

Other oral forms of communication

D.B.Shah

Public speaking

- spend taking more than writing in business
- informal much more time
- face to face
- but some of the oral communications are formal
- speeches, lectures ,oral reports,interview,and so on

Making formal speech

- ❖ most people find it difficult
 - following techniques will be helpful
 - a) selection of topic
 - b) Determination of presentation method
 - c) consideration of personal aspects
 - d) Audience analysis
 - e) Appearance and bodily action
 - f) use of voice
 - g) use of visual aids

Selection of topic

- ❖ we must select the topic by considering three facts: our knowledge, our audience, and the occasion
- ❖ collection of information
- ❖ we have to organize under different headings such as introduction, body and the conclusion
- ❖ greetings suitable
- ❖ start opening that attract the audience
- ❖ tie with things and what we say

Determination of presentation method

- ❖ Extemporaneous method
- ❖ Memorizing
- ❖ Reading

Consideration of personal aspects

- This is personal analysis
Speaker is a part of speech
- a good speaker should seek the following characteristics:
 - ☐ Confidence
 - ☐ Sincerity
 - ☐ Thoroughness
 - ☐ friendliness
 - ☐ Audience Analysis

Appearance and Bodily Analysis

our audience develop impression from the following six factors related to our appearance and bodily action:

- ❖ communication environment
- ❖ personal Appearance
- ❖ posture
- ❖ walking
- ❖ facial expression
- ❖ gestures

Use of voice

- ❖ Lack of pitch variation
- ❖ lack of variation in speaking speed
- ❖ lack of vocal emphasis
- ❖ unpleasant voice quality

Use of visual aids

- ❖ every one can see it
- ❖ explain the visual aid
- ❖ organization of visual aid
- ❖ avoid blocking the visual aids