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**Subject: Business English**

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**Department: Art & design**

**Field: Interior Design**

**Assignment name: Oral presentation and speech**

***Oral Presentation and Speech***

 ***Definition***

The oral presentation means delivering an address to a public audience. It also refers to public speaking and or speech-making. The skill in oral presentation contains equally as important as effective writing. Almost every oral contains an introduction, main body and conclusion like a short paper.

Thought it is a formal speech in nature or vocal performance to an audience, it may occasionally require adequate planning and thorough preparation in using one’s voice, body language and visual aids such as slideshows to present and illustrate the points more effectively and to achieve the desired results.

 ***(OR)***

***Oral communication*** is the process of verbally transmitting information and ideas from one individual or group to another. Oral communication can be either formal or informal.

 ***Objective:***

1. Exploring a new area of information
2. Introducing a new product by a company
3. Conferring with industry people
4. Advertising the products
5. Informing developments of a company

***Preparing oral presentation***

1. Conquering stage fright.
2. Knowing the audience.
3. Content of the presentation.
4. Structure of the presentation.
5. Delivery of the presentation.

***Conquering stage fright:***

1. Some amount of stage fright is helpful
2. The main reason is that we are not accustomed to speak in public
3. Symptoms in beginners are trembling arms, excessive sweating, lack of fluency are mental blocks
4. Prepare the subject thorough
5. Do same warm up exercise such as rotating arms, moving the facial muscles, taking deep breath etc before speaking
6. Take carbohydrate rich meal before going to make presentation
7. Positive thinking “I will the presentation” I am confident

***Knowing the audience.***

***Before planning we should consider***

1. The age group of audience
2. Know the need of the audience
3. Utility of the presentation for the audience
4. Information gained after attending the presentation

***Content of the presentation.***

1. It’s should not be too difficult to understand
2. If too long shorten the content according to the time available
3. Include examples and instruction to support the argument

 ***Structure of the presentation***.

1. Introduction: introduce the topic
2. Body: provide detail information to the audience about the. use anecdotes or raise question or arouse interest
3. Conclusion: state detail goal and use of the presentation

Leave the audience with a positive feeling about you and your ideas.

***Delivery of the presentation.***

1. The quality of the voice
2. Adjust your tone according to the size of the audience
3. Use micro phone or collar make
4. Give pauses to allow the listener to understand
5. Pronounce difficult words properly
6. Rapport with the audience
7. Look into the eyes of the audience while presenting
8. Shift from one pair of eyes to another so that you have a glance of all of them
9. Try to involve the audience in present action by asking question
10. Pay attention to body language
11. Express your confidence in your smile and movements
12. Stand straight and do not stagnate at one place
13. Avoid unnecessary movement of hands
14. Always dress in formals
15. Effective use of Visuals aids
16. Remember the value of picture ,symbols and objectives while preparing transparencies for OHP
17. Use a plain font of substantial size-i8 point or more
18. Do not use more than three colors
19. Practice before how to operate the equipment

 ***KINDS OF ORAL PRESENTAION***

1. Presentation as business meetings
2. Classroom lectures
3. Commencement speeches given at a graduation ceremony

***WAYS OF DELEVERING ORAL MESSAGE***

1. Explain your topic and paying attention to audience
2. How much your audience knows about your topic in advance and teach them information
3. Including visual or auditory aids may be helpful for increasing the engagement level of the group by breaking up the words in the speech

***Strategies for using an effective oral delivery***

1. Organize: focus on your presentation
2. Visualize: mentally rehearse a perfect presentation with question and answer
3. Breathe: sit up or stand erect, not relaxed. Inhale deeply a number of times.
4. Focus on relaxing
5. Release tension: try isometric exercises. Tighten and release your muscles. Start with toes and end with fists
6. Move: flex your muscles – don’t lock! use a cordless microphone
7. Eyes contact with audience: think one on one connect with the audience and make yourself personable. use the feedback and energy you receive from your audience
8. Eye contact is very important
9. Speak loudly and loud enough
10. Body language. think how can use your body language effectively

***Strategies for effective no-verbal delivery***

Nonverbal communication is important in the workplace because it affects the work environment. In several respects, we can communicate as much, if not more, nonverbally than we do with our spoken words. What you communicate nonverbally can expose how you feel. If your nonverbal communications skills are poor, you may be communicating negativity and making your coworkers uncomfortable or undermining your message with cues about lacking confidence. To improve your nonverbal skills, you must first identify the areas where you are lacking.

## ***Maintain Eye Contact***

Establish eye contact when speaking to others. When you make direct eye contact, it shows the other party that you’re interested in what he is saying. If you must give a presentation at work, establish eye contact with the audience. It tells them that you are confident in what you are presenting.

Making direct eye contact provides others with the comfort needed to communicate with you in return. Be mindful, though, not to turn your attempts at eye contact into an unrelenting stare; moderation is the key

## ***Use Your Facial Expressions***

Your facial expressions convey your emotions. Facial expressions are typically universal, which means they convey the same message globally. A frowning person is usually upset. Offer a smile when talking to someone, as long as it is not inappropriate to the situation.

This tells people that you are happy or in a good mood. It also creates an atmosphere with warmth and friendliness, allowing others to feel comfortable.

Your face can display a myriad of emotions. When a smile is not called for, be aware of your expression and react accordingly. A look of seriousness when your work is being critiqued or a sympathetic response to someone's expression of difficulties can go a long way to conveying your engagement with the situation.

## Be Considerate of Personal Space

Pay attention to your proximity to others. Different cultures view proximity in various ways, so take notice if the person you’re communicating with is uncomfortable. This could mean that you are standing too close, and should create some distance between the two of you. The amount of physical space given can convey many emotions.

For example, a person who is behaving aggressively is probably standing very close to the other person. Be respectful of the personal space of others.

## ***Mind Your Posture***

Look at your posture. Slouching shows that you are not interested in what a person is saying. Your body movement is also important.

For example, swinging your leg back and forth while sitting in a meeting or drumming your fingers on the table tells others you are impatient, bored and uninterested. Sit up straight and face others when talking.

## Be Aware of Tones and Sounds

Your tone of voice and the sounds you make can communicate your thoughts to others without your even speaking. If you receive directions from a manager and immediately grunt, you are showing your manager that you do not agree with what he said. Your tone or sounds can inform people of your anger, frustration or sarcasm. Avoid sighing repetitively or speaking in a high-pitched voice. Speak softly and calmly.