Oral Communication

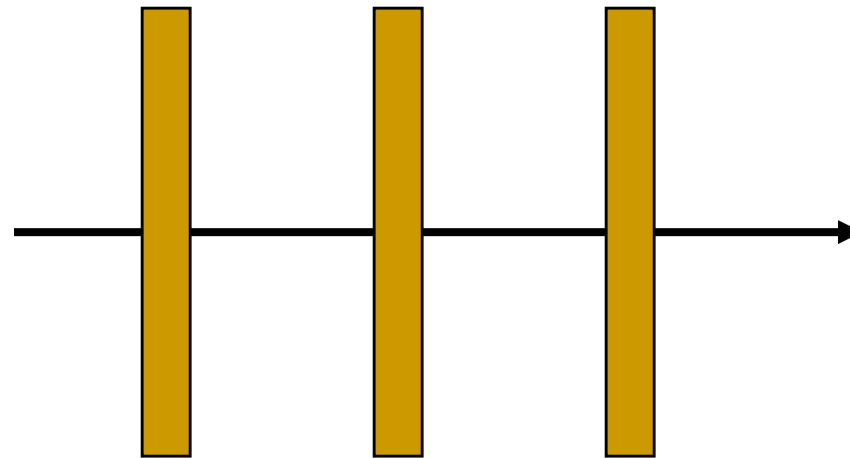Nayda G. Santiago

Industrial Affiliates Program, Fall 2008

September 16, 2008

Outline

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

Communication

Situation   Format   Language

Audience

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
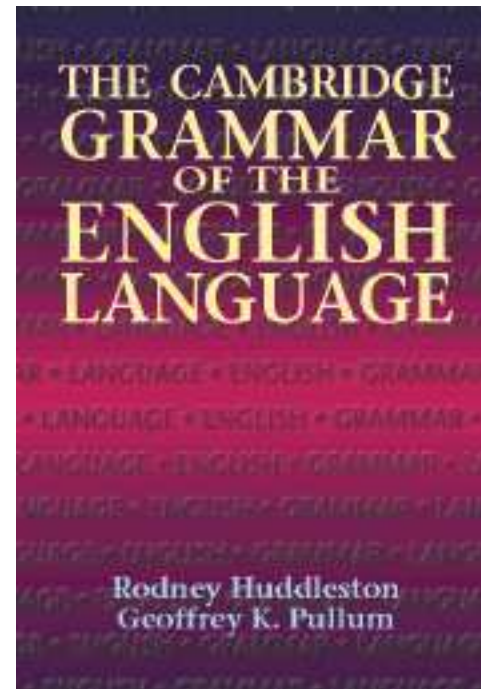- Report
- Essay
- Paper
- Dissertation
- Etc.

Format

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

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

EPIC CTD profile dates

1975 or earlier   1976–1985   1986–1996
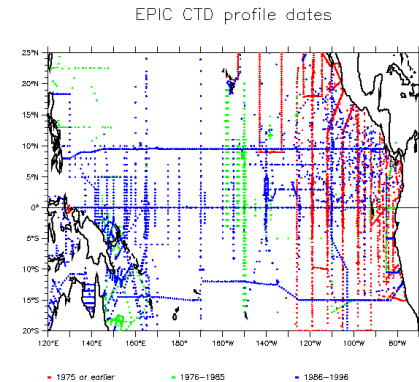
Purpose – To persuade

- **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."

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
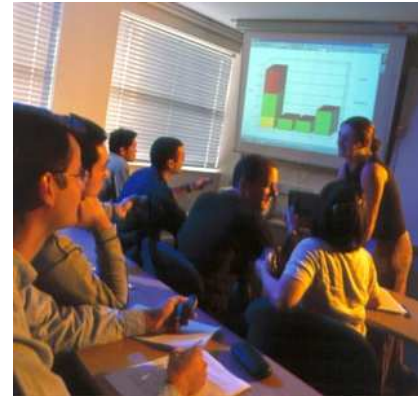
Audience

- ## 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

| Known | → | Unknown | | Easy | → | Difficult |

  - 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
  - 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

IAP Details

- ## No more than 15 minutes
  - ### No more than 15 slides
- ## Practice with your advisor
- ## Be there at the beginning of your session
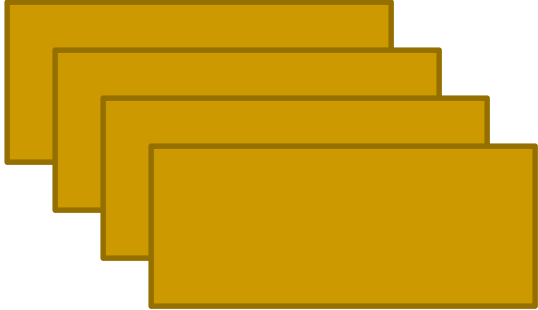 - ### Place presentation on laptop

Title, names, advisor, date

Outline

Introduction, include problem statement

Content, include approach, solution, results

Conclusion

Acknowledgements

References, web pages not good

IAP Workshop – Nayda Santiago

IAP Agenda Oct 1

- **Poster session and Oral presentations**
  - Library, Conference room A
- 9:30am Registration, Continental Breakfast, Welcome Remarks
- 10:30am Overview by IAP Students, IAP Posters Session
- 12:00pm Lunch
- 1:30 Students Oral Presentations
- " Implementation of Hyperspectral Imaging Algorithms using the NVIDIA® CUDA™ Technology "
- " Network Coding & Fuzzy Logic Based Dynamic Channel Selection for Wireless Mesh Networks "

- " Development of a Database for the University Institute for Community Development"
- " A Temperature Compensated CMOS Oscillator"
- " Design and Construction of a Generic Board Interface for use the VLCT"
- " Automated Mixed Signal Test Code Sensor Debugger and Pin Table Code Verifier "
- " Web Based Monitoring of Tropical Lightning "
- "PCB Trace Segmentation Algorithm for Automation of Parasitic Analysis"

IAP Agenda October 2

- ## Cafeteria Room, Student Center Building
- 9:00am Registration and presentations
- " Compensation Scheme for an IC Block Used for Squarewave Between Prescribed Voltages"
- "Modification of the SeaBed Autonomous Underwater Vehicle for Hyperspectral Image Acquisition "
- "Implementing Graph-Based Methods for Hyperspectral Image Classification "

- " Power Profile of Two Models of the MSP430 Microcontrollers "
- "Design of an IC-CAP Development Keithley Series 2600 Systems Source Measurement Unit "
- " Ferroelectric Capacitor Modeling"
- "Embedded System and Web Based Interface for Monitoring and Control of Photovoltaic Applications "
- " Development of Computer Graphics Oriented Lab Modules for CS1/2 "

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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