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# Oral Communication

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ICOM 5047: Computer Engineering Design

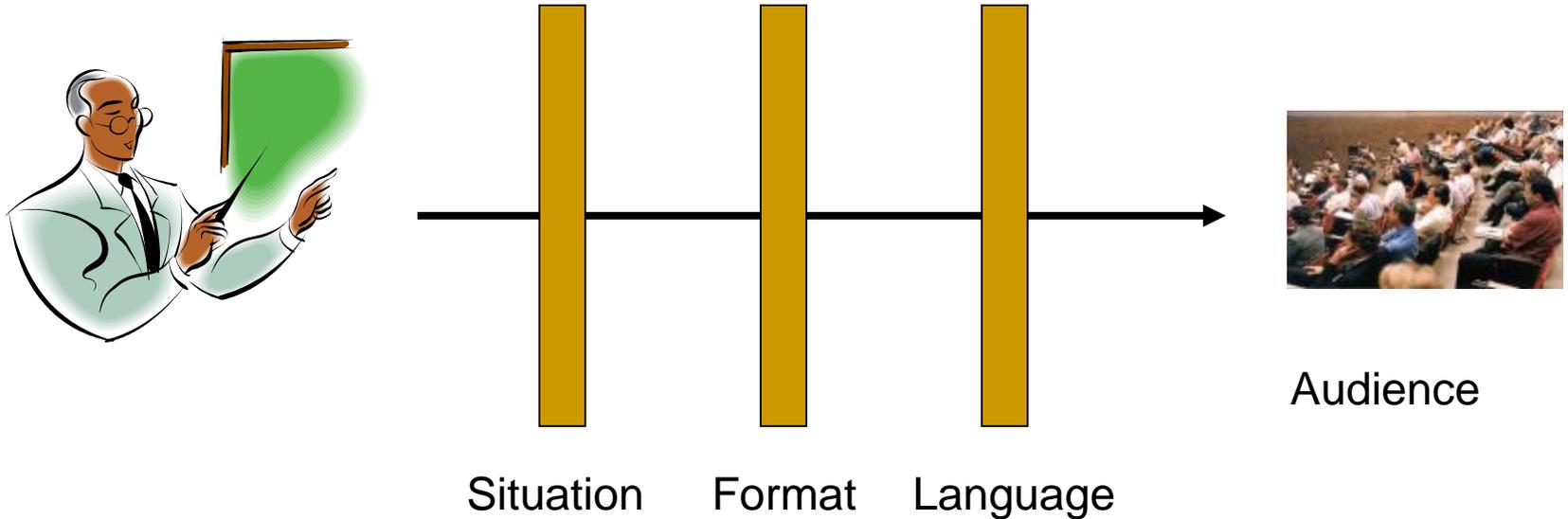
Fall 2013

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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?



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# Format

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

# Format

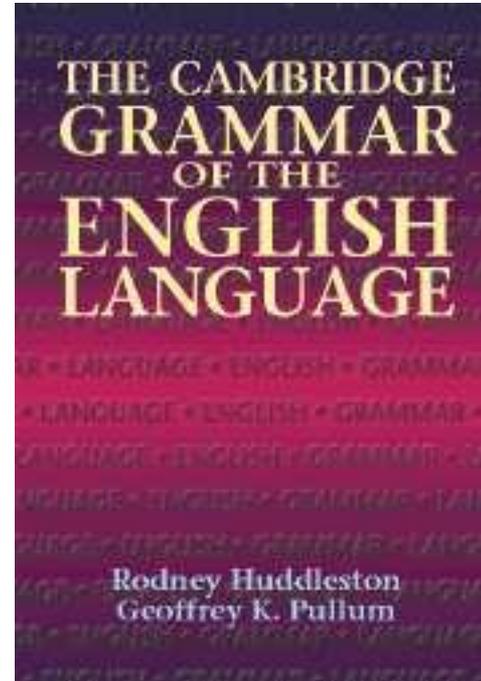
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# Language

- 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



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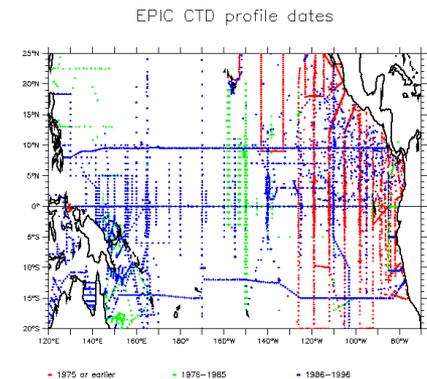
# Purpose

- 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 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 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

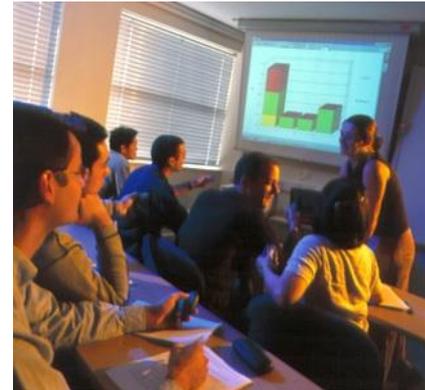
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# Purpose – To meet and get on with the audience

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

# 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



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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

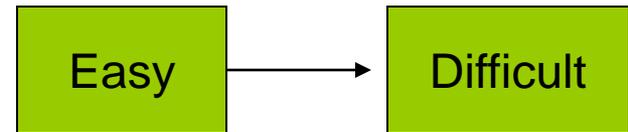
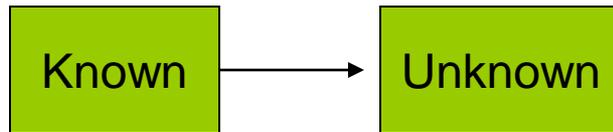
- ❑ Presentation soon will be forgotten
- ❑ Select small number of key points



# Build a structure

## ■ Ordering

- Logic of the subject
- Logic of learning and understanding



- 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)

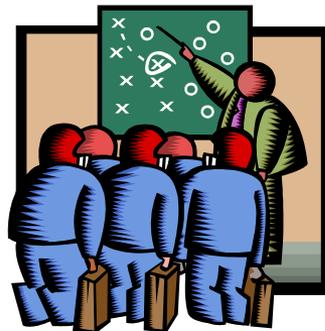
# Delivery

- 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



# Delivery

- Was the presenter in control of the space?  
The audience?
- Did the presenter had rapport with the audience?
- Strong posture? Meaningful gestures?
- Voice
  - Volume
  - Pitch
  - Pacing



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# References

- Houp, Kenneth W. and Thomas E. Pearsall, Reporting Technical Information, 6<sup>th</sup> 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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