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BUSINESS ENGLISH

ORAL PRESENTATION AND SPEECH:

An **Oral presentation** is a short talk on a set topic given to a tutorial or seminar group. In an oral presentation one or more students give a talk to a tutorial group an present views on an topic based on their readings or research.

The second one is **SPEECH** it is the human vocal communication using language. Each language uses phonetic combinations of vowel and consonant sounds that form the sound of its words, and using those words in their semantic character as words in the lexicon of language according to syntactic constraints that govern lexical words function in a sentence.

SUBHEADINGS

OBJECTIVES:

ORAL PRESENTATION:

- => To understand the essential points in preparing an oral presentation.
- => To under stand the key elements of delivery of messages in oral presentations.
- => To appreciate the nature of PowerPoint as a way of presenting the world.
- => To develop more effective presentation skills.

SPEECH OBJECTIVES:

- => Get the attention of audience.
- => Interest of your audience.
- => Reveal the topic of your speech.
- => Establish your credibility and goodwill.

SCOPE:

ORAL PRESENTATION:

It is one of the best platforms where non verbal cues are combined with the effective verbal skills adding a broader aspect to your communication. It allows individuals to present their thoughts and views confidently

in front of a live audience. Although this task requires lots of efforts, ideas, and enthusiasm, therefore proper planning, presentation and practice gets important if you really aim to deliver an effective oral presentation.

Start with the plan. Obviously, a strong plan is required for conveying your thoughts and viewpoints related with a particular topic. For this, presenter needs to collect required material and information, generate new ideas, and organize them in a proper flow. Prepare well before delivering a presentation. Initiate with a topic slide.

SPEECH:

Some speeches contain such a wide range of information that the audience is left wondering what the speaker was trying to communicate. A speech with a scope that is too broad complicates the audiences ability to retain information. Properly scoping your speech allows the speaker to narrow down what the speech will cover, thus increasing its ability to inform the audience.

Scope refers to the extent of the area or subject matter that something deals with or to which is relevant. The key word here is relevance, the speech should not go in so many different directions that none of those directions relate to the original purpose and thesis of speech.

OPENING OF ORAL PRESENTATION:

The opening of oral presentation can best state the presentations main message, just before the preview. The main message is the one sentence you want your audience to remember, if they remember only one. It is your main conclusion, perhaps stated in slightly less technical detail than at the end of your presentation.

OPENING OF SPEECH:

Speech opening lines set the tone and mood of your speech. Its what grips the audience to want to know more about the rest of your talk. Instead of starting off with something plain and obvious such as a THANK YOU or GOOD MORNING, there is so much more you can do for a powerful speech opening.

CONCLUSION:

At the end of good presentation you will have mentioned your main points in your introduction, your body and finally in your conclusion summary.

SUMMARIZE, your main points and to prepare the audience for the end of your speech. To recapture the essence of your speech and your main points and the purpose of why you spoke.

PREPARING ORAL PRESENTATION:

Preparing an oral presentation is much like preparing any other assignment, it needs to be planned researched and written before it is delivered. 1. Plan your presentation. 2. Plan your visual. 3. Design your visual. 4. Plan your graphics. KINDS OF ORAL PRESENTATION: Basic three kinds based on purpose of presentation: 1. Informative. 2. Persuasive. 3. Entertainment. Other two types based on length: 1. Short presentation. 2. Long presentation. **WAYS OF DELIVERING ORAL MESSAGE:** Four options for speaking: 1. Extemporaneous. 2. Reading. 3. Memorizing. 4. Impromptu. 1. EXTEMPORANEOUS: This method most preferred by the audience and speaker allow a speaker to use notes or an outline. Making a presentation with an outline, note cards or visual aids is probably the most effective

easiest delivery mode. This purpose gives you something to refer to and still allows eye contact and

2. READING:

interaction with the audience.

If you delivering a complex or technical presentation or a statement having accurate facts and figures, you may want to read it. Policy statement by government officials are sometimes read because the wording may be critical.

3. MEMORIZATION:

Unless you are a trained actor, avoid memorizing your speech, especially a long one. You are likely to forget your lines and your speech will sound stiffed. You will often need to address your audience questions during your speech so you must be flexible enough to adjust your speech as you go.

4. IMPROMPTU:

11. Visual cues.

You might have to give an impromptu or unrehearsed speech if you are called on to speak unexpectedly or if you have agreed to speak but neglected to prepare your remarks. Avoid speaking unprepared.

STRAGETIES FOR USING AN EFEECTIVE ORAL DELIVERY:

To add the effectiveness of a delivery, the qualities of a speakers voice should be varied and congruent with the message. Vocal qualities should also be varied to provide contrast. In addition, since it is often perceived that the nature of a persons voice reflects something of the nature of the person, a presenter should develop and communicate with a steady, resonant, and mature voice.

Some strageties are given below:

1. Pitch.
2. Volume.
3. Rate.
4. Tone.
5. Speech patterns.
6. Inflection.
7. Articulation.
8. Filters.
9. Pauses.
10. Accented speech.

13. Eye contact.
14. Gestures.
15. Movement.
16. Posture.
17. Attire.
18. Avoid distracting habits.

12. Facial expressions.

STRAGETIES FOR EFFECTIVE NO-VERBAL DELIVERY:

- 1. The effective non verbal instructor tried to make eye contact with each student throughout the presentation; the poor non verbal instructor looked at the PowerPoint and minimally glanced at the students.
- 2. The effective nonverbal instructor varied his vocal pattern throughout the presentation; the poor nonverbal instructor kept a moderately monotonous vocal range.
- 3. The effective nonverbal instructor used a PowerPoint clicker and walked around the front of the room; the poor nonverbal instructor stood behind the podium and used the desktop computer mouse to navigate the PowerPoint.
- 4. The effective nonverbal used a variety of enthusiastic facial expressions; the poor nonverbal instructor kept a moderately flat ex pression.
- 5. The effective nonverbal instructor continually showed the palms of his hands during gestures; the poor nonverbal instructor kept his hands on the surface of podium.
