

# Business Communication (4)



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# *Oral Communication Skill*

Any presentation has three essential parts:

❖ Introduction

❖ Body

❖ Conclusion

# **Anatomy of Oral Communication**

- ❖ **Speaker**
- ❖ **Speech**
- ❖ **Audience**
- ❖ **Place**
- ❖ **Atmosphere**

# How to organize your Speech



**Avoid This**



**Structure**



It is a good idea to start by developing objectives. Once this is done you need to assess the audience thoroughly. You must complete these steps before you separately brainstorm the main points and the sub-points of your presentation. If it's a persuasive presentation, then you also must decide what the benefits are. You then gather factual information and prepare an outline of your presentation. Also prepare any visual aids, handouts and notes you will need. And don't forget to practise!

**Your speech is more effective when it is set up as follows:**

## How to Organize Your Speech

1. Develop objectives
2. Assess the audience
3. Brainstorm the main ideas and sub-points
4. Prepare visual aids, handouts and notes
5. State the benefits (in a persuasive presentation)
6. State main ideas in preview and review sentences
7. Develop the introduction and conclusion

# Audience

## Know Your Audience

- **Their number, composition and nature**
- **Their socio-cultural background**
- **Their purpose and interest**
- **Their attitudes and perceptions**



# Place



**Check the Place/Venue  
for**

- ✓ **Size**
- ✓ **P.A. System**
- ✓ **A.V. Equipment**

# Atmosphere

- **The occasion / context**
- **Major events preceding your speech**
- **Moods and emotions of audience**
- **Interest of the audience**
- **Physical setting**



# Chemistry of Effective Oral Communication

## What we say – the **WORDS/LYRICS**

- Use common words, short & direct sentences, and positive & active phrases

## How we say it – the **MUSIC**

- Voice, pitch, accent, pronunciation, intonation, etc.

## How we look and move – the **DANCE**

- Body language (posture, facial expression, gestures, clothes, grooming and eye contact, etc.)



# • *Introduction*

## *1. Get attention and interest of audience*

- ❖ Relate topic to audience
- ❖ State the importance of topic
- ❖ Startle the audience
- ❖ Arouse the curiosity
- ❖ Question the audience
- ❖ Begin with a quotation
- ❖ Tell a story

***2. Reveal the topic***

***3. Establish credibility***

***4. Preview the body***

# *Tips*

- ✓ Keep introduction brief 10-20% of speech
- ✓ Be on look out for material
- ✓ Experiment 2-3 openings
- ✓ Don't worry for exact words till you complete the body
- ✓ Write out introduction

## **Techniques of initiation are :**

- i. Quotes
- ii. Definition
- iii. Question
- iv. Shock statement
- v. Facts, figures and statistics
- vi. Short story
- vii. General statement

# Quotes

- Quotes are an effective way of initiating a public speech.
- For a issue like, **Customer is King,**
- Quote **Sam (Wal-mart) Walton's** famous saying,
- 'There is only one boss: the customer. And he can fire everybody in the company -- from the chairman on down, simply by spending his money somewhere else.'

# Definition

- Start by defining the topic or an important term in the topic.
- For the issue is **Advertising is a Diplomatic Way of Telling a Lie,**
- Define advertising as, 'Any paid form of non-personal presentation and promotion of ideas, goods or services through mass media like newspapers, magazines, television or radio by an identified sponsor'

# Question

- Asking a question is an impactful way of starting.
- Don't ask a question to receivers to hamper the flow
- Ask a question, and answering it yourself
- Question to hamper the flow or insult a receiver or play devil's advocate must be discouraged
- Questions that promote a flow of ideas are always appreciated.
- For a issue like, Should India go for GM crops,
- 'What are the implication of GM on native breeds?
- We are working on food crops.
- The pertinent question is: are there any trials conducted on effect of GM crops on animals and Human beings?'

# Shock statement

- Initiating with a shocking statement is the best way to grab immediate attention and put forth your point.
- If the issue is, **The Impact of Population on the Indian Economy, you could start with,**
- 'At the centre of the Indian capital stands a population clock that ticks away relentlessly. It tracks 33 births a minute, 2,000 an hour, 48,000 a day. Which calculates to about 12 million every year. That is roughly the size of Australia. As a current political slogan puts it, 'Nothing's impossible when 1 billion Indians work together'.



## Facts, figures and statistics

- If you decide to initiate with facts, figure and statistics, make sure to quote them accurately.
- Approximation is allowed in macro level figures, but micro level figures need to be correct and accurate.
- For example, you can say, approximately 70 per cent of the Indian population stays in rural areas (macro figures, approximation allowed).
- But you cannot say about 35 states of India instead of 28 (micro figures, no approximations).
- Stating wrong facts works to your disadvantage.

## Short story

- Use a short story in an issue like,
- **Attitude is Everything.**
- This can be initiated with, 'A child once asked a balloon vendor, who was selling helium gas-filled balloons, whether a blue-coloured balloon will go as high in the sky as a green-coloured balloon. The balloon vendor told the child, it is not the colour of the balloon but what is inside it that makes it go high.'

# General statement

- Use a general statement to put the presentation in proper perspective.
- For the issue, **Should India adopt Organic farming?**,
- you could start by saying, 'Before jumping to conclusions like, 'Yes, India should', or 'No, India should not',
- **let's first find out the pros and cons of Organic Farming in Indian context.**
- Then we can compare and contrast these issues with Chemical Farming.
- **This will help us reach the conclusion in a more objective and effective manner.'**

# *Body*

Patterns of body organization are:

- o Chronological
- o Space
- o Topical
- o Problem-solution
- o Compare-contrast
- o Cause-effect

# *Conclusion*

- Signal end
- Reinforce central idea
- Summarize briefly
- Close with a story
- End with request
- Limit it to 5-10% of speech

# *Improving Delivery*

- Show enthusiasm
- Be conversational
- Use simple language
- Use hands, body language to support your words

- **Use humor**
- **Don't show fatigue or boredom**
- **Ask questions**
- **Summarize your points**

# *Avoid*

- Nervous habit
- Bluffing
- Habitual repetitive phrases
- Being partial to 1-2 individuals in audience
- Shouting



# Tips for Speaking More Effectively

- Speak clearly
- Improve your voice
- Use terms and vocabulary suited to your audience
- Improve delivery
- Avoid nervous habits
- Listen for feedback

# How to develop communication perception

- **Source**

- How I see myself
- How I see you (Receivers)
- How I see the Subject

- **Receiver**

- How the receiver see himself
- How you see me (Source)
- How you see the Subject