

## **LESSON-19**

### **TECHNIQUES OF EFFECTIVE SPEECH**

There are several ways in which speech may be considered 'good' or 'bad' by different people and this is usually because it may be used for many different purposes. These various angles on speech will be discussed in this chapter and we shall deal later with the ways in which each may be improved.

First, why do we speak at all? In fact, is speaking really necessary? We are sure, we all agree that it is. We realize this very forcibly when we go to a country where we do not speak the language. Of course: if one is good at mime, one can get along to a certain extent with gestures. This is fun on a holiday and when there is plenty of time; but we all know that it does not get one far in the end. We may say then that the first and foremost use of speech is to convey our ideas to other people. It is when our speech does not do this, immediately and clearly that it may be truly said to be "bad."

Certain techniques should be followed to be a successful communicator. He must build into his speech an element of goodwill to which the listener will react favorably. A speech creates goodwill provided a message produces a favorable reaction among the listeners. A positive favorable reaction from the listeners can be achieved by promoting a friendly, kind attitude, cheerful towards listeners. Listeners are many and human, of all common and various capacities. They should be treated as such and the message is capable of being understood by them all. A favorable effect of a message is important. One principle is being courteous, which is fundamental in all oral communication and good relations.

#### ***Make Your Net Presentation A Winner***

##### ***Rule 1. In preparing your presentation, start about halfway through***

There isn't an audience in the world that hasn't said to itself, "When is the presenter going to stop talking about his business and start about mine". So instead of "Opening Remarks", structuring outline should begin with, "an issue of direct concern to my audience". The sooner we stop being self-conscious and start being audience-conscious, the better our chances of winning a positive verdict.

Rule 2. Content is always the first requirement of any presentation. Once content breaks down, delivery is never far behind

If the speaker doesn't know his subject, his voice is going to tighten. If he doesn't believe in what he is saying, his gestures are going to be halfhearted. If he gets a question that catches him unprepared, his body language is going to answer for him. Keeping in our head about seven times as much information as we are likely to use in our presentation is needed. Know the subject better than anybody in the room and delivery will carry conviction even if the presentation may not be magnificent. That's better than empty theatrics any day.

***Rule 3. It's impossible to be too clear***

Many presentations are so muddled that members of the audience say to themselves, "What in the world is that person talking about?" or more to the point what am I doing here?"

Here's a simple but effective exercise: Ask yourself "If I were going to put a fifteen-word headline on my presentation, what would it say?" Isolate the meat of what you want to communicate and make sure you say it clearly, prominently. Also ask yourself, "What do I really want my audience to do as a result of this presentation?"

***Rule 4. The audience is going to remember about one quarter of what you say***

A surprising number of presenters will assume that once a statement is made, the audience retains it. The truth is this that the average audience retains approximately 25 percent of a presentation if the verbal content is given visual reinforcement (slides, charts, videotapes). If the presenter is simply standing there, ploughing through a manuscript, flooding the atmosphere with words, he or she will be lucky to have one tenth of the total message retained by the audience.

So what do we do about it? One strategy is "tell them what you're going to tell them then tell them what you told them", i.e., put your proposition up and keep referring to it. It's not that audiences have poor memories, it is simply that presenters assume that audiences have perfect memories.

**Rule 5. Participation by your audience helps them remember, but "handle with care".** Participation can backfire

The presenter, can ask audience to do almost anything, Stand up, Sit down, Sing, Work out a puzzle, Play a role. Most audiences are surprisingly agreeable. They'll do almost anything. Nonetheless, a few words of caution.

- (i) Study your audience carefully before you get up to present.
- (ii) Look for the most animated people in your audience to be your participators.
- (iii) Never force anybody to participate if you detect even a hint of reluctance.
- (iv) Never allow anybody to look bad.

Participation by your audience can make your presentation unforgettable but just make sure that it does not backfire.

**Rule 6. Nervousness** isn't all bad, but it becomes serious when audience becomes more concerned about speaker's nerves than his subject. .

Nervousness is the number one problems of people who make important presentations. There are ways to deal with it and some of them can actually be fun.

- (i) Take a brisk 2-minute walk. Exercise of any kind breaks the strain that creates nervousness. It gets the body chemistry going.
- (ii) Look at yourself in a mirror and check your appearance. All buttons buttoned. Nothing's out of place. You look like you want to look. That reduces anxiety.
- (iii) Next, take five deep breaths. Deep breathing always calms the nervous system.
- (iv) Say two words out loud, "Lets go".
- (v) Tell yourself that my presentation has one goal and one goal only to genuinely help the people in my audience. That uncomplicates mind and keeps the focus clear.

**The following suggestions will help you to stay cool as you ease into your presentation:**

(i) At the very start, say something to get your vocal chords going, but don't say anything calamitous. "Good Morning" isn't a bad way to wake up your vocal chords. The important thing is-you've started, and you've probably made friends with a few people, at least.

(ii) Smile. Because you're friendly (which you should be)

(iii) Don't cross your legs before you get up to speak. Chances are, they'll go to sleep and you'll approach the platform waving.

(iv) When you stand up to present, keep your hands at your sides, or given them meaningful work to do (such as maneuvering your flipchart so that everybody can see it). If you don't have work for your hands to do, touch the index finger against the thumb on both hands. The very fact that you feel your own body heat will be reassuring and reduce your nervousness.

(v) A final word on nervousness: A little bit of nervousness shows your audience that you're

up for them. But never tell your audience that you're nervous.

### **Rule 7. Eye contact is the strongest force in your favor during a "Live" Presentation.**

When you make your next presentation, you'll know whether you're making eye contact or not because you can see your audience but because

(i) You can impose a kind of obligation upon an audience to actually listen to your message.

Most audiences feel a certain responsibility to listen to a speaker. When you look directly at a person in your audience, you increase that responsibility by tenfold.

(ii) You can alter your message in response to the eye contact you're making. If the eyes are dull, you're not connecting. If the eyes are blinking, you're confusing the listeners.

(iii) You can listen with your eyes. If you're presenting to a small group where the audience is constantly interacting with you, you can establish your interest in them by listening with your eyes. Eyes prove that you're listening and the ears don't.

Here are three fundamentals on eye contact that will benefit your next presentation:

(i) Don't set any specific length of time to maintain eye contact with one person. Stay only as long as it's comfortable for both people.

(ii) Eye contact should be broken by natural pauses in meaning - between phrases - or thoughts. Eye contact usually breaks most comfortably at punctuation points.

(iii) There's a big difference between staring at people and eye contact. Staring is intimidating, confrontational. Eye contact reduces the distance between people. It reaches out, asks for understanding on a one-to-one basis.

### **Rule 8 "People may lie, but body language never does."**

Body language, once you've learned how to read it, is going to tell you more than what your audience will say.

Sensitivity to audience is vital. This whole subject of body language depends, for its value, on the ability of the presenter to observe what's happening in the audience. Extreme sensitivity to the audience is an absolute necessity of presentation effectiveness. And that suggests two jottings for your presentation notebook. First, Keep the lights up

high enough so that you can read the body language of everybody in your audience, and secondly. Don't hesitate to get close enough to your audience so that you can see how they're responding to you, and you can establish a strong presence with them.

### **Exercise**

In your practical sessions make a sessions presentation on a topic of your choice. Follow the Principles given in this chart. See if you can use any of the visual aids

### **Following are the important techniques in oral communication to be successful:**

(1) *Audibility of Voice*: Different people speak in different situations; speech which may be perfectly adequate in some circumstances may be inadequate in others. For instance, a soft voice is usually quite satisfactory in the home but the same voice might not be heard at the back of a classroom, while a competent teacher, who is clearly audible in the classroom may not be heard in a large lecture room, a court of law, a theatre or church. So, the first requirement of good speech is that in any given circumstance, the voice should be audible.”

Here a warning note should be sounded: one should fill, not overfill, the space occupied by one's hearers. It is unpleasant to be shouted at, so unpleasant indeed that anyone with sensitive ears will stop listening to an overloud voice and, then, of course, whatever speaker had to say will not have been taken in and for the effect he has laid on his hearers, he might have not spoken as well. At first, this presents, for the speaker, a real difficulty: how to speak loudly enough not too loudly. There is also another difficulty which comes into this category, how to avoid letting an audible voice fade into inaudibility at the end of phrases. 3

(2) *Audibility of Words*: The voices of most speakers are in fact usually well audible but quite often their 'words' are not, and, in cases of this kind, though the speaker is heard, his meaning is not conveyed to us and so again, his speaking is without effect. As with the voice, the amount of clarity required in the articulation of words depends on where one is speaking; it is obviously much easier to make words carry in a small room than in a large one and it is especially difficult if there is a slow "reverberation time" (usually called erroneously, an 'echo') as in most of our lovely stone churches.

(3) *The Part Fashion Plays In Speech*: Whether we find it pleasant or unpleasant may depend on mere prejudice but it often depends on "fashion." What is called "Standard English" is really just the most fashionable way of speaking at this particular at this particular period in time. It is, we think, one of the many pleasant ways of speaking our language but what gives it a very real value is the fact that it is accepted, without comment, in any type of society all over the English speaking world. The moment a speaker of Southern Standard English opens his mouth, he is comprehensible to other speakers in England. Also he sounds educated. In fact, a person with a different accent may be and often is much more highly educated than the speaker with a standard accent but some people feel that they must make sure of his attainments before they accept him. This sounds foolish, but it is a fact. Let us not under-rate the importance of fashion; we all subscribe to it in several ways, in our clothes, of course, but also in the way we spend

our holidays, the books we read, in the food we eat and in a thousand other ways. In the choice we make in these matters, we express a good deal about ourselves; show much more than we tell people when speak. Let us then become aware *of* how we sound *to* others and if this is *not* how we would choose *to* sound, then let us alter our way *of* speech.

(4) *Bringing Out the Meaning*: Even when voice and words are easily and suitably audible, the meaning *of* what we say may still *not* be conveyed. For instance, if, after a lecture or a sermon, someone who was *not* there asks what was all about, a person who was present and heard the talk may find that he does *not* really know. He heard it all clearly at the time but was *not* made *to* understand it. This happens, frequently. After hearing a talk, it is a good test *to* ask your friends, or yourself *to* recapitulate the points and arguments that were put forward. If this cannot be done, it is best *for* everyone *to* blame himself *for* not speaking well and the listeners should blame themselves *for not* concentrating properly.<sup>6</sup>

In fact, if we have not listened *to* what it is being said, this may have been the fault *of* the speaker since he may have failed *to* interest us. Apart from the subject, the choice *of* words, illustrations and so *on*, what makes a speaker interesting? It is *not* only the quality of his voice and the clear way in which he expresses his ideas; it is also the variety in his voice and speech and gestures. We all get bored if we have *to* keep on doing the same thing day after day, if we have to stay always, however, beautiful or if we meet new people, however, much we like our old friends. It is the same with speech: variety is the essence *of* interest. We must remember that an interesting subject may be made boring by a dull speaker and a dull subject made interesting by a good speaker.

(5) *Sincerity*: All speech, if it is *to* sound sincere, must be stimulated by thought, feeling and imagination. Sometimes, one or another *of* these may predominate. For instance, when *one* is hurt, the ejaculation “Oh” expresses the feeling *of* pain while the sighing “Oh” at the sight *of* something beautiful expresses a feeling *of* pleasure. On many occasions, thought is predominant and often in poetry, *for* example, imagination is more important than feeling or thought. All the three elements, however, should be present and we must always think, feel and imagine before we speak if we are *to* bring out the full meaning.

(6) *Tone*: Tone is the quality *of* sound or voice. Tone indicates the speakers’ attitude towards a message as well as the response of the listeners. The word choice, paragraphs, structure and the punctuations are the evidence of tone. These factors may influence listener’s judgment and response. Tone helps to persuade, to influence, to gain goodwill and inspire confidence. Selection of words affects tone. Therefore, the speaker has to choose the words with due care for context and audience, denotation and connotation. Pronouns demand special attention because they indicate the sender’s self-concern with receiver’s needs. For instance, using words like “me”, “I”, “my” or “mine” often in a sentence may result in losing rapport with listeners. Tone of this style indicates exposing and boasting about one’s sense of self-importance, as a result, alienates patient listeners. On the other hand, the use of words, like “we”, “ours”. “Ourselves” can bring the speaker and listeners closer together. Though occasional use of words like “you”, “your”, “yourself” are tolerable, but “you – one” can be reinforced by the use of listener’s name.

Technical tone should be avoided as far as possible; constructive tone is accepted for constructive criticism.

(7) **Opening and Closing Words:** The opening message should carefully be framed for the situation, audience, subject with appropriate words and sentences to draw the attention of the listeners. The message should be like key-note, to signal core-thought or prepare the listeners for what follows. The effect is adverse when the message is with unnecessary wordiness. Concise and right words would attract attention. The speaker must select that kind of opener, which attracts listener's attention and interest by using relevant and neutral statements.

Developing suitable closing sentence is also equally important. The selection of closing of sentence must reinforce goodwill and good impression or simulate action. For instance, the use of words like "thank you" is discourteous, because it implies taking listeners for their patient and effective listening. But do so after the completion of the speech.

8. **Simplicity.** Be sincere in delivering a speech in simple sentences. It is easier to understand, keep in mind, memorize, refresh and grasp. When a speech is delivered in long sentences, the position of a speaker is so pathetic when the thread is lost. Simple sentences with subject and predicate makes the speech effective. It is better to split long sentences.

9. **Avoid Long Words.** Always, use only short words and avoid using long words. Use of long words is not good style from literature's point of view. When there is a shorter word to mean the same meaning, it is good practice to use only short words.

For example:

Begin	Commence
Request	Instead of ask
True	Veracious

10. **Use of Slang.** "Slang" means words and phrases used very informally in a speech, and not for formal and polite use. Appropriate occasion is important for its use but should always be used with restraint. Generally they are used in the relation of a humorous anecdote. Such words are used mainly by, and typical of, a particular group. For instance, to speak rudely and angrily, vulgarly to or about someone or something. It is equivalent to abusing. Examples are:

Teenage slang  
Army slang

(11) *Use of quotations:* Every speaker should be cautious in using quotations. Referring a quotation in a speech no doubt gives effectiveness to the subject but it must be apt. Avoid using too much as well as long, foreign or Latin quotations. When it is used, it should be correct and full. A little knowledge and learning is a dangerous thing.

(12) *Humor:* The technique of being amusing is a very important characteristic that most good communicators possess. The ability to amuse people when speaking means that pleasantness and friendliness will permeate what is spoken. Especially when taking any

decision, or action, let the speaker's humorous attitude be apparent from the very beginning, opening with a smile. It is the most desirable feature of oral communication. Being humorous in conversation and speech not only puts the speaker at ease but also relaxes his listeners. Understanding, the right situation and using a technique of humor to deliver message whenever an opportunity arises will increase his speaking ability.

Making a speech humorous or witty is a technique to build a goodwill provided the wit is relevant to the context and effective. Jokes or anecdotes are recommended when used carefully; otherwise the image of the speaker goes down. Corwin's Law: "Never make people laugh. If you could succeed in life, you must be solemn, solemn as an ass. All the great monuments are built over solemn asses." "Never try to make people laugh, teach a point." Markel says "Humor is okay, wit can be dangerous, wisecracking is disastrous."

In most speeches, the use of humor is necessary but it must be in good taste and amusing. The safest joke is against the speaker. An original joke is better which the audience never heard before. Again do not repeat the same; it must be being on the subject of the speech.

(13) *Stage Fright*: It refers to the place of actual delivery of the message before audience, and is concerned with controlling nerves. Fear of forgetting may result in stage fright. It is a misdirected awareness of the speaker. A speaker who feels stage fright may experience nervousness, tensing of muscles, a quivering of voice. A speaker with a stage fright concentrates his mood excessively on himself than on the listeners or the message.

Stage fright and nervousness can be overcome by constant practice and developing self-confidence. The following guidelines may help to overcome stage fright.

- (i) The best method is dress rehearsals addressing before a tryout group.
- (ii) To obtain comments from judges of different points of view, like praising, positive features, negative features and areas need improvement.
- (iii) Try to increase the supply of oxygen to blood and thus steady nerves. It is good to deflate lungs and then take in a full breath of air and expel it slowly.
- (iv) Constant preparation of the subject
- (v) Concentration on the ideas.
- (vi) Constantly thinking, rethinking, memorizing, remembering and refreshing the ideas.
- (vii) Build reinforces self-confidence.
- (viii) Do sufficient homework.
- (ix) Know about the listeners, their traits, needs, type, desires, attitudes, belief etc.

14. *Accent*. Accent is another important factor to be achieved in good speech. It is a thing which may prevent meaning from being clear. If a person is speaking in an accent which is not familiar to the hearers, they may be worrying about the meaning of a word which he has used while he is saying the next phrase and so they do not even listen to the second phrase. The word "accent" covers two separate meanings. It is used in some contexts to mean extra breath force on a word or syllable (stress): it is also used to indicate the differences of pronunciations heard in different parts of our own country.

If the speaker has a different accent, it is advisable not to try to cancel it. There is nothing to be ashamed of, it gives character to the delivery. The safest accent is that which permits the audience to understand what you say. Use of natural accent is better than artificial foreign or different accent. For example, do not adopt a Latin or Chinese accent in the mistaken belief that it is more refined; by doing so, you will neither convince nor please your audience.

Not firmly stretching over a letter, dropping the initial letter of a word or two, common errors in pronunciation, should be avoided.

Example: Slackness over the letter “h” and dropping the initial letter “h”.

House	Ouse
Holiday	Oliday
Hobby	Obby
Holder	Older
Holland	Olland
Home	Ome

Error also arises when adding “h” in certain common words like what, when , where , who.

Running over the *words* is also another common fault.

*Example:* That is T’ is  
Is he Easy or Izzee

Errors in spelling may also result in pronunciation.

Illusion	Allusion
Fermentation	Fomentation
Complaisant	Complacent
Ingenious	Ingenuous

(15) *Friendly Atmosphere:* It is the responsibility of the speaker to create a friendly or kindly attitude, benevolent atmosphere at the place. A sincere speech should be in a conversational manner. The message should be capable of putting into writing. A cheerful consent, feeling of warmth to the listener are necessary .

(16) *Personal Greeting:* The speaker must use a personal greeting while starting speech, the salutation in oral communication to the listener.

It is always desirable to call the person by name, say “Dear Mr. Saxene” but not “Dear Sir”. Use the person’s name once or twice during oral conversation.

17. *Appreciation.* Showing appreciation towards listeners is a technique for building goodwill. It involves to be grateful to the audience. The speaker must show his personal appreciation for what they have listened. It means giving thanks to an appreciative audience. Every listener likes to be appreciated. The success of speech depends entirely on his satisfaction with his listeners. The listener like to be treated as an individual and to feel recognized as a person.



18. Personal Interest. Showing awareness and interest in the listeners as an individual is the desirable quality of successful communication. He can say: It gives me a great pleasure to inform you. I am happy to learn that you are joining the organization. He must make honest efforts to make the other person feel better or more important.

(19) *Smile*: The communicator has to open his speech with a smile. It involves showing pleasure. It is an act of a smiling speech or the resulting facial expression. It gives clues to feelings and meanings. In the process, a happy frame of mind when speaking means that pleasantness and friendliness will pass through what is spoken. This is particularly necessary when taking favorable action. It demands *for* a happy attitude to be apparent from the very beginning.

(20) *Listeners to Feel Important*: Another technique *for* building goodwill among the audience is to make the listeners to feel important. Due importance should be given to the listeners. The purpose of speech is to make them to understand the message. This can be achieved by showing appreciation *for* listeners and by taking a personal interest in listening to them and clarifying their doubts. It is an art and tact of the speaker to make them feel important. Speaking -from their point' of view and, mentioning (iv) He then asked the executives if they thought that the people dressed in the middle-class suit would succeed better in corporate life than those dressed in the lower middle-class suit Eight-eight said "yes", twelve said "no."

(26) *Action*: How physical movements or "still" stand in relation to the audience one is communicating with has a real impact on communication. Message or idea is often communicated through action. A person's gestures also communicates meaning. The movements give us clues to a person's self-confidence or interest in the topic. If one is not interested in a subject, he may more likely to lean towards.

(27) *Use of Aids*: Sometimes, it may be necessary to use aids, visual or audio-visual, in support of speech. Their use is recommended for effective presentation of the matter. It is practically possible to use electrical or electronic tools. The speech is nearly always combined with media. Charts, graphs, tables, TV, visual projections form equipment etc. The speaker must see where they can be used rightly, and use only those aids which will carry message.

(28) *Handouts*: Prepare a brief note of the subject matter of speech and distribute to the audience. Handouts serve the audience to keep with them which acts as permanent reminders of the speaker's message. Whatever is heard in the meeting may go out of mind soon after the speech is over

(29) *Hearing Ourselves*: Now we all hear our own voice and speech from inside ourselves while other people hear us only from the outside, so it is difficult; to know, without mechanical aid, how we actually do sound to others. Now that so many people own tape recorders, it is good idea to listen ourselves through one of these useful instruments. Listening to a record does not, in itself, make speech better. It only makes one aware of good and bad points in our own voice and speech and in our use of speech, mumbling, hesitation, dullness, repetitions are noticeable on a record, especially in a prepared conversation. When we have become aware of our faults, hard and. concentrated work is usually required in order to alter our habits.

(30) *Beauty of Speech*: A point about speech, which is beyond the very practical points raised above, is the actual quality of the voice itself. Some people are more sensitive to this than others or, perhaps, it would be truer to say that they are more consciously

so. A beautiful voice in itself is interesting and pleasant to listen to but here again, another warning must be given: The owner of the lovely voice often takes great pleasure in listening to it himself and anyone who does this is apt to go off the track. Another point is that he may be talking of something ugly or unpleasant and then the unsuitability of lovely tone makes him sound insincere.

- (31) *Style in Speaking*: In fact, suitability of voice and speech to the subject is even more important than the acoustics of the room. In addition, the style should be suited to the audience and to the situation; a good speaker uses different styles when he is speaking, for instance, to small children, to adult students interested in his subject or to the guests at a wedding reception.
- (32) *Thought Dressing*: Dressing by people differ from place to place and from country to country like the dress of army men, naval personnel, airport, personnel dressing by religious Heads, political leaders, lawyers, doctors, sports people etc. Likewise, thoughts are so dressed by speakers as to gain attention and interest of the audience. Swami Vivekananda began his address to the parliament of religions in Chicago as “Brothers and Sisters” - Not “distinguished Ladies and Gentlemen”, as others did before Swamiji’s turn had come. Similarly, it is more appropriate to quote the speech of the great Congress leader, Chittaranjan Das, to a vast audience “I feel the weight of iron chains over my body, the handcuffs in my wrist; it is the agony of bondage; the whole of India is a vast prison....
- (33) *Build a Vocabulary*: We do not inherit words and tales they tell. Many a time, as the story of Aladdin and his Wonderful Lamp has been told, it must be told again for every child as new generation come upon the stage.

When building a vocabulary fit to express all our thoughts, hopes and emotions, we need to remember that words are symbols, standing for things. If we do not have fit words, we should be condemned to carrying around large bundles of things instead, like the professors in Gulliver’s satire, *Laputa*.

(34) *Voice Segregation*: “Ums” and “ahs” and other punctuations in a speech are common features. Sometimes, it may irritate the audience and may cause discomfort. The two main reasons for punctuate speech are insufficient preparation and lack of concentration. Generally, used to buy time, to think, rethink or refresh. Punctuation in a speech divides sentences by voice segregation. When used repeatedly, it interrupts the concentration. If a speaker needs time or pause to think, then it should be a silent pause,

(35) *Deciding the Purpose of Speech*: A speaker has to deliberately determine the purpose which will not only economies but also enhance speaking task. He must justify the audience. The audience will listen effectively when the message meets their needs. To speak to them about themselves and their needs is the best way to make the people listen. The purpose of the speech is to determine in terms of a just transmitting message, stimulate, create awareness, educate, affect attitude and behavior change.

(36) *Analyze Audience*: A good speaker first proceeds to analyze the characteristics of the composition of audience, nature, size, interest, traits, etc., which will determine the message purpose. The nature of the audience, purpose of listeners would play an important role in planning and presentation of the message. Awareness and knowledge of the traits of the listeners, such as one person or hundreds or thousands, group tasks etc., to whom the message is addressed are necessary. An analysis of audience includes detailed

examination of their educational background, experience, occupations, social and political backgrounds, age, sex, etc., will help on effective communication process.

(37) *Evaluation of Situation*: A critical examination of the circumstances of a communication event is termed as an evaluation of the situation of the speaker, context, arrangements, facilities, lighting, furniture, shape and location of the hall or auditorium, environment etc., which will influence effective speech and effective listening. Evaluation of a situation also includes the need and availability of audio-visual equipment, overhead projector, charts, tables, maps, diagrams, models, public address system, microphones, lectern etc. Evaluation of these factors will help the speaker to familiarize, psychological and physical setting to face and deliver the message.

(38) *Organizing the Message*: Effective and efficient delivery of message require organizing the subject systematically. It is to be arranged and organized taking into consideration the purpose, type of audience, nature, and need of the audience. There are no hard and fast rules uniformly applicable to all situations governing organizing the message because it may differ from situation to situation like objectives, audience, circumstances. However, factors like drawing attention of the audience, developing audience interest, making listener-oriented discussion and stimulating audience action would generally help to make effective speech.

(39) *Attention Creation*: A speaker seeks attention at two levels:

- I. The physical level and
2. The psychological level.

The contents of your message furnish the psychological input and the physical composition of your message furnishes the other input.

**Remember to make use of some of the attention getting stimuli:**

- (i) *Intensity*: A loud voice is a reliable stimulus and is a momentary attention-getter.
- (ii) *Repetition*: Repetition is quite helpful in reinforcing a stimulus.
- (iii) *Movement*: Movement, coupled with gestures of the speaker is likely to attract and strengthen the attention of the listeners.
- (iv) *Contrast*: Tactful variation in rate, loudness and pitch help to maintain attention of the listeners.

(40) *Delivery of Speech*: The subject matter of a message can be presented by various methods. The five major modes of speech delivery are as follows:

- (i) *Impromptu Delivery*: A speech is said to be impromptu delivery when the speaker makes it on the spur of the moment. It is a delivery without a text, notes, Of script. A speaker's or participant's comments may be invited following a debate or discussion. It is said, many successful speakers, including the legendary British Prime Minister, Winston Churchill, used to rehearse these speeches at home. His great talent lay in delivering them as if they were on the spur, reactions and observations and not a pre-rehearsed presentation. An intelligent speaker makes prompt changes and modifications to suit the situation and never sounds mechanical. It requires

experience and practice to be a successful speaker of the mode. Politicians, parliamentarians etc. are good examples to observe and follow.

- (ii) *Extemporaneous, Delivery*: Extemporaneous is a type of speech without previous thought or preparation. Message is delivered spontaneously. Notes are used by establishing and maintaining eye-contact. The speaker takes the help of notes or outline. It is effective in establishing rapport with the audience and permits more eye contact with them. Their reactions and responses can be assessed instantly and the speaker can modify the contents of the presentation or summarize the main points.
- (iii) *Textual or Manuscript Delivery*: Textual delivery is like an oral report reading aloud full sentence from a prepared manuscript or typed script. The written text is read out verbatim. It is a less effective mode as it prevents frequent eye contact with the audience. The technique is helpful in presenting complex statistics or technical data. Looking at the audience in between the sentences can make this method more effective. The physical possession of typed sheets infuse confidence in the speaker.
- (iv) *Memorizing Delivery*: Memorized speech delivery is an oral presentation of a subject learned by memory. When a speaker adopts memorized delivery, he repeats in his mind what he told, word by word, paragraph by paragraph, sentence by sentence. This requires considerable practice. To give the effect of, it the delivery is spontaneous. The method, works well with short speeches. A more sensible approach is to avoid word for word memorization. Attention, to ideas and sequence of the speech are important, to avoid embarrassing spells of long pauses of silence if memory fails.
- (v) Combination of all the Above.

Exercise

## PRESENTATION

1. In the light of the concepts discussed on presentations prepare a short informative talk on anyone topic out of the few given below.
2. You have to give this talk to a group who would observe your organization of information and, your delivery.
3. Therefore, construct an outline for your presentation on the selected topic and give reasons why you are planning in that manner (it would be better if you resist writing the entire speech).
4. Suitably plan Audio-Visual material to support your presentation.
5. Topics:
  - . Quality Management .
  - Industrial Pollution
  - . Impact of Liberalization .
  - Brand Wars
  - . Child Rights
  - . Indian Woman
  - . Privatization

- . India 2000
- . A Piece I Read
- . Industrial Safety
- . Work Culture
- . Indian Management

Duration of Presentation - 15 Min. followed by 5 min. of Questions & Answers

Ask an expert to moderate and judge the presentations. At the end of the list of topics a formal list of parameters to judge the presentation is also provided.