

Oral communication:

Objective:

The main purpose of an oral presentation is to present subject content in an organized, concise and effective manner to a live audience. When delivering an oral presentation, certain challenges require ingenious techniques to engage into an impromptu interaction with the audience members.

Scope:

As a business owner, you will sometimes need to give an oral presentation to potential investors, buyers and even employees. For example, you might give a presentation to convince potential investors that your product idea is viable and persuade them to give you money to begin the project. If you're involved in business-to-business software sales, the objectives of the oral presentation might be to show how your software would improve their businesses' efficiency and workflow. Oral communication and presentations are also a regular part of managing and communicating with your employees. You'll likely plan presentations to share company goals, discuss changes and even offer some employee training for new tools you use.

Opening

Depending on the event, a facilitator may introduce you to the audience or you may have to introduce yourself. People came to the event knowing that there would be speaker or they may have even known that you specifically would be speaking. This should fill you with some confidence as the audience will want to listen to you.

Conclusion:

First, review the main points in your body to help the audience remember them and to prepare the audience for your **conclusion**. Next, **conclude** by restating your main message (in more detail now that the audience has heard the body) and complementing it with any other interpretations of your findings.

Preparing oral presentation:

1. Determine the purpose of your presentation and identify your own objectives.
2. Know your audience and what it knows.
3. Define your topic.
4. Arrange your material in a way that makes sense for your objectives.
5. Compose your presentation.
6. Create visual aids.
7. Practice your presentation.
8. Make necessary adjustments.
9. Analyze the room where you'll be giving your presentation.
10. Practice again.

Types of oral presentation:

1. Impromptu
2. Extemporaneous
3. Scripted
4. Memorized

Ways of delivering oral message

1. Extemporaneous:

This method is based on notes and outlines. Making a presentation with an outline, note cards or visual aids is probably the most effective and easiest delivery method. This approach gives us opportunity to make eye contact with audience and also show you confidence. In case you think that there is need to explain your topic you can easily judge that thing from your listener's expressions. Note cards are better than sheets of paper.

2. Reading:

If you are delivering a statement which is having accurate facts and figures, you may want to read it. Government statements are sometimes read because the wording may be critical. If you select a way to deliver your speech, you have to practice enough so that you can read it efficiently. Large fonts of words can help you. In case you want cues, may pause, may raise your hands, etc. Today, news readers on television often "read" from the teleprompter.

3. Memorization:

You should avoid memorizing your speech, especially if it is long. You may forget your speech. You must have to be flexible enough to adjust your speech. Sometimes, memorizing a quotation or few concluding remarks can boost your confidence.

4. Impromptu speaking:

You might have to give an impromptu or unrehearsed speech if you are called onto speak unexpectedly or someone invite you on stage for public speaking or may for you remarks. You should avoid speaking unpreparedly. Unless you have enough

knowledge on the same topic or you are an extra-ordinary public speaker. When you are asked to speak “off the cuff” take a moment to think through what you will. Human can think 800words/sec. so begin your unprepared speech.

Strategies for effective oral communication

The way you talk, speak is known as Oral communication. It is also known as interpersonal communication. Business people spend 85% of their time on oral communication.

Pitch:

highness or lowness of a sound is called pitch . Pitch is the auditory attribute of sound ordered on a scale from low to high. Think about the guitar it’s the best example of lowness and highness of pitch. Avoid monotony, speaking with one pitch tone. Make sure to vary the speech as you speak to show emphasis and change in meaning.

Rate:

Rate is the number of words which you speaks per minute. Standard rate in public speaking is 160wpm, while in normal conversation rate is 250wpm.

Volume:

Listeners want to clearly hear a speaker without straining to do so and without being blasted out of their chairs. A presenter who speaks too loudly may be perceived as bombastic, aggressive, or insensitive to listeners. On the other hand, one who speaks too softly may convey the impression of being passive or puzzled.

Vocal quality:

Vocal quality is the personality. Voice is your trade mark.

Pronunciation:

Pronunciation is the way that how word is pronounced. For effective communication the speaker should pronounce words clearly so listeners can understand exact meaning easily rather than shiver your voice.

Strategies for improvement in non-verbal communication:**Appearance:**

Appearance means how you look. Out look of person is called appearance. Our grooming, our clothing, our style all shape of appearance. The appearance of man, car and room etc is also communicates.

Posture:

Posture is a way in which a person walks, stands, or sits. Posture is important in projecting the right image. It shows confidence or nervousness. Stand tall with your weight on both feet and your shoulders back.

Facial expression:

Our face is the primary sight for expressing our emotions. It shows our feelings. These feelings may be of love, hatred, joy, sorrow, anger, fear, etc.

Gestures:

Any behavior of the hands, arms, head, and shoulders is called gesture.

We communicate through nod of head, shake of the head etc.

Business letter

Makerwal ,Mianwali
Apt. G11
January 11, 2005

Lahore , Inc.
694 Rockstar Lane
Lahore,

Dear Mr. Ali:

I am seeking a position in your engineering department where I may use my training in computer sciences to solve Taylor's engineering problems. I would like to be a part of the department that developed the Internet Selection System but am unsure whether you have a current opening.

I expect to receive a Bachelor of Science degree in Engineering from university of Lahore in June and by that time will have completed the Computer Systems Engineering Program. Since September 2000, I have been participating, through the University, in the Professional Training Program at Computer Systems International in Raleigh. In the program I was assigned to several staff sections as an apprentice. Most recently, I have been a programmer trainee in the Engineering Department and have gained a great deal of experience in computer applications. Details of the academic courses I have taken are included in the enclosed resume.

If there is a position open at Taylor Inc., please let me know whom I should contact for further information. I look forward to hearing from you soon. I may be reached at my office (919-866-4000 ext. 232) or via email (Brock@aol.com).

Sincerely,

Bilal Khan.

