

# **COMMUNICATION AND PRESENTATION SKILLS**

by

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# I. Oral Communication and Success

## A. Why English

- English is the global language.
- English is the key to global success

## B. What is competence?

- Linguistic competence
- Sociolinguistic competence
- Pragmatic competence

## C. How to become comfortable using English

- Read, read, and read.
- Learn 3-5 new words everyday.
- Check websites dedicated to learning English.
- Have fun watching English movies.
- Read the newspaper aloud every morning.
- Take risk by participating in discussions.
- Take note of your learning experience as you speak in discussions.

## II. Communication Process

### A. Speaker Requirements

- ❑ The speaker should be brief in his/her message.
- ❑ The speaker should have something to say.
- ❑ The speaker should contribute new information.
- ❑ The speaker should practice what he/she preaches.
- ❑ The speaker should have charisma.
- ❑ The speaker should have a clear purpose.
- ❑ The speaker should be able to pick up and adapt to the feedback from the listener(s).
- ❑ The speaker should understand the listeners.

# B. Message Requirements

1. A message should be delivered using the appropriate channel.
2. A message should meet the speaker's objectives.
3. A message should meet the audience's/listener's needs.
4. A message should be logical.
5. A message should be concise.
6. A message should not offend color, gender, or culture.

# C. Listener Requirements

1. The listener must pay attention.
2. The listener should give feedback.
3. The speaker should wait for his/her turn to speak.
4. The listener has to read between the lines.
5. The listener should deal with his/her roadblocks to effective listening.
6. The listener has the responsibility to minimize his/her personal bias.

### III. Social Conversation

#### A. Purposes of social conversation

- Sharing information
- Reducing tension
- Helping groups to work effectively
- Having fun
- Connecting with others

## B. Common Problems in Social Conversation

- Monopolizing
- Lack of empathy
- Differences in purpose
- Self-centeredness
- Inability to listen
- Not being truthful



# IV. Finding your Voice: Being Assertive

## Communication Styles

- Assertive
- Aggressive
- Passive

# Importance of Assertiveness

If you do not know how to be assertive, you will experience the following:

- A sense of being helpless.
- Anger because you feel manipulated.
- Frustration because you let someone take advantage of you.
- Anxiety that leads to avoidance. You miss events, and job opportunities because some people make you feel uncomfortable.
- Poor relationships – non-assertive people are unable to express what they feel.

# How to be effectively assertive

- Look at the person straight in the eye.
- Stand straight.
- Speak without whining or beating around the bush.
- Use short and clear messages.
- Be calm and respectful.
- Use “I” statements. If your brother or sister used your latest gadget without asking permission.
- Listen.
- Defuse and let the other person cool down before discussing the issue.
- Inquire assertively and stop action.
- Practice, practice, practice.

## V. Dealing with Stagefright

- Pounding heart
- Trembling hands
- Shaky knees
- Dry, constricted throat
- Quivering voice
- Flushed face

## VI. Importance of Non-Verbal Aspects of Delivery

- ❑ Visual - called *body language*. Includes facial expression, eye movement, posture, gestures.
- ❑ Tactile – involves touch to impart meaning as in a handshake, a pat on the back, an arm around the shoulder, a kiss, or a hug.
- ❑ Vocal – changing the intonation of one's voice.
- ❑ Physical Space
- ❑ Use of time as Nonverbal communication

# VII. Enhancing the Message Through Non-Verbals

Components in creating an impression to the audience

- Posture
- Clothing
- Eye Contact
- Gestures

# Improving non-verbal aspects of delivery

- Make eye contact.
- Create presence.
- Use appropriate gestures.

# MAKING PRESENTATIONS



# I. Preparing a Presentation

## A. Defining your Purpose

*What do I want to achieve?*

## REDUCING YOUR FEARS

### COMMON FEARS

### PRACTICAL SOLUTIONS

#### EXCESSIVE NERVES

You cannot relax. You forget what you are trying to say and dry up.

Prepare by rehearsing in front of a mirror and, if possible, at the venue. Make sure that you can see your notes clearly at all times. Take a deep breath, and smile.

#### BORED AUDIENCE

The audience loses interest, and fidget and talk among themselves.

Ensure that the point you are trying to make is relevant – if not, cut it. Be enthusiastic. Vary the pace of your presentation, and maintain eye contact with the audience.

#### HOSTILE AUDIENCE

You are heckled. Questions from the floor are aggressive in tone.

Remain polite and courteous. If your audience has specialist knowledge of your subject, defer to them. Redirect difficult questions back to the audience.

#### BREAKDOWN OF VISUAL AIDS


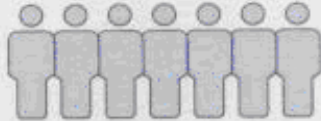
Equipment fails to work, or you cannot remember how to use it.

Avoid using any technology with which you are not thoroughly familiar. Immediately before the presentation, check all the equipment that you will be using.

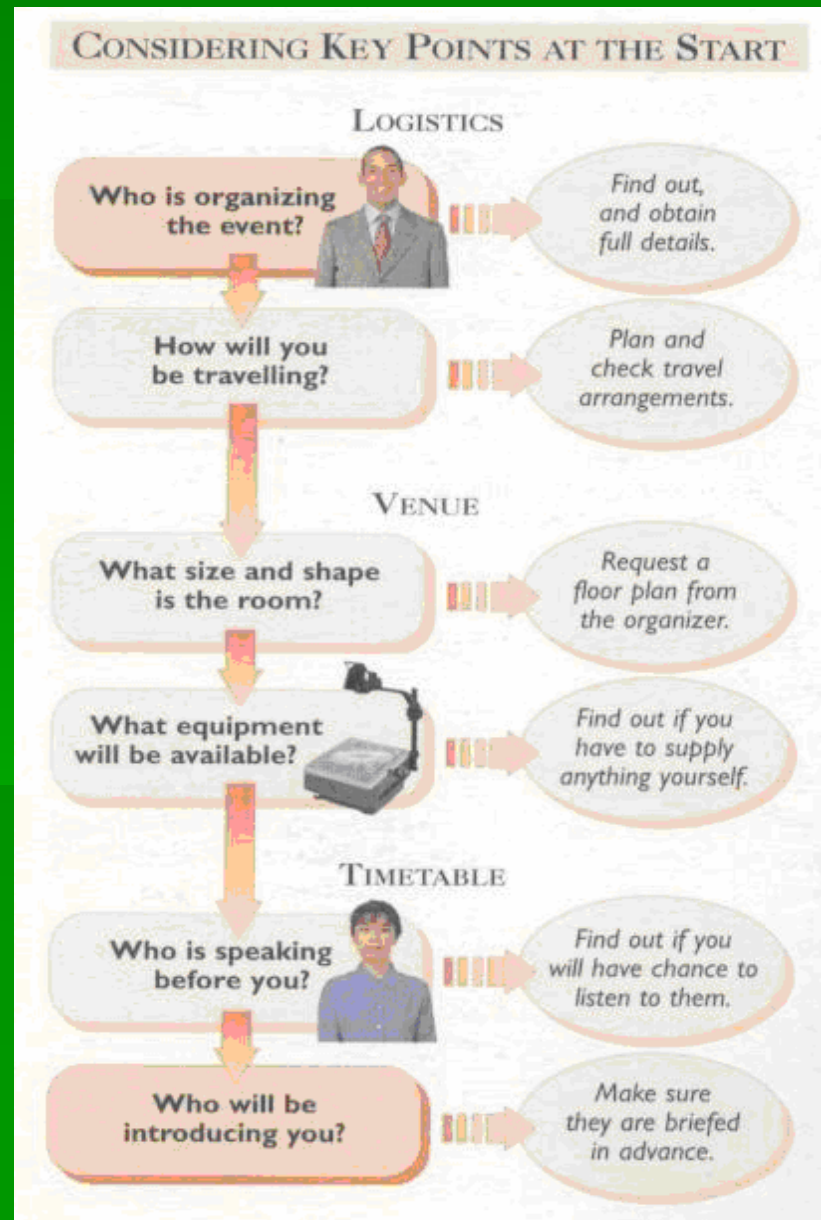
## II. Knowing your Audience

*Who will attend the presentation?*

## ADJUSTING YOUR PRESENTATION TO AUDIENCE SIZE

AUDIENCE SIZE	PRESENTATION STYLES	TECHNIQUES
<p><b>SMALL AUDIENCE</b> A group of fewer than 15 people is considered a small audience. Most people will be asked to address an audience of this size at some point in their working career.</p> 	<p><b>FORMAL</b> Follow formal procedures in committee meetings, sales pitches to prospective clients, and interdepartmental presentations.</p> <p><b>INFORMAL</b> Use informality to break the ice when presenting new products to known suppliers and when presenting to colleagues.</p>	<ul style="list-style-type: none"><li>● Establish eye contact with each member of the group at an early stage.</li><li>● Face your audience at all times – this will help hold their attention.</li><li>● Interact with the audience by soliciting questions.</li><li>● Allow individuals to have a say, but keep it brief.</li></ul>
<p><b>LARGE AUDIENCE</b> A group of 15 or more people constitutes a large audience. It is easier to address this size of audience if you already have previous presenting experience.</p> 	<p><b>FORMAL</b> Follow formal procedures when giving a speech at a conference or at the annual general meeting of a public company.</p> <p><b>INFORMAL</b> Use informal procedures when making a spontaneous presentation from the floor at a formal conference.</p>	<ul style="list-style-type: none"><li>● Make sure that all of the audience members are able to hear you clearly, especially at the back of the venue.</li><li>● Link, sum up, emphasize, and repeat main points.</li><li>● Speak slowly, and enunciate at all times.</li><li>● Keep your message broad, general, and simple. Go into more detail only if asked.</li></ul>

# III. Dealing with Logistics



# IV. KNOWING YOUR VENUE

## Assessing the Venue

- ❑ Assess all details of a venue, no matter how minor they may appear.
- ❑ Locate the light so that if necessary, you can dim the lights to use your visual aids.
- ❑ Decide on the any visual aids well in advance.
- ❑ Plan in advance how you will make your exit.

## V. CLARIFYING OBJECTIVES

- Setting the Tone**
- Encouraging Responses**
- Using Your Knowledge**
- Selecting Key Points**

# VI. FINDING MATERIAL

- Finding Sources
- Researching Material
- Freshening Up Your Research
- Using New Technology



## VII. USING AUDIO VISUAL AIDS

- Low Complexity
- Medium Complexity
- High Complexity

# VIII. REHEARSING


- Practicing Aloud
- Inviting Feedback

# IX. ENHANCING BODY IMAGE

- Analyzing / Improving your stance

**AVOIDING BAD HABITS**


To improve your posture and avoid bad habits, practise in front of a mirror or video-tape your rehearsal, and watch for any unconscious mannerisms. Ask a colleague to watch you practising and comment on distracting gestures or stances.



Standing with your back to an audience detracts from your speech

Visual aid blocked by body

◀ **BLOCKING THE VIEW**  
Avoid the temptation to lean across visual aids as you use them. Prepare them in advance, and use a pointer so you do not block the audience's view.



Speaking into podium muffles voice

Eye contact with audience is lost when you look at podium

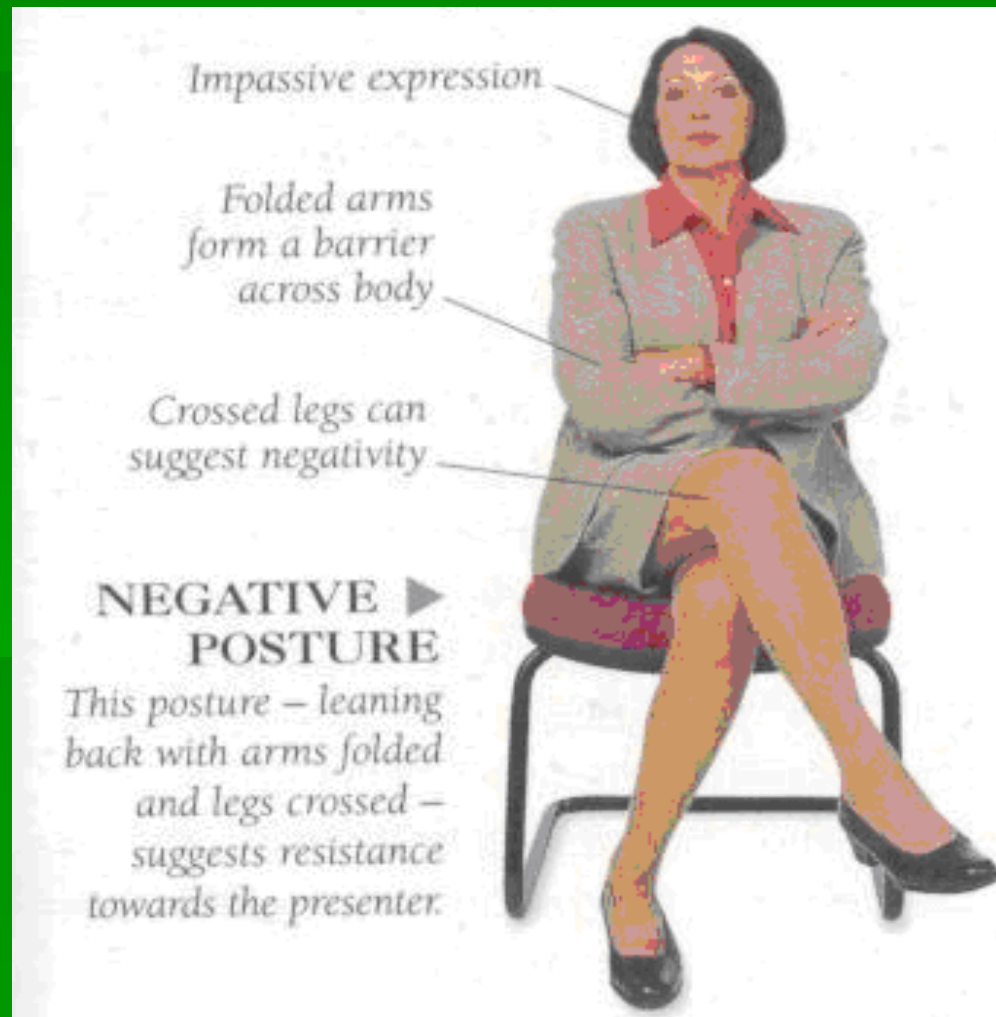
Slouching looks unprofessional

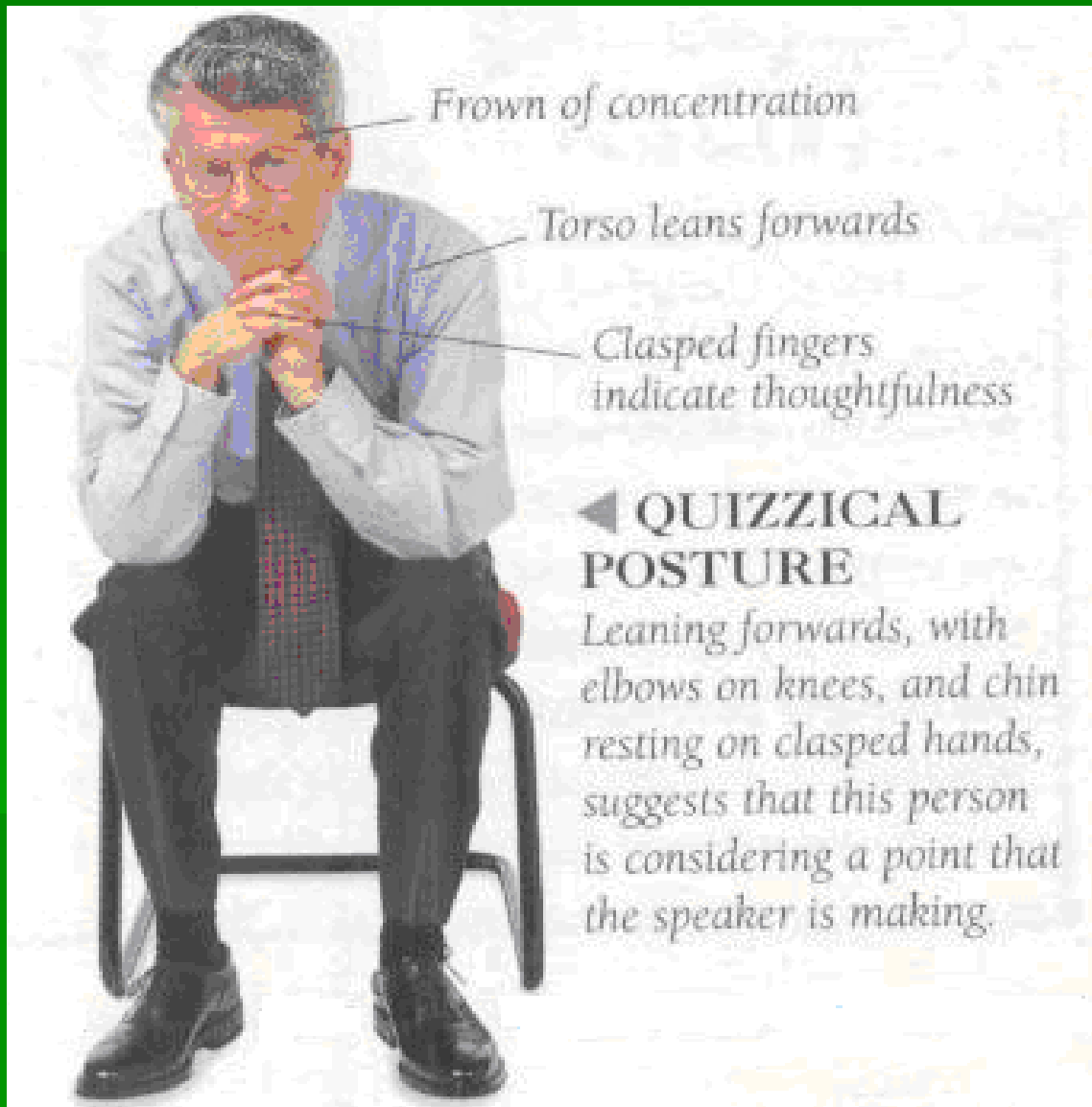
Crossing your legs makes your stance less stable

▲ **BEING UNBALANCED**  
Avoid standing on one leg or crossing your legs. These stances are unstable and also lack authority – an unbalanced body can be an indication of an unbalanced mind.

# HANDLING AN AUDIENCE

## Involving An Audience





*Frown of concentration*

*Torso leans forwards*

*Clasped fingers  
indicate thoughtfulness*

### ◀ QUIZZICAL POSTURE

*Leaning forwards, with  
elbows on knees, and chin  
resting on clasped hands,  
suggests that this person  
is considering a point that  
the speaker is making.*

*Neutral facial expression indicates unformed opinions*

*Chin resting on hand shows concentration*

*Crossed legs suggest contemplation*

## **NEUTRAL ► POSTURE**

*This familiar relaxed posture suggests an open mind. This person has yet to be swayed either way by the argument and is willing to hear more.*

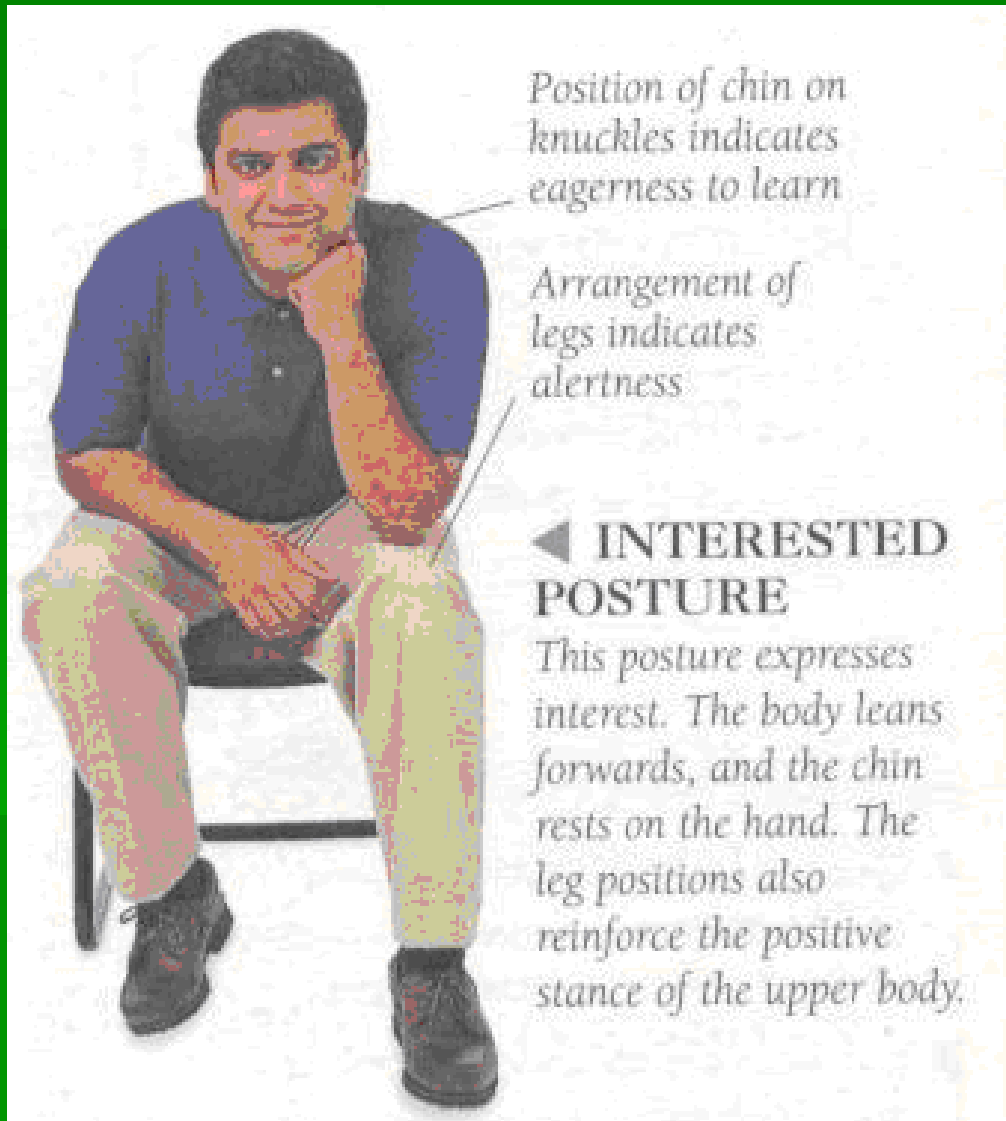


*Leaning  
forwards  
demonstrates  
agreement*

## **AGREEMENT ► POSTURE**

*The relaxed position of the hands, the parallel legs, and the frank, open expression of the face indicate that the listener agrees entirely with your presentation.*





*Position of chin on knuckles indicates eagerness to learn*

*Arrangement of legs indicates alertness*

## ◀ INTERESTED POSTURE

*This posture expresses interest. The body leans forwards, and the chin rests on the hand. The leg positions also reinforce the positive stance of the upper body.*



# DEALING WITH QUESTIONS

- ❑ Preparing Well
- ❑ Appearing Confident
- ❑ Staying in Control
- ❑ Handling Questioners
- ❑ Analyzing Questions
- ❑ Gaining Time
- ❑ Dealing with Hidden Agendas
- ❑ Being Honest with the Audience

# COPING WITH HOSTILITY

- ❑ Recognizing Disrupters
- ❑ Dealing with Hecklers
- ❑ Dealing with Conflict within an Audience
- ❑ Facing an Unresponsive Group
- ❑ Dealing with Hostility

Thank you for  
listening!