



SHIVAJI UNIVERSITY, KOLHAPUR

**B.A., B. Com. and B. Sc. and other under
Graduate Degree Programme (For Sem II)**

Choice Based Credit System

Skill Development Course

(Non-Credit Course)

Self Instructional Material (SIM)

**BUSINESS COMMUNICATION AND
PRESENTATION SKILLS**

(To be implemented from Part - I Second Term of 2018-19)

- Objectives:**
1. Apply Business Communication in professional life.
 2. Prepare a simple power point presentation.

Unit I

- Nature, meaning, scope and importance of business communication.
- Process of communication
- Barriers to communication
- Types of communication (formal and informal, Oral and written)
- Business Correspondence

Unit II

- Structure of presentations
- Uses of aids like power point
- Do's and Don'ts of presentation
- Body language during presentations
- Types of presentations

Employability:

The ability to communicate and make presentations effectively is a key skill that enhances the employability of a student. The present syllabus basically focuses on making students aware of the general requirements of business communication and presentation skills.

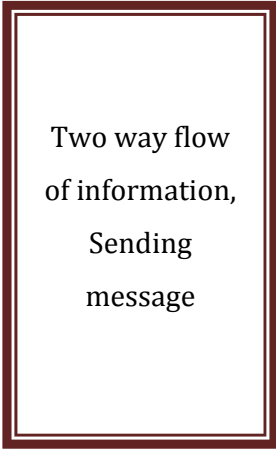
Definition of Business Communication

Introducton :

Communication is the link between two or more individuals or link between one group to another group. It is two way flow of information. Communication means sending message from one person to another. It is an exchange of information, ideas, emotions and thoughts by two or more persons, with the help of words, letters, symbols or messages. The term communication is derived from Latin word 'Communs', which means to participate to share or to make common. It refers to sharing ideas with someone.

- **Definition -**

- "Communication is an exchange of facts, ideas, opinions or emotions by two or more persons."
- "Communication is the process of passing information from one person to another."



Two way flow
of information,
Sending
message



Importance of communication –

Communication plays an important role in human interactions.

1. *Healthy relationship*
2. *Change in view*
3. *New relations*
4. *Smoothly working*
5. *Trust and confidence*

- 1) It develops healthy relationship.
- 2) It is useful to motivate others to change their views and attitudes.
- 3) It helps to establish new relation.
- 4) To run organizations smoothly.
- 5) It promotes co-operation among the members of organization.
- 6) It creates trust and confidence.

Objective of communication –

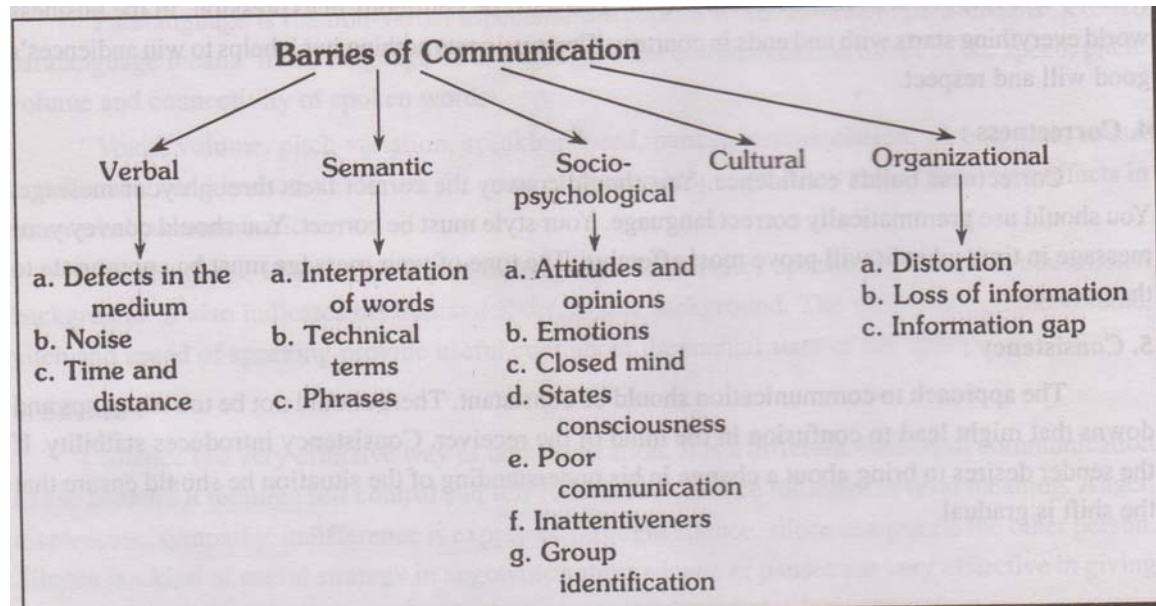
1. **Information** – It consists of facts, figures, circumstances, and data arranged in different patterns. It can be given through spoken or written language or by using signs, symbols. Information can be collected from variety of sources such as old files, observations, through, personal interviews, mass media, library search.
2. **Advice** – Advice is subjective and involves personal opinions. To make advice effective it must be both man oriented and work oriented. Advice promotes better understanding between adviser and his subordinates.
3. **Counseling** – It is personal and objective. It is done by specialist called the counselor. He is a man of knowledge of some specific subject like law, medicine etc. It is oral face to face and confidential .
4. **Order** - It is an authoritative communication. It always flow downward. It may be oral, written, general, specific orders are mandatory and obeyed effective order must be clear and complete.
5. **Persuasion** – Means making efforts to influence attitudes, feeling and thoughts of others. It aims to change beliefs and attitudes of others. The purpose of persuasions' to motivate employees to work efficiently or to accept the change.
6. **Education** – It aims to improve communication skills. It involves teaching and learning activities.
7. **Warning** – It is forceful means of communication. It is formal and authoritative. It can be oral as well as written but always confidential. The aim of warning is to betterment of organization.
8. **Raising Morale** – Morale stands for mental health. Confidence is the main quality of morale. Raising morale requires healthy relations among companies members. It can be done through meeting, get – together, circulars.
9. **Motivations** – Means activating a person with a motivate or an incentive. Manager has to motivate has staff to work willingly, eagerly and efficiently. If can be achieved through maintaining open communication.
10. **Appreciation** – Means showing and expressing praise for the work of others. Appreciation by authorities create healthy attitude among staff. It can be expressed orally, in written and by non verbal methods. Manager may congratulate person or group other achievement. He may issue letter of congratulation display notice.

1. Information
2. Advice
3. Counseling
4. Order
5. Persuasion
6. Education
7. Warning
8. Raising
Morale
9. Motivations
10. Appreciation

Barriers to communication –

Communication process is disturbed by certain obstacles which obstacles are called as “Barriers to communication.”

Barriers of communication –



A. Verbal / Physical –

1. Defects in medium – They are not in within engaged in communication.
2. In the neighbourhood.
3. Time and distance – Distance between transmitter and receiver becomes barrier people working in different shifts face communication gap due to improper timing.

B. Semantic barriers –

1. Interpretation of words – Some words may have a variety of meaning they cause semantic barriers. Some words are pronounced in two different ways.
2. Technical terms – Technical terms have other meanings in ordinary language so that led to miscommunication.
3. Phrase – Phrase may not be understood by all. They confuse common man.

1. Verbal/physical
2. semantic
3. Socio-psychological
4. Cultural
5. Organizational

C. Socio– psychological Barriers –

1. **Attitude** – Personal attitudes act as barriers to effective communication.
 2. **Emotions** – It plays very important role in communication. If sender is happy/ excited or angry or sad, he can't organize his message properly. So emotions of the receiver affect the communication process. Hence sender and receiver should be emotionally balanced to prevent this barrier.
 3. **Close mind** – A person with close mind is very different to communicate with. He holds rigid opinion about particular matters. It is formed date to firm belief or deep prejudices.
 4. **Status** – conscionsners – It is a serious barriers to face to face communication status conscionsners of superiors prevent them from listening to their subordinates, they can't talk truly to their superiors, superiors fee/ awkward in consulting with juniors, juniors feel nervous while communicating superiors.
- A. **Cultural Barriers** – It happens in international communication. The same symbol, words, body language convey different meaning from different cultures
- B. **Organizational Barriers** – In case of written communication many employees are unable to read and understand messages so that they may not give proper attention on circulars notice or letters.

Channels of communication (Types) –

In business communication there are two types of communications.

External communication and internal communication.

External communication means communication with other business banks, government offices, customers, general public. It is of two types outward communication and inward communication.

1. *External*
2. *Internal*
3. *Inward*
4. *Outward*
5. *Formal*
6. *Vertical*
7. *Upward*
8. *Downward*
9. *Horizontal*

Inward communication means communication within organization. It is of two types formal and informal. Formal communication is vertical, horizontal and on senses. Vertical flows downward and upward. Horizontal communication flows between employees of equal rank.

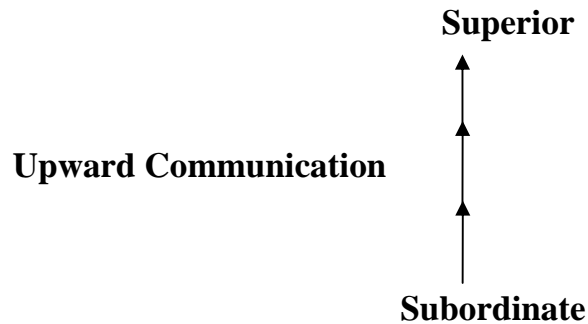
1) Outward communication – Messages to banks, government and public are outward communication. It may be in the form of letters, fax, telephone calls, reports, advertisement etc.

2) Inward communication – An organization receive message from other business or agencies out of organizations called inward communication.

A) **Internal communication** – Internal communication is within the organization. It can be formal and informal.

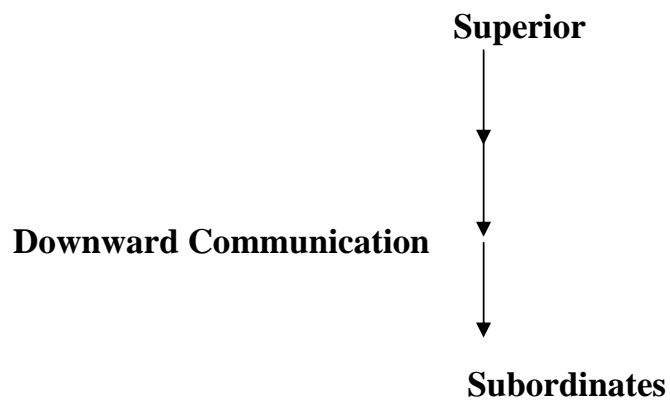
- 1) Formal communication – The flow of communication is determined by patters of hierarchy, levels of authority and requirement of task.
- 2) Vertical communication – This is the communication between superiors and their subordinates. It can be upward and downward.

1. Upward communication – Means communication from subordinates to superiors.



Methods – Open door policy, suggestion box, reporting, picnic, get together counseling.

2. Downward communication – Means communication from superior to subordinates.



Methods – Meetings, oral instructions, audio visual films, letters, circulars.

Horizontal communication – Communication between departments or people on the same level in an organization is called horizontal communication.

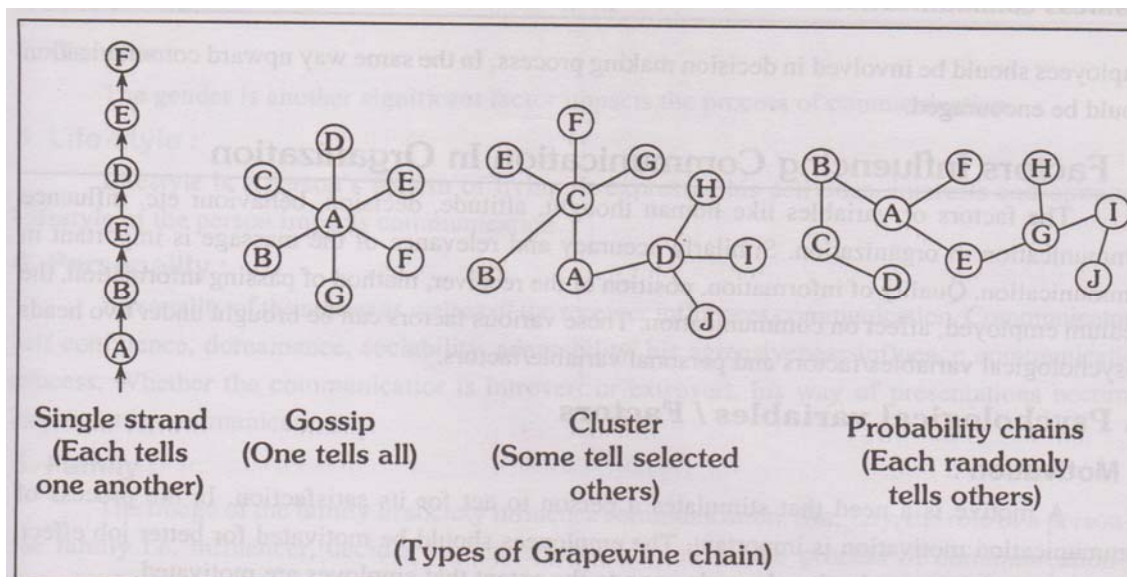
Methods – Face to face talk , committee work conferences.

Consensus – This is the method of direct interaction between superior and subordinates working in different departments. All members of organization come together and communicate with each other. It develops confidence.

Informal communication – Grapevine is informal type of communication. It has no definite pattern or direction. It does not have any rules. Its spreads any direction any where. It spreads fast. It links all the members of organization in one way.

There are 4 types of grapevine :

1. single stand / chain
2. Gossip
3. Cluster
4. Probability chains



Modern forms of communication –

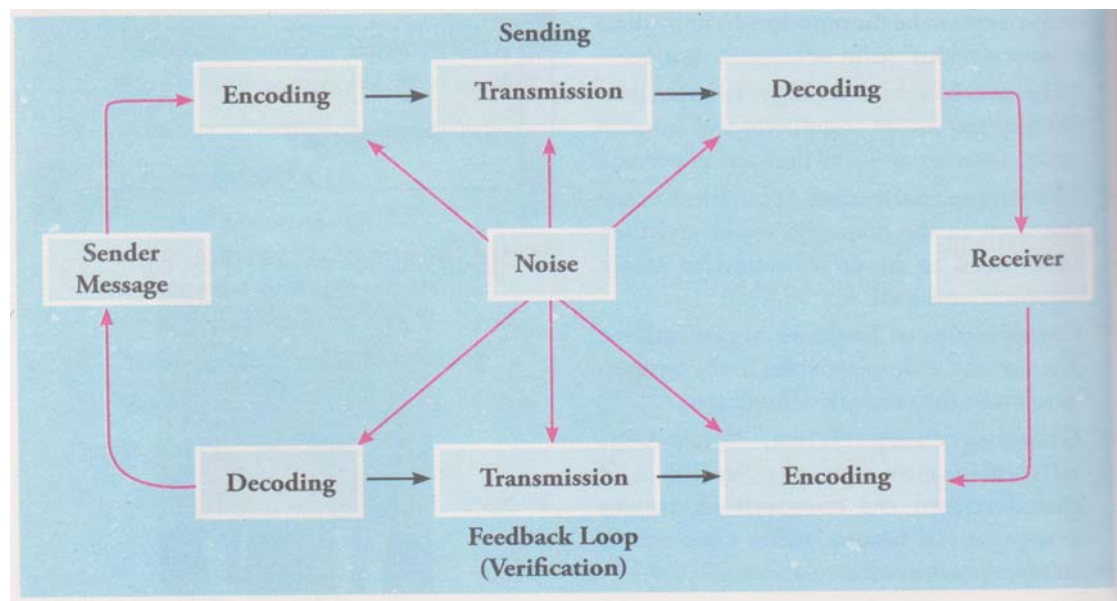
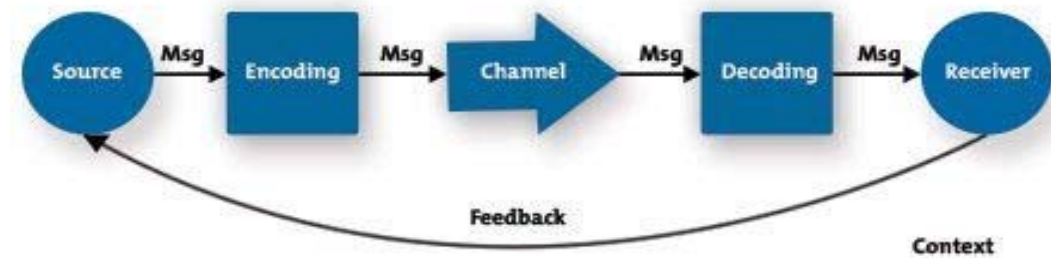
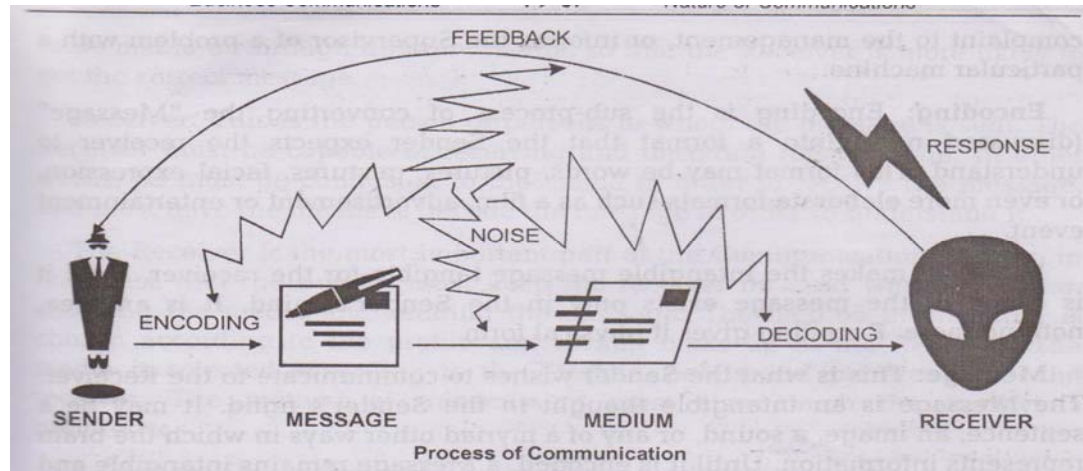
- 1. Mobile*
- 2. E-mail*
- 3. Video Conferencing*
- 4. video marketing*
- 5. Social media*
- 6. SMS*

Mobile, phone, fax, e-mail, video conferencing, live web chat, video marketing

Social media, public message, e-mail

SMS Text message

Communication process -



The diagram shows general process of communication.

1 Sender – Sender is initiator of the communication. The sender wishes to evoke some response from receiver. This is done through communication.


2 Encoding – Encoding is the process of converting message into format that the sender expects the receiver to understand. The format may be words, pictures, gestures, facial expressions.

3 Message – The message is an intangible thought in the senders mind. It may be sentence, image an sound in which brain represent information.

Choosing right media is important

4 Decoding – It is opposite side of encoding. Receiver converts the words, converts encoded message back into idea. Which was in sender mind. Encoded message may be sent either in same media or different media so receiver get correct message.

5 Receiver – This is the person on persons to whom the message is sent. The receiver is the most important part of communication process. The media is selected according to lifestyle, habits and preferences of the receiver.

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1. Sender
 2. Encoding
 3. Message
 4. Decoding
 5. Receiver

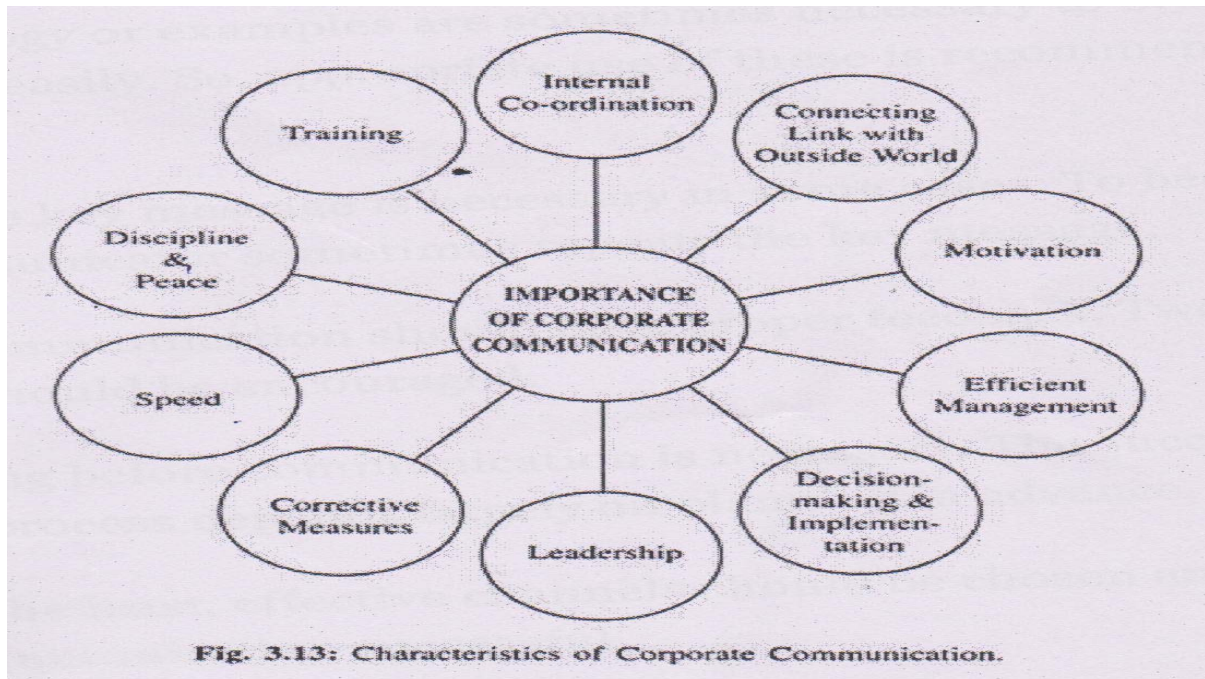
Corporate Communication

Meaning :-

“Corporate communication refers to process of communication through which managers, supervisors and executives send their views, opinions, feelings with subordinates and employees in any organization.

Corporate communication means developing and maintaining corporate identity or brand image. Various departments and employees of organizations are connected through communication network by phone face-to-face discussion, e-mail, fax etc.

Importance:-



Phone, e-mail, fax, verbal communication is the internal means of corporate communication. External communication depends on phones, letters, fax, website, internet, video conference etc.

- 1) **Internal co-ordination** – To fulfill the objectives of organization co-ordination among employs is necessary to co-ordinate various activities communication essential. Communication helps to co-ordinate activities and develop co-operation.

- 2) **Connecting link with outside world** – In corporate organization communication with external people like customers, investors, government, departments etc. are essential.

3) **Motivation** – communication helps to motivate employees to obey orders. The interaction between managers and employee improve relation between them all the devote to achieve objectives of the organization.

4) **Efficiency of management.** Connection with information co-ordinate and motivate employees. Managers executives get orders from superiors that the become aware of their duties and responsibilities.

5) **Decision making** – Success of any corporate organization depends on decision making. Write decision depends on correct information, which is obtained through communication. Corporate communication has meaningful role in decision making.

6) **Leadership** – Lack of communication creates misunderstanding among subordinates. Proper communication helps to remove them and create mutual co-operation trust acceptance of leadership of head.

- 7) **Corrective measures** – For everybody performance may not archive required standard so corrective measures become necessary.
- 8) **Speed** – Speed is key of today's corporate world. Modern technologies have made communication faster e-mail, fax, internet have made communication faster.
- 9) **Discipline and Peace** – For maintaining discipline regular communication between managers and employees is necessities and also creates healthy relation and sense of unity. Peace is established and discipline is maintained within the organization.
- 10) **Training** – communication is necessities is imparting training to managers, supervisors, employees to upgrade their knowledge and skill which needed in the changing corporate world. Training in Science field technology, management and language for communication is necessary.

1. Internal co-ordination
2. Connecting link with outside world
3. Motivation
4. Efficiency of management
5. Decision making
6. Leadership
7. Corrective measures
8. Speed
9. Discipline
10. Training

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Contents:

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2.2 Uses of aids like Power point

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2.4 Body language during presentations

2.5 Types of presentations

2.1 Presentations:

Presenting matter clearly and effectively is a key talent to get ones message or opinion across and, today, presentation skills are needed in nearly every field.

Whether you're a student, administrator or a professional, if you would like to begin your own business, apply for a grant or represent an elective position, you'll okay be asked to make a presentation. Presentations skills and speechmaking skills are extremely helpful in several aspects of life. Effective presentations and speechmaking skills are necessary in business, sales and marketing, training, teaching, lecturing, etc.

Developing the confidence and capability to make sensible presentations, before of an audience and speak well, also are extraordinarily useful competencies for self-development and in professional and social life.

Presentation skills and speechmaking skills aren't restricted to some positions only. However like most abilities, these skills need preparation and practise.

Presenting matter clearly and effectively is a key talent to get ones message or opinion across and, today, presentation skills are needed in nearly every field.

2.2 Structure of Presentations:

- **What is a Structure?**
- Structure is arranging your presentation or matter in such a manner that it is well understood. Structure is vital as; as the result of a well organized presentation creates an effect that you simply know what you're talking about-you can gain the audience's trust and that they are a lot of likely to pay attention to you. A structure offers a logical flow so that your audience can easily follow your presentation. There's a natural structure to presenting which is as follows:
- **Purpose**
- To determine your purpose ask yourself "What are the main points I want my audience to take away from my presentation"? This provides a focus for you to create your presentation and the audience is clear on what they will gain listening to your presentation.
- **Audience pre-assessment**
- It is important to identify and analyse your audience so that you are delivering the 'right' presentation to the 'right' audience. If you 'know' your audience it is easier to use the right structure so as to impress and convince them.
- **Presentation structure**
- Presentations need to be very straightforward and logical. It is important that you avoid complex structures and focus on the need to explain and discuss your work clearly. An ideal structure for a presentation includes:
- a welcoming and informative introduction;
- a logical series of main points presented in the right sequence;
- a clear and purposeful conclusion.

These elements are discussed below.

Presentations are divided into three parts –

Introduction
Transition/Body
Conclusion

1. The introduction

The introduction is the purpose at for which the presenter explains the content and purpose of the presentation. This is often a vitally vital a part of your talk as you'll have to gain the audience's interest and confidence. Key components of a good introduction include:

- a positive start: "Good afternoon, my name is Anila and ...";
- a statement of visiting|what's going to} be discussed: "I am going to explore ...";
- a statement of the treatment to be applied to the subject (e.g. to compare, contrast, evaluate, describe): "I will be examining the four main principles of ...";
- a statement of the outcomes of the presentation: "I hope this may offer US with ...";
- a statement of what the audience can must do (e.g. after they will raise queries or whether or not or not must take notes): "I will pass typed a handout that summarises my presentation before taking queries at the end."

You should aim to deliver your introduction with confidence (wait till the audience is quiet before you begin speaking) and communicate energy and enthusiasm for your topic.

The main points are the backbone of your speech. They play a vital role in maintaining the place, focus and sequence your data. While coming up with your presentation you must keep aside analysis notes and manufacture a listing or outline of the most points that you just would really like to inform the audience, expressing every aspect in an exceedingly few words or a brief sentence. Ask yourself: "what am i actually telling them? What ought to they be learning here?" Your answers to those queries can help your communicate clear and effective messages to your audience.

After you have got your small print, you must embellish it with supporting data. For instance, add clarity to your argument through the use of diagrams, illustrate a link between theory and follow, or substantiate your claims with acceptable information. Use the supporting data to feature colour and interest to your speech. However avoid detracting from the clarity of your small print by overburdening them with an excessive amount of detail.

2. Transitions / Body

Transitions are the signposts that help the audience navigate their way through your presentation. They can help divide information up into sub-sections, link different aspects of your talk and show progression through your topic. Importantly, transitions draw the audience's attention to the process of the presentation as well as its content. Examples include:

- *"I will begin by discussing ...";*
- *"Now that we have explored the ... I would like to move on to ...";*
- *"In contrast to my earlier statements concerning ...";*
- *"Moving away from a focus on";*

Transitions can also be made without speaking. Non-verbal transitions include pausing, changing a slide or other visual aid, moving to a different area of the room before resuming speaking, or making eye contact with a different group in the audience.

3. The Conclusion

The conclusion is an essential though frequently underdeveloped section of a presentation. This is the stage at which you can summarise the content and purpose of your talk, offer an overview of what has been achieved and make a lasting impact. Remember that the audience leaves with the message in your conclusion slide. So it should be used to reinforce the important points of the presentation. Important elements of a conclusion are:

- a review of the topic and purpose of your presentation: *"In this presentation I wanted to explore ...";*
- a statement of the conclusions or recommendations to be drawn from your work: *"I hope to have been able to show that the effect of";*
- an indication of the next stages (what might be done to take this work further?): *"This does of course highlight the need for further research in the area of ...";*
- an instruction as to what happens next (questions, discussion or group work?): *"I would now like to give you the opportunity to ask questions ...";*
- A thank you to the audience for their attention and participation: *"That's all I have time for. Thank you very much for listening."*

As with your introduction, you should try to address the audience directly during your conclusion, consolidating the impression of a confident and useful presentation.

2.3 Presentation Aids:

Presentation aids, generally additionally referred to as sensory aids, are the resources beyond the speech itself that a speaker uses to reinforce the message sent to the audience. The kind of presentation aids that speakers mostly create for use is visual aids: footage, diagrams, charts and graphs, maps, power point and the like. Audible (which you can hear) aids embody musical excerpts, audio speech excerpts, and sound effects. Moreover, presentation aids should be used at the time once you are presenting the particular ideas associated with the help. As an example, if you're speaking concerning coral reefs and one among your supporting points is concerning the placement of the world's major reefs, it'll add up to show a map of those reefs while you're talking concerning location. If you show it while you're explaining what coral really is, or describing the varieties of fish that take advantage of a reef, the map won't function a helpful visual aid—in reality, it's doubtless to be a distraction.

Presentation aids should be simple to use. To be effective, presentation aids should even be simple for the listeners to see and understand.

While preparation and delivery are vital, the visual aids that you use throughout your speech are equally as vital. In fact, there are instances when sensible visual aids are very important to a speech's success. During this section, we'll discuss the way to use visual aids effectively, and when it's necessary to use them.

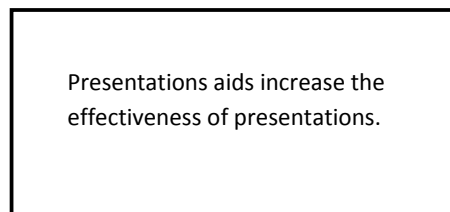
We process data by number of ways, most notably visually and audibly. If your visual aids don't properly match your speech or if they're employed in an ineffective manner, this might hurt to your speech. Something that distracts the audience from your message can lead to your inability to deliver your message.

Visual aids comprise a large kind of things, handouts, slides, moving footage, posters, models, objects, and plenty of others. All of those visual aids are meant to bolster your main message. Moreover, they become very important when it's necessary to show data which will solely be described by a visual format. To use a clear example, if you're giving a speech to a company's board of administrators on the plans for a replacement building, it will be essential to possess an image or some style of visual aid to accompany your speech. Yes, it might be possible to offer an audible only speech concerning the new building's plans; however it would be very ineffective to try to therefore. There are occasions once a visible aid may be a necessary element of your message.

When you are giving a speech, you ideally wish the audience to pay complete attention to your voice and message. A visible aid is an invite for them to concentrate on one thing only. Therefore, this visual aid should reinforce your message. The subsequent tips can facilitate your decide once visual aids are useful.

- **Relevancy.** Ensure that the visual aids you use are relevant to your speech. This sounds obvious, but many speakers make the mistake of providing "additional information" handouts during a speech. This is one of the worst mistakes a speaker can make. Such handouts would be great to give out after a speech, but certainly not during it.
- **Appropriateness.** Likewise, your visual aids should be appropriate to the occasion. You would not typically, for example, use charts and graphs to give an entertaining speech. If the aids are not appropriate, they will distract an audience.
- **Attractiveness.** If you are not skilled at using the popular software products typically used to create charts and graphs, and other visual aids, it is best to hire someone who is. An unattractive visual aid will "speak" poorly of you and it will lessen the impact of your message delivery.
- **Visibility.** Not everyone in the audience will have 20/20 vision, and not everyone in the back of the room will be able to see small text regardless of their visual ability. Your visual aids must be appropriately sized and legible.
- **Variation.** If you are going to use a great many visual aids (and this is only recommended if you feel that it is vital to your message), you should try to incorporate different types of visual aids. Do not use graphs exclusively, for example.

This will
surely



bore the audience, and it will
distract them.

Some Rules to follow when Using Visual Aids (Especially power point sides)

The following are some practices to use and some to avoid when using visual aids.

Good Practices

1. Do use colour. Black and whites slides will look boring. Use colour even if it is just for a heading for the slide.
2. Make sure the visual aid you are using is visible from at least 8 feet away. If it is legible from approximately that distance, it will be legible to an entire room when it is projected using visual equipment.
3. Consider using clip art. Virtually all computers have some free clip art available. Consider using some on your visual aids, especially if you pick a theme for the art and use a different image on each presentation.

Bad Practices

1. Do not keep an image displayed for more than 10 minutes. All visual aids distract some attention from the speaker but this is acceptable since your aids help communicate your message. However, after 10 minutes, the audience will be bored looking at a stale image.
2. Do not use cartoons or other "cute" additions to your presentation unless it is appropriate for your audience.
3. Do not experiment with different fonts throughout your presentation. Use a single font, but you may use it in different sizes to set off information that is more important. In addition, the use of bold lettering is effective.
4. Do not overuse colours, and make sure that the colour is relevant to your message. You would not use a bright blue colour, for example, for a slide that is delivering bad news to a company. Similarly, you should not use a wide variety of colours, as this will be distracting to an audience.
5. Here are 10 ways to use PowerPoint to help make your presentation look brilliant, not brainless.

1. Use Compelling Material

In a way, PowerPoint's ease of use may be its own worst enemy. However simple and engaging it can be to build eye-catching slides and graphics, bear in mind that PowerPoint isn't self-sufficient. The audience has come to hear you, not to stare at images tossed onto a screen. Build a strong PowerPoint program, but make sure that your spoken remarks are just as compelling. "PowerPoint doesn't give presentations—PowerPoint makes slides," says Matt Thornhill, President of Audience First, a Midlothian, Va., business that offers presentation training. "Remember that you are creating slides to support a spoken presentation."

2. Keep it simple..... (KISS)

Don't fall in love with every wrinkle, special effect, and other bit of gadgetry available. The most effective PowerPoint presentation is simple—charts that are easy to understand, graphics that reflect what the speaker is saying. Some authorities suggest no more than five words per line and no more than five lines per individual slide. Don't try to have too many words and/or graphics. There is no need to have everything that you are explaining up on the screen.

3. Minimize numbers in slides

PowerPoint's lure is the capacity to convey ideas and support a speaker's remarks in a concise manner. That's hard to do through a haze of numbers and statistics. For the most part, most effective PowerPoint displays don't overwhelm viewers with too many figures and numbers. Instead, leave those for a later, more thorough digestion in handouts distributed at your presentation's end. If you want to emphasize a statistic in PowerPoint, consider using a graphic or image to convey the point.

4. Don't read every PowerPoint slide

One of the most prevalent and damaging habits of PowerPoint users is to simply read the visual presentation to the audience. Not only is that redundant—short of using the clicker, why are you even there? —but it makes even the most visually appealing presentation boring to the bone.

PowerPoint works best with spoken remarks that augment and discuss, rather than mimic, what's on the screen. Make eye contact with your audience. These people didn't come to this presentation to be read to. They came to hear about your topic and hear You.

5. Time your remarks



Another potential land mine is a speaker's comments that coincide precisely with the appearance of a fresh PowerPoint slide. That merely splits your audience's attention. A well-orchestrated PowerPoint program brings up a new slide, gives the audience a chance to read and digest it, and then follows up with remarks that broaden and amplify what's on the screen.

6. Give it a rest

PowerPoint is most effective as a visual accompaniment to the spoken word. Experienced PowerPoint users aren't bashful about letting the screen go blank on occasion. Not only can that give your audience a visual break, it's also effective to focus attention on a strictly verbally give and take, such as a group discussion or a question and answer session.

7. Use vibrant colors



A striking contrast between words, graphics, and the background can be very effective in conveying both a message and an emotion.

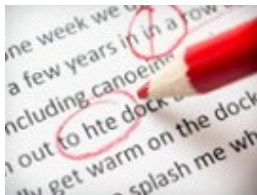
8. Import other images and graphics

Don't limit your presentation to what is offered. Use outside images and graphics for variety and visual appeal, including video, which is easy to embed in PowerPoint slides.

9. Distribute handouts at the end—not during the presentation

No speaker wants to be chatting to a crowd that's busy reading a summary of his or her remarks. Unless it is imperative that people follow a handout while you're presenting, wait until you're done to distribute them.

6. 10. Edit ruthlessly before presenting



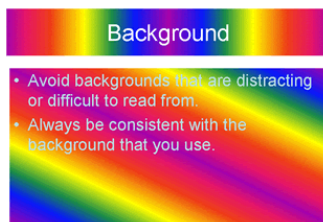
7. Never lose the perspective of the audience. Once you're finished drafting your PowerPoint slides, assume you're just one of the folks listening to your remarks as you review them. If something is unappealing, distracting, or confusing, edit ruthlessly. Chances are good your overall presentation will be the better for it.

2.4 PowerPoint Do's and Don'ts:

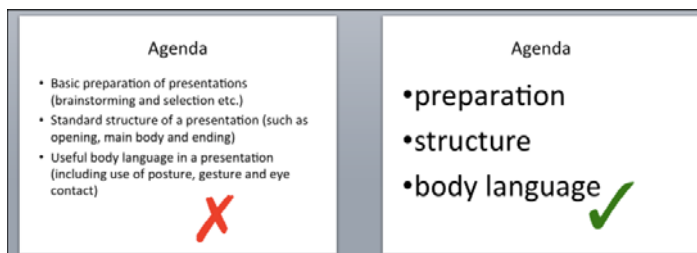
Power point presentations are a common practise in both academic as well as corporate world. Given below are certain common do's and don'ts with respect to preparation and use of power point presentations.

Power Point Do's

- 1) Know your audience (CEO, VP, Director, etc.). Each can require a different type and amount of information.
- 2) Use a professionally-designed template to really set your brand apart



- 3) Keep it simple. Use minimal content on each slide to get your point across



- 4) Maintain a cohesive train of thought and message flow
- 5) Establish the problem early and then move on to how you solve it
- 6) Use visuals like charts and graphics only if it enhances the message
- 7) Use colour and animation carefully (Only to enhance a specific point)



- 8) Use section divider slides to break up content into memorable chunks
- 9) Setup master slide styles for more efficient use throughout your presentation
- 10) End with a summary slide of your key points and final benefits

PowerPoint Don'ts:

- 1) Don't use a generic template that's been seen thousands of times
- 2) Don't use "Random" for any type of transition or animation element (It's an assault on the eyes when trying to get a point across. Pick something subtle and stick with it)
- 3) Don't use slide transitions between body slides (Transitions from main slide types is alright if used tastefully)
- 4) Don't use unnecessary text animations or sound effects (They can distract from your point)
- 5) Don't use generic clipart unless you're speaking to third graders (We've all seen enough hands holding a bag of money or shaking hands to last a lifetime! The same goes for logos with white boxes around them.)
- 6) Don't use more than 5-7 bullet lines on a slide depending on your font size
- 7) Don't use crazy fonts that no one else will have on their system (Stick to standard fonts to avoid substitutions when sending to recipients.)

8) Don't use more than 20-25 slides per deck (This can vary, but decks with more than 50 slides will tend to send your audience to Zombieland)

9) Don't read off of each slide. (Your audience could do that themselves and wouldn't need you standing up there for it.)

10) Stick to a consistent colour theme for all fonts and elements used throughout. This is not the time for creative expression with the full spectrum of RGB colour values.

Any technological aid has to be used effectively for making maximum impact

Remember, the point of any presentation, whether it's PowerPoint, Keynote, SlideShare, giant flip charts or any other method of presenting, is to convey a message. Follow the principals above and always ask yourself, "Does this text, graphic or animation I'm about to add to this slide help or hurt the overall message?" The presentation should walk through a logical flow of information and get to a persuasive point quickly. Know clearly what you want to say before you start building your presentation and it will flow better.

2.5 Body Language During Presentations:

It is common knowledge that people perceive presentations via audial and visual channels. Body language plays an important role during presentations. **Body language** is the process of communicating nonverbally through **body**movements and gestures. Positive **body language** can be defined as these nonverbal movements and gestures that are communicating interest, enthusiasm, and positive reactions to what some else is saying.

Effective body language supports the message and projects a strong image of the presenter. Audiences respond best to presenters whose bodies are alive and energetic. Audiences appreciate movement when it is meaningful and supportive of the message. The most effective movements are ones that reflect the presenter's personal investment in the message. On the other hand, the role of body language is underestimated. In fact, it is of the same - sometimes even higher - importance, comparing to slides:

- Body language affects the way listeners perceive information.
- It helps to engage the audience.

- It tells how confident and persuasive a presenter is.
- It helps to highlight the idea.
- It can nullify all efforts put into presentation.

Effective body language
enhances the impact of a
presentation.

Posture

It's not a secret that posture bespeaks our confidence, emotional state, and intents. Proper pose will not only make a presenter look confident. His emotional state will also tend to correspond to steady posture, so this will cheer him up.

A posture should be:

- 1. Open.** A speaker should not cross his hands or legs because the audience might perceive it as the unwillingness to communicate. Also, it's not professional to hide behind the podium, slides, or chairs.
- 2. Straight.** Slouch makes a presenter look worse, as well as weakens his voice. Moreover, it's difficult to keep eye contact when you don't stand straight.
- 3. Relaxed.** Constrained posture complicates a presenter's gestures and breathing.



Gestures

Gestures are among the most valuable means of expression.

- They add or amplify the tone of speech.
- They involve attention and feedback.

- They can change words meaning.

Many books exist on the subject because gestures have many subtle aspects.

- Some people have good gesture skills because it's their natural way of communication while others don't.
- Some gestures have distinct meanings in different cultures.
- It takes much time and practice to improve gesture skills.

While this topic is complex, recommendations on proper gesticulation can be found.

Gesticulation Tips:



1. Gestures must be open. Open gestures are those directed to an audience and find favor in their eyes.

2. Gestures must be broad. Semi-gestures are inexpressive and hard to notice. The general rule here is gestures should correlate with the size of a room and audience. Broad gestures are those from shoulders, highly expressive, and they do work with opinions, questions, and calls to action.

3. Gestures must be symmetric. The constant use of single hand seems like a presenter appeals to a half of his audience only. Symmetric gestures send a presenter's energy to his audience.

How to Improve Gesticulation

1. Swimming. A pool can improve your gesticulation because swimming requires symmetric rhythmical flowing motions.

2. Improvised dancing. Dance at home the way you want, as it can help to put your moves at ease. It will help to gesture naturally during presentations.

3. Don't use production gestures. They look unnatural and strange. To gesture in a natural way, one should feel what he is talking about at the moment, and gestures will adapt themselves to his tone.

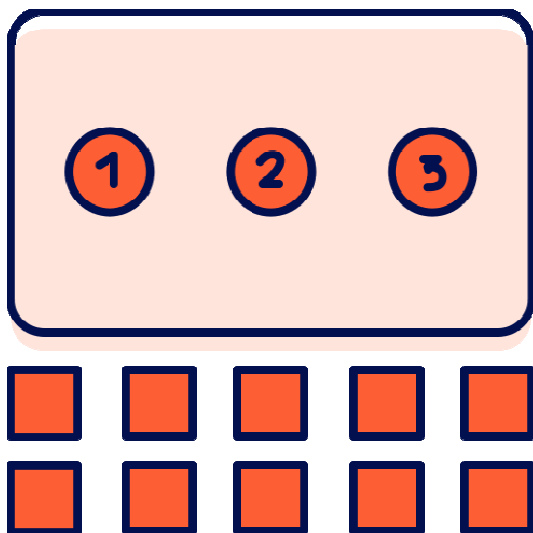
A Proper Use of Auditorium Space

Moving around the presentation scene can help presenter refresh his speech, attract more attention and even make information easier to perceive.

A presenter's moves should look natural.

- **Speak while walking.** Making pauses during the movement will look strange.
- **Watch your speed.** Walking too fast or too slow is acceptable, but it gives the artistic effect, so use it carefully.
- **Relax your body.** And always turn to the audience to keep a contact.

Moving around the stage can help a speaker make presentations dynamic, refresh speech, and make information easier to understand.



1-Point Scheme

A speaker would better present the key idea of his report, standing at the central point of the stage, which is the point #2. It lets him equidistant from every listener and get maximum attention.

2-Point Scheme

This scheme is optimal for comparing two things. By moving between points, a speaker presents a monolog highlighting a contrast between compared objects, techniques, states, etc.

He can move between #1 and #3 if a stage is not big. Using a central point (#2) is also acceptable if it supports a winning object because a central point is perceived as a more advantageous one.

Example:

Products A and B must be compared. Both products have two pros and cons. Here's a sample sequence of comparison, using the 2-point scheme:

Product	What is presented	Point of Scene
A	Advantage 1	#1
A	Disadvantage 1	#2
B	Advantage 1	#2
B	Disadvantage 1	#1
A	Advantage 2	#1
A	Disadvantage 2	#2
B	Advantage 2	#2
B	Disadvantage 2	#1

3-Point Scheme

Structure of and presentations can be used for the 3-point scheme.

The main part of presentation should be divided into 3 points. It applies to the following types of presentation structure:

- Deductive
- Inductive
- Chronological
- Extensional order

According to this scheme, every time period, location, option, or part of structure should be presented from a different point at the stage. This easy-to-apply scheme will portion the information and make it easier to acquire.

You also have to figure out what you want your audience to do after your presentation is over. Are you just trying to give them useful information? Is it one of those cases where you are trying to make a sale? There are four different types of presentations you can give and their purpose is to invoke different reactions.

used
who

Types of Speeches:

- 1) **Informative Speeches**
- 2) **Demonstrative Speeches**
- 3) **Persuasive Speeches**
- 4) **Inspirational Speeches**

1. **Informative Speeches**

These are the most common types of presentations and are to present research. A student is defending a thesis or a non-profit group that did a research study will use informative

speeches to present their findings.

2. **Demonstrative Speeches**

These will show you how to do something. In introduction to communication classes, these speeches are usually How to Make Cakes kinds of speeches and include different pictures and steps to the process.

3. **Persuasive Speeches**

This kind of speech is trying to change the way you think about a subject or issue. If you've come to a health conference you may find yourself listening to why you should change your eating habits or stop drinking.

4. **Inspirational Speeches**

These speeches are designed to make your audience move. Also considered a "motivational" speech, this is designed to encourage participants to go after their goals, whatever they may be. Inspirational speeches will tell stories and the hope is that the audience will feel an emotional connection to the topic. These are also a great way to get the audience's attention. For example -Think about Apple CEO Steve Jobs and the presentations he gave when he introduced a new product. He gives you information, he shows you how to use a new product, tells you how you can use the product to solve a problem, makes you understand why you need it, and closes by letting you touch and feel the product. He lets the entirety of his speech stand for decision making and then by letting you get your hands on the new iSomething, you see why the new product will help you.

In truth, the best presentations will embody a little bit of each one of these kinds, but you can take a specific type to help move you along the right path.

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MCQ QUESTION

1. Communication is a
 - a) Three way process
 - b) Two way process
 - c) One way process
 - d) Four way process
2. The main objective of communication is
 - a) Control and management
 - b) Information and persuasion
 - c) Skill and personality development
 - d) Need
3. Example of oral communication is
 - a) Telephone
 - b) Letter
 - c) E-mail
 - d) Fax
4. Communication is the task of imparting
 - a) Training
 - b) Information
 - c) knowledge
 - d) message
5. The most important goal of business communication is
 - a) Favorable relationship between sender and receiver
 - b) Organizational goodwill
 - c) Receiver response
 - d) Receiver understanding

MCQ Question

1. The following is non verbal communication
 - a) facial expression
 - b) appearance
 - c) posture
 - d) all of the above
2. Down ward communication flows fromto
 - a) Upper to lower
 - b) Lower to upper
 - c) Horizontal
 - d) Diagonal
3. Horizontal communication takes place between_____
 - a) Superior to subordinate
 - b) Subordinate to superior
 - c) Employees with same states
 - d) None of these
4. Appeals and representation are used in_____ communication
 - a) Horizontal
 - b) Downward
 - c) Upward
 - d) Grapevine
5. A certain look or glance is an example of.....
 - a) verbal communication
 - b) Oral communication
 - c) cWritten communication
 - d) Non verbal communication

MCQ Question

1. Manuals and policy statements are referred to as
 - a) Upward communication
 - b) Horizontal communication
 - c) Downward communication
 - d) None of the above
2. Suggestion for improvement from an employee in the accounting department is an example of
 - a) Upward communication
 - b) Horizontal communication
 - c) Downward communication
 - d) The grapevine
3. When the accounting manager communicates to the purchasing manager the dollars available for purchase in the current month, this is an example of
 - a) Upward communication
 - b) Horizontal communication
 - c) Downward communication
 - d) The grapevine
4. An informal and unstructured communication channel that cuts across formal channels of communication is called.....
 - a) Upward communication
 - b) Horizontal communication
 - c) Downward communication
 - d) The grapevine
5. Which of these is the external sounds present in the channels of communication ..
 - a) Noise
 - b) Semantic problems
 - c) Cultural barriers
 - d) Over communication

MCQ Question

1. Theis the individual or group that develops the message to be communicated to internal and external parties.
 - a) Source
 - b) Encoder
 - c) Decoder
 - d) Jargon
2. Noise is not a problem at which stage of the communication process.
 - a) Source
 - b) Receiver
 - c) Decoding
 - d) Non of the above
3. The following is (are) non-verbal communication
 - a) Facial expression
 - b) Appearance
 - c) Posture
 - d) All of the above
4. Communication is the task of imparting _____
 - a) Training
 - b) Information
 - c) Knowledge
 - d) Message
5. ____means to impact understanding of the massage.
 - a) Encoding
 - b) Receiver
 - c) Decoding
 - d) Feedback

MCQ QUESTION –

1. Corporate communication is used for
 - a. Leadership
 - b. Efficient management
 - c. Training
 - d. All of the above
 2. Forms of corporate communication used in modern organization are
 - a. Telegram
 - b. Fax
 - c. E-mail
 - d. Letter by post
 3. Corporate communication creates a brand image.
 - a. True
 - b. False
 4. Corporate communication used for communication with.....
 - a. Only clients/customers
 - b. Suppliers
 - c. Buyers
 - d. Shareholders
 - e. e .All stake holders
 5. Advertising is not a form of corporate communication.....
 - a. True
 - b. False
-
1. Oral presentations are an integral part of an engineer's career.
 - a) True
 - b) False
 2. A presentation is a form of oral communication in which a person shares factual information with an audience that is:
 - a) mixed
 - b) large
 - c) small
 - d) specific
 3. To make a presentation effective and impressive, you should use:
 - a) Jaragon
 - b) Complex sentences
 - c) Short words
 - d) Complex words

4. Presentations would not be required on a day to day basis for the following profession:
- a) Chef
 - b) Teacher
 - c) Lawyer
 - d) Sales executive
5. Initially a presentation is a form of :
- a) One way communication
 - b) Group communication
 - c) Intrapersonal communication
 - d) Two way communication

MCQ's Unit 2.2

1. Which of these ingredients is not required for selection of theme?
- a. Planning
 - b. Disorganisation
 - c. Preparation
 - d. Organisation
2. Which of these should be avoided for an effective speech
- a. Planning of speech
 - b. Preparation of speech
 - c. Long sentences
 - d. Organisation
3. Any presentation can be roughly divided into _____ parts.
- a. Three
 - b. Four
 - c. Two
 - d. Multiple
4. Which of these should be avoided during the delivery of a speech?
- a. Confidence
 - b. Clarity
 - c. Pauses
 - d. Rudeness
5. Transitions come at the end of the presentation.
- a. True
 - b. False

MCQ's for Unit 2.3

1. Reading out a presentation is:
 - a. Helpful
 - b. Dull
 - c. Not allowed
 - d. Allowed
2. To select the content of the presentation you should know:
 - a. the audience needs
 - b. the time limit
 - c. the available material
 - d. your purpose
3. in an oral presentation, the speaker should not _____
 - a. panic
 - b. pause
 - c. make eye contact
 - d. inspire
4. A speaker must know the kind of audience he is likely to have.
 - a. True
 - b. False
5. Which of these can be use dto break the monotony in a speech?
 - a. Humour
 - b. Constant tone
 - c. Low voice
 - d. Sad story

MCQ's Unit 2.4

1. We should always use a dark background
 - a) True
 - b) False
2. Fancy fonts should not be used.
 - a) True
 - b) False
3. The number of points per slide should be
 - a) 5 – 7
 - b) 8 – 10
 - c) 3 – 4

4. Common templates should be used for presentatons
 - a) True
 - b) False
5. Use as many as graphics as you want to.
 - a) True
 - b) False

MCQ'S Unit 2.5

1. A _____ speaker looks into the eyes of the audience.
 - a) Confident
 - b) impatient
 - c) rude
 - d) impolite

2. Which of these may convey arrogance ?
 - a) Jointed finger tips
 - b) A shoulder shrug
 - c) A pointed finger
 - d) Hands swinging loosely

3. A pointed finger may be a gesture of accusation.
 - a) True
 - b) False

4. The tone of the speaker should be _____.
 - a) loud
 - b) clear
 - c) low
 - d) soft

5. Gestures must be open.
 - a) True
 - b) False