
Oral Communication

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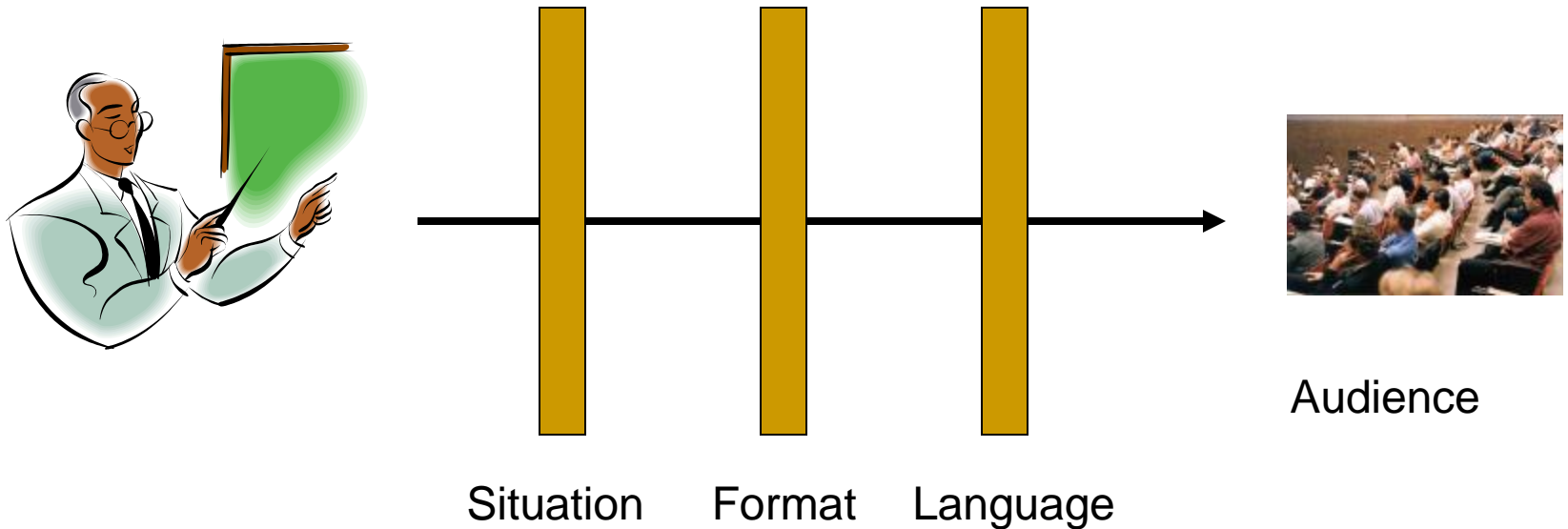
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Outline

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

Communication



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?



Format

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

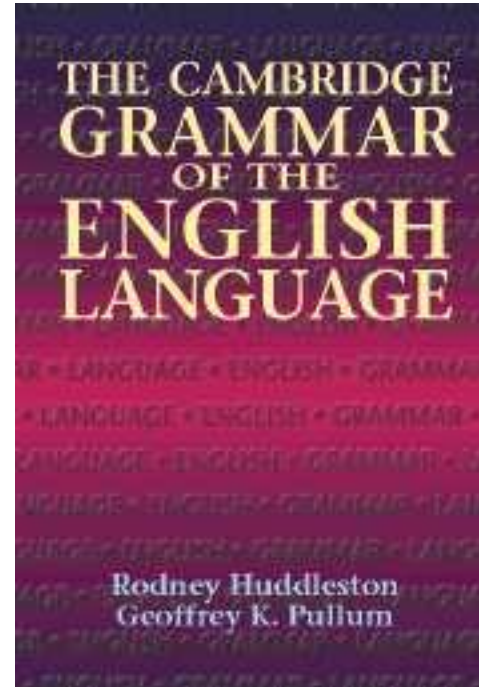
Format

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Language

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



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

Preparation

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



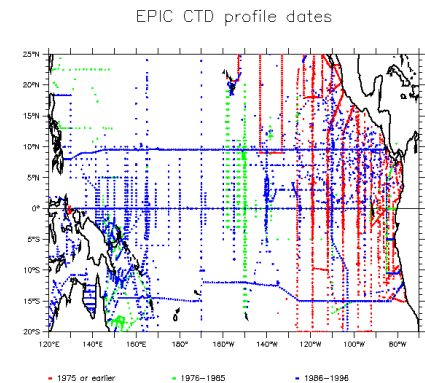
Purpose

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



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



Purpose – To entertain

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

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

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



Audience

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



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?



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

Audience

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



Build a structure

■ Content

- ❑ What you want to include?
- ❑ How much time you have?
- ❑ How much your audience can tackle?



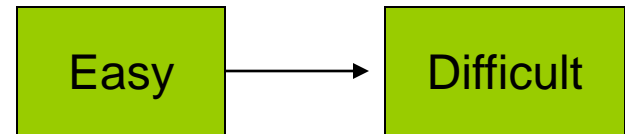
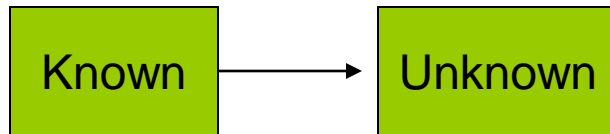
■ Priorities

- ❑ Presentation soon will be forgotten
- ❑ Select small number of key points

Build a structure

■ Ordering

- Logic of the subject
- Logic of learning and understanding



- Need for variety

■ Arrangement

- Introduction
- Body
- Conclusion

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)

Delivery

- Nervous?
- What about reading prepared text?
 - Not engaging
- Talk to your audience
 - Speak to them
 - Look at them – eye contact
 - Move around (evenly)
 - Handle Interruptions and questions
 - Clothing – appropriate, professional
 - Pose
 - Hands
 - Voice
 - Project your voice, strong



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

Questions?

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