

TECHNICAL COMMUNICATION (KAS – 301)



UNIT – 3 TECHNICAL PRESENTATION : STRATEGIES & TECHNIQUES

TOPIC : MODES OF PRESENTATION

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MODES OF DELIVERY / PRESENTATION

Modes of Delivery

There are four modes of delivery that can be used for making presentations:

- Extemporaneous
- Manuscript
- Impromptu
- Memorization

Extemporaneous mode

- Extemporaneous presentation is by far the most popular and effective method when carefully prepared.
- When speaking extempore we must prepare the notes beforehand and rehearse our presentation.
- There is no need to learn every word and line by rote.
- Our presentation will sound quite spontaneous to the audience, as after thorough preparation, we are speaking while thinking
- Careful planning and rigorous practice enable one to collect the material and organize it meticulously

Advantages

- As we have enough time to prepare for the presentation, we work hard on the theme/ central idea. We can present the theme in the best possible structured way.
- Thorough preparation on our part makes us feel secure and we carry out our responsibility with self-confidence and assurance. Adaptation is also possible if the need arises. In other words, the language of any written text does not bind us. We can be flexible in our use of language.
- Supporting material helps to present our points clearly and also adds weight to our agreement. Appropriate selection of quotations, illustrations, statistics, etc., helps us to substantiate our point.
- Our delivery sounds natural and spontaneous to the audience as it allows us to establish a rapport with the audience through more eye contact.
- It enables us to move freely, with ease.

Disadvantages

- If preparation is inadequate, we can get lost and find ourselves uncomfortable.
- If we rely too much on note cards and start reading out from them instead of just consulting them for reference, then the speech will lose its spontaneity.



Manuscript mode

- In manuscript presentation, material is written out and we are supposed to read it out aloud verbatim.
- We are not supposed to memorize the speech and then recollect it.
- It is there in front of us to read. But, we should be wise enough not to attempt to read a speech until we have become a proficient reader.
- Unfortunately most speakers are not good readers. They make it uninteresting by reading in a dull and monotonous way. However, we can overcome this problem with consistent efforts. We could maybe rehearse with a friend or colleague
- For effective use of this mode, we should go through the material several times beforehand until we become absolutely familiar with the text. We should strive to choose material designed to achieve understanding. We should know what is written where.

Advantages

- It is a permanent and accurate record of whatever we have to say.
- There is no chance of tampering with the facts and figures.
- The material is organized systematically. We just have to keep in mind the step-by-step development of main points.
- Language gets polished because we can write and rewrite our material until we feel satisfied on all counts.

Disadvantages

- Since we will be reading from the manuscript, we get less time for making proper eye contact, which is essential to feel the pulse of our audience.
- Since we will be reading to the audience, we cannot talk to them. There is not much scope either for non-verbal communication.
- Adaptation is rather difficult, if the need arises, to give a different twist to our material.
- In the absence of effective reading skill, we fumble over words, lose our pace, and miss punctuation marks, etc. This adds up to an uninteresting speech and loss of audience attention.
- Conversational flavour along with vocal inflection takes a back seat here, which is a great asset for a speaker.

Impromptu mode

- The impromptu mode, as the word suggests, is what we use when we have to deliver an informal speech without preparation.
- For example, at a formal dinner party you may be invited to deliver a vote of thanks. Do not panic and babble something in an unmethodical way
- Instead, calmly state your topic and then preview the points you are to make. Support your points with whatever examples, quotes, and anecdotes you recall at that time. Then briefly summarize or restate your points and end with a smile.
- Remember, it is not difficult for you to anticipate certain occasions where you may be asked to speak a few words. Be as brief as possible during your impromptu presentations.

Advantages

- We sound very natural because we do not get enough time to make any elaborate preparation.
- We get a chance to express our thoughts irrespective of what others think or say about that particular topic.
- We are spontaneous as we say what we feel, not what we ought to say.



Disadvantages

- The presentation lacks organized development of ideas because of the shortage of time.
- There is no supplementary material (no data, no statistics, no illustrations, no figures) to substantiate the speech.
- Chances of rambling are very high. Various points may hang loose.
- There is frequent use of vocalized pauses.
- The presentation may turn out to be a failure if the speaker has inadequate proficiency in the language he/she uses.

Memorization mode

- This method of presentation is very difficult for most of us.
- Probably only a handful of us can actually memorize an entire speech.
- Usually we memorize only the main parts and are in the habit of writing key words on cards to help us out through the actual presentation.
- In some cases, if we wish to quote somebody or narrate an anecdote or a joke, it is better to memorize these for our presentations.
- This type of delivery stands somewhere between extemporaneous and manuscript presentation. Speech is written out beforehand, then committed to memory, and finally delivered from memory.

Advantages

- It is very easy for such speakers to maintain an eye contact with the audience throughout the presentation.
- The speaker can easily move and make use of appropriate non-verbal communication to add extra value to the speech.
- It is possible to finish the speech in allotted time.



Disadvantages

- Memorization requires too much of time.
- There are chances of making it a dull and monotonous presentation because we go exactly by whatever we have memorized.
- Even our memory skills may fail us if we have not rehearsed adequately.
- No flexibility or adaptation is possible during the speech.
- The speaker gets flustered if he/she forgets a word, sentence, or a whole paragraph.



- Among all the four modes of delivery, extemporaneous is the best because of its flexible nature and its effectiveness.
- Hence, it is always better to use this mode to make presentations more lively, effective, and memorable.

