AKTU · 2ND YEAR · BAS301 / BAS401

Technical Communication

Unit 4 — Effective Speaking and Presentation Skills

- Principles of Effective Communication
- Approaches to Speaking: Extempore, Prepared Speech, and Debates
- Group Discussions and Interviews
- Mechanics of Presentation: Body Language and Voice Modulation
- Use of Audio-Visual Aids in Presentations
- Public Speaking and Overcoming Stage Fear



DECODED BY

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Unit 4: Overview

Effective Speaking and Presentation Skills form the core of professional communication required in industry.

- Principles of Effective Communication: Clarity, conciseness, and audience adaptation.
- Approaches to Speaking: Extempore, prepared speech, and debates.
- Group Discussions and Interviews: Collaborative evaluation and personal interaction.
- Mechanics of Presentation: Body language, posture, and voice modulation.
- Use of Audio-Visual Aids: Enhancing retention and engagement.
- Public Speaking: Overcoming stage fear and managing anxiety.

Principles of Effective Communication

THE 7 CS OF COMMUNICATION

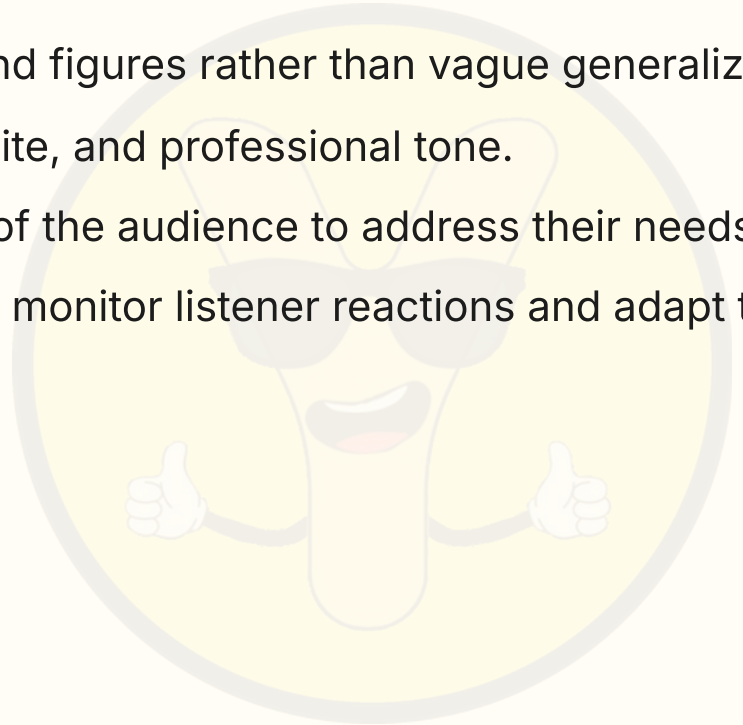
A checklist of principles designed to ensure that oral and written messages achieve their intended purpose.

- Clarity: Use simple, precise language to avoid ambiguity.
- Conciseness: Express thoughts in the fewest possible words without losing meaning.
- Completeness: Provide all necessary information so the receiver can act.
- Correctness: Ensure factual accuracy and proper grammar.

Advanced Principles of Communication

Beyond the basic 7 Cs, effective speaking relies on professional delivery traits.

- Concreteness: Use specific facts and figures rather than vague generalizations.
- Courtesy: Maintain a respectful, polite, and professional tone.
- Consideration: Step into the shoes of the audience to address their needs and interests.
- Feedback Integration: Continuously monitor listener reactions and adapt the message accordingly.



Approaches to Speaking

EXTEMPORE SPEAKING

Delivering a speech with minimal advance preparation, relying on general knowledge and quick thinking.

- Advantage: Sounds natural, conversational, and highly adaptable to audience reactions.
- Disadvantage: Risk of losing track of thought or missing crucial data.
- Best Practice: Structure thoughts quickly using a simple Introduction-Body-Conclusion framework.

Prepared Speech and Debates

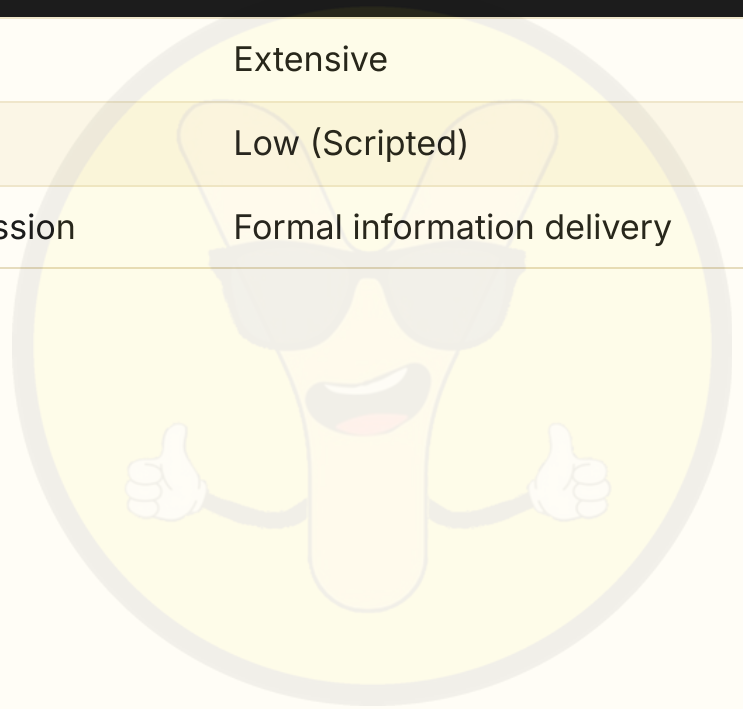
STRUCTURED SPEAKING APPROACHES

Methodical delivery formats designed for formal presentations and competitive argumentation.

- Prepared Speech: Thoroughly researched, written, and rehearsed; ideal for formal addresses.
- Debate: Formal discussion on a controversial topic with opposing teams presenting timed arguments and rebuttals.
- Key Skill in Debates: Active listening to counter opponent points logically and objectively.

Comparison of Speaking Approaches

Parameter	Extempore	Prepared Speech	Debate
Preparation Time	Minimal / None	Extensive	Extensive (Research-based)
Flexibility	High	Low (Scripted)	Medium (Rebuttal dependent)
Primary Purpose	Spontaneous expression	Formal information delivery	Persuasion & argument defense



Group Discussions (GD)

COLLABORATIVE EVALUATION TOOL

A methodology used by organizations to gauge interpersonal skills, leadership, and teamwork among candidates.

- Evaluation Parameters: Communication skills, knowledge depth, listening ability, and leadership.
- Initiating a GD: High risk, high reward. Start only if you have a clear, structured point.
- Manners: Disagree politely, do not cut off others, and encourage quiet participants.

Group Discussion Lifecycle



Phases of a typical professional group discussion.

Interviews

FORMAL TWO-WAY INTERACTION

A goal-directed conversation where an interviewer extracts information regarding a candidate's suitability for a role.

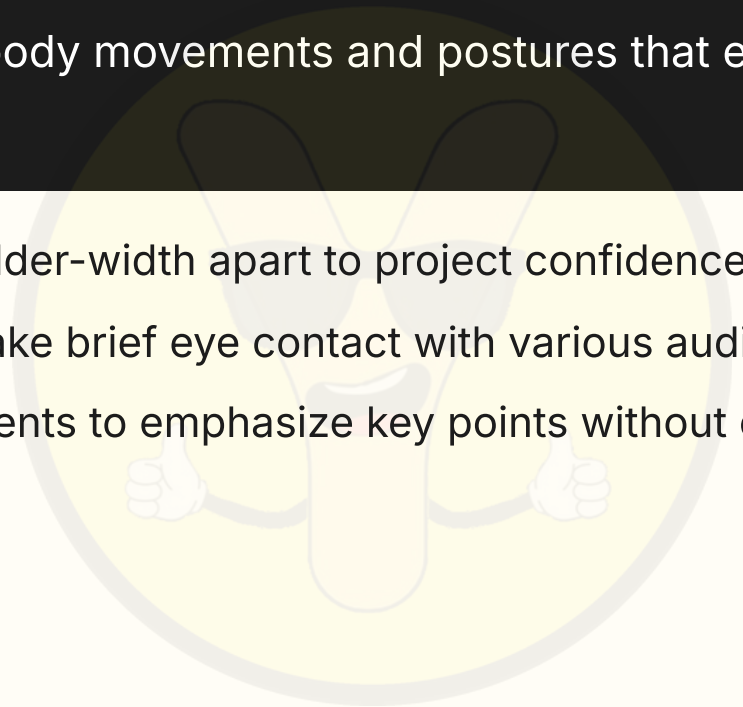
- Types: Behavioral, technical, situational, and panel interviews.
- Preparation: Research the organization, review your resume thoroughly, and practice common questions.
- Non-Verbal Cues: Firm handshake, steady eye contact, and professional attire.

Mechanics of Presentation

BODY LANGUAGE (KINESICS)

The conscious and unconscious body movements and postures that express meaning during a presentation.

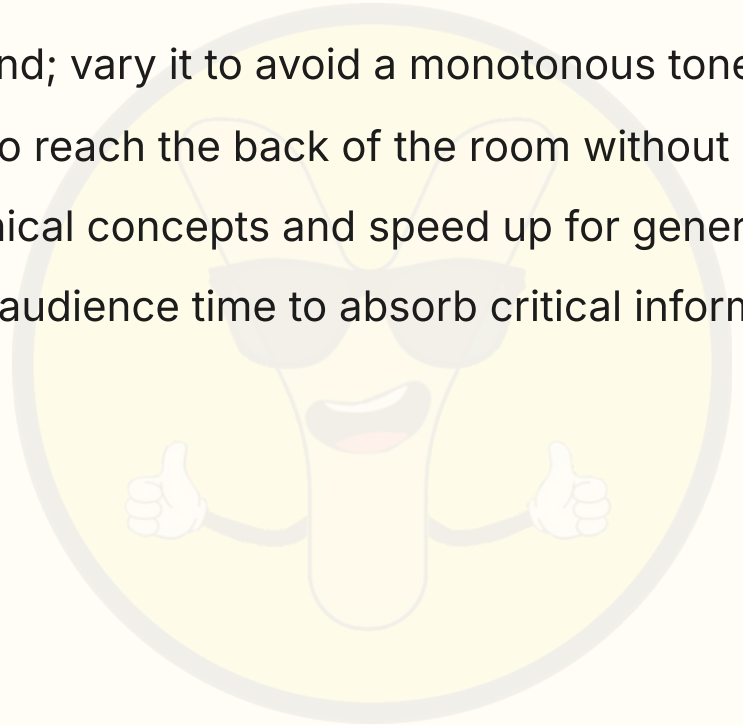
- Posture: Stand erect with feet shoulder-width apart to project confidence.
- Eye Contact: Scan the room and make brief eye contact with various audience members.
- Gestures: Use natural hand movements to emphasize key points without over gesturing.



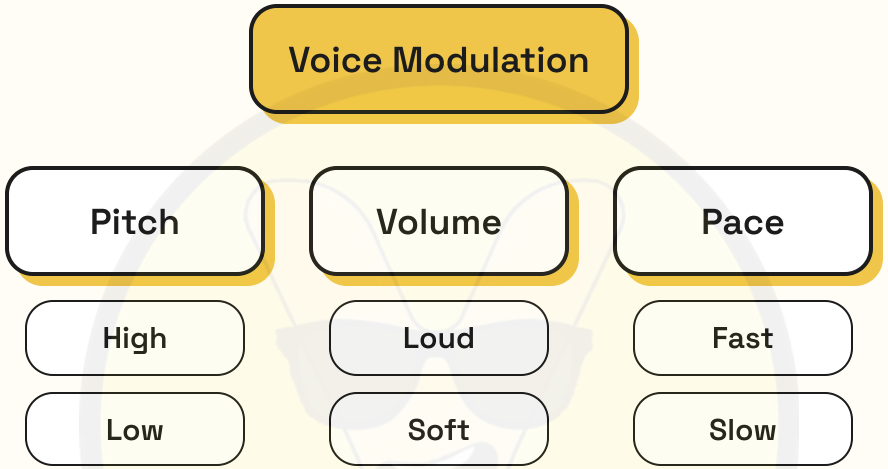
Voice Modulation

Voice modulation is the variation of pitch, tone, volume, and pace to maintain audience interest.

- Pitch: High or low frequency of sound; vary it to avoid a monotonous tone.
- Volume: Project your voice clearly to reach the back of the room without shouting.
- Pace: Slow down for complex technical concepts and speed up for general narratives.
- Pauses: Strategic silence gives the audience time to absorb critical information.



Elements of Voice Modulation



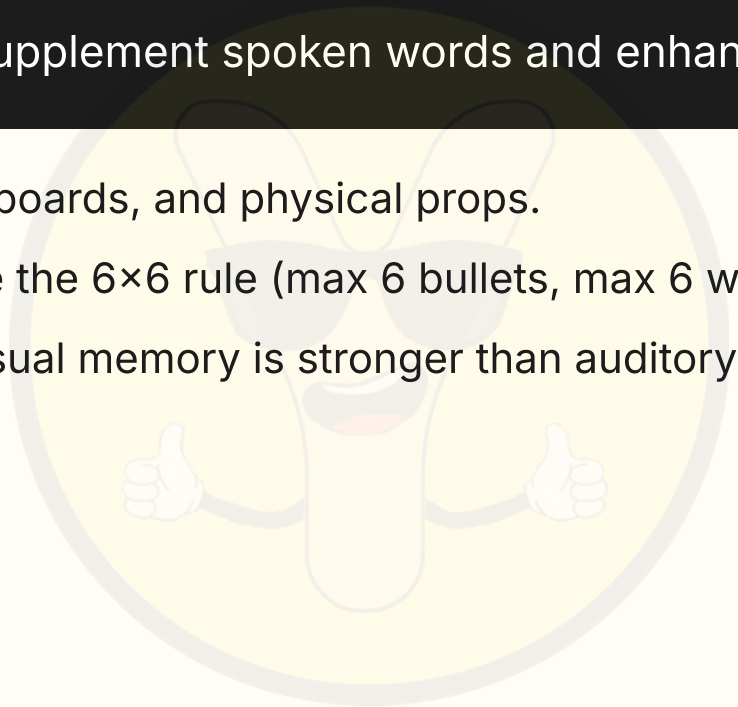
Hierarchical breakdown of voice control parameters.

Audio-Visual Aids

MULTIMEDIA PRESENTATION TOOLS

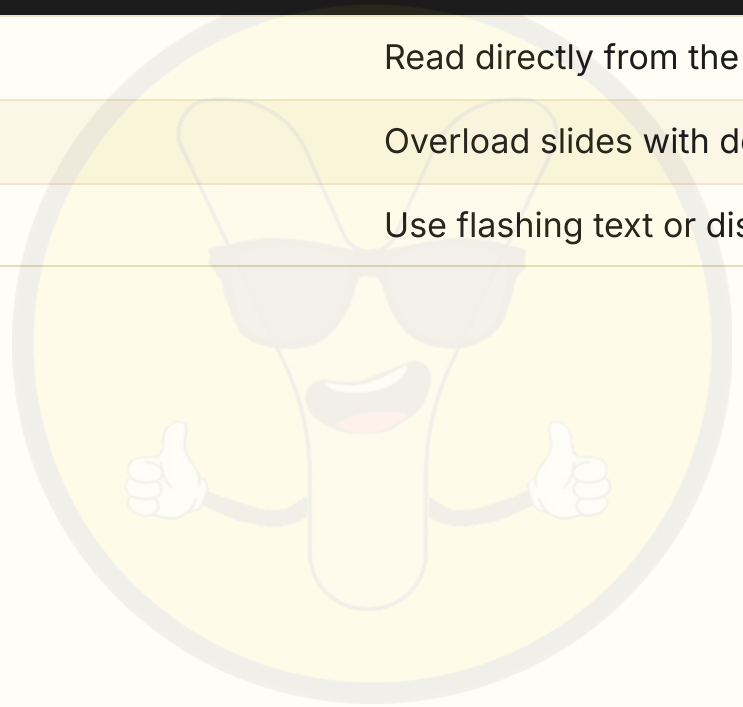
Devices and software utilized to supplement spoken words and enhance audience understanding.

- Types: Slides, charts, videos, whiteboards, and physical props.
- Rule of Simplicity: Avoid clutter; use the 6×6 rule (max 6 bullets, max 6 words per line).
- Purpose: Aids retention because visual memory is stronger than auditory memory.



Guidelines for Audio-Visual Aids

Do	Don't
Use high-contrast color combinations	Read directly from the presentation slides
Include relevant graphs and charts	Overload slides with dense paragraphs
Keep animations simple and purposeful	Use flashing text or distracting transitions

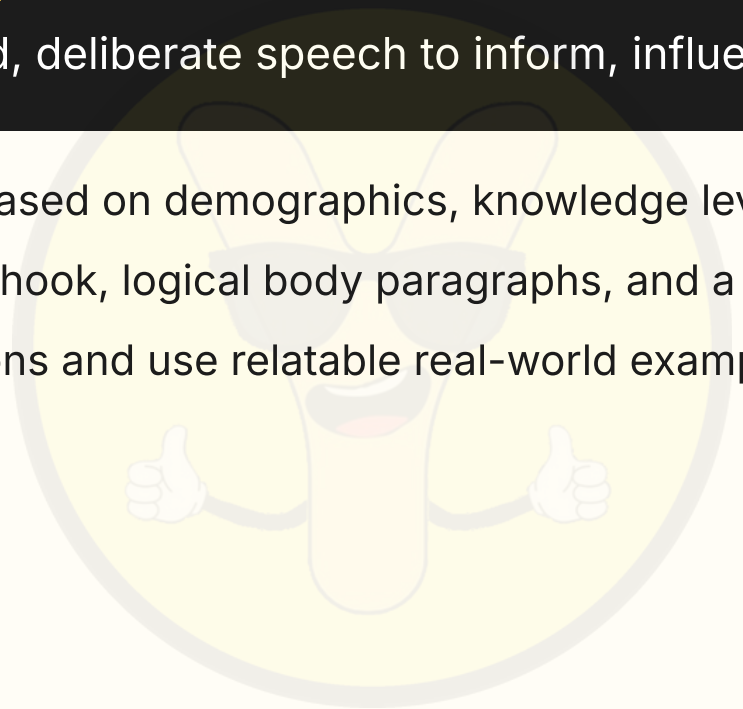


Public Speaking

FORMAL ADDRESS TO A LARGE AUDIENCE

The act of performing a structured, deliberate speech to inform, influence, or entertain a gathering.

- Audience Analysis: Tailor content based on demographics, knowledge level, and expectations.
- Structuring Content: Clear opening hook, logical body paragraphs, and a memorable closing.
- Engagement: Ask rhetorical questions and use relatable real-world examples.



Overcoming Stage Fear

GLOSSOPHOBIA MANAGEMENT

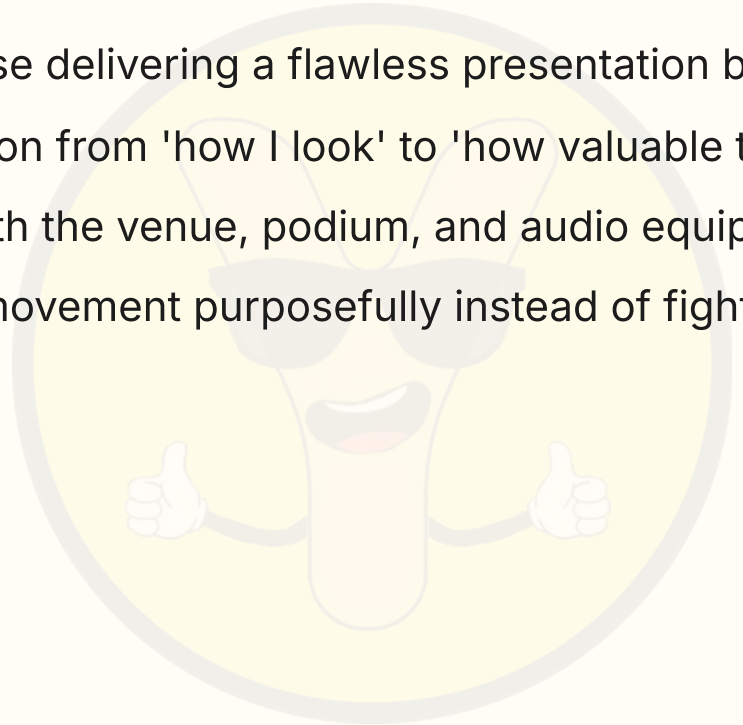
Systematic techniques used to control anxiety and physiological symptoms associated with public speaking.

- Physiological Impact: Increased heart rate, sweating, and dry mouth caused by adrenaline surge.
- Preparation: Thorough familiarity with the opening two minutes builds unshakeable confidence.
- Breathing Techniques: Practice deep diaphragmatic breathing to lower heart rate before going on stage.

Strategies to Manage Stage Fear

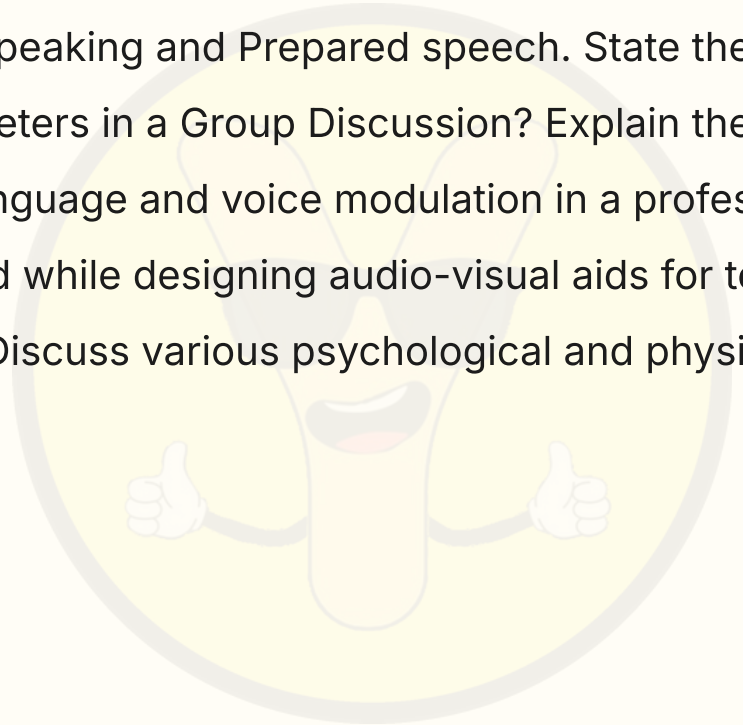
Practical steps to transform nervousness into positive energy during a presentation.

- Visualize Success: Mentally rehearse delivering a flawless presentation beforehand.
- Focus on the Message: Shift attention from 'how I look' to 'how valuable this information is' for the audience.
- Arrive Early: Familiarize yourself with the venue, podium, and audio equipment.
- Channel Adrenaline: Use physical movement purposefully instead of fighting nervous energy.



Exam corner

- **Q1** Explain the 7 Cs of effective communication with suitable examples.
- **Q2** Differentiate between Extempore speaking and Prepared speech. State their merits.
- **Q3** What are the key evaluation parameters in a Group Discussion? Explain the role of a leader.
- **Q4** Discuss the importance of body language and voice modulation in a professional presentation.
- **Q5** What guidelines should be followed while designing audio-visual aids for technical presentations?
- **Q6** Define stage fear (glossophobia). Discuss various psychological and physical techniques to overcome it.



Unit 4 done. You are exam-ready.

Revise the Exam corner once more, then open Unit 5 on theycotes.com. Every AKTU subject, unit by unit, free. Notes by Chirag Jain, Ycotes.

