

Effective Presentation Strategies

Communication & Presentation Skills

Effective Presentation Strategies

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Effective Presentation Strategies

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Effective Presentation Strategies

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 - ▶ Pace/Rate
 - ▶ Pitch
 - ▶ Articulation
 - ▶ (If articulation means speaking out all the sounds distinctly, then pronunciation requires us to speak out sounds in way that is generally accepted.)
 - ▶ Pronunciation
 - ▶ Voice Modulation
 - ▶ Pauses
- ▶ Chronemics (Time language)

Introduction

- The ability to make effective and memorable oral presentations is one of the most important qualities you develop for a successful career.
- Constant practice is the key to acquiring this skill.

Defining Purpose

- The purpose of *your presentation not only decides the content and style but also affects the amount of audience interaction.*
- *For instance*, when your purpose is to provide information or to *analyze* a situation, you and the audience generally *interact in a limited manner.*
- Say, you want to *present the control of operations or implementation of policies and procedures* or the status of work to the respective audiences; they may *ask questions or offer suggestions.*
- On the other hand, when your purpose is *to persuade people to take a particular action*, or to collaborate with them in solving a problem, or making a decision, the *interaction* would be more.

Analysing Audience and Locale

- All audiences have one thing in common. They are at the receiving end of your communication
- They may be your friends, foes, clients, colleagues, sometimes unfamiliar faces, or a medley of all these
- The nature of your audience has a direct impact on the strategy you devise for your presentation
- Hence it is necessary to have some prior knowledge of the audience's characteristics

Analysing Audience and Locale

- You should also adjust your style to accommodate cultural differences
- For instance, people from a particular culture may feel uncomfortable asking questions or may not reveal their feelings through facial expressions
- We communicate to inform, persuade, or entertain

Organizing Contents

- People vary in their ability to speak confidently in public
- When you face an audience you should expect to feel a little nervous
- When you get on the stage, take your time to arrange your notes
- Begin with a smile; by doing so you offer them a warm welcome that helps them and you to relax.

Organizing Contents

- If you are still a novice, memorize the first few sentences so that you can move ahead easily
- Arrange into three major parts
 - introduction
 - main body
 - conclusions

Organizing Contents

- Introduction

- The introduction comprises the porch or the opening statement, the aim, and the layout
- The porch can be a question, a sincere greeting, or a starting statement
- This catches the attention of your audience and prepares them to listen to the rest of your presentation
- Depending upon the topic, you can use a question, quotation, a statement, or even an anecdote to grab the attention of the audience

Organizing Contents

- Introduction

- For example, if you deliver a presentation on the topic ‘The New Performance Appraisal System’,
- you can begin your presentation with the question:
 - ‘What are the benefits of the newly introduced performance appraisal system?’
- or with the statement, ‘The new performance appraisal has brought in a lot of changes.’

Organizing Contents

- Introduction
 - After the porch, state clearly and precisely the purpose of your presentation
 - For instance, it can be as pointed as this—'One reason brings me here today: to *inform* you about our new performance appraisal system'

Organizing Contents

- Introduction

- ▶ End your introduction by giving an overview or road map of your presentation
- ▶ A good introduction is a vehicle to lead the audience into the main body of the speech
 - ▶ Consider the following example:
 - ▶ “I am here to brief you about the details of this appraisal system. I will start by giving a brief idea about the earlier system and then proceed to discuss the highlights of the new system”
 - ▶ After giving a preview, make sure that you provide a smooth transition to the main body of the speech
 - ▶ “Among the highlights, let me begin with the most important one, that is, the frequency appraisal”

Organizing Contents

- Main Body

- ▶ The main body, the discussion, or the text part follows the subsequent to introduction and supports your aim or specific purpose
- ▶ Depending upon your topic, and your introduction, you can choose from any of the following patterns to organize the main body of your speech
- ▶ **Chronological**
 - ▶ arrange sequentially (in the order in which the events occurred or appeared before you).
 - ▶ The entire presentation can be arranged chronologically.
 - ▶ This method is useful for topics like ‘the profile of your institute’, ‘the changing face of the earth’, and ‘history of sports’.

Organizing Contents

- **Main Body**
- ▶ Categorical
 - ▶ This is one of the easiest and most commonly adopted patterns for many topics.
 - ▶ The entire presentation can be divided into various topics and sub-topics
 - ▶ Arranged on the basis of subordination and coordination.
- ▶ Cause and effect
 - ▶ You can adopt this method whenever there exists a cause and effect relationship.
 - ▶ Here you have to illustrate and explain the causes of the situation and then focus on the effects.
 - ▶ It is relevant for topics like '**impact of cinema on children**,'
 - ▶ 'internet—boon or bane', 'smoking in children', etc.

Organizing Contents

- **Main Body**
 - ▶ Problem-solution
 - ▶ Here you divide the presentation into two parts
 - ▶ In the first part describe and analyze the cause and effect of the problem
 - ▶ After the analysis you move on to the main objective of your presentation to suggest or propose a solution to the problem
 - ▶ It is a very helpful and effective way for persuasive presentation
 - ▶ For topics like 'population explosion' this method can be used
 - ▶ You can bolster your argument or ideas by providing examples, illustrations, statistics, testimony, analog or definition

Organizing Contents

- Main Body, some tips
 - ▶ Resist the temptation to include too many points in the body of your speech.
 - ▶ Restrict yourself to four or five main points
 - ▶ Summarize your points as you go along
 - ▶ Every main point is a unit of thought, an essential part of a speech
 - ▶ Each point should be clearly stated independent of other main points
 - ▶ Plan how you will bridge on link points so that you move smoothly from one part of your presentation to the next
 - ▶ Make use of transitional expressions like therefore, because, in addition to, apart from that, on the contrary, next, etc

Organizing Contents

▶ Conclusions

- ▶ You can conclude your presentation by reviewing the main points
- ▶ Give a signal such as to sum up, to conclude, to review.
- ▶ As you conclude, remind the audience briefly about the purpose of your presentation, which could be either to persuade them or to inform them
- ▶ Tell them what you want them to do, think, or remember based on your presentation
- ▶ Avoid the temptation to wrap up in haste or add something new in this part of your speech
- ▶ You can also conclude with a quotation

Question Session

- Very often, presentations are followed by a question period
- Questions provide you with vital feedback about the ideas that you have put forth in your presentation
- Preparing for questions, therefore, is as important as preparing for your presentation
- How does a presenter cope with difficult questions?
- This is every presenter's nightmare, but one every seasoned speaker has to overcome to emerge more confident and self-assured

Question Session

- If a questioner tries to trip you up with a difficult question, maintain a polite but firm attitude
- Do not reveal annoyance, but as soon as possible, divert to other members of the audience
- It is also important that you learn how to quickly divert irrelevant questions, so as to avoid wasting everybody's time

Preparing an Outline

- An outline is a mechanical framework in which are fitted the bits and pieces of your presentation material
- It serves as a guide to show you the right path for your presentation.
- Suppose you are the project leader of a team, which has taken up a project on developing a new product for the company.
- You have to present before a committee the new product, which is going to be launched in the market.
- This may be a 10 minute presentation about the facilities the product offers, its functioning, etc.

Preparing an Outline

- Your outline can be in the form of words, phrases, or sentences:
 - 1. Introduction
 - 2. Product Appearance
 - 3. Various parts
 - 4. Functioning
 - 5. Facilities
 - 6. Conclusions

Visual Aids

- Spoken words are ephemeral; as soon as they come out of our mouth they evaporate into the air
- A saying that people trust their ears less than their eyes
- Because of this limitation, speeches often need strong visual support—handouts, chalk boards, flip chart, overheads, slides, computers, charts, tables, film, etc
- If a picture is simple, clear and appropriate to its purpose and audience it will deliver its message more accurately and quickly than a verbal explanation

Understanding Nuances (Grading) of Delivery

- ▶ What is it that makes your presentation hold the attention and interest of your audience?
- ▶ Your manner of presentation, your vocal inflections, your perfectly timed pauses, your facial expressions, and your gestures
- ▶ All these are part of an expert delivery
- ▶ One thing becomes clear—having something to say is not enough; you must also know how to say it.
- ▶ There are four modes of delivery which can be used for making presentations:
 - ▶ Manuscript
 - ▶ Memorization
 - ▶ Extemporaneous
 - ▶ Impromptu

Manuscript

- In manuscript presentation, material is written out and you are supposed to read it out aloud verbatim (word to word)
- You are not supposed to memorize the speech and then recollect it
- It's there in front of you to read
- But, you should be wise enough not to attempt to read a speech until you have become a proficient reader

Manuscript

- Advantages
 - Permanent and accurate record of whatever you have to say
 - No chance of tampering with the facts and figures
 - The material is organized systematically
 - Language gets polished

Manuscript

- Disadvantages
 - Less time for making proper eye contact
 - No non-verbal communication with the audience
 - Adaptation is rather difficult
 - Risk in fumble over words, lose your pace, and miss punctuation marks, etc.
 - This adds up to an uninteresting speech and loss of audience attention.

Memorization

- This type of delivery stands somewhere between extemporaneous and manuscript presentation
- Difficult method of presentation
- **Advantages**
 - Very easy for such speakers to maintain an eye contact with the audience throughout the presentation
 - Speaker can easily move and make use of appropriate non-verb communication to add extra value to the speech
 - Possible to finish the speech in allotted time

Memorization

- Disadvantages
 - Memorization requires too much of time
 - Chances of making it a dull and monotonous presentation because you go exactly by whatever you have memorized
 - Even your mnemonic skills fail you if you have not rehearsed adequately
 - No flexibility or adaptation is possible during the speech

Extemporaneous

- It is the far most popular and effective method
- Combination of 'Manuscript' & 'Memorization'
- When speaking extempore you must prepare the notes beforehand and rehearse your presentation

Impromptu

- The impromptu mode, you 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
- Don't panic and babble something in an unmethodical way
- Support your points with whatever examples, quotes, and anecdotes you recall at that time
- Be as brief as possible during your impromptu presentations

Impromptu

- Advantages

- Sounds very natural because you do not get enough time to make any elaborate preparation
- Chance to express your thoughts irrespective of what others think or say about that particular topic
- Spontaneous as you say what you feel, not what you ought to say

Impromptu

- 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 (confusion) 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 you have inadequate proficiency in the language you use

Best Among Four

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

Kinesics

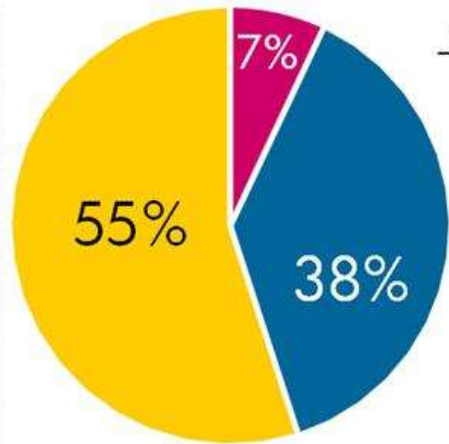
- **Kinesics** is the name given to the study of the body's physical movements
- It is the way the body communicates without words (nonverbal communication), i.e., through various movements of its parts
- **Kinesics** is the interpretation of body motion communication where thoughts, intentions, or feelings are expressed by physical behaviors, such as facial expressions, body posture, gestures, eye movement, touch and the use of space.
- Understanding non-verbal cues will develop ability to use them more effectively during presentations

Kinesics - Importance

- Plays a vital role in *effective communication*
 - “Actions speak louder than words”
- On paper, words remain static; punctuation marks are used to convey pauses, expressions, emotions, etc
- In face-to-face communication the message is conveyed on two levels simultaneously
 - One is verbal and the other is non-verbal
 - Nonverbal signs adds more impact on verbal communication than the word in isolation
 - For example, saying “Congrats” to a friend with a smile

Kinesics - Importance

- The non-verbal part of an oral presentation is not as deliberate and conscious as verbal communication
- Rather, it is subtle and instinctive
- Non-verbal communication is concerned:
 - with body movements (Kinematics),
 - space (Proxemics) and
 - vocal features (Paralinguistic features)



Dr. Albert Mehrabian's 7-38-55% Rule

Elements of Personal Communication

- 7% spoken words
- 38% voice, tone
- 55% body language

People react strongly to what they see

Kinematics

- Body language includes every aspect of appearance,
 - from what you wear,
 - how you stand, look and move,
 - facial expressions, and
 - physical habits such as nodding your head, jingling change in your pocket, or pulling your necktie

Personal Appearance

- Personal appearance plays an important role
- People see you before they hear you
- Appearance includes clothes, hair, jewelry, cosmetics, and so on
- You should expect appearance to be a part of the message you communicate

Personal Appearance

- Plan your appearance in such a way that it communicates effectively
- You should be clean and well groomed, conforming to the need of the occasion

Posture

- Posture generally refers to the way we hold ourselves when we stand, sit, or walk
- Body Posture – The way you place your body, arms and legs, in relation to each other, and in relation to other people:
 - Body proximity
 - Shoulder movements
 - Arm placement
 - Leg and feet placement
- Novice speakers are unsure of what to do with their body

Posture

- Standing, sitting, or walking in a relaxed way is a positive posture, which will encourage questions and discussion
- Stiff, unnatural positions such as the big leaf (hands crossed below the waist with the back of the hand toward the audience) send the message that you are unsure of yourself and your message
- Instead, lower your hands to your sides in a natural, relaxed, and resting posture
- Being comfortably upright, squarely facing an audience, and evenly distributing your weight are all aspects of posture that communicate professionalism, confidence, attention to detail, and organization

Signals Conveyed Through Postures

- Examples:
 - Slumped posture—low spirits
 - Erect posture—high spirits, energetic, confidence
 - Lean forward—open, honest, interested
 - Lean backward—defensive, disinterested or feeling superior
 - Crossed arms—defensive and not ready to listen
 - Uncrossed arms—willingness to listen

Gestures

- Gestures is the movement made by hands, arms, shoulders, head, and torso (upper body)
- How some hold and move their hands and fingers are particularly insightful in reading people
- Similarly, movement and placement of the head, back to front, left to right, side to side, including the shaking of hair
- Adroit (practiced) gestures can add to the impact of a speech
 - A well-timed gesture not only drives a point home but also enhances the impact and adds greater value to what is being said
 - Similarly, an ungainly gesture (like playing with your key chain or button) can mar the effectiveness of the message
- Gestures clarify your ideas or reinforce them and should be well suited to the audience and occasion

Gestures

- Gestures should not divert the attention of the listener and distract from your message
- Avoid irritating gestures like playing with a ring, twisting a key chain, clasping the hands tightly, or cracking your knuckles
- Gestures can roughly be divided into the following types:

- Enumerative—numbers
- Descriptive—size of the objects
- Symbolic—abstract concepts
 - Shrug our shoulders _ we’ve just said, “I don’t know”
 - Turn hands over, palms up in front to say, “I don’t know what else to say. That’s all I’ve got”
- Locative—location of an object
- Emphatic—emphasis



Facial Expressions

- Along with posture and gestures, facial expressions also play an important part
- The face is the most expressive part of your body
- A smile stands for friendliness, a frown for discontent, raised eyebrows for disbelief, tightened jaw muscles for antagonism, etc.
- Facial expressions are subtle. You can use them in a variety of ways: to aid or inhibit or complement your communication
- The face rarely sends a single message at a time. Instead it sends a series of messages—your facial expressions may show anxiety recognition, hesitation, and pleasure in quick succession

Facial Expressions



Facial Expressions

- There are five basic facial expressions which can be blended in many ways:
- The five basic expressions are:
 - Inhibited—restricted and stolid (dull)
 - Uninhibited—spontaneous and impetuous (sudden, impulsive)
 - Substitute—happy with a long face
 - Frozen—no change in expression
 - Blank—no expression at all

Eye Contact

- The eyes are considered to be the windows of the soul
- You look to the eyes of a speaker to help find out the truthfulness of his speech, his intelligence, attitudes, and feelings
- Eye contact is a direct and powerful form of non-verbal communication
- Eyes are a rich source of feedback
- Looking directly at listeners builds rapport
- Prolonging the eye contact for three to five seconds (without, however, giving the impression of staring) tells the audience that you are sincere in what you say and that you want them to pay attention

Eye Contact

- Eye contact is especially important when you start the presentation, and at the beginning of each new section
- Do not look outside the windows, towards the roof or floor, or at one particular section; instead try to establish eye contact with one and all
- Your eye contact shows your intensity and elicits (draw out) a feeling of trust
- Eye Contact
 - Arabs, Latin Americans, and South Europeans look directly into eyes
 - Asians and Africans maintain far less eye contact
 - Raising our eyebrows and we've just said, "Excuse me! Did I hear you right?"
 - Listening to someone while not making eye contact shows: "not paying attention"

Proxemics

- Proxemics is the study of physical space in interpersonal relations
- Space is related to behavioral norms
- The way people use space tells you a lot about them
- In a professional setting, space is used to signal power and status
- For instance, the head of a company has a larger office than more junior employees,
- You should use the psychological power of this space to your advantage
- Your gestures should be in accordance with the space available

Proxemics

- When you have plenty of space to maneuver, move more boldly and expand your gestures
- When seated at a table, use milder gestures
- Moving closer to an audience is useful to invite discussion, to express agreement, or to emphasize a point
- However, do not retreat from this close position when you make an important point or conclude your presentation.
- This encourages the audience to downplay the importance of your point

Proxemics

- It is interesting to note that like kinesics, Proxemics also has cultural variations
- A Latin American or a French is likely to stand closer to another person when conversing than an Anglo-Saxon would in the same situation
- Americans, addressed from a close distance, may feel offended or become aggressive
- Studies show that Americans, unlike many other nationals, avoid close contact with one another in public places

Proxemics

- Edward T Hall in his 'The Hidden Dimension' divides space into four distinct zones
- (i) Intimate:
 - This zone starts with personal touch and extends just to 18 inches (one and a half feet).
 - Members of the family, lovers, spouses, relatives and parents fall under this zone
 - The best relationship that describes it is the mother-child relationship
 - A handshake, a pat on the back, or a hug all come into this zone

Proxemics

- (ii) Personal
 - This zone stretches from 18 inches (one and a half feet) to 4 feet
 - Your close friends, colleagues, peers, etc. fall in this tier
 - Instead of whispering sounds or utter silence, normal talking takes place
 - Though this zone is personal, it is quite a relaxed and casual place
 - It permits spontaneous and un-programmed communication

Proxemics

- (iii) Social
 - Social events take place in this radius of 4 feet to 12 feet
 - In this layer, relationships are more official
 - You tend to become more formal
 - People are more cautious in their movements
 - Demands less emotion and more planning
 - Here the number of people decides whether it should be sitting-sitting or sitting-standing position
 - If the number of people is less and you can maintain eye contact, you could go in for a sitting position.
 - If you have to be authoritative and the audience is large, you can go for the sitting-standing position.

Proxemics

- (iv) Public
 - This zone starts from 12 feet and may extend to 30 feet or to the range of eyesight and hearing
 - Events that take place in this zone are formal
 - Here the audience views what is happening as an impartial observer
 - The degree of detachment is very high
 - Here the speaker has to raise his voice to communicate to others or use a microphone.
 - Public figures like the Prime Minister of a country, for example, have to maintain this distance for security reasons

Paralinguistic

- Paralinguistic features are non-verbal vocal cues that help you to give urgency to your voice
- Your voice is your trademark
- It is that part of yourself that adds human touch to your words
- Writing does not have that immediacy (nearness) because the words are static on a page
- Voice gives extra life to your delivery. Therefore, you may find it useful to understand the characteristic nuances (level) of voice, namely
 - (i) quality, (ii) volume, (iii) rate, (iv) pitch, (v) articulation, (vi) pronunciation, and (vii) pauses.

Paralinguistic

- (i) Quality
 - Quality is a characteristic that distinguishes one voice from another
 - While the quality of one's voice cannot be changed, it can be trained for optimum impact
 - It may be rich and resonant, soft and alluring, thin and nasal, hoarse and husky, or harsh and irritating
 - Very few people are naturally blessed with deep and resonant quality
 - Everybody can improve upon the quality of the voice and develop it to its fullest potential
 - Abraham Lincoln and Winston Churchill, for example, adapted the quality of their voices to become speakers par excellence

Paralinguistic

- (ii) Volume
 - Volume is the loudness or the softness of the voice
 - Your voice should always project but need not always be loud
 - If the place you are speaking in is large and open, the volume should be high
 - If the place is small and enclosed, the volume should be low
 - If your volume is too high you may sound boorish (rude) and insensitive
 - If it is too low you may convey an impression of timidity, which has no place in the business world
 - It also gives the impression that you are not well prepared and lack the confidence to express yourself
 - One way to improve your voice and speaking style is through reading aloud
 - Read children's stories, giving each character a unique way of speaking, to develop vocal variety
 - Reciting tongue twisters such as she sells sea shells on the seashore also improves diction

Paralinguistic

- (iii) Pace/Rate

- Rate is the number of words which you speak per minute
- It varies from person to person and from 80 to 250 words per minute
- The normal rate is from 120 to 150 words
- Cultivate your pace so as to fit in this reasonable limit
- If a person speaks too slowly and monotonously, he is most likely to be considered a dull speaker even though the contents of his speech may be highly interesting
- Similarly, a fast speaker also causes discomfort because the listeners do not get time to grasp the thoughts and switch from one thought to another.
- It is best, therefore, to vary your speaking pace.
- Use pauses to create emphasis.
- A well-paced, varied message suggests enthusiasm, self-assurance and awareness of audience.

Paralinguistic

- (iv) Pitch
 - Pitch refers to the number of vibrations per second of your voice
 - The rise and fall of the voice conveys various emotions
 - Lowness of pitch can indicate sadness, shock, dullness, guilt, etc
 - If you are excited, joyous, ecstatic, triumphant, and even angry, then your pitch automatically becomes high
 - A well-balanced pitch results in a clear and effective tone
 - Pitch is also influenced by your air supply; if you run out of air, you cannot control the pitch of your voice
 - Use a variety of pitches to hold your listeners' attention
 - Avoid raising the pitch of your voice as you end a sentence
 - This vocal pattern, called pitching up, makes your remarks sound tentative or unfinished

Paralinguistic

- Articulation

- Speakers should be careful not to slop, slur, chop, truncate, or omit sounds between words or sentences
- If all the sounds are not uttered properly, the flow of understanding gets interrupted and deters the listener from grasping the meaning of the message.
- The result is similar to the negative impression that written errors leave with a reader
- Lazy articulation, slurred sounds, or skipping over words will lower the credibility of the speaker
- Develop in yourself the ability to speak distinctly; produce the sounds in a crisp and lucid manner without causing any obfuscation (confusion)

Paralinguistic

- Pronunciation
 - If articulation means speaking out all the sounds distinctly, then pronunciation requires us to speak out sounds in way that is generally accepted
 - The best way is to follow British Received Pronunciation. (Received pronunciation or R.P., or Educated Southern British English, is a form of English socially acceptable in all parts of the country)
 - One should be careful enough to pronounce individual sounds along with word stress according to the set norms
 - Wherever there is confusion, always consult a good dictionary and try to pronounce it accordingly

Pronunciation

- Given below are few commonly mispronounced words along with their correct pronunciation:

Word	Common Error	Correct Pronunciation
arctic	ar-tic	arc-tic
gesture	ges-ture	jes-ture
3 tier	3-tyre	3-tear
gigantic	jai-jan-tik	jai-gan-tik

Paralinguistic

- Voice Modulation
 - While intonation (tone) refers to the tonal variations, modulation pertains to the way we regulate, vary, or adjust the tone, pitch, and volume of the sound or speaking voice
 - Modulation of voice brings flexibility and vitality to your voice, and you can express emotions, sentiments like impatience, careful planning, despondency, suspicion, etc. in the best possible way
 - If you do not pay special attention to the modulation of your voice, then your voice becomes flat and you emerge as a languid (lazy) speaker with no command over your voice

Paralinguistic

- Word stress and sentence stress also play an important role in voice modulation
- For example, by accentuating one or two words in a sentence (e.g., in the sentence
 - This company produces 50 cars everyday,
 - you can stress ‘this’ and ‘50 cars’,
 - you can effectively bring in modulation in your voice
- If you are a novice in professional presentations, it is better to initially underline the words that you may like to stress during your presentation.
- This will help you to avoid sounding dull and monotonous

Paralinguistic

- Pauses

- A pause is a short silence flanked by words
- A pause in speaking lets the listener reflect on the message and digest it accordingly
- It helps you glide from one thought to another one
- A pause helps not only the listener but the speaker as well
- Pauses automatically come in between the major points of your speech
- Do not prolong the pauses unnecessarily as they will hinder the flow of your speech

Paralinguistic

- Pauses
 - Vocalized pauses or vocal segregates like uh, ah, hm, ahem, a, aah should be substituted by silent pauses
 - Vocalized pauses make the speech sound evasive and untruthful, they dilute the conviction of your point
 - If you keep inserting repetitive phrases like ‘I mean ‘well’, ‘Nice’, ‘ok’, ‘got it’, ‘actually’, etc., then these phrases sweep away the good impression you have created
 - Use pauses thoughtfully, and time them well as they exhibit assurance, confidence, and self-control
 - Use pauses at the end of certain thought units to let the audience fully absorb the information

Chronemics

- Chronemics is the study of how human beings communicate through their use of time
- How do you, communicate with others? What does time mean to you? In order to use time as an effective communication tool, you should understand the impact it has and then act accordingly.
- We attempt to control time, trying to use it more effectively
- In the professional world, time is a valuable commodity
- When you are late for an appointment, people react negatively.
- If you arrive early, you are considered either over-eager or aggressive. So always be on time.
- Through time, you communicate both subtly and explicitly.

Chronemics

- People have their own 'time language'. To one person who wakes up at 8:00 a.m
- 6:30 a.m. may be early; to another, 8:00 a.m. may be late if he wakes up at 5:00 a.m. every day!
- Time language also varies from culture to culture
- In Latin countries, meetings usually begin well after their appointed time.
- Everyone knows this. It is customary and no one is offended by the delay
- In Scandinavia or Germany, on the other hand, strict punctuality is the rule, and tardiness (delay) is frowned (ridiculed) upon.

Chronemics

- Good timing is crucial
- Staying within time limits is a mark of courtesy and professionalism
- If, at the beginning of your presentation, you assure the listeners that you will be giving them time at the end of your presentation and then keep talking till the time is all gone, without allowing scope for the audience to respond, you will undoubtedly annoy the audience

Conclusion

- In nutshell, oral presentation is an art that requires careful planning, preparation, and a great deal of practice
- Apart from communicating the main purpose of your presentation, there are various factors that you need to blend to convey your message clearly
- These features are:
 - audience analysis,
 - organization of matter,
 - preparation of an outline,
 - nuances of delivery,
 - kinesics & paralinguistics
 - visual aids, etc.
- Your aim should be to keep all these threads intact, neither too loose nor too tight.
- With care and practice, you can achieve wonders with your oral presentations.



Next Lecture

Active Listening