

Oral Communication

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 ICOM 5047: Computer Engineering Design
 Feb 6, 2009

Outline

- Introduction
- Elements of communication
- Purpose
- Audience
- Structure
- Communication Aids
- Delivery

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Exercise

- We have given you a clapper
- Each student should give a 3 min presentation on the following topic:
 - Why is my town the best town in Puerto Rico?
- When the student is presenting, clap if he or she has done something wrong in the presentation
 - Examples: stage fright, moving too much, etc.

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Communication

Situation Format Language Audience

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Situation

- Particular situation within we are communicating.
 - What?
 - What is my subject?
 - Who?
 - To whom do I wish to communicate it?
 - Why?
 - What is my purpose in communicating it?
 - When and where?
 - Are there features about the place and time which affect how I should speak?
 - How?
 - What type of communication? Am I aiming at narration? Description? Exposition? Argument?



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Format

- Letter
- Email
- Application
- Presentation
- Report
- Essay
- Paper
- Dissertation
- Etc.

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Format

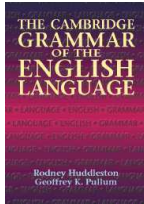
- Letter
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Language


- English
- Grammar
- Vocabulary
- Spelling
- Punctuation
- Speech



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Spoken presentations

- Examples
 - Company sales
 - Training session
 - College lecture
 - Inform progress, report results
- Features
 - One or more speakers presenting information and ideas
 - Clearly defined purpose
 - An audience



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Preparation


- Careful and intelligent preparation
- Failures
 - Over-confidence
 - Lack of time
 - Laziness
- Key
 - Organization



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Purpose

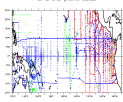
- Inform
- Persuade
- Entertain
- Meet and get on with your audience



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Purpose – To inform


- Provide information
 - Straight facts (data)
 - Difficult to digest
 - Figures, Dates, Names, Events
 - Put data in context, patterns, and pictures
 - Stories
 - Easier to remember
 - Pattern, beginning, middle, and end
 - Descriptions and explanations
 - Functioning of organization, machine, institution
 - Visualize what is being described
 - Images, analogies



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Purpose – To persuade

- Persuade audience of something
 - Buy my product
 - A different way of doing things
 - Agree to a course of action
- College lecture
 - Students
 - Take the subject seriously
 - Open their minds to a new way of thinking



"That's a great question. Come to think of it, I'm not sure what is is I'm trying to sell you."

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Purpose – To entertain

- Entertain the audience
- Usually a secondary purpose such as convince or persuade

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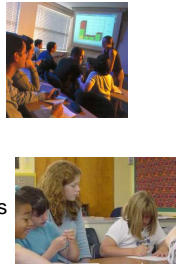
Purpose – To meet and get on with the audience

- Keep in mind
 - Continuing relationship with the audience
 - Will be meeting them regularly
- Manager
 - People he/she will be working with
- Professor
 - Students

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Audience

- Where are they now?
 - Theoretical knowledge
 - Practical knowledge
 - Intelligence
 - Level of education
 - Terminology they can handle
 - How quick can they pick up ideas
 - Concentration span



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Audience


- Expectations
 - Audience came for a reason
 - Students
 - Pass a course - compulsory
 - 8:35am
 - Not enough sleep
 - Lack of enthusiasm
 - MAKE IT INTERESTING!!!



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Audience

- Practical needs
 - Where is the screen, projector, board?
 - How is the seating arranged?
 - Can everybody see?
 - Can everybody hear?
 - Where will you place yourself? Move around?
 - Lighting?
 - Microphone?



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Audience

- Intellectual needs
 - Order in which the material is presented
 - Communication aids
 - Visual aids
 - Audio
 - Verbal aids
 - Stories, anecdotes, images, analogies, mnemonics
 - Handouts
 - Rhythm and variety to keep the audience interested and alert

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Audience


- Personal needs
 - Too long
 - Exhausting
 - Break?
 - Coffee
 - Stretch legs
 - Chat




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Build a structure

- Content
 - What you want to include?
 - How much time you have?
 - How much your audience can tackle?
- Priorities
 - Presentation soon will be forgotten
 - Select small number of key points



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Build a structure

- Ordering
 - Logic of the subject
 - Logic of learning and understanding

Known → Unknown
Easy → Difficult
 - Need for variety
- Arrangement
 - Introduction
 - Body
 - Conclusion

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Communication Aids

- Whiteboard
 - Pros: Brainstorming, Linking ideas, Summarizing
 - Cons: Sloppy handwriting, Erase, Fixed to the wall, Complex diagram?
- Flipchart
 - Pros: No erasing, material prepared in advance
 - Cons: Cannot be used in large space
- Overhead projector
 - Pros: Everybody sees, Well prepared material, Overlaying complex diagrams built step by step
 - Cons: Alignment, Focus, Small letters, Colors (contrast)

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Delivery

- Nervous?
- What about reading prepared text?
 - Not engaging
 - Prompt cards
- Talk to your audience
 - Speak to them
 - Look at them – eye contact
 - Move around (evenly)
 - Interruptions and questions
 - Things have to be read (enough time for reading slides)
 - Pose
 - Hands, clothes
 - Voice



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References

- Houp, Kenneth W. and Thomas E. Pearsall, Reporting Technical Information, 6th edition. Macmillan Publishing Company, New York, 1988.
- Seely, John, Oxford Guide to Effective Writing and Speaking, Oxford University Press, 2005

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Questions?

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