

Unit IV

TOPIC 1:

Audio visual aids for a presentation

Importance of Audio Visual Aids:

“It has been estimated that 11% of what we learn is through hearing, 83% through sight and rest through the other senses”,

opine R.C. Sharma and Krishan Mohan. Visual aids can, thus, make presentation more effective. If the presentation is made with the help of visual aids, the listeners feel stimulated and they take more interest in the presentation. But too much use of visual aids may cripple the effect. Sharma and Mohan have referred to few basic facts, which should be kept in mind for better results:

- 1) Integrate the aid with the oral presentation and use it, when reach the relevant points.
- 2) If possible, keep the chart, picture or map hidden until you need to refer to it.
- 3) When in use, the visual aid should be displayed where everyone in the audience can see it.
- 4) Interpret it to the listeners and draw their attention carefully to what you want them to note.
- 5) Stand on one side and use a pointer, if necessary, while interpreting it.
- 6) The aid should be sharp, emphasize only those aspects which you consider significant. Do not clutter it with too much information.
- 7) If there is a blackboard behind you, see that it is clean and write on it rapidly and legibly in large letters.

Selecting the right visuals:

Once the presenter identifies the points which he wants to present with more clarity with the help

of visual support. Let him now choose the type of visual aid for his presentation. There should be an ideal blend of verbal and visual information and the visual information should flow as naturally as the water of a river. It is for the speaker to decide how to communicate visually whether through a pie chart or a bar chart or a diagram etc. Bovee et al has listed some popular types of visuals and also their uses:

To present detailed, exact values, use tables.

To illustrate trends over time, use a line chart or a bar chart.

To show frequency or distribution, use a pie chart, segmented bar chart, or area chart.

To compare one item with another, use a bar chart.

To compare one part with the whole use a pie chart.

To show geographic relations, use a map.

To illustrate a process or a procedure, use a flow chart or a diagram.

Visual Aids used in Presentations:

- 1) Overhead transparencies
- 2) Power point presentations
- 3) Black board or white board.
- 4) Flip charts

TOPIC :2

Nuances or Methods of Delivery / Presentation:

Good planning is the backbone of good presentation. Equally important or perhaps more important is the manner of delivery. Antonio, after the assassination of Julius Caesar, delivered a funeral speech and won the mob by his oratory. The mob that was earlier supporting Brutus and others suddenly turned against them. It is, of course, the power of speech that may turn a dull topic into interesting one whereas poor delivery or bad presentation may spoil the entire presentation howsoever significant it is.

So, once the speaker has planned and developed the content of his presentation, he should begin practicing his delivery, since it is not as important as, what to say, as it's how to say?

There are a variety of delivery methods but a speaker should choose those which are easier to handle, some such methods are listed below:

- 1) Memorizing the Manuscript
 - 2) Reading the Manuscript
 - 3) Speaking from notes
 - 4) Extemporaneous / Impromptu Speaking
- 1) Memorizing the Manuscript:

(Manuscript – Hand written matter, a copy of a book before it is printed)

This method of presentation can be one of the most effective methods of presentation.

But it requires an extra ordinary power to memorize because if the presenter forgets his text, his speech will sound stilled / unnatural / too formal. Besides he will become a butt of ridicule. He, therefore, should avoid memorizing long speeches. Memorizing a quotation, an opening paragraph, or a few concluding remarks will strengthen his delivery and impress the audience.

- 2) Reading the Manuscript:

It means read out the written material aloud. This method is often used whenever a complex or technical presentation is made such as the description of some machine or the policy matters of an organization. Reading intelligibly is an art, which can also be learnt after much practice. Once the manuscript of a presentation is prepared, the reader should do a lot of practice and rehearse again and again. In verbatim (word by word) reporting, the reader and listener contact is often interrupted. Moreover, such word for word reporting becomes dull and monotonous. For effective manuscript presentation, the reader should follow the below mentioned suggestions:

- A. Be familiar with the text by reading it again and again.

B. Learn right pronunciation of the technical terms used.

C. Maintain proper flow of the language for which proper pause and voice modulation can be used.

3) Speaking from Notes:

Making presentation with the help of an outline is a very common method of presentation. The speaker prepares notes on a sheet or cards and then with the help of appropriate

audio visual aids, he makes his presentation. This process makes the delivery easy and impressive. The speaker while making presentation maintains eye-contact with the audience and never for a moment the presentation becomes mechanical, dull or monotonous. Practice indeed makes perfect. An inexperienced speaker should do proper rehearsal before making presentation.

Extemporaneous / Impromptu Speaking:

The words extemporaneous or impromptu means done without preparation or planning.

The term impromptu speech, thus, means a speech delivered without any preparation done beforehand i.e. unrehearsed delivery in speech. Such impromptu speeches of formal mode should

be avoided. They can be made after some caution. To quote Bovee, Thill and Schatzman, "You might have to give an impromptu or unrehearsed speech if you're called on to speak unexpectedly or if you have agreed to speak but neglected to prepare your speech. Avoid speaking unprepared unless you have spoken countless times on the same topic or are an extremely good public speaker. When you are asked to speak 'off the cuff', take a moment to think through what you will say. Then avoid the temptation to ramble."

Question Bank: 1

PROFESSIONAL COMMUNICATION

1. Explain the following:

- (a) Define a paragraph.
- (b) Define Business Correspondence.
- (c) Is a cover letter required while sending a résumé? Specify.
- (d) What is the importance of eye contact in a theme presentation?
- (e) Define mass communication.
- (f) What is Business Negotiation?
- (g) What is the importance of Grapevine in an Organization?
- (h) Give five examples of each Oral Communication and Written Communication

2.

- (a) Discuss different flows of Technical Communication in an Organization?
- (b) What are the requirements of an Effective Oral Presentation?
- (c) How can nuances of voice dynamics help the speaker to make an oral presentation impressive?

- (d) What are the basic requirements of a good Sentence Construction in Technical Writing?
 - (e) Point out the important differences between Technical Communication and General Communication.
 - (f) Describe the process of Negotiation. Specify the qualities of a good negotiator.
 - (g) Define Reports. Specify nature and importance of report.
3. Describe different modes of Speech Delivery? What do you consider is the best mode of speaking?
 4. What is a résumé? Draft a suitable Resume for a multinational company for the post of Project coordinator, with necessary focus on your professional expertise.
 5. What are the causes of Inter-personal Barriers? What is the impact of personal behavior of a person on Communication Process?

Question Bank: 2

- (a) What is Topic sentence?
 - (b) What is Mass Communication?
 - (c) What is the difference between bibliography and reference?
 - (d) What do you mean by active listening?
 - (e) Differentiate the homophones using them in your sentences of your own: Maize and Maze
 - (f) Make plural of the following words: i) Crisis ii) Phenomenon
2.
 - (a) Distinguish between upward and downward communication along with its merits and demerits.
 - (b) What are the techniques used to make a paragraph coherent?
 - (c) Write a report on workers' discontent at company's Auxiliary unit. Invent necessary details by yourself.
 3. (a) Comment on body language as a presentation strategy.
 - b) Write a note on paralinguistic features.
 4. (a) What are the causes of interpersonal barriers?
 - (b) What are the distinguishing features of technical communication?
 5. What aspects of a report are dealt with in 'front matter' and 'back matter'?
 6. What are the qualities of a sales letter? Support your answer with an example.
 7. Write a paragraph using Deductive method and underline the Topic sentence. (Invent necessary details yourself)

Question Bank: 3

- (a) Define a paragraph.

- (b) Define Business Correspondence.
- (c) Is a cover letter required while sending a résumé? Specify.
- (d) What is the importance of eye contact in a theme presentation?
- (e) Define mass communication.
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5. What is the impact of personal behavior of a person on Communication Process?

Note: In above 3 Q.Banks, a few questions have been repeated to indicate that they are V V important.