

Subject -Soft skills

Unit-IV (Presentation & Interaction Skills)

COMMUNICATION:

Communication is the cornerstone of human interaction, encompassing a complex process of exchanging information, ideas, thoughts, and emotions between individuals or groups. At its core, communication involves a sender, a message, a channel through which the message is transmitted, and a receiver.

1. **Sender:** This is the person or entity initiating the communication. They encode their thoughts or information into a message that they intend to convey to others.
2. **Message:** The message is the content being communicated. It could be verbal, written, non-verbal (such as gestures or facial expressions), or symbolic (like signs or symbols). The message carries the information or meaning that the sender wants to convey.
3. **Channel:** The channel is the medium through which the message is transmitted. It could be face-to-face conversation, written text, telephone calls, video conferencing, emails, or any other means through which communication can occur.
4. **Receiver:** The receiver is the individual or group for whom the message is intended. They decode the message to understand its meaning. Effective communication hinges on the receiver interpreting the message as the sender intended.
5. **Feedback:** Feedback is the response or reaction of the receiver to the message. It completes the communication loop by providing the sender with information about how well the message was understood or received. Feedback helps in refining future communication and ensuring mutual understanding.

Effective communication involves clarity, conciseness, empathy, active listening, and adaptability to different contexts and audiences.

TYPES OF COMMUNICATION:

Communication can be classified into various types based on different criteria. Here are some common classifications:

1. **Verbal Communication:** This involves the use of spoken or written words to convey messages. It includes face-to-face conversations, telephone calls, speeches, presentations, lectures, interviews, written letters, emails, memos, and any other form of communication where words are used.
2. **Non-verbal Communication:** Non-verbal communication involves the transmission of messages without the use of words. It includes body language, facial expressions, gestures, posture, eye contact, tone of voice, and other non-verbal cues that convey meaning.
3. **Visual Communication:** Visual communication uses visual elements such as images, diagrams, charts, graphs, videos, animations, and symbols to convey information. It's often used to enhance understanding, clarify complex concepts, or appeal to emotions.
4. **Written Communication:** Written communication involves the use of written words to convey messages. It includes letters, emails, reports, articles, essays, books, manuals, memos, and any other form of communication where information is documented in written form.
5. **Oral Communication:** Oral communication refers to the exchange of information through spoken words. It includes face-to-face conversations, meetings, presentations, speeches, interviews, telephone calls, and any other form of communication where information is transmitted orally.

6. **Interpersonal Communication:** Interpersonal communication occurs between two or more people and involves the exchange of messages, feelings, and information in face-to-face interactions. It's characterized by direct communication and personal interaction.
7. **Group Communication:** Group communication involves communication among members of a group or team. It includes discussions, brainstorming sessions, meetings, conferences, and any other form of communication where multiple individuals interact as a collective entity.
8. **Mass Communication:** Mass communication involves the transmission of messages to a large audience through mass media channels such as television, radio, newspapers, magazines, websites, social media, and other forms of media. It's used to disseminate information, entertain, educate, or persuade a wide audience.

INTRODUCTION OF ORAL COMMUNICATION:

Oral communication implies communication through mouth. It includes individuals conversing with each other, be it direct conversation or telephonic conversation. Speeches, presentations, discussions are all forms of oral communication.

Oral communication is generally recommended when the communication matter is of temporary kind or where a direct interaction is required. Face to face communication (meetings, lectures, conferences, interviews, etc.) is significant so as to build a rapport and trust.

Advantages of Oral Communication

- There is high level of understanding and transparency in oral communication as it is interpersonal.
- There is no element of rigidity in oral communication. There is flexibility for allowing changes in the decisions previously taken.
- The feedback is spontaneous in case of oral communication. Thus, decisions can be made quickly without any delay.
- Oral communication is not only time saving, but it also saves upon money and efforts.
- Oral communication is best in case of problem resolution. The conflicts, disputes and many issues/differences can be put to an end by talking them over.
- Oral communication is an essential for teamwork and group energy.
- Oral communication promotes a receptive and encouraging morale among organizational employees.
- Oral communication can be best used to transfer private and confidential information/matter.

Disadvantages/Limitations of Oral Communication

- Relying only on oral communication may not be sufficient as business communication is formal and very organized.
- Oral communication is less authentic than written communication as they are informal and not as organized as written communication.

- Oral communication is time-saving as far as daily interactions are concerned, but in case of meetings, long speeches consume lot of time and are unproductive at times.
- Oral communications are not easy to maintain and thus they are unsteady.
- There may be misunderstandings as the information is not complete and may lack essentials.
- It requires attentiveness and great receptivity on part of the receivers/audience.
- Oral communication (such as speeches) is not frequently used as legal records except in investigation work.

Speech delivery:

Speech delivery refers to the manner in which a speaker presents a message to an audience. It encompasses various aspects of communication, including verbal and non-verbal elements, with the goal of effectively conveying ideas, engaging listeners, and achieving the desired impact. Effective speech delivery involves mastering techniques such as tone, pitch, volume, pace, articulation, inflection, and body language to communicate with clarity, confidence, and persuasiveness.

Key elements of speech delivery include:

1. **Preparation:** Thorough preparation is essential for effective speech delivery. This includes researching the topic, organizing thoughts and ideas, outlining the structure of the speech, and rehearsing the delivery to ensure fluency and coherence.
2. **Engagement:** Engaging the audience is crucial for maintaining their interest and attention throughout the speech. This involves establishing rapport, using storytelling, humor, or anecdotes, and inviting audience participation through questions or prompts.
3. **Clarity:** Clarity of speech ensures that the message is understood by the audience. This includes speaking clearly and audibly, using appropriate language and vocabulary, and structuring the speech in a logical and coherent manner.
4. **Confidence:** Confidence in speech delivery helps to command attention and credibility. This involves projecting confidence through body language, maintaining eye contact with the audience, and speaking with conviction and authority.
5. **Adaptability:** Adapting speech delivery to suit the audience and context is essential for effective communication. This may involve adjusting tone, pace, or language to resonate with the audience and accommodate different speaking environments.
6. **Feedback and Improvement:** Seeking feedback from others and reflecting on one's own performance is essential for continuous improvement in speech delivery. Constructive feedback helps to identify strengths and areas for improvement, allowing speakers to refine their skills and enhance their effectiveness over time.

Nuances and modes of speech delivery:

Speech delivery encompasses various nuances and modes that influence how a message is conveyed and received. Here are some key aspects to consider:

1. **Tone:** The tone of speech refers to the emotional quality or attitude conveyed through the voice. It can range from cheerful and enthusiastic to serious, empathetic, authoritative, or

persuasive. Tone adds depth and context to the message, influencing how it is perceived by the listener.

2. **Pitch:** Pitch refers to the highness or lowness of a person's voice. Varying pitch can add emphasis, highlight key points, or convey different emotions. For example, a rising pitch at the end of a sentence can indicate a question, while a falling pitch can denote a statement or assertion.
3. **Volume:** Volume refers to the loudness or softness of the voice. Adjusting volume appropriately can help to maintain the listener's attention, command authority, or convey intensity. Speaking too softly may result in the message being overlooked, while speaking too loudly may come across as aggressive or overwhelming.
4. **Pace:** Pace refers to the speed at which words are spoken. A moderate pace is generally preferred for clarity and comprehension, allowing listeners to process the information effectively. However, varying the pace can be used strategically to add emphasis, create suspense, or convey urgency.
5. **Pauses:** Pauses are brief breaks in speech that can serve various purposes. They can allow for emphasis on key points, give listeners time to digest information, or signal transitions between ideas. Well-placed pauses can enhance clarity and rhythm, making the message more engaging and memorable.
6. **Articulation:** Articulation refers to the clarity and precision with which words are pronounced. Clear articulation ensures that words are understood correctly and reduces the risk of miscommunication. Paying attention to enunciation and pronunciation can enhance the overall effectiveness of speech delivery.
7. **Inflection:** Inflection involves the variation in pitch, tone, or volume within a sentence or phrase. It can convey nuances of meaning, emphasize important words or phrases, and convey emotion or emphasis. Skillful use of inflection adds expressiveness and dynamism to speech delivery.
8. **Body Language:** While not strictly part of speech delivery, body language plays a significant role in communication. Gestures, facial expressions, posture, and eye contact can complement verbal communication, reinforce key points, and convey additional layers of meaning and emotion.
9. **Articulation and Pronunciation:** Clear and correct pronunciation ensures that the audience understands the speech without distraction.
10. **Emphasis:** Stressing certain words or phrases to highlight key points and make the speech more compelling.

Modes of Speech Delivery

Manuscript Delivery: Reading the speech from a written document. Ensures precision but can seem less engaging if not practiced well.

Memorized Delivery: Reciting the speech from memory. Allows for direct eye contact and dynamic delivery but risks forgetting parts of the speech.

Impromptu Delivery: Speaking without prior preparation. Reflects natural communication and spontaneity but can lack structure and coherence.

Extemporaneous Delivery: Speaking from notes or an outline rather than a full script. Balances preparation with spontaneity, making the speech organized yet flexible.

Effective Speech Delivery Tips

Practice: Rehearse multiple times to get comfortable with the content and delivery.

Feedback: Seek constructive criticism from others to identify areas of improvement.

Audience Awareness: Adapt speech based on the audience's reactions and feedback.

Visual Aids: Use slides, charts, or other aids to reinforce and clarify points.

Breathing Techniques: Manage anxiety and control voice modulation through proper breathing.

Engagement: Ask rhetorical questions, include anecdotes, and interact with the audience to maintain their interest.

Public Speaking:

Public speaking is the act of delivering a speech or presentation to a live audience with the purpose of informing, persuading, entertaining, or inspiring. It involves the organized, deliberate sharing of ideas, information, or stories and often requires a combination of verbal and non-verbal communication skills to effectively engage and influence the audience.

Key elements of public speaking include:

1. **Preparation:** Researching the topic, organizing content, and planning the delivery.
2. **Audience Awareness:** Understanding the demographics, interests, and expectations of the audience to tailor the message appropriately.
3. **Content:** Crafting a clear, concise, and coherent message with a logical structure (introduction, body, conclusion).
4. **Delivery:** Using voice modulation, body language, eye contact, and other techniques to engage the audience.
5. **Confidence:** Overcoming anxiety and projecting assurance to establish credibility and rapport with the audience.
6. **Feedback:** Responding to audience reactions and questions to create a dynamic and interactive experience.

Public speaking can take place in various settings, such as conferences, meetings, classrooms, public events, and ceremonies. It is a crucial skill in many professional and personal contexts, enabling individuals to effectively convey their message and achieve their communication goals.

Confidence, clarity and fluency:

Public speaking is a valuable skill that can enhance your professional and personal life. To excel in public speaking, focusing on three key aspects—confidence, clarity, and fluency—is essential.

1. Confidence

Confidence is the foundation of effective public speaking. When you project confidence, your audience is more likely to trust and engage with your message.

Tips to Build Confidence:

- **Preparation:** Thoroughly research and prepare your material. Knowing your topic inside and out will make you feel more secure.
- **Practice:** Rehearse your speech multiple times. Practice in front of a mirror, record yourself, or present to a small group of friends or family.
- **Positive Visualization:** Imagine yourself succeeding. Visualize the audience reacting positively to your speech.
- **Body Language:** Stand tall, make eye contact, and use gestures to emphasize points. Confident body language can influence how confident you feel.
- **Breathing Exercises:** Practice deep breathing to calm your nerves before speaking.

2. Clarity

Clarity ensures that your message is understood by the audience. Clear communication involves both the content of your speech and the way you deliver it.

Tips for Achieving Clarity:

- **Organized Structure:** Structure your speech with a clear introduction, body, and conclusion. Use signposting to guide the audience through your points.
- **Simple Language:** Avoid jargon and complex words. Use straightforward language to make your message accessible.
- **Pronunciation and Articulation:** Speak slowly and clearly. Enunciate your words to avoid mumbling.
- **Visual Aids:** Use slides, charts, or other visual aids to reinforce your message and make complex information easier to understand.

- **Feedback:** Seek feedback from others on how clear your speech is and make adjustments accordingly.

3. Fluency

Fluency in public speaking refers to the smoothness of your delivery. It involves maintaining a steady pace, avoiding filler words, and ensuring your speech flows naturally.

Tips to Improve Fluency:

- **Pacing:** Maintain a steady pace. Avoid speaking too quickly, which can make you difficult to understand, or too slowly, which can bore your audience.
- **Pauses:** Use natural pauses to emphasize points and give the audience time to absorb information. Pauses also give you a moment to collect your thoughts.
- **Avoid Filler Words:** Minimize the use of filler words like "um," "uh," and "like." Practice speaking without them.
- **Reading Aloud:** Practice reading passages aloud to improve your speaking rhythm and flow.
- **Recording and Reviewing:** Record your speeches and listen to them to identify areas where you can improve fluency.

Individual speaking: Elements:

When an individual is speaking, there are several key elements to consider to ensure effective communication:

Clarity: The speaker should articulate their words clearly to ensure the audience understands them.

Pace: Speaking neither too fast nor too slow helps maintain the audience's attention.

Tone and Pitch: Variation in tone and pitch keeps the audience engaged and conveys emotions and emphasis.

Volume: The speaker should adjust their volume to the size of the room and the audience.

Body Language: Non-verbal cues like gestures, facial expressions, and eye contact enhance the message.

Structure: Organizing thoughts logically and coherently helps the audience follow along.

Engagement: Asking questions, using anecdotes, and relating to the audience's experiences can make the speech more engaging.

Preparation: Being well-prepared boosts confidence and effectiveness in delivering the message.

Non verbal communication: kinesics:

Nonverbal communication encompasses various ways in which people convey messages without using words. Key aspects of nonverbal communication include:

Kinesics:

Kinesics is a significant aspect of nonverbal communication, focusing on body language and physical movements. It includes:

Gestures: Movements of the hands, arms, or other parts of the body to express ideas or emotions. For example, waving can indicate greeting or farewell, while a thumbs-up can signify approval.

Posture: The way someone holds their body can communicate attitudes, emotions, and intentions. An upright posture might suggest confidence, while slouching can indicate tiredness or lack of interest.

Facial Expressions: The face is highly expressive and can convey a wide range of emotions such as happiness, sadness, anger, surprise, and fear. Smiles, frowns, raised eyebrows, and other facial movements are critical in understanding a person's feelings.

Eye Movements: Eye contact, blinking, and pupil dilation can communicate interest, attention, and emotions. Direct eye contact can convey confidence and sincerity, while avoiding eye contact might indicate discomfort or evasiveness.

Body Movements: How someone moves their body, including walking, sitting, and standing, can communicate different messages. For instance, a brisk walk might suggest urgency, while slow movements can indicate relaxation or hesitation.

Touch: Physical contact, such as handshakes, hugs, and pats on the back, can convey various messages depending on the context and relationship between individuals. A firm handshake can signal confidence, while a gentle touch can show empathy and support.

Para linguistic feature of voice dynamics ,proxemics ,chronemics:

Paralinguistic features are non-verbal elements that accompany speech and contribute to communication. Here's an explanation of the specified features: voice dynamics, proxemics, and chronemics.

Voice Dynamics:

Voice dynamics refer to the variations in speech that convey meaning beyond the words themselves. This includes:

Pitch: The highness or lowness of the voice, which can indicate questions, statements, emotions, or emphasis.

Volume: The loudness or softness of the speech, which can convey urgency, anger, calmness, or intimacy.

Rate: The speed at which someone speaks, which can suggest excitement, nervousness, or a desire to clarify.

Tone: The quality of the voice that expresses the speaker's attitude or emotions.

Pauses: Strategic silences that can emphasize a point, indicate thinking, or create dramatic effect.

Proxemics:

Proxemics is the study of how space and distance influence communication. It includes:

Personal Space: The physical space individuals maintain between themselves and others. It varies by culture, relationship, and context. Generally, closer distances indicate intimacy or familiarity, while greater distances suggest formality or discomfort.

Territoriality: How people use and claim physical space, such as personal areas in a home or workspace, to communicate ownership or control.

Physical Arrangement: The organization of people and objects in a space, which can influence interactions. For example, sitting across from someone versus side-by-side can change the dynamic of a conversation.

Chronemics

Chronemics involves the use of time in communication. It includes:

Punctuality: Being on time or late for appointments and how this behavior is interpreted. In some cultures, punctuality is highly valued and considered a sign of respect, while in others, a more flexible approach to time is acceptable.

Time Orientation: How individuals perceive and value time, such as being future-oriented (planning ahead), present-oriented (focusing on the current moment), or past-oriented (valuing traditions and history).

Time Allocation: How much time is allocated to different activities and interactions. Spending a lot of time with someone can indicate interest or importance, while brevity may suggest efficiency or lack of interest.

These paralinguistic features play a crucial role in shaping the nuances of communication, influencing how messages are perceived and interpreted.

Faculty - Varsha Siddharth



Unit 4: