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**Q. Define oral presentation. What is speech and its purpose? Discuss about planning speech or presentation.**

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**Ans. Oral Presentation**

Oral presentation is the ancient form of communication. Its roots are in the Greeks and Romans. As a person we communicate with a single person and a group of persons. We discuss our business matters face to face or by telephone with different people. We have to deliver a speech. For this purpose we communicate orally. Oral presentation needs a strategy. Our ability to speak effectively plays an important role in our success.

**Speech**

We make speech to the audience for a short time or long time. It can be of minutes and often more than one hour. Long speeches are made to present reports or proposals within an organization at important meetings. Speech is a process of explaining some ideas through spoken words. It should be well prepared.

**Steps for Preparing Effective Speech / Oral Presentation**

We should plan about our speech carefully in advance. There are seven steps for successful speech / oral presentation.

**1. Determine the Purpose**

There can be general or specified purpose of speech. The most important purposes are as under:

**I. To Inform or Instruct.**

The purpose of the speech may be to inform people about ideas, opinions etc. Information can be in any shape. The purpose of speech may also be to instruct people about the new situations etc. At the end of our message we hope that listeners have better understanding of an issue, idea, process or a procedure.

## **II. To Persuade**

Another purpose of speech is to make the listener as we wish. The purpose of the speaker is to persuade listeners to accept his proposal, claim and thesis. The speaker hopes that the listener will do as he asks them to do.

## **III. To Entertain**

Entertaining people on special occasions is also the purpose of speech. On such occasions we have to colour our speech with humour to create pleasant atmosphere for amusement of the audience.

### **2. Analyze the Audience and Occasion**

Audience play vital role in speech. We should make analysis of our audience and the occasion before time. We should have some idea about who and how many people will be in the audience. A speech within an organization is easy because the speaker has idea about the audience but speech to an outside group is difficult because there is no idea. Before speaking we should get information about the size of the group, age, profession, interests, education, and other tidbits of the audience.

### **3. Select the Main Ideas for the Message**

When the analysis of audience and situation is complete, we should select main theme or ideas. Gathering additional information will be helpful. We should arrange main ideas and additional information in a logical sequence.

### **4. Research the Topic**

We can not get all information about the topic from one book or magazine. But we will have to research the topic from different books, magazines and newspapers. After researching we may include some new information about the topic and delete the other one already noted. New facts and views can appear constantly.

### **5. Organize the Data and Write the Draft**

When all the information is collected in shape of notes, photocopies, cutting of the newspaper and sketches etc, we should organize our speech and write the draft. It can take the form of an outline. There are three parts of a good speech or oral presentation.

- i. Introduction
- ii. Body (or text discussion)

### iii. Conclusion or summary

## **6. Create Visual Aids**

Some oral presentation does not require visuals. Audio-visual aids are useful in oral presentation. So to make our speech or oral presentation successful, it is necessary to use visual aids, if necessary. Some of the common visual aids are: chalk board / white board, flip sheets or charts, models, designs, projects, and multi media etc.

## **7. Rehearse the Talk**

Before conveying our message to audience in the shape of speech or oral presentation, rehearsal is necessary. Rehearsals have two purposes:

- We can become more comfortable about the material
- We can still revise the material where necessary. We can not gain confidence without rehearsals. Experts suggest that there should be three rehearsals before presentation. By doing this we can memorize our material. Rehearsals can be done in front of our colleagues and friends or in front of a mirror delivering the speech aloud.

## **Ways of Delivering the Oral Message**

There are four methods of delivering a speech or oral presentation.

### **1. Extemporaneous or Extempore Method**

In this method speaker uses notes or an outline already prepared. The outline may include beginning, middle and end, and also comments, quotations, facts and figures etc. It can be typed or hand written on a paper or card. This method of delivering speech is preferred by both the speaker and the audience because more eye contact can be established and verbal and non verbal involvements can also be maintained with the audience. We should use this method whenever possible. It enables us to move with ease. It is the most popular method among the speakers.

## **2. Reading Method**

Most people who do not want to make a mistake, read a manuscript. In case of long speeches, it is necessary to read the written material. Sometimes, we have to present technical and complex data, quotations and other necessary details about oral presentation. So we are forced to read word to word. But while reading we should make difference between reading and speaking. The main disadvantage of this method is that we can not maintain eye contact with the audience. The speaker might look like a robot. Audience interest can not be maintained by reading method. It is not considered to be the good method of speech or oral presentation.

## **3. Memorization Method**

It was considered to be the best method of delivering the speech. But at present it is proved that memorization of speech is not always perfect. We can forget some words and so whole speech can be dull and drab. In memorized method we write speech and memorize it. Mind is engaged in remembering words. The speaker may look like a parrot. A risk of memorization is forgetting the speech and reminding words in front of audience decreases credibility.

## **4. Impromptu Method or on the Spot Delivery**

Sometimes we have to speak before audience without notice; the speech delivered without any preparation is called impromptu or on the spot speech. We have to speak before audience without preparation, rehearsal or thought in advance. After continuous practice and long presentations, we are able to speak impromptu. These speeches are difficult to handle because we have no time for preparation of our speech.



# Presentation Skills

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## Learning Outcomes:

- Natural talent in public speaking is not something that everyone is blessed with. But lacking skills in public speaking shouldn't stop you from learning because doing so will be like denying yourself from its benefits. Anybody can learn effective public speaking and presentation skills. All you need to do is to find an effective program to help you.
- Acquiring presentation skills training will be one of the greatest choices you will make in your career. Professionals understand how effective presentation skills can be a powerful tool when climbing up the career ladder. Why? Because presentation skills training equip people with improved strategies to ace any presentation and bring them to stand out among others.
- One of the first benefits you can reap from presentation skills training is an increased confidence in presenting yourself and your ideas to a group. There is no presentation more powerful than one that is delivered with great conviction. Your confidence will suggest to the audience that you must possess something of great interest to them, which is why presenters who speak confidently in the podium are well in capturing and sustaining the attention of their audience.

## Introduction

We define a presentation as a means of communication that can be adapted to various speaking situations, such as talking to a group, addressing a meeting or briefing a team. Effective presentations usually require careful thought and preparation—although this preparation need not take very long.

Preparation is the most important part of making a successful presentation. Our page on [Preparing For A Presentation](#) explains what information you need before you can really start to plan your presentation and decide what you are going to say. The most important aspects include the objective of the presentation, the subject, and the audience.

Irrespective of whether the occasion is formal or informal, you should always aim to give a clear, well-structured delivery. To do so, you need to organise your presentation material. You can either do this in your head, or use a technique like mind-mapping to help you identify links and good flow.

By the time you come to write your presentation, you should know exactly what you want to say and the order in which you want to say it. You may want to use one of the standard presentation structures, such as 'What, Why, How?'. You will also find it helpful to consider how to tell your story most effectively, and to use stories in your presentation to illustrate points. There is more about this in our page on [writing your presentation](#).

You also need to decide on your presentation method. Presentations range from the formal to the informal. Your choice of presentation method will depend on many factors, including the audience, the venue, the facilities, and your own preferences.

Visual aids can add another dimension to your presentation, helping to hold your audience's attention, and also act as a reminder of what you wanted to say. However, they need handling with care. Only use visual aids if they are necessary to maintain interest and assist comprehension. If visual aids are not used well, they can ruin a presentation.

### **1. A particular case of visual aids is the use of data in a presentation.**

There are times when using data in a presentation can really help you to tell the story better. It is, however, important not to blind your audience with statistics. You also need to remember that many people find numbers difficult to understand. Our page on Presenting Data gives some hints and tips about using data effectively in a presentation situation.

### **2. On the Day of the Presentation**

There are a number of aspects to delivering your presentation on the day.

The practicalities of how you manage your presentation can make a significant difference to its success, and to your nerves! For example, turning up early means that you will have a chance to see the room, and ensure that you can operate all the necessary equipment. There is more about how to cope, including managing sound systems, audio-visual equipment and lecterns in our page on Managing the Presentation Event.

Many people also feel very nervous before and during a presentation. This is entirely normal, and can even be helpful if you can channel it in the right way. There are some tried and tested strategies and techniques to manage your nerves so that you can concentrate on delivering an effective and engaging presentation.

How you present yourself can also affect how your audience responds to your presentation.

You need to fit with your audience's expectations if they are not going to spend quite a large chunk of your presentation dealing with the differences between expectations and reality.

Few people are able to give a presentation without notes. You will need to know your own abilities and decide how best to make the presentation. You might manage your talk by using full text, notes on cue cards, keywords on cue cards, or mind maps. After the presentation, you may be faced with a question-and-answer session. For many people, this is the worst part of the event.

Decide in advance how and when you wish to handle questions. Some speakers prefer questions to be raised as they arise during the presentation whilst others prefer to deal with questions at the end. At the start of your presentation, you should make clear your preferences to the audience. See our page on Dealing with Questions for more ideas about how to make the question session pleasant and productive, rather than something to dread.

### **3. Presenting Under Particular Circumstances**

You may find that you need to give a presentation under certain circumstances, where your previous experience is less helpful.

## **SUMMARY**

You may be asked to lead a seminar either on your own or with other students. This enables you to develop and demonstrate a wider range of skills. Some people express themselves better orally than in writing. This is also good practice for giving talks either at work or for life more generally.

Many people are nervous at making oral presentations but there are steps you can take to make the presentation more successful.

The most important aspect of making a presentation is to consider the needs of the audience. If you simply read or repeat information 'off by heart' your presentation will probably sound very flat and dull to the audience. There is also a greater risk that you will lose your place in your talk.

If you are a natural entertainer, then use these skills in your presentation. However, bear in mind the purpose of the presentation and how it will be assessed. Make sure you cover the essential information and that this comes across very clearly to the audience.

Write out your main argument or conclusion, just as you would for a writing activity.

Write out the main points as headings and bullet points on a series of index cards or on a sheet of paper. These will prompt your memory if you lose your place.

Visit the room and try out the technology. This will increase your confidence on the day.

Time yourself making the presentation. Cut it back if it is too long.

Have a clear opening and closing line that refers directly to the main issue.

Use acetates on an overhead projector. Use only a few lines of text in large print or a simple diagram for each acetate.

If you are very confident the technology will work, you may prefer to use PowerPoint. However, ensure you have acetate back-ups.

If you use PowerPoint or similar software, avoid gimmicks such as jingles, animation, or sound effects that either distract attention or slow down the presentation. If you 'fly in' text, make sure you use the same method throughout the presentation.

Keep it simple. Use technology as a tool where it helps, rather than for the sake of it.

Arrive early enough to check the equipment and seating are as you want them.

Have water to hand.

Act confident no matter how you are feeling.

Do not make apologies for things you haven't done. Act as if it all as if everything is as it should be.

Make eye contact with the audience.

Smile.

Many presentations, even those by professionals, may go wrong because people try to cover too much information in the time available. They then try and gabble their way through a set of bullet points at top speed even though people cannot take in what is being said.

Cut out unnecessary information - and even information you think is valuable if it does not fit into the time allowed. You must be able to deliver the whole presentation at a speed slower than your normal talking speech. This is necessary so that people can take in what you are saying and jot down some notes.