are wrong...”  $\Leftrightarrow$  “I think that...”
- Use first person instead of second person (recommend, suggest instead of critics)
  - “You must...”  $\Leftrightarrow$  “I suggest that...”



# V2: Vocal

- Aspects related to: volume, speed, fluence, clarity and pronunciation
- Clear expression
- Intended pauses
- Repetition
- NO: “ă ă ă”

# V3: Body language



- Space:
  - 0.5 m – intimate
  - 1.2m – personal
  - 3m – social



# Public speaking - technics



Control the audience:  
appreciate, associate,  
jokes, expectations,  
inquire



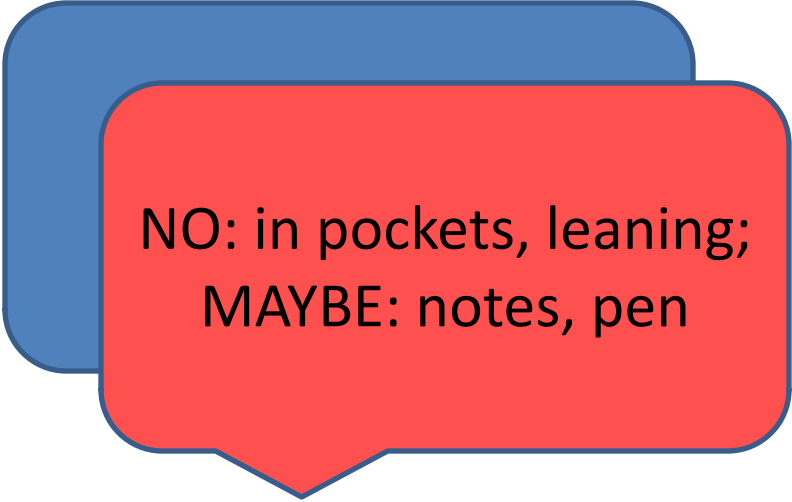
Control the speech: 3V



Personal brand

# Tips& tricks

- Look
  - Direct to person
  - Direct to all audience – not one person
- Gestures
  - Position of hands
- Facial expression



NO: in pockets, leaning;  
MAYBE: notes, pen

# Tips & tricks

- Dressing
- Oral: do not read
- Dialog:
  - Q&A => Adapt
- Timing
- Beginning + ending: most memorable moments

# How to put questions?

Closed

(malicious,  
tendentios)



Open

(encouraging,  
collaborative)

# Undergradese

What undergrads ask vs. what they're REALLY asking

"Is it going to be an open book exam?"

Translation: "I don't have to actually memorize anything, do I?"

"Hmm, what do you mean by that?"

Translation: "What's the answer so we can all go home."

"Are you going to have office hours today?"

Translation: "Can I do my homework in your office?"

"Can i get an extension?"

Translation: "Can you re-arrange your life around mine?"

"Is this going to be on the test?"

Translation: "Tell us what's going to be on the test."

"Is grading going to be curved?"

Translation: "Can I do a mediocre job and still get an A?"

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You are a teacher. Student presents a program with compiling errors.

- Open question

- Closed questions

You are a project manager. A new employee (hired 2 months before, first working project) did not finish his assignments.

- Open question

- Closed questions

You are a student. At the course, the professor states a theorem and says that the proof is obvious. You don't think so, you even don't know where to start from

- Open question

- Closed questions

# Recommended

- TED Conferences:
  - Julian Treasure – [How to speak so that people want to listen](#)
  - Dan Pink - [The puzzle of motivation](#)
  - Malcolm Gladwell – [Choice, happiness and spaghetti sauce](#)  
(Outliers – Exceptional, Blink – Blink)
- [Cosmin Mihaiu](#) – UBB Alumni