**Effective Communication:**

Good afternoon everyone! My name is Vidhi Shah and I would like to speak on the topic – Effective Communication.

By definition, communication means the imparting or exchanging of information by speaking, writing, or using some other medium. But is it enough to just impart the information? Shouldn’t the information delivered make a meaningful impact on the listeners as well?

A politician needs to speak effectively to sway the public in their direction. A salesman has to captivate his target audience and convince them to buy his or her product. An employee in any sector requires to speak effectively in order to convince their seniors that they are worth the job.

Therefore, any field we choose effective communication can help us shape our future in a better way. So how is effective communication different than normal communication? There are many points to keep in mind. Some of which I would like to focus upon.

Firstly, confidence. A person who exuberates confidence through their posture and speech can make wonders with what they speak. A person with no confidence will lose their audience’s attention immediately. If you do not believe in what you speak then how can others believe in it.

Secondly, posture and gestures. Posture and gestures are a major part of our communication skills. By looking at a speaker’s hands we can judge whether they are interested and confident in what they are speaking. Eye contact with the audience captivates them and makes them feel included.

Thirdly, clarity in speech. Clear pronunciations with adequate emphasis on words and change of tone according to the content can captivate the audience to an extent that it could sway the public opinion even if the said opinion is not considered correct.

A great example of people who possess all of these are world leaders like Barack Obama. His speech as a presidential candidate of United States of America in 2008 is praised for his confidence, his gestures, his clear pronunciations and overall engagement of the audience.

Thank you!