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Name: Maaz Fida.

ID: 14647.

Subject: Communication skills for media.

Teacher: Sir Saeed Ahmad Khan.

Remarks: ………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………

Teacher sign: ……………

 **Communication Skills for Media**

Q1. Does speaking in public fill you with fear and anxiety?

 Discuss how to overcome this situation?

Ans:

* **Explanation:**

Yes there was a time when I used to fear speaking on the stage but with much needed motivation and practice by my school teachers and parents I had completely overcome this dilemma by the grace of almighty Allah. I would like to disclose the symptoms and its procedure below:

* **Glossophobia:**

Anyone having problem or fear to speak in public is called Glossophobia. Around 75% of the population feels it due to the lack of public speaking and confidence. When a person having no idea or low past experience, is given a task on a scale where a person lacks experience to handle the situation comes across glossophobia. Mainly that person starts shaking and feels dry mouth; increase in blood pressure, palms may sweat and may panic on the spot.

All this nervousness and weakness in voice are because of underestimation. Having no proper experience in public speaking anyone would lack the capability to handle the task. Nowadays public speaking is the demand of 2020 and one should have a tight grip on it to survive in modern world.

* **Causes:**
* Fear of being rejected.
* Fear of being embarrassed.
* Negative thinking.
* Previously bad experience.
* No or less motivation.
* **Useful tips:**

The following are useful tips that could help out anyone in overcoming this fear.

1. Get organized.
2. Practice and prepare.
3. Eliminate fear of rejection.
4. Focus more.
5. Mirror talking.
6. Record and observe.
7. Breathing practice.
8. Utilize elders.
9. Public speaking classes.
10. Use of water.
11. Power point presentation.
12. Subject matters.
13. Focus on material.
14. Relax.
15. Have pride.
16. Meditate.

The following are discussed as below in detail:

1. **Get organized:**
* When you are clear and organized, it greatly reduces your anxiety.
* You can better focus on delivering your speech.
1. **Practice and prepare:**
* The best speech is that is well prepared and thoroughly practiced.
* The chances of good speech are much higher when practiced.
* Any kind of question is answerable when well prepared.
1. **Eliminate fear of rejection:**
* There should be no room for negative thoughts.
* The fear of losing should be equal to zero.
* Organize your thoughts to get motivated rather than demotivation.
1. **Focus more:**
* Go with the flow.
* Be to the point.
* Be clear in your speaking.
* Be confident and focus on your mind.
1. **Mirror talking:**
* Practice your speech in front of the mirror.
* It helps you face audience.
* It improves speaking skills.
* Initially helps a lot to build confidence.
* Observe your nonverbal communication.
* Helps to remain calm.
1. **Record and Observe:**
* Use of digital instruments to record your voice or video overall will give you the audience perception when you watch it.
* Check pitch, voice and time.
* Helps in getting use to your own voice.
1. **Breathing practices:**
* One can feel relax and resonance if have enough breathing practices.
* Helps you to get into proper rhythm.
* Helps to have long lasting energy due to practice.
* Breathing exercises helps reduce stress.
* It improves clarity.
* Pray 5 times a day.
* Do yoga.
1. **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.
1. **Public speaking classes:**
* Search for classes around your locations that help in public speaking.
* Join gym or do swimming.
* Find a good coach or teacher.
* Learn the art of public speaking.
1. **Use of water:**
* Water is an essential part of life, using enough water will help in speaking.
* Avoid dry mouth while speaking.
* Take small sips before the speech.
* Clears throat and voice.
* Also squeeze lemon into your water.
* Avoid sugary beverages.
1. **Power point presentation:**
* Utilize the technology.
* Take help from power point because it will be your only friend at that time.
* Organize major points just in case if you lose track.
* It is good to grab notes and points while speaking.
1. **Subject matters:**
* The subject has an inordinate impact on us.
* Pick a subject that you like the most because you will be speaking for it by heart.
* Your subject throws the impression on audience before you even speak.
* Feel comfortable and confident in your subject.
1. **Focus on material:**
* Best material will get best of the audience out.
* Focus on quality rather than quantity.
* If necessary include slide shows and other pictures.
* Builds better understanding for your audience.
1. **Relax:**
* The least one could do is to relax.
* The more you are calm; the situation around you will be in control.
* Builds confidence.
1. **Have pride:**
* The most important element is the pride.
* A lion fights alone because his mind knows he is the lion whereas 5 bulls may not succeed in defending their self because they have less pride.
* Trust in yourself.
* Pride may make you a winner or loser in matter of seconds.
1. **Meditate:**
* Meditation can help in your breathing skills.
* Keeps you calm.
* Pray 5 times a day.
* Exercise your breathing stamina.

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Q2. How to organize and support ideas?

Ans:

In order to formulate the topic we must keep in mind the following steps as below:

* Brainstorm for ideas.
* Choose an enabling topic.
* Ensure the availability of material of the topic.
* Ensure the topic is easy and manageable.
* Be flexible.

So to organize and support ideas we must keep the following steps in mind as discussed below:

* **Define the purpose:**

You must know your goal by heart. Write it down if necessary and say it loud out if necessary but you must know your proper objective. Your purpose should be visible as clear glass to you.

* **Gather your material:**

Try and search all kind of necessary material from books, charts, graphs and even internet if possible to support your cause. It will help you explain your concept that you are trying to discuss. Build an empire around your cause. You should have conceptual answers for any of the asked questions.

* **Determine top three points:**

After the gathering of material mark your top three points that are clear to you and can talk for most of the time.

* **Determine the organizational pattern:**

Arrange your topic in both sequential and chronical pattern so that you can start from wherever you want.

* **Create an outline:**

The best speech is the one that is organized. By organized I mean arranged in outline format or written down major points that can be easily traced while delivering speech if misplaced from the track. With proper outline and practice on them you become familiar to with the material. It will be easy to accomplish your target or goal.

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Q3. Discuss briefly “Media briefing guidelines for media managers”?

Ans:

* **Media Managers**:

Media managers are the communication specialists that research, write and edit all kinds of media content. They conduct press conferences and briefings and manage different media campaigns and deliver public relations and communication plans.

* **Responsibilities:**
* Media managers have responsibility to monitor online and offline campaigns and report on their results.
* Conduct all kinds of interactions whether it is public relations or briefings or conferences.
* They evolve issues and identify opportunities.
* They are responsible for key messages along with vital business strategies.
* Build strong and long relationship with media influencers for productivity.
* Media manager has ability to work independently as well as in team.
* Works as wing man for organization.
* Content generator.

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Q4. Write a note on formal speech?

Ans:

* **Formal speech**:

Formal speech is a style used for someone you don’t know or on whom you want to make a good impression. Speakers use formal speech in more professional settings, usually among colleagues or new acquaintances.

Formal English is used in serious texts and situations. The standard of correctness is higher in formal speech. It contains more poetry, quotations and humour as well as references to books.

**For example**,

* In official documents, books, news reports, articles, business letters or official speeches.

Formal speech is a planned speech that is given to an audience at a professional or formal event. Business lectures are mainly one of them where as informal speeches are the combination of day to day speaking. It is not formal and we use normal language with people we know.

* **Topic**:

The topic of any formal speech depends on the requirements of that scenario. Whatever the case may be but the context and wordings must be professional English so that it looks formal. Formal speeches include objectivity. It must be concise and focused around the topic of concern.

* **Writing material**:

Pick your main ideas. Write as much as one can. Try to cover all the aspects of topic. Take help from parents, teachers, colleagues or seniors. Concern google as well as use short sentences. Use concrete words and examples. Build theme of speech. Build supporting points. Simplify everything. Use statistics. Rewrite your speech once or twice to minimize confusing words and eliminating irrelevant things. Summarize your product.

* **Tips**:
* Include unusual facts about ordinary things.
* Include your experiences and human interest stories.
* Involve your audience by including humour and other tactics.
* Friendly environment and clear and concrete message are the requirements of formal speeches.
* Do not lose the track of topic.
* **Delivery of formal speech**:

Keep the audience attached to your speech by your skills. Talk to your audience and expect answer through feedback with their body language. Speak openly and naturally. Keep your pitch up and down as required. Include pauses and gestures in speech. Be confident and have faith in yourself.

While delivering speech one should keep in mind that the non-verbal communication is the most important of all in formal speeches. The standing posture, the way one behaves and talks gives the audience enough idea in evaluating the speaker. Above all dressing is must in formals speech. Mainly 3 piece suits are worn in such gatherings.

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Q5. Write a persuasive speech on topic “Stay Home, Stay Safe” in light of current pandemic?

Ans:

 **Stay Home Stay Safe**

My name is Maaz Fida and I belong from a Pashtun family. Being a soccer player and having hobbies like hunting and adventure, throughout my life I have dealt life as a game, taking risks and crossing the limits have not only brought me joy but also a lot of lessons to learn.

I have learned in life that human beings have a lot of desires that all cannot be fulfilled at once, so in order to survive we must go with the flow. We must adopt the changing rules of the nature and act accordingly. This is not the first time humans have been through such Pandemic. We have number of other examples mainly cholera, Spanish flue, swine flu and much more.

 

From every Pandemic, humans have learned to move forward and adopt the necessary precautions. Yes it is true that humans have been living in a tightly bonded society but for the sake of you and your family, all necessary measures should be taken and until and unless everything is restored back to normal.

Since the February the entire world has come to a standstill. Business, flights, vacations, import export, check-in and out of countries everything is locked down for the safety of our own lives. The government has issued the SOPs that we all must follow at all cost.

 

The education system in this pandemic is shifted to online studies which is another good sign for us all. It means we humans have nature to the much necessary adaptations as required at such occasions.

The day to day needs are available at nearby shops and other than that we must not leave our home. We should all spend time with our parents, enjoy their company and talk to them and try to learn from their experiences in life.

We should consider this world a dangerous place and our home the only safest place in this pandemic. Staying indoors will not only stop the spread of corona virus but also keep safe your family members from it. I have taken enough precautionary measures and ensured it to be adopted in my social circle.

I would like to convey my regards to you all with these four words:

 ‘**STAY HOME STAY SAFE’**

It has been good time spent with everyone in this world people have come and went away without saying good bye. But in such Pandemics the safety of our lives is in our own hands.

Thank you.

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