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# Oral Communication

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# Outline

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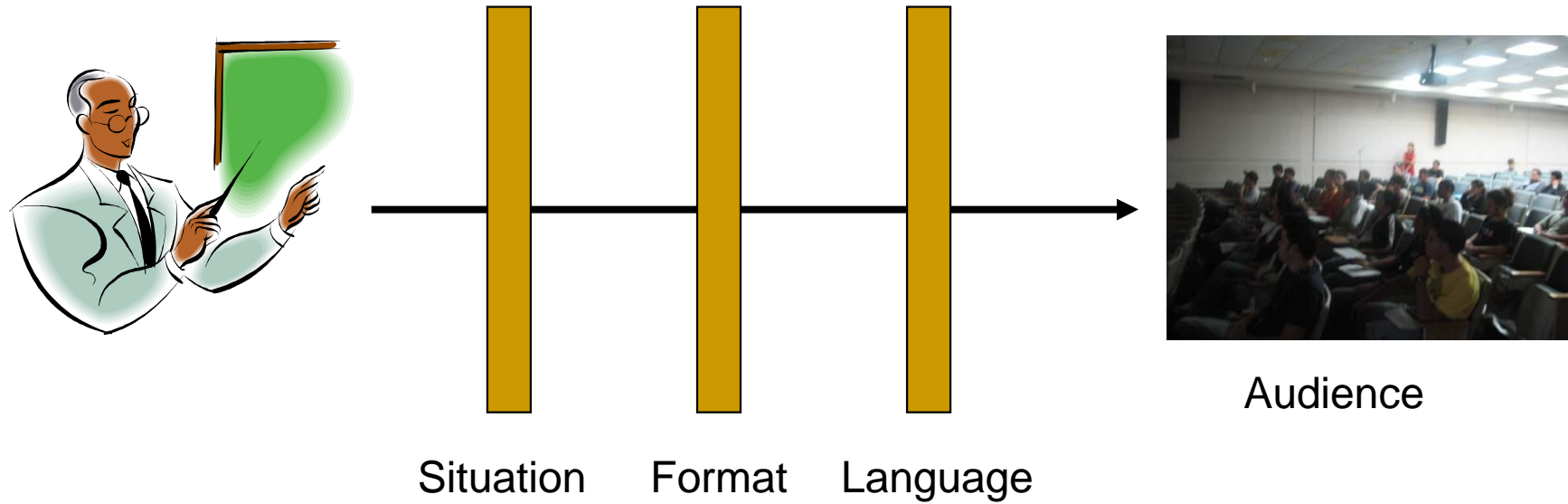
# Exercise

- Each student should give a 3 min presentation on the following topic:
    - Why am I passionate about Engineering?
  - Form groups of 3 and practice your presentation.
    - Use constructive critique to help each other.
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- Present in front of the group.
  - We have given you a clapper
  - 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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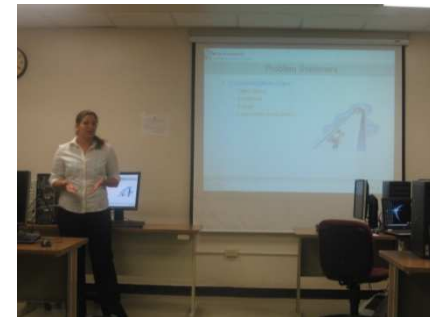
# Communication



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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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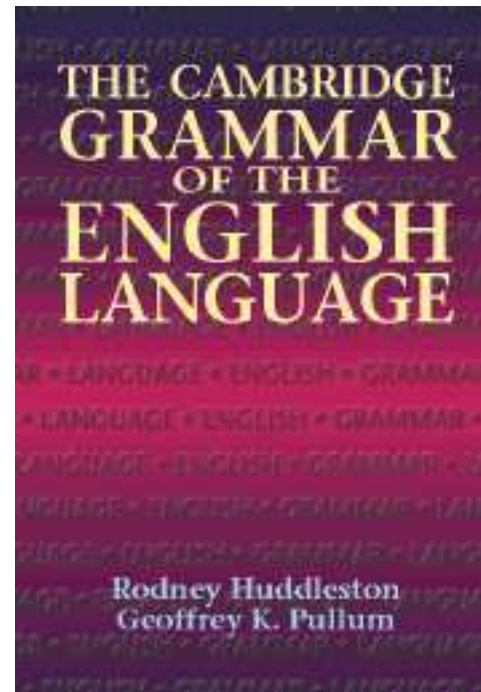




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# Language

- 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

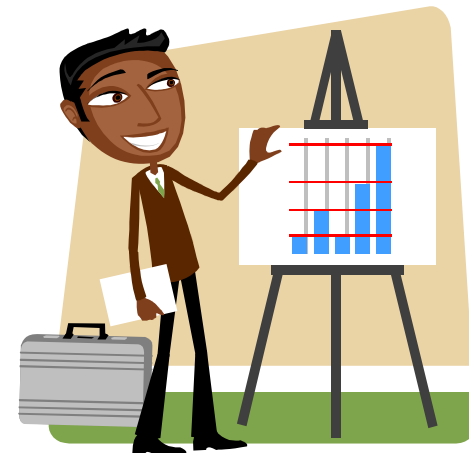
- Provide information
  - Straight facts (data)
    - Difficult to digest
      - Figures, Dates, Names, Events
    - Put data in context, patterns, and pictures
  - Stories
    - Easier to remember
      - Pattern, beginning, middle, and end
  - Descriptions and explanations
    - Functioning of organization, 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



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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



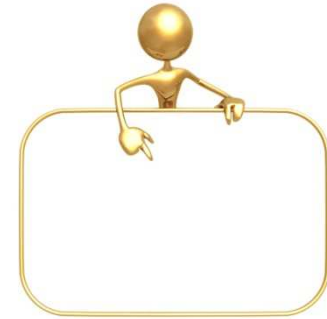
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# Audience

- 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



- 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, 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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