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Skills for Media

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Write note on formal speech? |

### Formal speech:-

Formal speech is the type of speech which is used in formal serious situations such as the work place or dinner party.

### What is formal speech? -

Formal speech typically abides by the rule of standard English including a proper sentence structure and respect. Full address 'sir' and 'Madam' are two common pronouns and forms of address often used in formal speech.

Formal speech is intended to demonstrate respect between speakers, as well as an overall sense of decorum. Formal speech would not include slang words,

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Colloquial language and normally does not include contractions such as hasn't or doesn't.

### Where is formal speech used?

\* Business meetings

\* Dinner parties

\* Special Events

\* Schools

\* Offices

\* Universities

\* Hospitals

\* Court of Law

### Different between Formal and Informal speech:-

Formal speech is used in places where there is a certain amount of social protocol such as offices or group functions, formal speech is more relaxed and is more like the language we would

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We use with our friend or family.  
Informal speech may include  
slang terms, nicknames, common  
idioms, contractions and examples  
of colloquial language. It is  
examined, functional and does  
not follow the rules of the  
grammar or standard English.



Q24- Discuss briefly Media briefing  
guide lines for media manager?

Media Manager are communication  
specialists who they research,  
write, proofread and edit all media  
content conduct press conferences  
and briefings



## What Media Manager Do?

Media Managers are Communication Specialists who develop and all implement targeted content for various media platforms. They research, write, proofread, and edit all media content. Implement and manage media campaigns and deliver public relations and communications plans.

## Responsibilities of Media Manager :-

- \* Monitor online and offline campaigns and report on results.
- \* Conduct press conferences and briefings.
- \* Identify press opportunities through evolving issues.
- \* Ensure that key messages align with vital business strategies.
- \* Build long-term relationships with media influencers.



## Media Manager Requirements: - 6

- \* Bachelors degree in communication media or related (essential).
- \* 3 years of work experience as a media manager similar.
- \* Analytical thinker with strong conceptual and research skills.
- \* Natural leader who displays strong decision-making and attention to detail.
- \* Ability to work under pressure and meet deadlines.
- \* Ability to work independently and as part of a team.



P.T.O.



03/-

## ⑥ How to organize and support Ideas?

**Define the purpose:-** write down what you are trying to accomplish and then say it out loud. If you need to take a breath while saying it is too long.

### ↳ Gather supporting materials:-

Use a variety of supporting materials that will help you explain the concept you are trying to teach or discuss. As you go through the materials think about different ways you can illustrate your point.

### Determine ~~the~~ the organization pattern:-

You can deliver your speech in several different ways including chronological or sequential order it depends on the topic.



## 7 Create Catchy Introduction:-

The purpose of an introduction is to grab your audience attention, pique their curiosity and interest and connect with them. The introduction should clarify your purpose and preview your main points. Connect the with audience the entire time with good eye contact. It will boost credibility you have only have a few moments to make a first impression and establish your are credible.

## Develop Memorable Conclusion:-

Conclusion should reinforce your image and message and include a call to action. People remember the first and last thing they hear to reinforce your message in your conclusion and leave on strong note. Conclusion should not be any longer than your introduction. How to deliver a conclusion? The same way you do an introduction. Memorize it and deliver it with confidence and good eye contact.





4/- write persuasive speech on  
Topic "stay home stay safe" 9  
in light of current situation.

\* **Persuasive speech:-** A persuasive speech is a specific type of a speech in which the speaker has a goal of convincing the audience to accept his or her point of view. The speech is arranged in such a way as to hopefully cause the audience to accept all part of the expressed view.

\* Persuasive speech is one of the most daily used speeches. Persuasive speech is used when presenters decide to convince their presentation or ideas to their listeners. Their goal is to convince or persuade people to believe in a certain point of view. Advertisement is one of the example of the persuasive speech.

P.T.O



## Determine the Three points:-

After you will gather the supporting materials and have determined ways including your purpose. Look at it all and find the Top Three points.

## Create an outline:-

Be practice is to create outline format may be even in full sentence format and practice out loud to see what and what doesn't. When you write it down it may sound brilliant but when you start saying it out loud you trip over it or come some sentences or it may not make sense. As you practice and become more familiar with the presentation reduce the full sentence outline to a key word outline. They have the key word outline is meant as a prompt to remind you what you want to talk about. Ask if the outline accomplishes your purpose.

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## stay home stay safe:- 10

Each day we hear about more people testing positive for Covid-19 in our country and all over the world.

The virus that causes Covid-19 can spread from person to person through droplets and that are expelled into the air when an infected person coughs or sneezes. If you are nearby. These droplets can enter your body through the nose mouth or lungs.

Recent studies suggest that Covid-19 may be spread by people who show no symptoms. According to the U.S. Centers for Disease Control and prevention. That is why it is extremely important to take the necessary precautions to stop the spread of this virus.



## ways to prevent Coronavirus Infection:-

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Wash hands thoroughly with water and soap  
Avoid touching animals.

Avoid close contact with anyone with  
Flu Like symptoms.

Wear a protective mask

Avoid crowded places.

## How to SELF QUANTINE During Coronavirus spread?

Clean high touch surfaces daily using  
a house hold cleaner or wipe. These  
include counters table tops door knobs  
bathroom, fixtures, Toilets, Phones,  
Keyboards, tablets and bedside tables

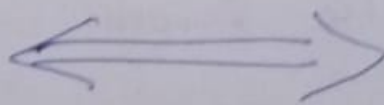
## Ready to Fight Covid-19

Be Informed

Be Prepared

Be SMART

Be SAFE



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**Fear:-** Fear is an emotion induced by perceived danger or threat which causes physiological changes and ultimately behavioral changes such as fleeing, hiding or freezing. From perceived traumatic events.

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**Anxiety:-** Anxiety is a feeling of unease such as worry or fear that can be mild or severe. Everyone has feelings of anxiety at some point in their life. For example you may feel worried and anxious about sitting an exam or having a medical test or job interview.

**The following useful tips are discussed below:-**

- 1 **Know your Topic:-** The better you understand what you are talking about and the more you care about the topic the less likely you will make a mistake or get off track. And if you do get lost you will be recovered quickly.



Q57- Does speaking in public fill you with Fear and anxiety? How to overcome this situation? 13

### Useful Tips:-

- 1) Get organized
- 2) Focus more on material
- 3) Meditate
- 4) Relax
- 5) Focus on Material
- 6) Have pride
- 7) Subject Matter
- 8) Use of water
- 9) Power point presentation
- 10) Breathing practice
- 11) Focus More
- 12) Eye Contact
- 13) Well dressed
- 14) Practice and prepare
- 15) Be on Time
- 16) Utilize elders



## How to Limit the spread of COVID-19 with Social distancing. 11

- \* Stay home
- \* Avoid public spaces and social gatherings
- \* Stay at least 6 feet from away from others if you must go out.
- \* Wear a homemade cloth or fabric mask in public.
- \* Don't attend or host gatherings.
- \* Avoid mass transit.
- \* Consider using delivery services for groceries medications and other household items.
- \* Staff is required to wear a mask at all times.
- \* All in person classes and events has been cancelled and some are now available webinars.
- \* All inpatients are given a cloth mask and are asked to use the mask when a health care worker enters the room.



**Get organized :-** Ahead of time carefully plan out the information you want to present including any props audio or visual aids. The more organized you are the less nervous you will be.

### **Practice and prepare :-**

Practice your complete presentation several times. Do it for some people you're comfortable with and ask for feedback. It may also be helpful to practice with a few people with whom you are less familiar.

**Get Support :-** Join group that offers support for people who have difficulty with public speaking.

### **Be on Time :-**

Be on Time while you have been presentation because the reason is that the person could be reach at place of presentation. Be on Time and Repeat the presentation again and again.

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## Focus more on material:-

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People mainly pay attention to new information not how it is presented. They may not notice that you are nervous. If audience members do notice that you are nervous they may root for you and won't your presentation be a success.

## Relax:-

- 1) The least one could do is to Relax
- 2) The more you also claim the situation around you will be in control.
- 3) Build Confidence.

## Meditate:-

- 1) Meditations can help in your breathing skills.
- 2) Keep your calm.
- 3) Pray 5 Time A Day
- 4) Breathing stamina.

## Mirror Talking:-

Practice speech in front of mirror. It helps to face the audience. Improve speaking skills.

Helps to remain calm.



**Use of water:-** using use of water for better refreshment from water the person can be Refresh more and more.

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**Eye contact:-** Eye contact can make good impression between the person and the audience. Eye Contact is more valuable for speaking in public.

**Breathing practice:-** This can be very calming. Take two or more deep slow breaths before you get up to the podium and during your speech.

**Power point presentation:-**

- 1) Utilize the technology.
- 2) Take help from powerpoint because it will be only friend at that time.



## utilize elders:-

Take help From elders in your social circle

Speak in front of them.

Consider them as your audience

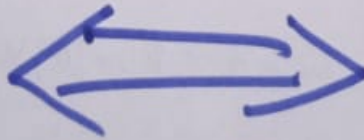
their experience may build your morale.

## Have pride:-

Pride is most important.

Trust in yourself

Pride may make you a winner or loser in a seconds.



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