**Unit- IV**

**Presentations Strategies**

Theme Presentation: Theme presentation or presentation of the report of a project orally is a powerful medium of communicating ideas. Speaking before an audience is an opportunity to provide a platform to the speaker to express his point of view.

Presentation of a report may be made through two methods- Verbal and Non-Verbal Communication.

Purpose of Theme Presentation: The purpose of the presentation determines the content and the style of presentation. There can be manifold purposes of presentation.

1. To inform
2. To persuade/ motivate
3. To entertain

To Inform: The purpose of a presentation may be simply to provide information. Such presentation is to be based on facts and figures. *Bovee et al* list a few situations in which presentations are made to inform.

* If you are in the human resource department, you may give orientation briefings to new employees or explain company rules, procedures and benefits at assemblies
* If you are a department supervisor, you may conduct training program.
* If you are a problem solver or consultant, you may give analytical and informative presentations on the merits of various proposals.
* Oral reports on a project can be presented.

**To Persuade/Motivate:** To persuade of presentation may be to persuade. It may be to popularize an idea or a product. In such presentations, the presenter has to proceed with certain arguments and suggestions. He will have to offer certain conclusions and recommendations. Some politeness tactics may be used in order to persuade the audience use of expressions such as ‘please’, ‘thank you’ etc. will be quite effective. Certain talk- tactics can be used so that the speaker can exercise his influence over the audience.

**To Entertain:** Besides these two purposes sometimes oral presentations are made in order to entertain. The speaker may use certain strategies such as use of humor, narration of anecdotes, in order to break monitory of the presentation. He may use variety of the sentences also such as affirmative, negative and interrogative to evaluate the mood of the audience.

**To Inform:** It can also be a purpose of presentation.

**Audience and Locale (Physical Environment):-** For effective presentation, it is necessary to develop an audience profile. *Bovee et al* list ways of developing audience profile:

1. Identify the primary audience (recognize the decision makers or opinion boulders in the crowd).
2. Determine audience size.
3. Determine audience composition (recognize their needs, interests, attitudes, cultural barriers etc.)
4. Another point that needs attention is the cultural diversity of the target audience because the multiculturalism will affect how the speaker’s messages are conceived, composed, delivered, received and interpreted.

**Locale:** Besides an understanding of the audience, another important factor which may conduce to proper understanding of message is the locale i.e. the physical environment. The speaker should know about:

* Place of presentation (whether a large auditorium or conference room).
* A podium or a table provided.
* Public address system available.
* Seating arrangement, room temperature and lighting.
* Visual- aids available.

 **Types of Presentation:-** There are basically two types of presentations:

1. Individual Presentation: It involves the participation of a single person/organization on a particular theme.
2. Group Presentation: It hints to a different mode in which the presentation is made by a group.

**THREE STEPS IN PRESENTATION PROCESS:**

1. The entire process of oral presentation can be summed up within three steps as suggested by Bovee et al:
2. Planning b. Writing c. Completing

**Planning:** It includes purpose analysis, layout schedule and a profile of the audience, investigation of needed information and presentation to occasion and audience and good relationship with audience established.

**Writing:** It includes the following things:

**(i). Organize:** Define main idea, limit the scope, choose approach, prepare outline and decide on style.

**(ii). Composing:** Compose presentation, ensuring that the introduction, body close and question and answer period- all accomplish the necessary tasks for an oral medium.

**(iii). Completing:** It includes the below listed points:

1. Revise: Edit presentation for content, conciseness and clarity.
2. Produce: Review everything for typographical, improper grammar and mechanical errors.
3. Proofread: Practice of presentation, checking the location, overcoming anxiety and field questions responsibility.

**Q. Give in brief some tips for presentation.**

**Ans.** Below are mentioned some tips for oral presentation:

1. At the outset, the interest of the audience should be roused.
2. Introduce the topic of the speech.
3. Analyze the audience.
4. Organize the body of the speech into parts such as introduction, body, end etc.
5. Selection of a presentation method: The speaker has to choose one of the following methods such as,
6. Extemporaneous Presentation
7. Memorizing from notes
8. Reading from notes
9. Impromptu Speaking
10. Modulation of voice.
11. Speed of speech
12. Personal appearance, including postures and facial expression, should not be awaked.

**Q. What is the need of audience analysis in a thematic presentation?**

**Ans.** The audience specifically means the receiver of the message. Before a speaker starts his speech, he/she should have some knowledge of the audience beforehand i.e. their age, sex, interest, background, education and nature. His selection of vocabulary, tone, style etc. will be decided according to the tpe of audience. Some main categories of audience are- Experts, Technicians, executives, non-specialists. Another important thing for successful presentation is to know about the size of the audience, their level of understanding and also their cultural background.

**Q. Name the main parts of an oral presentation.**

**Ans.** The main parts of an oral presentation are as follows:

1. Introduction ii. Main Body or discussion iii. Close or conclusion

**Introduction:** The purpose of this part is to capture the attention of the audience. To arouse intreset among the audience, to establish speaker’s credibility and to give preview of the content, introduction to presentation is designed.

**Main Body or Discussion:** Next step in the presentation is the discussion. The main body of the presentation can be organized on any of the following orders…

1. Inductive order
2. Deductive order
3. Question to answer order
4. Chronological order
5. Cause and effect order
6. Spatial order

**Close or Conclusion:** The close of a presentation is as important as the introduction or the main body. Bovee et al suggests a few points for successful conclusion:

1. 10% of total time may be devoted to closing
2. The use of expressions such as ‘In conclusion’, ‘At the end’ and to sum it all will suggest that the end of presentation is approaching.
3. Restate the main points.
4. Review the consensus.
5. Final words should be memorable.
6. New ideas should not be introduced at this stage.

**Unit-V**

**Kinesics:** Kinesics is the interpretation of body motion communication such as facial expressions and gestures, nonverbal behavior related to movement of any part of the body or the body as a whole.

**Importance of Kinesics:**

In face to face interaction, body language plays an important role. We began to form an impression about a speaker as soon as we see him. The way he is dressed, the way he walks,the way he smiles,the way he stands,-all these things show his personality, his skills…. kinesics is the study of the movement of human body in the process of communication.

Kinesics (the language of body)contains below points-

\*personal appearance

\*facial expressions

\*eye contact

\*movement

\*postures

\*gestures

Kinesics helps in effective communication as it helps to improve our body language and interaction quality. It helps in maintaining eye contact, proper posture, and effective gesture through out the whole communication process. .

Thus these little things make our communication or interaction effective and efficient. And hence of course kinesics is helpful for advancing our communication skills.

**Q. What is body language? How do the physical movements of the body help in communication?**

**Ans.** There are two modes of communication- Verbal and Non-verbal. Whenever we communicate through non-verbal means of communication, Kinesics i.e. the body movements or body language plays a vital role. For self control, the speaker should pay attention to some of the following things…

1. Maintain proper eye-contact
2. Expressions of face and eye should appear
3. Gestures
4. Postures
5. Physical appearances etc.

**Q. What is space language/ propximics? Discuss**

**Ans.** Non-verbal communication includes kinesics as well as proxemics (space language) which means the space between speaker and listener or the physical surroundings or environment. The spatial dimension or distance between us and different people tells us about our relations with others and the nature of our communication with them. Edward T. Hall has given four types of space languages, depending on the distance, those are:

1. **Intimate Space Language-** Where the speaker and the listener are within the circle or about 18inchs distance.
2. **Personal Space Language-** Where the speaker and the listener are in the personal space i.e. from 18 inches to 4 feet.
3. **Social Space Language-** Where the circle extends from 4 feet to 12 feet.
4. **Public Space Language-** Where it extends from 12 feet to audible.

**Q. How can nuances of voice dynamics help the speaker to make the oral presentation impressive?**

**Ans.** In order to control the audience, the speaker has to adopt certain strategies, primary among them is the use of language. The speaker should speak a language which is close to the participants. The speaker should speak a language which is close to the participants. Clearity is the key-word in oral presentation. Below are given few important points which a presenter should keep in mind:

1. **Pronunciation-** Words should be pronounced clearly, with proper stress and intonation. Mispronunciation sometimes, leads to confusion and spoils all presentation howsoever well planned it is.
2. **Voice Modulation-**
3. Voice should be vibrant and well- modulated.
4. Pauses should be at the right place.
5. Rate of delivery should be normal.

**What is Linguistics?**

Linguistics is the study of language. The word *Linguistics* is derived from the Latin words *Lingua* and *istics-* meaning tongue and knowledge respectively. Thus, linguistics may be known as the scientific study of Language.

**Phonetics:** Phonetics is the science of human speech sounds. It deals with the pronunciation and representation of the sounds of speech. T. Balasubramanian writes, “Linguistics is a systematic study of language. Phonetics is a branch of linguistics and it is the branch dealing with the medium of speech. It deals with the production, transmission and reception of the sounds of human speech.”

**Phoneme:** Every language has a large number of different sound segments, both vowels and consonants. These sound segments of a language are known as phonemes.

**Allophone:** There may be certain variants of one and the same phoneme. For example, in the word *pin* and *spin,* the phoneme /p/ has two different sounds /ph/ and /p/ respectively. The situationally determined variants of a phoneme are called its allophones.

**Syllable:** The syllable is a unit adopted for the analysis of speech. It can be defined in terms of the pulmonic air stream mechanism. When we make use of this mechanism in speech, the air from the lungs does not come out in a regular and continuous flow. The muscles of the chest-contract and relax alternately and thus the air is pushed out in small puffs at the rate of approximately five times per second. Each such movement of the muscles, called a chest-pulse, corresponds to a syllable. A syllable may be defined as a unit of pronunciation consisting of a vowel alone or a vowel with one or more consonants. On the basis of the number of syllable, the words are classified into monosyllabic, disyllabic and polysyllabic. As pen-cil, po-pu-lation etc.

**Phonetic Transcription:** Phonetic transcription means turning the sounds into written form. It is a written record of sounds made by a speaker. Phonetic transcription is a device by which the correct pronunciation can be conveyed by the help of certain symbols.

**Word Accent/Stress in Speech:**

In the words of more than one syllable, not all the syllables are equally important. Some syllables in polysyllabic words are strongly stressed while some are weakly stressed. The syllable that is more prominent than others is said to receive stress or the accent.

The word stress means force or pressure. In terms of spoken language, stress means a greater breath force, greater muscular effort and greater vibration of the vocal cords in producing certain sounds. Paul Christophersen explains, “When we say that a certain syllable is strongly stressed, we mean that it is altered with great energy. The air is ejected from the lungs with more effort and the other speech organs perform their actions with more vigour than for a weakly stressed syllable. The effect is that the stressed syllable seems louder than the others.” Like Iagent, Ialways, Idamage, Icarry, Ieffort, employIee, conItinue. Etc.

**Types of Stress and Accent:** The accent or stresses are of two types:

1. Primary Stress or Tonic Accent
2. Secondary Stress or Non-tonic Accent

There are several polysyllabic words in which two syllables may be prominent or strong. The syllable which is more prominent (as it is articulated with greater breath) may receive a pitch change. In a polysyllabic word the syllable on which a pitch movement takes place is said to receive Primary Stress or Tonic Accent. The syllable that has the next degree of prominence in the same word is said to receive Secondary stress or non-tonic accent. Primary stress is marked with a vertical bar above and in front of the syllable to which it refers. As IConstiItution, IDepoIsition

**Intonation:** When somebody speaks then continual variations in pitch can easily be noticed. There are continuous rise and fall in one’s speech. S. K. Bansal says, “The term intonation refers to pitch patterns that are part of the structure of sentences.”

**Kinds of Intonations:**

There are mainly the following types of Intonations:

**The Falling Tone:** When the speaker begins a sentence at a high note but gradually shifts to a lower as he reach to the end of a sentence, it is known as a falling tone. A falling tone will be marked with a symbol \ in front of the syllable to which it refers. The symbol will be above the line for a high falling tone and below the line for a low falling tone. As \ Then, \ Look, \Do \Tell

**The Rising Tone:** When the speaker begins at a lower note, but gradually shifts to a higher note as he reaches to the end of a sentence, it is known as a rising tone. A rising tone will be marked with a symbol./ in front of the syllable to which it refers. As What’s the matter? Are you calling me?

**The Falling-Rising Tone:** This tone is sometimes referred to as the dive. It consists of a fall from high to low and then a rise to the middle of the voice. It can be used either on one syllable of different syllables of a word or sentence. This tone is often used to indicate wish, warning etc. As: Don’t go out in winter. I am waiting. Please be careful

**Voice Modulation:**

**Modulation** is when you control or adjust something, like when you lower your **voice** to a loud whisper in order to make what you're saying more dramatic and mysterious. The noun **modulation** has several meanings, including a change of key in music or of the sound of a person's **voice**.

**Pitch:**

Pitch is a perceptual property of sounds that allows their ordering on a frequency-related scale, or more commonly, pitch is the quality that makes it possible to judge sounds as "higher" and "lower" in the sense associated with musical melodies.

**Rhythm:**

Rhythm generally means a "movement marked by the regulated succession of strong and weak elements, or of opposite or different conditions.

Vowel And Consonant Sounds





