TIPS

for

Effective

Transmission

ACKNOWLEDGEMENTS

Language is the main element to convey messages. According to some scholars, it is a socially learned tool of communication. People express their ideas, feelings, plans, needs, etc. through the language. Even though every human has ability to speak and understand the language, there still might be conflicts, misunderstandings and disagreements. Due to the fact that language has been evolved for thousands of years, we still can improve our linguistic skills. People sometimes need to achieve their goals by speaking effectively in front of the public, audience, boss, colleagues, partners, teachers, students, friends or even the people who we would like to attract. Before we start speaking, do we have an idea how the society sees us? Are we aware of our identities? Or do we know to whom we are speaking? "Effective Transmission" training course helps to reveal the needs of the participants in public speaking and reinforce their speaking skills in both ordinary situations and situations with barriers. Therefore, participants overcome communication blocks in the intercultural context. It also gives an opportunity to the participants to plan a lecture and practice some performance skills.

This handout "Tips for Effective Transmission" is produced for the participants of the training course "Effective Transmission" and the people who need some oratorical competences as a reference to prepare a public speaking.

Why do people talk to each other?

"When we talk, it is because we have a thought, idea and feeling that we want to share it with someone. We talk so as to become acquainted, build relationships, express emotions to the others, share information and persuade others to understand our personal views. In order to have communication, both listening and speaking are necessary." Dina Jo Chacon

The brief history and theory of speaking

The whole of human history is built upon communication. From the first story told in prehistoric times through the mass media of today, verbal communication has built the foundation of who we are, where we came from, and what we hope to become. Throughout time, many orators, philosophers, and educators have tried to capture the essence of human communication.

Terminology of "Communication"

Communication is the exchange of thoughts, messages, or information, as by speech, visuals, signals, writing, or behavior.

Derived from the Latin word "*communis*", meaning to share. Communication requires a sender, a message, and a recipient, although the receiver need not be present or aware of the sender's intent to communicate at the time of communication; thus communication can occur across vast distances in time and space. Communication requires that the communicating parties share an area of communicative commonality. The communication process is complete once the receiver has understood the message of the sender.

Effective Communication

All communications, intentional or unintentional, have some effect. This effect may not be always in communicator's favor or as desired by him or her. Communication that produces the desired effect or result is effective communication. It results in what the communicator wants. Effective communication generates the desired effect, maintains effect & increases effect. Effective communication serves its purpose for which it was planned or designed. The purpose could be to generate action, inform, create understanding or communicate a certain idea/point etc. Effective communication also ensures that message distortion does not take place during the communication process.

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Geoffrey was beginning to suspect that maybe he wasn't hired as a guest speaker for his riveting oratory.

We hear only half of what is said to us, understand only half of that, believe only half of that, and remember only half of that.

"It's not 'blah-blah,' you fool, it's baa-baa'!"
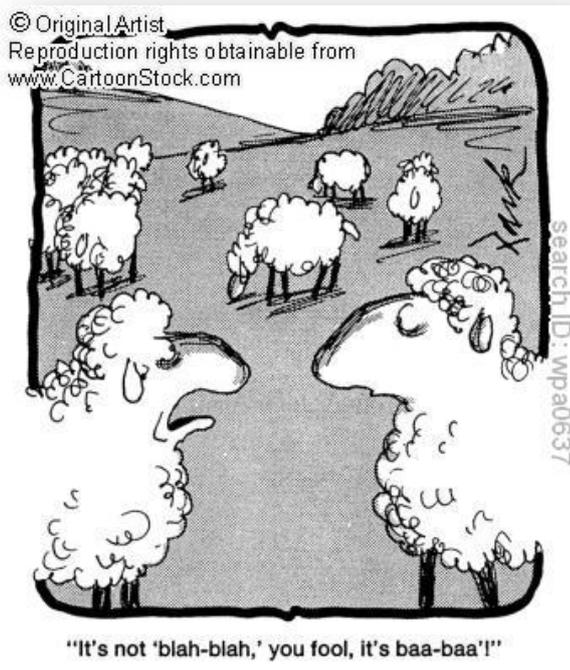
When asked to define the communication, most people describe the techniques used to express what they think, feel, want, etc. - namely talking, writing or body language. However, when you confront difficult issues, listening is more important than speaking or any other form of expression.

To improve communication, recognize the importance of listening and make a listening a key part of your group's culture.

Everyone can learn the art of active listening. The key to listening effectively is relaxed attention - listen with your whole body by using verbal and nonverbal skills like facing the person and maintaining eye contact. Try to be at ease and avoid interrupting the speaker.

"Pardon? Oh, sorry, I thought you were talking to someone else..."

Words are powerful. They can drive us to our knees and bring us to tears. They can raise us above our mortal bodies and make us more than we ever dreamed we could be. Words move us, shape us, and define the whole of the world we live in. They constrain our every thought, yet enable our very being.

In half of the equitation in communicating is active listening, the other half is speaking, expressing what you think, feel, or want in a clear, true and non-defensive way.

You can become an extremely effective speaker. The secret is to understand the process of conveying the pictures.

Now, let's have a look at the whole process of effective speech.

A process of conveying pictures

1. Think about the picture:

Visualize the picture you want to convey. The picture to be conveyed can be a person, a place, a thing, a concrete concept, or an abstract concept.

2. Familiarize yourself with the picture:

When you are familiar with the subject, the words will come to express the image in your mind. The more emotionally involved you are or the deeper you feel about your subject, the more clearly you will see the image and the more fluent you will be in conveying it.
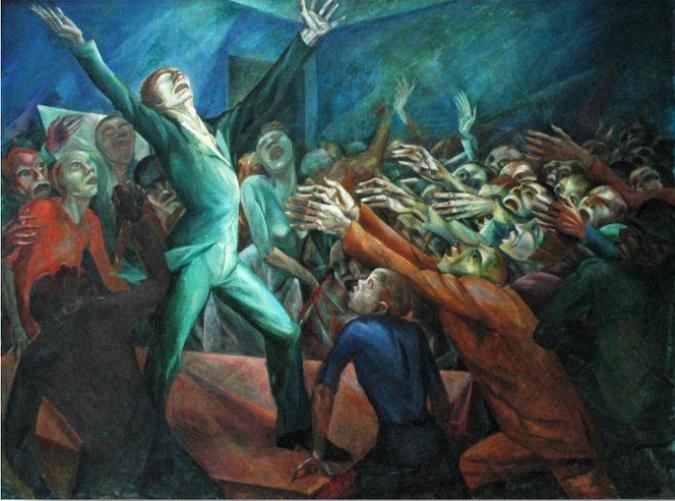
3. Paint the picture with your words:

Paint the picture with your words so clearly that they cannot possibly miss them.

Preparing a speech

In everyday life we always communicate. We never get into trouble with conveying the messages. We sometimes convince people, give information, change somebody's mind and sometimes we can inspire people. Even though we do these once a day or a couple of times a day, we can easily get into panic when it comes to present a speech to the public or to the client to sell your products. We can easily forget that presentation is not different from everyday communication. Presentation or public speech is a kind of one-way communication (in this booklet, we call it transmission) to convey the message to the receiver in order to have an impact.

There is not an only one special way to prepare a presentation or public speech. The following steps may help you to reach your aim.

1st Step: Define your aim. What are you going to make your speech for? To convince people? Or are you going to encourage people to do something? Or are you going to inform the people? Or your aim is only entertain your audience?

2nd Step: Identify your audience. It is important to know your audience and speak to their level and (usually) their point of view. Will you be speaking to the lawyers? Or engineers, doctors, housewives, etc.? Think about if they have an idea about your subject.

3rd Step: Think about your subject. And start structuring your speech.

4th Step: Define the outlines of the introduction of your speech. Now, you can start taking notes. The first thing to do is to draw the attention of your audience.

- You can ask your audience short striking questions. "*Are you looking for the cheapest product in the market?*" "*How can you reach it?*"

- You can start saying a surprising sentence. "*We are the best company in our region.*"

- You can refer an expert's or a well-known person's quotation. "*As Helen Keller said, 'Life is either a daring adventure, or nothing*.'"

- You can recite or read the first two lines of a poem. However, the poem should be known by the majority of the society.

- You can start with a short anecdote. "*When George told us about his new idea, we told him that it is not possible. We told him that it is very different from the methods we use...*"

Now, you've got the attention. Your next task is not to lose the attention. In this step, you can talk about your aims and the outlines of your speech.

5th Step: Define the outlines of the conclusion. You can think "W*hy should I think the conclusion right after the introduction?*" You will realize that it will help you a lot when you are structuring the body. You will see where it goes. Therefore your subject will go directly to the conclusion point. In the conclusion, you can remind your audience what they can do with the knowledge you gave. Another way to finish your speech with an interesting statement. You can tell a funny anecdote, story or a quotation or a striking sentence. When they are engaged with your conclusion statement, leave your stand.
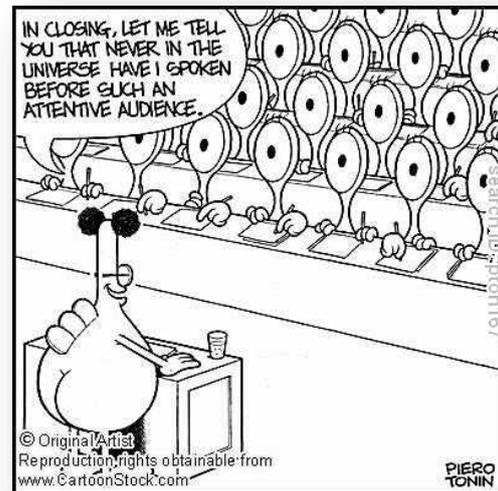
6th Step: Define the outlines of the body of your speech. Since you already planed the introduction and the conclusion, your new task is easy. Think about your ideas. You can reach some materials to enrich your speech by researching, reading, observing, listening, asking, trying, investigating, etc.

In this step, the next thing you should do is to define the ideas. Do not give more than 5 main ideas in your speech. Otherwise you may lose your audience. You should be as clear as possible. You can introduce your idea with a graphic, a table or an example. You can express your idea in an chronological order. "*First, we started as a sole company to sell this product. Then we found several clients. Finally, we had a route to ...*" You can talk about cause and effect relationships. "*The sales are satisfactory, due to the fact that we can go for another franchising.*" You can talk about the content. "*You need some ingredients to make this salad.*"

Don't forget to summarize your message before you go to another. When you speak, your audience is cared about what you can do for them. You can talk about how successful they can be. When you talk, you should be simple, clear, logical and sincerely.

Where will you be presenting

Environmental factors are often not considered when determining whether to use visual aids. Yet, room-and audience size, lighting, and availability of audio-visual (AV) equipment are critical in determining your ability to use certain forms of visual aids or use visual aids at all. From the office boardroom to the hotel conference hall, these factors will influence not only if you will use visual aids but how you do so. Speakers need to prepare their speech with not only the audience in mind but also the location.

Design

Effectively using visual aids in a presentation is both an art and a science. The science is to properly incorporate the visual aid and the art is the design of it. If you choose to design your own visual aids, there are some good design rules to follow. In preparing visual aids for a presentation, a guiding principal is to ask: do they serve your purpose? You can violate the rules according to your purpose.

Choosing Colors: Color choice is a very important decision when preparing a visual aid since it will impact your audience's ability to read them and too much color can be very distracting. No more than 2 - 3 colors should be used on a visual aid and a consistent use of the same color scheme will avoid confusing the audience. The best approach is to always use high contrast colors, such as yellow or white text on a dark blue background or dark black or blue text on a white or light ivory background.

The equipment you will be using for your presentation is just as important as where you present when choosing color in a presentation. The optimal environment is a dark room with an LCD projector; often though, you will present in less than optimal environments with outside light sources and a poor projection system, perhaps even a standard overhead projector. Different computers and operating systems can also impact how color is displayed. For example, you might use red to highlight a word and it will display as orange.

Remembering this, you will need to prepare your presentation for the environment in which you will be presenting.

Margins: Margins are common to business reports and memos, but often in presentations margins are ignored as speakers attempt to place too much content on a poster, slide or overhead. This result in visual aid becoming unreadable in an attempt to fit all the content. One-inch margins for a slide or overhead can help avoid this problem.

Beyond Bullet Points: A poster, overhead transparency, or computer slide does not need to have every word spoken to the audience and instead should summarize no more than 3 to 4 main points or facts. Audience should not be reading all the time and too much information will result in that outcome.

Readability: A general rule is that nothing should be shown or projected onto a screen that is unreadable from the back of the room. Standart fonts such as Times and Arial are recommended. An overhead of a speech outline in a 12-point font will be unreadable to the audience and serve no real purpose.

Images: If you choose to use images, there are several free and commercial websites for obtaining the quality professional images to use in a presentation. Here are some:

http://www.stockphoto.com

http://office.microsoft.com/images

http://www.slideshare.net

The use of such images increases the professional appearance and visual impact of the presentation. However, avoid useless motion and animations.

Templates for handouts, posters and computer presentations can produce professional quality visual aids. Templates should be evaluated for their professional quality, appropriateness for the presentationi and the environmental setting.

DOs and DON'Ts

DOs

* Work hard on your topic.

* Give your audience enough time to view/read the information when you are showing your slides.

* Speak to the audience, not the visual aid.

* Speak with a voice so that the audience in the back row can hear.

* Be careful with your pronunciation.

* Try to speak with a colloquial language.

* Give a short pause when your sentence has a great impact.

* Maintain your self-confidence.

* If you move, do it for a purpose.

* Be prepared for the questions.

* When you feel that your audience is distracted, ask a question.

* Dress better than your audience.

* When you feel that your audience is speaking loudly against your idea, ask them to share their thoughts.

* Start from the simple and continue to the more difficult subjects.

* Rehearse your speech before your presentation.

* Speak clearly, varying the pitch, pace, volume, demeanor until you find out you like.

* Speak in a friendly and familiar manner, much like you would to your best friend.

DON'Ts

* Don't use too many visual aids.

* Don't show more than 5 - 6 slides or overheads for a 5-minute presentation.

* Don't create a slide for every point.

* Don't obstruct the view of the visual aid.

* Don't give too much information.

* Don't read everything from your presentation.

* Don't always use the same tone of voice.

* Don't afraid to make mistakes.

* Don't spend too much time on the same subject.

* Don't show your nervousness.

* Don't speak very fast.

* Don't humiliate your audience.

* Don't brag about yourself.

* Don't scold at your audience.

* Don't be judgmental.

* Don't be afraid to let your body speak.

* Don't clam up with fear.

* Don't hesitate to make exaggerated arm and leg movements, walking and whole body movements with a very large audience (people sitting more than 100 feet/30 meters away).

* Never get too close to the mike.

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