

Oral Communication & Slide Presentation

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15.1 MEANING

Most of the interactions in day to day life or professional life are done via oral communication. Oral communication implies communication through mouth. It includes individuals conversing with each other, be it direct conversation or telephonic conversation. Speeches, presentations, discussions are all forms of oral communication. It is said that a man is what he speaks. Individuals thinking style, values ethics, education and psychology is reveal as he opens his mouth. Oral communication is generally recommended when the communication matter is of temporary kind or where a direct interaction is required. Face to face communication (meetings, lectures, conferences, interviews, etc.) is significant so as to build a rapport and trust. Sometimes where a written word creates mistrust and a very formal atmosphere oral communication emerge as a savior in the organization. A good conservationist creates a good team with a bonding.

15.2 PRINCIPLES OF EFFECTIVE ORAL COMMUNICATION

1. Appropriate word selection:

Depending on the education level, status and attitude of the receiver appropriate word should be chosen for effective communication.

2. Briefness:

In most of the cases long sentences and continuous talking creates confusion and main message gets lost. Thus oral conversations need to be brief.

3. Clear pronunciation and free from mother tongue influence:

This is perhaps a major precondition for effective oral communication. Poor pronunciation lead to misunderstanding and sometimes the image of the sender can be destroyed.

4. Listener's point of view and Emphatic

To make oral communication effective listener's point of view should be considered, that is the attitude of the listener must be analyzed. For this speaker has to become enough sensitive to understand other's perspective.

5. Natural voice:

Speakers should use their natural voice in case of oral communication. Artificial voices may create communication gap. Especially over-accentuation of English creates a negative or pedantic image of speaker.

6. Simple to complex:

To hold the attention of the listener and to make him/her easy one should start with simple explanation of the matter then can move to detailed discussion.

7. Avoid technical words:

To be effective, in oral communication technical words and jargons should be avoided.

8. Courteous and appropriate Body-language

In case of oral communication the speaker should maintain courtesy throughout the communication. Courteous behavior is a precondition for successful oral communication.



15.3 MEDIUM OF ORAL COMMUNICATION

1. One-on-One Speaking (Student-Student or Student-Teacher): Can range from moments punctuating a lecture, where students are asked to discuss or explain some

question or problem with the person next to them, to formal student conferences with their instructor.

2. Small-Group or Team-Based Oral Work: Smaller-scale settings for discussion, deliberation, and problem solving. Appropriate for both large lectures and smaller classes and allows levels of participation not possible in larger groups.

3. Full-Class Discussions (Teacher- or Student-Led): Typically less agonistic, argument-based, and competitive than debate and deliberation but still dialogic in character. Often times has the quality of creating an atmosphere of collective, out-loud thinking about some question, idea, problem, text, event, or artifact. Like deliberation and debate, a good way to encourage active learning.

4. In-Class Debates and Deliberations: A structured consideration of some issue from two or more points of view. Debates typically involve participants who argue one side throughout, while deliberation allows for movement by individuals within the process. Both feature reason-giving argument. It can be applied to issues of many kinds, from disputed scientific facts to theories, policy questions, the meaning of a text, or the quality of an artistic production. It can range from two participants to a lecture hall.

5. Speeches and Presentations: Classically, the stand-up, podium speech delivered by an individual from an outline or script. Also includes group presentations or impromptu speaking. A strong element of monologue, but dialogue can be built in with question and answer or discussion with the audience afterward.

6. Oral Examinations: It can take place in the instructor's office, in small groups, or before a whole class. Range from one oral question on an otherwise written exam to an oral defense of a written answer or paper to an entirely oral quiz or examination. It is difficult with very large groups, but an excellent way to determine the depth and range of student knowledge and to stimulate high levels of preparation.

7. Conversation over telephone:

Conversation between two persons who are staying in a distance place can be possible through telephone. Telephonic conversation works almost like face to face conversation.

8. Meeting of Oral communication:

It is also a face to face situation but not between two persons rather a group of people get together to discuss on a particular subject.

9. Video conference:

It is a technology based **oral communication**. Here different groups of people staying different geographical location can share their views and take decision on a specific issue. This kind of oral communication can be held by the help of video and satellite technology.

10. Interview:

It is a method of oral communication where information's are collected by asking questions.

The interviewers prepared a list of questions and later ask those questions to the interviewee. There are varieties of interviews conducted via oral communication.

11. Radio and television:

These are means of one way communication. Radio is oral communication where only audio technology is used and messages only can be informed. But television is an audio-visual technology where oral messages are supported by video pictures. In fact radio, television are mass media.

15.4 ADVANTAGES OF ORAL COMMUNICATION

- It is fast - useful for obtaining very recent unpublished information
- It is based on two-way communication and therefore promote an understanding of the real information need(s) and the communication of relevant information
- According to need of the hour can be changed and molded easily. It is flexible
- Simplify and facilitate the transmission of information between people working in different subject areas (useful in interdisciplinary studies)
- It is easy and pleasant to use without any constraint
- It creates atmosphere of trust and friendliness in workplace
- Easy to feel the pulse of employees.

15.5 THE DISADVANTAGES OF ORAL CHANNELS

- It is not open to everyone - established researchers have access to good networks of contacts, but these usually take time to cultivate.
- It can lead to misconceptions because the information is sometimes incomplete (lack of detail etc.)
- It is difficult to maintain and therefore unstable for future references.
- It can also lead to misbelieve, as oral promises do not lend anywhere in professional life.

There can pop-up semantic barriers in the process of delivery.

Receiver does get time to clarify his perspective especially in case of professional atmosphere.

Guidelines for effective oral communication:

Oral Communications is a TWO-way process and possibly the main reason for failure is the fact people tend to focus much more on what they want to say than listening and trying to understand the communication they are receiving. In this way purpose of communication is defaulted.

“To listen well is as powerful a means of communication and influence as to talk well.” John Marshall

Timing: Sometimes we get the message right but we deliver it at the wrong time and the other person simply is not receptive. The more important the message the more important it is for you to ask *“Is this a good time?”* If it isn't, then they are far more likely to attend respectfully if you give them the time they need.

Another element of this is rushing something that needs proper consideration. Asking a complex question when there is no time to give it due consideration is another way to ensure that you get a poor result.

“Be sincere; be brief, be seated.” Franklin D Roosevelt

Assumptions: When we begin our communication assuming that the other person is in the same ‘place’ as us, and has full knowledge of the things we know, then we tend to dive-in in the middle and this only leads to trouble. So take the time to make sure they have got the relevant information first.

One style suits all: There are different types of people and their understanding level. People have very different preferences and needs when it comes to communication. Some people find it easy to understand data when presented in tables, but for others this is incomprehensible, and they prefer diagrams, and others still need narrative. Some want it in writing, some need to hear it. Some want to start at the conclusion, others want to be walked through your process. The more important the message the more we need to tune it to our audience. If there are multiple ‘targets’ then we need to use multiple styles to ensure everyone gets some of what they need.

Me first: It is natural to start with our own needs, preferences and styles but if we are seeking to sell, persuade or influence then it is much wiser to start with **them!** Where are they now and where do we want them to end up?

“Wise men talk because they have something to say; fools, because they have to say something.” Plato

‘Fighting’ to be right: We all want, and many need, to be right. Sometimes we are obsessed with one idea and expect that other should accept it. We have invested in our position / idea and we want the other person to adapt to as it is. This may work if you have the power in the relationship, but there is always a price to pay. This can be in the form of resentment, failure to win ‘hearts and minds’ or even financial if they know something that you don't and this actually is a mistake.

15.6 STYLES OF ORAL COMMUNICATION

Expressive Style

Expressive style of communication does not have any reservations. It is animated, spontaneous, complaining, anger, joking and conversational.

Authoritative Style

A speaker is usually expressing authority or passing a judgment while using this style of speaking. For instance, 'I want an explanation for this mess', is an authoritative style of speaking. It is generally a heated moment which compels the speaker to use this style of speaking.

Narrative Style

This style of speaking is used to narrate an incident in the past or some event that's likely to happen. Usually storytellers take to this style of speaking.

Preaching Style

Priests, teachers and parents use the preaching style most often. It is used when an advice or a suggestion is to be given.