



TECHNICAL COMMUNICATION (KAS – 301)



UNIT – 3

TOPIC : PUBLIC SPEAKING (Professional Presentation)

Presented by

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PUBLIC SPEAKING

- ❑ **Public speaking** (also called **oratory** or **oration**) is the process or act of performing a speech to a live audience. Public speaking is commonly understood as formal, face-to-face, speaking of a single person to a group of listeners.
- ❑ However, due to the evolution of public speaking, it is modernly viewed as any form of speaking (formally and informally) between an audience and the speaker
- ❑ It allows us to form connections, influence decisions, and motivate change. Without communication skills, the ability to progress in the working world and in life, itself, would be nearly impossible



The following points are to be attended to when preparing for a Professional presentation / Public Speaking.

- Planning: Occasion, audience, purpose, thesis, and material
- Outlining and structuring: Introduction, main body, and conclusion
- Choosing the mode of delivery
- Guidelines for effective delivery
- Body language and voice
- Visual aids

1.PLANNING

Effective preparation enables us to answer all the questions and doubts about our speech before they arise. The contents of our speech, and how we deliver it, are based on five important factors:

- a) Occasion
- b) Audience
- c) Purpose
- d) Thesis statement
- e) Material

Occasion

Occasion refers to the factors such as the facilities available for our presentation, time, and context of our presentation.

Facilities include the venue or locale along with the projection equipment, lighting, seating, ventilation, etc.

Time refers to both the time of the day of presentation and the duration of the talk.

Context refers to the events surrounding our presentation. When we are presenting in a team, for example, we need to consider the team members. They might have left a positive or negative impression in the minds of the audience and, hence, we would need to adapt ourselves to the existing situation just before presenting our part

Audience


The nature of our audience has a direct impact on the strategy we devise for our presentation. Hence, it is necessary to have some prior knowledge of the audience.

- ❑ What are their interests, likes, and dislikes?
- ❑ Are they familiar with the topic?
- ❑ Is their attitude hostile or friendly?
- ❑ What is the size of the group?
- ❑ Age range?
- ❑ Gender distribution?

- ❑ For instance, people from a particular culture may feel uncomfortable asking questions or may not reveal their feelings through facial expressions. If we know in advance how our audience is likely to react, we can structure our presentation and adapt our style to help them feel comfortable.
- ❑ While speaking on a controversial topic, we ought to keep aside some time to tackle any opposition from audience.
- ❑ The structure of a presentation can further be skillfully emphasized by pauses, through interactions with the audience, and through changes in delivery techniques.
- ❑ Testing the waters beforehand, so to speak, will help to fine-tune the approach. Speak with confidence and conviction. Make your points crystal clear and easy to understand. Maintain an attitude of alertness and confidence. Encourage questions from the audience. Audience participation gives the opportunity to clear up any misunderstanding

Purpose

- There can be two different purposes of a presentation:
to inform
to persuade.
- The purpose of a presentation not only decides the content and style but also affects the amount of audience interaction. For instance, when our purpose is to provide information or to analyze a situation, we generally interact with the audience in a limited manner. Examples of typical presentation forms with an informative purpose can be a presentation at the new employee -orientation programme or an explanation of our project status.



On the other hand, when our purpose is to persuade people to take a particular action, collaborate with them in solving a problem, or making a decision, the interaction would be more. We generally begin by providing facts and figures that increase our audiences' understanding of the subject; we may also offer arguments in defense of certain conclusions and recommendations.

- In addition, we invite them to participate by expressing their needs, suggesting solutions, and formulating conclusions and recommendations.
- Sales presentations, speeches by political leaders during election, etc., come under the category of persuasive presentations.

Depending on the purpose, we should be flexible enough to adjust to new inputs and unexpected audience reactions.

Thesis Statement

- ❑ It spells out the subject and establishes its impact among the audience. It is also the central idea of a presentation.
- ❑ Simple language should be used to frame a complete, declarative statement.
- ❑ Begin to formulate your thesis statement as soon as you select your topic and decide on your purpose. Then allow yourself enough time to explore and develop your ideas.
- ❑ Shown below are the steps to arrive at your thesis statement:

Topic: Choosing a reputed university for higher education

Topic area: Advantages of a reputed university

General purpose: To inform

Specific purpose: I wish to tell my audience about the benefits they will reap by choosing a reputed university

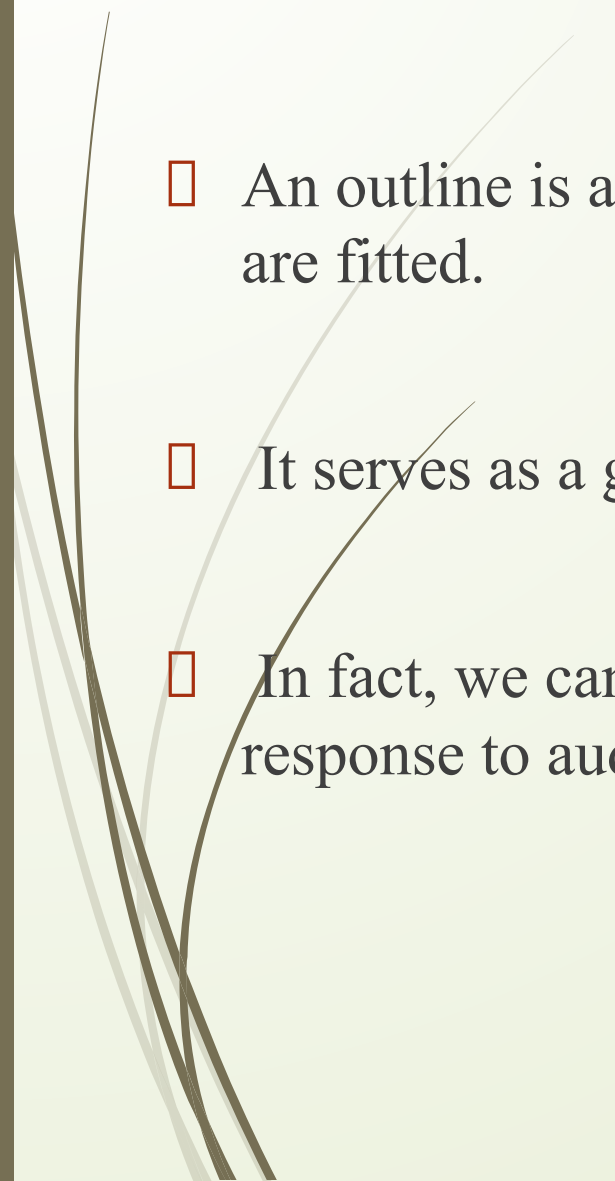
Thesis statement: Choosing a reputed university for higher education has five significant advantages.


Material

- Once we complete formulating our thesis, we need to develop the information that elaborates it. Collecting material requires some research. For example, when we are explaining a process or procedure, the main text of our presentation will include a series of steps involved.
- Similarly, when we are giving a product presentation, besides the complete information about the product, we may have to collect information pertaining to the competing products and their features.
- For most of the professional presentations, we may have to consult the library, Internet, magazines, newspapers, organizational records, statistics, and publications.
- Sometimes, we may even have to collect information through surveys or interviews.
- We may also have to contact external organizations to procure information for some of our presentations.
- Once we finish collecting material and ideas for our presentation, we should assemble them at one place.
- We may list all the ideas on a piece of paper and then organize them.



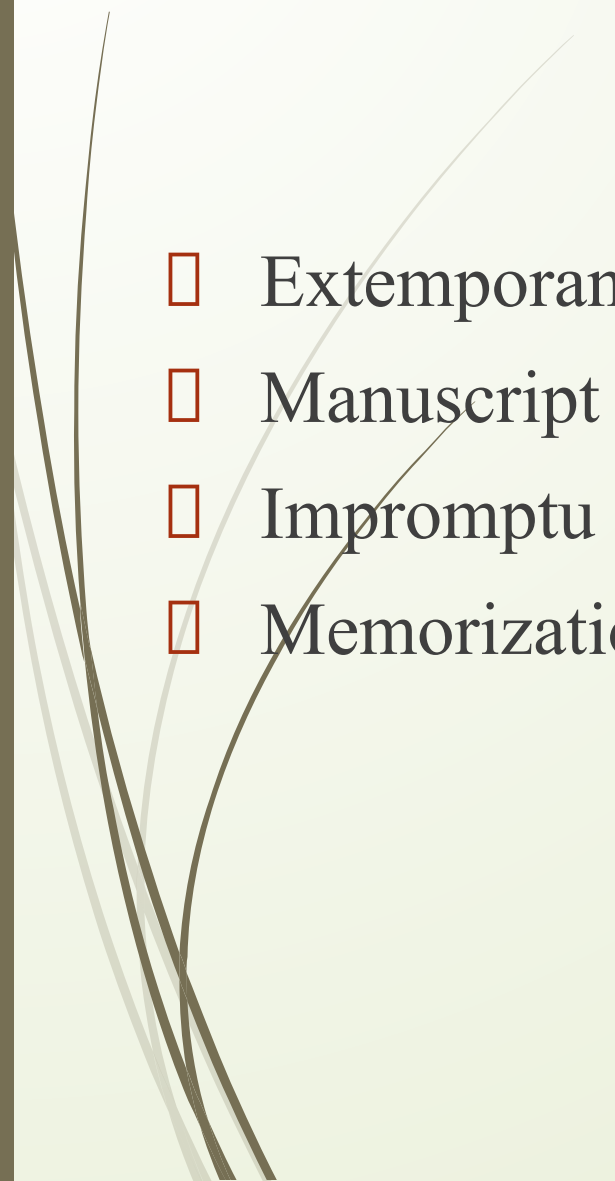
2. OUTLINING AND STRUCTURING

- An outline is a framework in which bits and pieces of the presentation material are fitted.
 - It serves as a guide to show us the right path for our presentation.
 - In fact, we can use an outline as our ‘script’, but should be prepared to deviate in response to audience feedback.
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- **Introduction** should grab attention, introduce topic, contain a strategy for establishing credibility, preview the speech, establish rules for questions, and have a smooth transition to the main text.
 - **Main body** should contain all the main points and supporting material; the entire matter should be organized into a logical sequence.
 - **Conclusion** should contain signal, highlight/summary, closing statement/re-emphasis, a vote of thanks, and invitation to questions.



3. NUANCES/ MODES OF DELIVERY

- ☐ Extemporaneous
 - ☐ Manuscript
 - ☐ Impromptu
 - ☐ Memorization
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4. Guidelines for Effective Delivery

Success of any presentation also depends on the various elements—

1. Verbal
2. Non-verbal (body language)
3. Vocal
4. Visual

Verbal elements

- ❑ **Word pictures** : We may give our speech a graphic quality by painting word pictures that allow the audience's imagination to take over. Specific details allow an audience to see the scenes we are describing. The task is not merely to get words out of our mouth, but to transfer ideas into the listeners' minds.
- ❑ **Warm words** : Cold words leave us uneasy and unsure while warm words make us feel secure and comfortable. Words are powerful. They conjure images, evoke emotions, and trigger responses deep within us and we react, often without knowing the reason.
- ❑ **Similes and metaphors** : Although technical presentations do not require the use of similes and metaphors, we cannot deny that they not only add flavour to a speech but also make abstract ideas imaginable. Reach for vivid comparisons your listeners can understand and remember.



Impact words : ‘We’ and ‘you’ are the most important words of all. We cannot stir the audience up if we do not address them directly and relate them to us and our topic.

Smooth flow : We can also make our speech flow smoothly and gracefully from beginning to end by using some transitional devices. They promote clarity, emphasize important ideas, and sustain our listeners’ interest. Some transitional devices are discussed below:

- Bridge
- Trigger
- Signpost
- Flashback
- Pause

Number item

Interjection

Rhetorical question

List

Quotations, anecdotes, and jokes


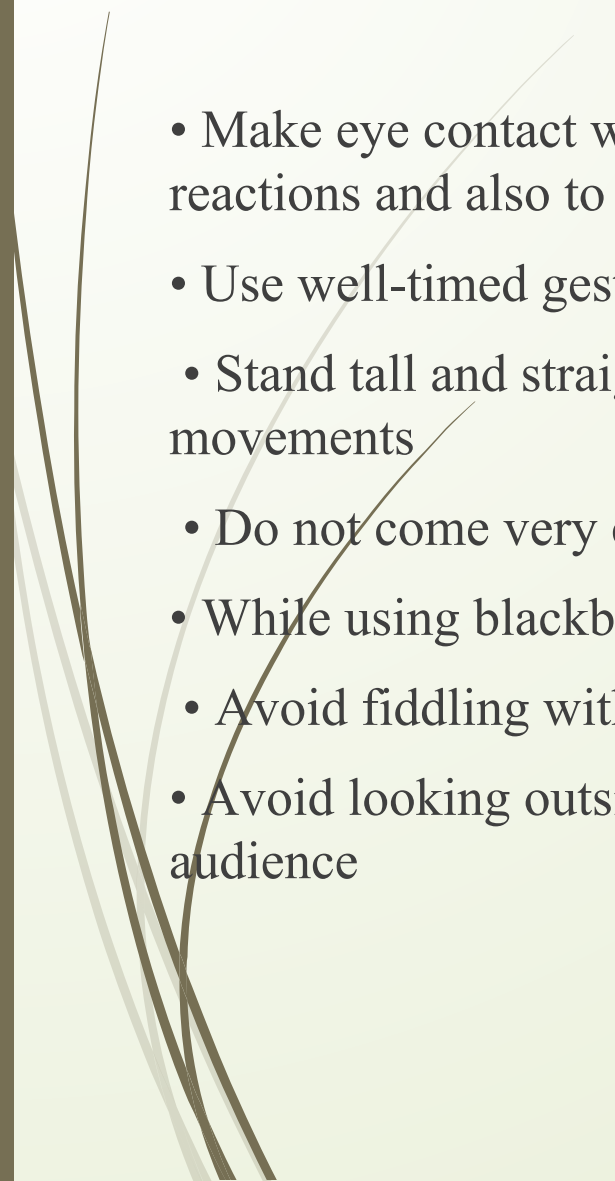


Non-verbal elements

Our appearance, facial expressions, eye contact, postures, gestures, and the space we share with our audience, all communicate our interest, enthusiasm, dynamism, intention, and confidence to our audience.

Whatever the occasion, the following tips will help you to use body language effectively during your presentation.

- Wear a formal dress and use simple accessories; take care of your personal hygiene
- Use facial expressions to exhibit your enthusiasm and interest; do not show your irritation or anger even when someone interrupts you or asks a question that appears to be silly to you; be polite in answering them

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- Make eye contact with all sections of the audience (avoid staring at somebody) to observe their reactions and also to show your sincerity and interest
 - Use well-timed gestures; avoid monotonous gestures
 - Stand tall and straight with shoulders upright; walk/move swiftly; avoid too many and monotonous movements
 - Do not come very close to the audience; maintain a distance of at least 4–12 feet
 - While using blackboard, raise your voice and look at the audience in between
 - Avoid fiddling with key ring or tie while presenting
 - Avoid looking outside even if there is some external noise. Try to concentrate on your ideas and audience

Vocal elements

- Our voice can serve as an important tool to support our verbal message. How we sound is as important as how we look or what we say.
- Our vocal elements, namely the tone, pitch, rate, and volume, reflect our attitude about ourselves, our message, and our audience.

The following tips to help you use your vocal elements to enhance the impact of your presentation:

- Speak with enthusiasm and sincerity
- Avoid fast delivery
- Adjust the volume of your voice
- Use silence and pauses effectively
- Avoid monotones or vocalized pauses
- Articulate each word clearly
- Use your optimal pitch

Visual elements

- ❑ Our audience will remember facts easily if the ideas are connected to the right-brain stimulation.
- ❑ The way to stimulate the right side of the brain is to show pictures.
- ❑ Visual stimuli are more effective than verbal stimuli.
- ❑ We often recall the colour of the cover of a book rather than its title and subtitle.
- ❑ People find our message more interesting, grasp it more easily, and retain it longer when we use visual support along with our words.
- ❑ Besides increasing the clarity of the message, visuals make presentations more interesting.
- ❑ For example, investment brokers often use an array of well-prepared charts, tables, models, and so on, to add variety to information that would be dull without them. Graphics can also boost our image in ways that extend beyond the presentation. They add a professional flavour to our presentation. Finally, our audience remembers a visual message longer than the verbal message.