

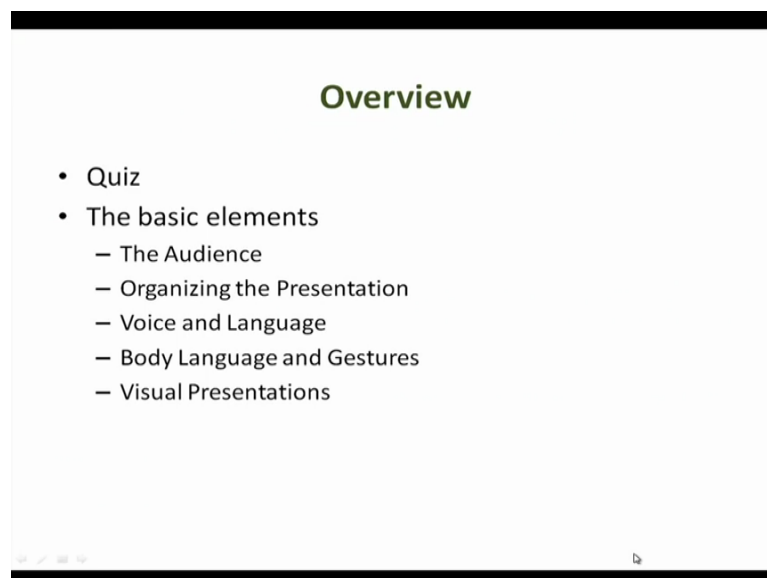
Soft Skills Development
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Lecture - 06
What to Present and How Part I

Hello friends, today we are going to work on what to Present and How. If you remember in the last few classes we started working on listening and speaking skills and finally and conversation skills. However, when we talking about presentation the way we are looking at it today in these sessions, the focus is on speaking undoubtedly, but speaking in a slightly different context.

Speaking in the context of conversation, dialogue or interpersonal communication is one where the focus is on transaction where both the people are speaking or are expected to speak in promptive spontaneously. Presentation is definitely a much more formal situation where a different set of guidelines can be added. So, this improvement or I would say this modification is something which is needs to be addressed in systematic way.

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Today we will be looking at the basic elements which constitute audience response and before that organizing the presentation voice and language body language and gestures and visual presentation. We will be covering it in 2 sessions. However, prior to that if

you look down your presentation window you will find that a quiz would be attached you can also take the quiz to find out how good a presenter you are so that is your choice. The first 3 things that we are going to focus on would be The Audience, Organizing the Presentation and Voice and Language, but before we move on to that let us try to understand what we exactly we mean by presentation.

Presentation is a situation where only one person or a group of people are communicating and it is expected that another group of people are listening to whoever is communicating or whoever are communicating. Purpose manifold you can make a presentation in a company, you can make a sales presentation, you can make a presentation a classroom to a teacher, and teacher can make a presentation to the students. Presentation, is where in a systematic comprehensive way a set of ideas are been presented or an idea is expanded enlarged elaborated and presented.

So, when we are talking about these issues it is very important to realize that this needs certain amount of preparation. Now, we will once in a while make a comparison with conversation skills and speaking skills where you find that the focus was on a generic preparation or a continual preparation, the continual process of learning as you are interacting with people as you are listening to people, as you are speaking to people why, because if you do that you will be in a position to learn how to spontaneously, respond in different situations.

On the other hand when we are talking about presentation something else is happening you have being a given a certain amount of time it could be as less as 1 minute, it could be as long as may be 1 month. Let say you are going out to make an international conference presentation and you have one month in hand to prepare for that. But mind you the amount of time which is given to you very often is fixed you might have 15 minutes to make the presentation. Even, if you have 1 month to prepare for it or you might have just 5 minutes or 10 minutes to make the presentation. So, what you are able to put into it is significant.

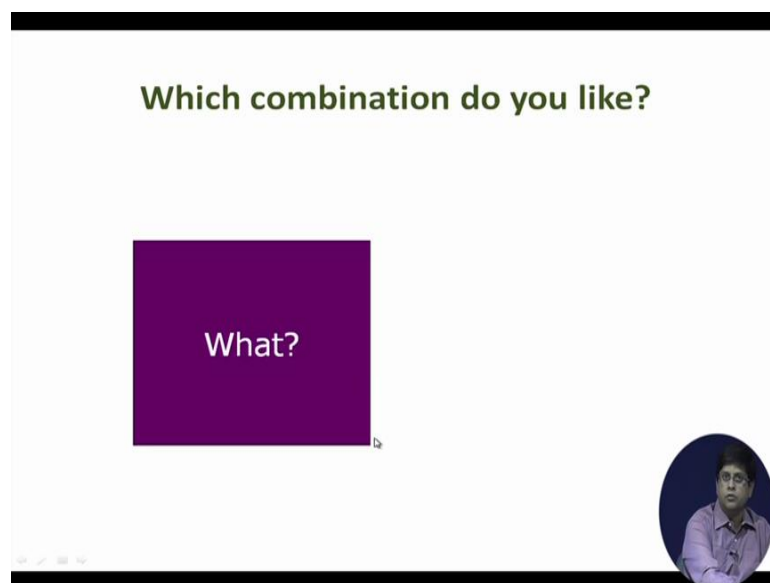
The other aspect of presentation is the use of other kinds of tools; you can use the black board, you can use pen and paper and you can use a marker and a white board, you can also use the computer, you can use slides, you can use photographs, images, sounds. So, see that obviously, we are covering a wide range of various. And in the one of the

subsequent slides where we deal with multimedia I have already discussed that we would be doing that we will look at some of these aspects in a more detailed way.

How, to integrate may be we will have some hands on also we will plan it so that something we will explore it. But coming to the first point that we have in mind today let us focus on the concept of audience - who are your audience is the first and the fore most question which you have to keep in mind, because depending in on your audience you will be making a presentation. Let say, I am making this presentation for my contemporaries, my pears, my friends, who are in this particular field, probably my presentation will be very difficult different. I will not be talking about the basics I will may be talking about research which has been done in this field, I might be I will talking about citations, I will be talking about the kind of research we are doing in this particular field, so the entire process of presenting the things as well as what I present will be very very different.

From here I have a wide range of audience, but basically addressing people who might be coming for the first time or second time to sit down and look at this problem or what is a presentation how to make a presentation and so on. So, the Audience counts because your presentation has to be totally geared to your audience.

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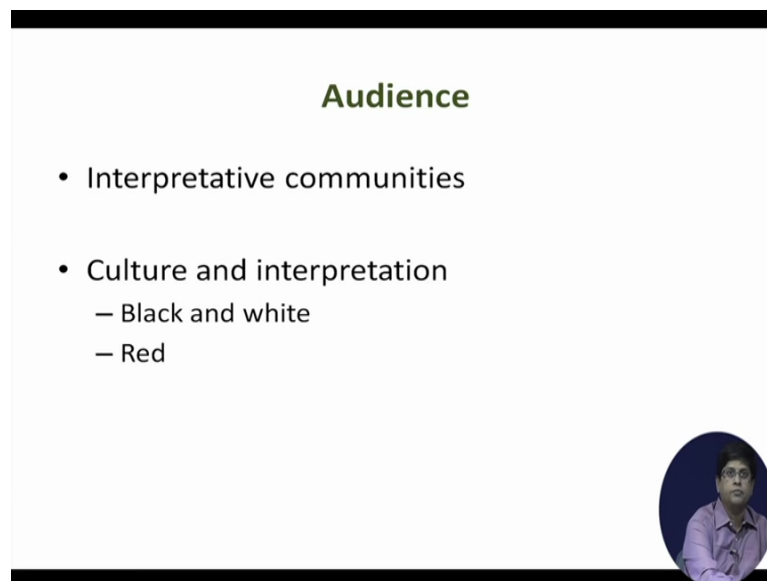


Now, I will give you beginning of something which probably will give you an idea and in the discussion you could just give me the responses and we could find trends based on

your demographic data. Which combination do you like? This or this, now the point is that when we are talking about combinations how we have to over here and this in itself would tell you to a certain extent in nature of the audience. It is anticipated although we do not know for sure these are presumptions that gender might play a significant role. So, that may be the male population would preferably like a color like this, whereas a female population may preferably like a color like this, we do not really know.


The other thing which can determine this is a context, if you are talking about let say (Refer Time: 07:41) if you are talking about let say baby toys, may be this would be more appropriate. So, it is just on the audience, the audience also has to have a context if you are talking about glamour objects, if you are talking about perfumes may be this would be more appropriate so that will be context. So, the Audience as well as the context together would decide probably what kind of presentation we will be looking at, but I hope that this just gives you an example of what I am trying to share with you friends.

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Audience

- Interpretative communities
- Culture and interpretation
 - Black and white
 - Red

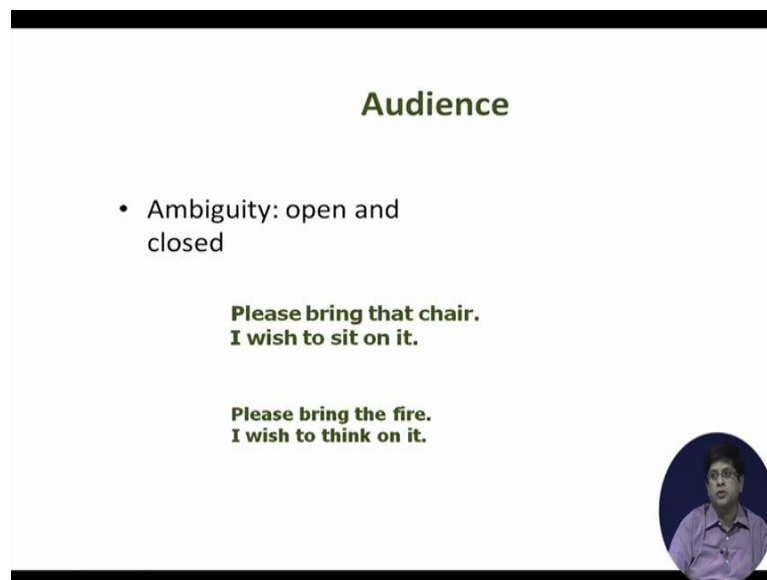


We have talked about interpretative communities in the first sessions itself, where I gave the example of the 6 elephants, the elephant and the 6 fly men where you see that what I wanted to say was that different people interpret in different ways. Culture also plays a very significant role black and white, red you see that if I ask you the question what does black and what does white signify for you? Very often, you will find the depending on

the tradition to which you belong this is would have different meanings for instance, if you are looking at the religious connotations, if you are looking at black in the Indian context very often, in the generic Indian cultural context and in may be in Hindu context, black might symbolize something which is inauspicious and white might symbolize something which is may be holy, but the connotations are not so easy to pin point because white is also a color which stands for widowhood, white is also a color which stands for peace or quiet.

So, you do not really know I mean, but it is very important to identify that cultures have different connotations and are you getting the right connotation. Black is a color as I told you which might be considered inauspicious black might be a color which might symbolize darkness of mourning. For instance, in Christian traditions, black symbolizes mourning. On the other hand when we are looking at the Hindu tradition white symbolizes mourning because windows wear white sarees. So, cultural connotations are there for various kinds of things I am using the example of colors just as a pointer, but you can talk about anything.

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Audience

- Ambiguity: open and closed

**Please bring that chair.
I wish to sit on it.**

**Please bring the fire.
I wish to think on it.**

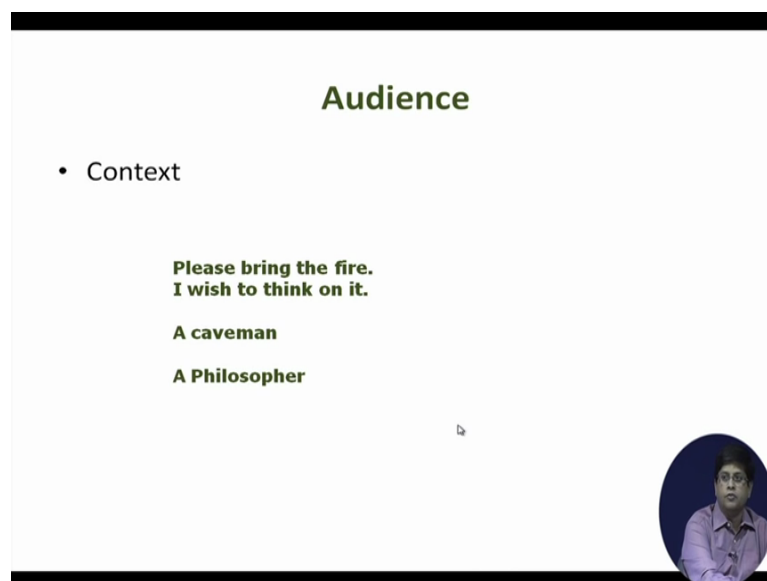


Ambiguity: open and closed this is again something which we have discussed that audience ideally in a presentation, so that have a clear picture of what we are talking about. Ambiguity is something which is to be avoided which most audience unless you want to confuse the audience which can be in very rare cases the objective of the

presentation, but in most cases the main focus of a presentation is to be as clear as possible. So, you see that I will give you two sentences and you find that all those they look pretty similar. A first case the meaning is pretty clear in the second case it is confusing and the meaning is not at clear.

Similarly, you see that this is just to give an idea that when something is ambiguous it is open to more possible meanings, possible suggestions or what it means the second sentence or second set of sentences. The first sets of sentences are much easier to understand. So, you see that you can make things either ambiguous or clear. Ambiguous presentations will give raise to multiple questions and when very often in presentations after the presentation is over you are asked questions because as for the formal dimension of their presentation people are not supposed to disturb you when you are making the presentation, but once you have made the presentation people will start asking questions. More ambiguity, more confusion, greater the number of questions and later on poorer the presentation is rated to be. So, you need to be aware of this.

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Audience

- Context

**Please bring the fire.
I wish to think on it.**

A caveman

A Philosopher

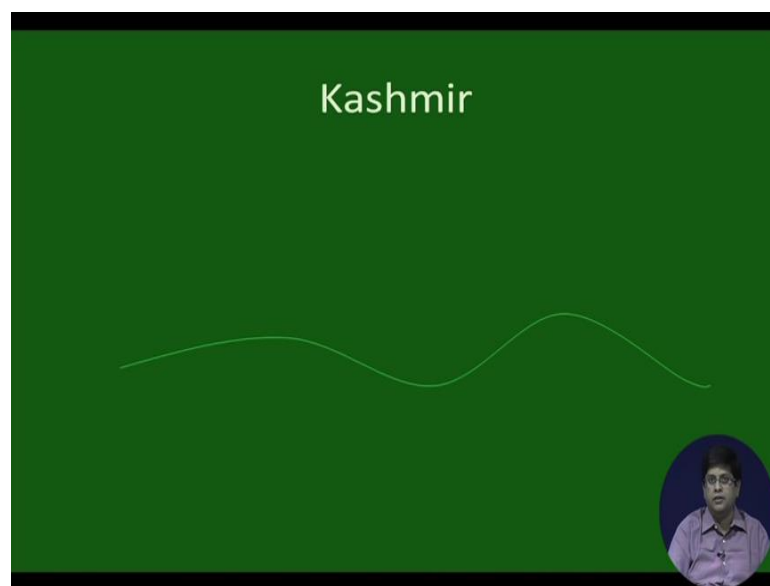


Context is something within which certain ambiguities can be clarified some areas might be difficult they might need elaboration and it is the context which makes it possible for you to understand the meaning of things. So, where you are dealing with complex things please look at the context. So, once I give a context like this you find that the entire

meaning changes you have a new connotation a new way of looking at the entire thing;
A Philosopher talking about a same thing entire meaning changes.

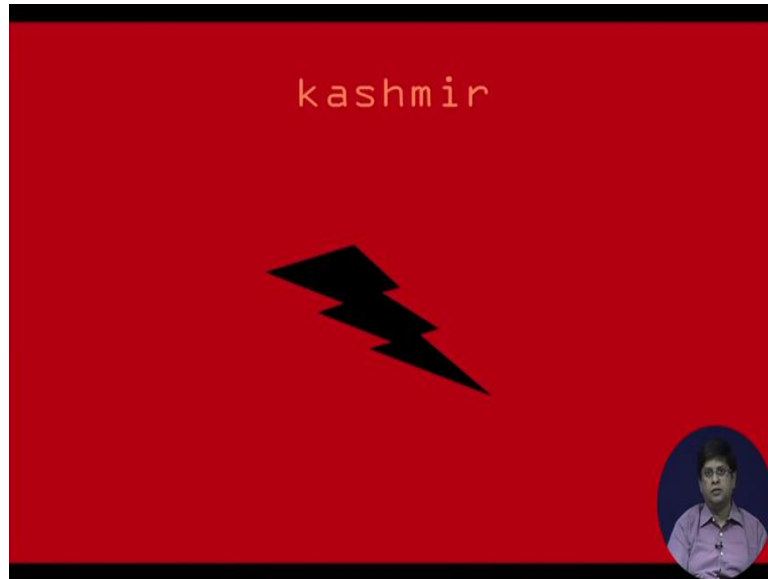
Here is an example of the way that what you say is interpreted and I will you another example context. Context is not something which is out there, context is something which you create. Now we will create 2 contexts for Kashmir, visually and let see how you respond to that I repeat again; I am using visuals because that simple and they are easy to understand. I hope that you get meaning of what I am trying to say.

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What kind of a connotation, what kind of a Kashmir are we looking at? You see that there is a word Kashmir there is there are 2 colors, there is a foreground color, there is a background color and they probably if you have already thought about would what it would signify greenery, beauty and all kinds of things related to that.

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Now, let us change the connotations little bit. Now you see that the colors which are used over here change the connotation the meaning of Kashmir. This Kashmir is not the green Kashmir that we were looking at little earlier the context has changed. Then, we talk about visual dimensions are presentation view will may be discuss this in detail, but here is a small example of how you see that the presentation just you see that background color, foreground color, background image and foreground image very simple. The total meaning of the word Kashmir changes entirely and based on that may be presentations that you are going to make will kind of you kind of set the tone set the tone of what you are going to present after that. So, these small tricks this small awareness are going to help you.

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Audience

- Context: Images and their relation



So, images and their relationships is something which I am touching upon here. And you find that when you are placing images we will deal with it in the next phase in a more detail way, but what I am trying to do is integrate with Audience, any of the dimensions like context, the culture, thematic dimension as well as the image dimensions, how to use images, how to present images for an audience to make sense or not to make sense you need to be careful about how they are ordered and whether they make sense or not.

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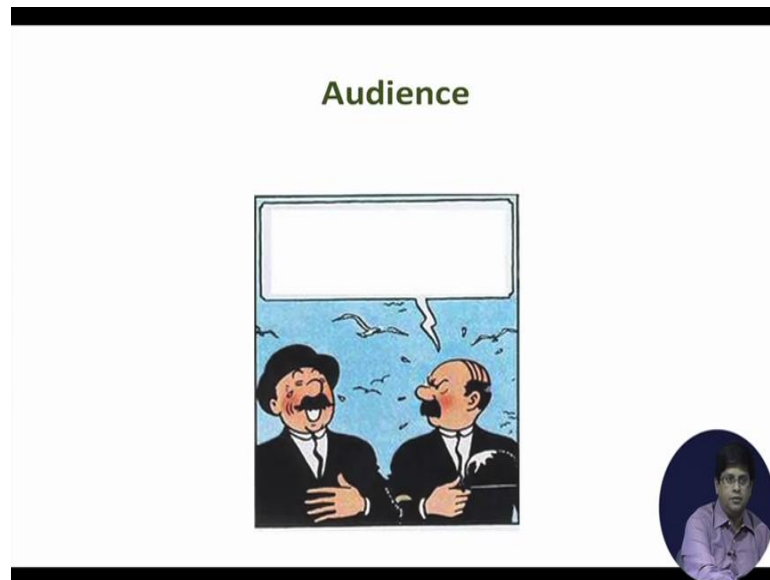
Audience

- Context: Images and their relation



Now these images taken from the Tin-Tin comics to find that, this does not make sense and this also independently, apparently at least does not make sense in the sense that you are not able to connect the images.

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However, if you link this together even if you are keeping them separately and showing them in the sequence of this first and then this one then you find that something else is happening there is a cause and effect relationship. So, when you are presenting things whether it is images, whether it is texts, whether it is sequence of events, that on folder through your multi modal presentation. How, you present is very very important in which order, how you position them either spatially or temporally this is very significant because depending on the Audience this might be manipulated this might be modified for instance, today I am kind of putting it as a puzzle to you so I change the sequence, but if I had been trying to show the humor of entire thing then obviously, I would not have skip these images and I have focus on this image.

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The slide features a title 'Audience' in a bold, dark green font at the top center. Below the title is a bulleted list with two items: 'Culture' and 'Kalipuja', each preceded by a hyphen. In the bottom right corner, there is a small, circular inset photograph of a man with glasses and a light-colored shirt, looking towards the camera.

- Culture
 - Pepsi
 - Kalipuja

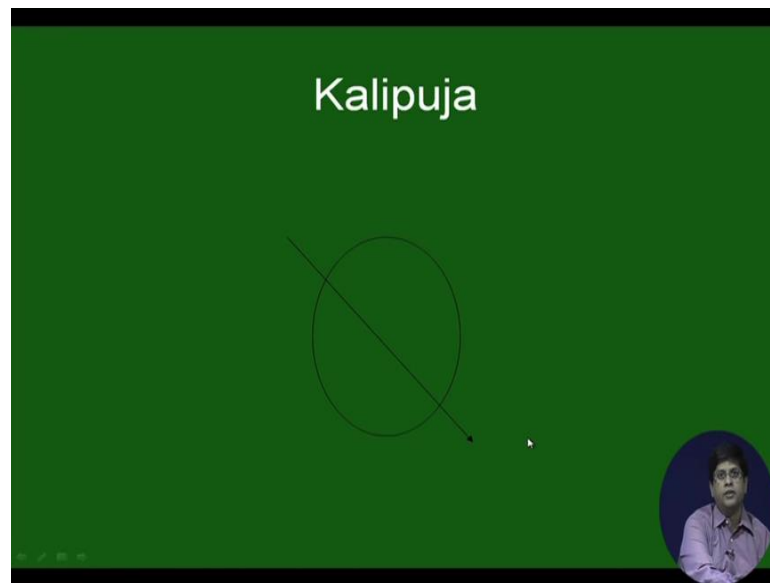
So culture, I have dealt with culture quite elaborately in some of the earlier presentations, but I simply want to point out that different audiences have different kinds of culture or cultural orientations you need to be aware of their orientations. For instance, I will just give you two examples you get a group of let say older people who are religious minded and you present these two as stimulate them you would ask them that what does Pepsi signify for them? What does Kalipuja signify for them? You will get a series of answers. Now just take a note of that you can even do it with your parents with your friends; now change the audience category same terms are being introduced to them Pepsi and Kalipuja, but this is for let say a group of young school children you will find that the terms associated with these words will be very, very different.

Now, you see that now what we are doing is that culture and audience. So, within a cultural context these two terms have different connotations. So, when you link it with different categories of audience, the meanings, the expectations, the orientations, and attitudes change. And mind you this is a keyword although I have not mentioned it in the presentation here attitudes orientations. Now, these are the key things you should be looking for when you are making presentation because if you the orientation and the attitudes of the audience you are in a position to develop a better presentation because you know what they are going to like, you know what they going to interested in, you know what they are going to interact about and hence your presentation is going to be

more successful if you do not take care of these things then your presentations is going to be bad.

Let say exposing talking about the various detailed religious dimensions of Kalipuja, with young kids may not actually hold their attention. On the other hand if you are telling them stories and even making them with a fun and the frolic of Kalipuja then the entire meaning changes for this students and they start interacting more significantly.

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Now, here is again the way that the context changes this is one way that Kalipuja can be understood may be for the younger kids or whatever this just to give an idea.

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This is another way that Kalipuja can be understood when the font changes and the animation changes where may be the action of Durga is being shown through the animation the dimension and the meaning changes. Please take note of the Audience attitude, the audiences interest and if, you do that you will have a very successful presentation.

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Audience

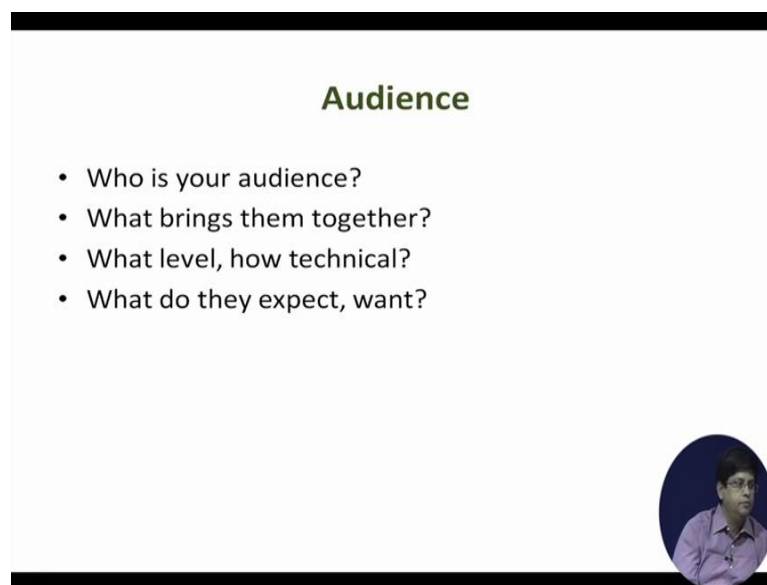
- **Message: Is the meaning clear?**
 - An artist has to undergo extreme measures in order to achieve a certain degree of meritoriousness in the prowess he is able to manifest.
 - An artist has to work very hard to achieve a certain degree of skill and to reflect it in his work.



I have already, shared with you the concept about ambiguity you find that ambiguity is something which has to be avoided in the context of an audience. Do not write too much,


do not speak too much, do not put things in a very complex way, put them as simply as possible. Most presentations are situation where distractions are there, most presentations are situation where somebody is listening to you rather than reading you. Reading is a situation where you have very very complex things presented because you see that one person is capable of reading again and again and again in a presentation the person is listening to you just once even, in this video lecture we will hardly feel like repeating going back again most people will skip that. So, unless the meaning becomes the very clear very easily at least at the beginning presentation is failure right.

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Audience

- Who is your audience?
- What brings them together?
- What level, how technical?
- What do they expect, want?



So, here are a few questions you start off with when you are making a presentation and I would request you to take note of these whenever you make presentations, who are your audience make a list of that what brings them together your audiences is heterogeneous or homogeneous sometimes, you have similar kinds of people then it is pretty easy. But when people are brought together let say by a specific occasion then your entire presentation has to take that into consideration and you have to have a different orientation otherwise it will be a failure. Let say that different categories of people old, young, from different places are coming together converging we will take the earlier example during Durga Puja.

Now, you are making a presentation for them in whichever area, you have to get to feel what has brought them together and see if you presentation has some component which

is link to that occasion that particular context if you do that then you are going to be more successful than others. What level, how technical, how difficult, how complex? That something, which you will have to decide what do they expect, what do they want? Their expectations, and their wants are very important if at all this course is of some meaning to you I will have in successful, I have to be successful in anticipating at least to a marginal extent at least to an extent of 50 percent as to what exactly do you need? What exactly do you require, what exactly what you want?

Now, people who would be seeing this particular presentation who are now watching presentation are probably people who are interested in making a couple of presentations and they feel that may be they will learn a few things which will help them in making the presentation those things should be there otherwise, presentation fails.

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Audience: Response

- Author and intention
- Live: two way communication

Presentation Questions

Clarifications ← →

← →



So, Audience and Response; now we are looking at the interactive process we were focusing entirely on the audience, now we are looking at the interactive process. Author and intention, what do I want to communicate? Very often we have stories. In fact, one of my colleagues and one of our students we did an experiment to find out that to find out what people understand from different kinds of body language.

Now, it is one thing to say that I want to communicate this it is another thing to say this is what I actually manage to communicate, I want to communicate let say happiness, interest, but what I manage to communicate is let say anxiety, artificialness. So, you see

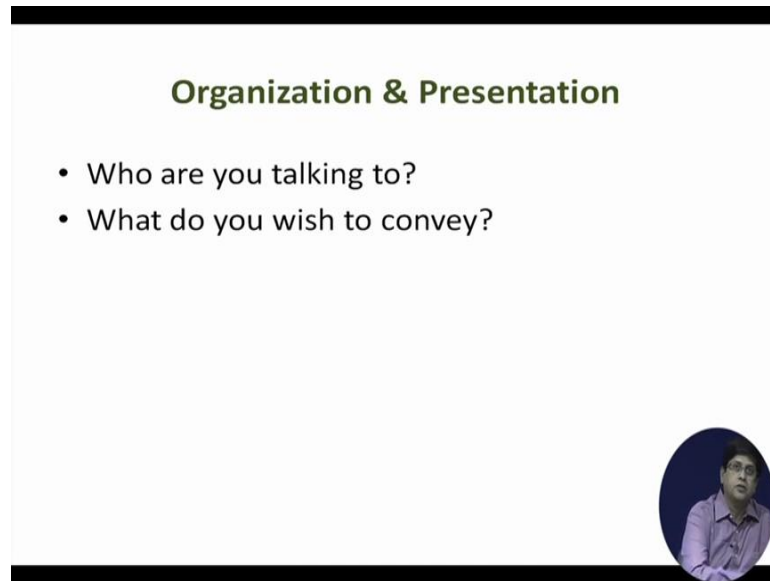
that there could possibly be a gap between what do you want to say and what you actually manage to say. What you want to do and what you actually manage to do. What you want to communicate and actually what you manage to communicate. And this is something which you will need to cross check again and again, so feedback clarification questions. During the presentation and even before the presentation when you are preparing for it ask a couple of friends to find out whether it is working or not as you keep on making presentations probably you will not need those props anymore, but it is very important to do that.

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Throughout your life when you are making presentations you need to check that out. Now we come to the second phase which is "Organization of the Presentation". Now, that you know your audience, there is a first thing you have done, you have identified what your audiences is like what your audience is. The second question is now you have a topic in mind something has been given to you have to make the presentation for these guys, however you are going to do this.

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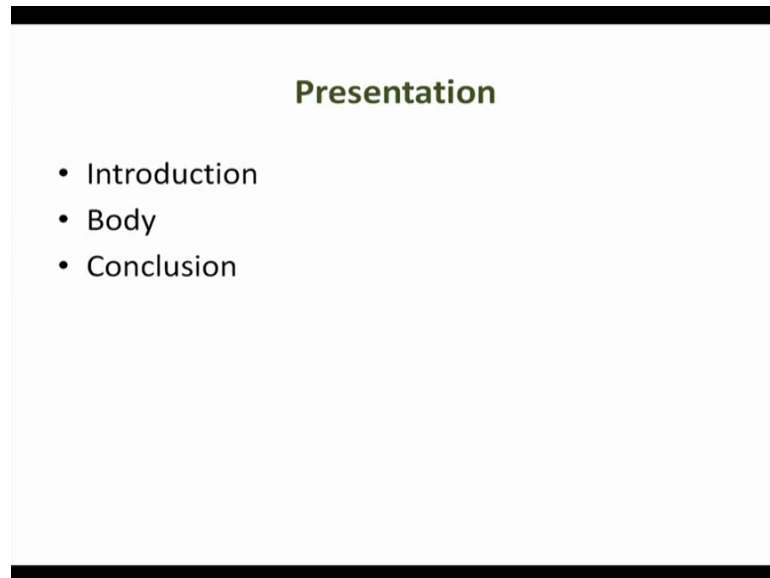
Organization & Presentation

- Who are you talking to?
- What do you wish to convey?



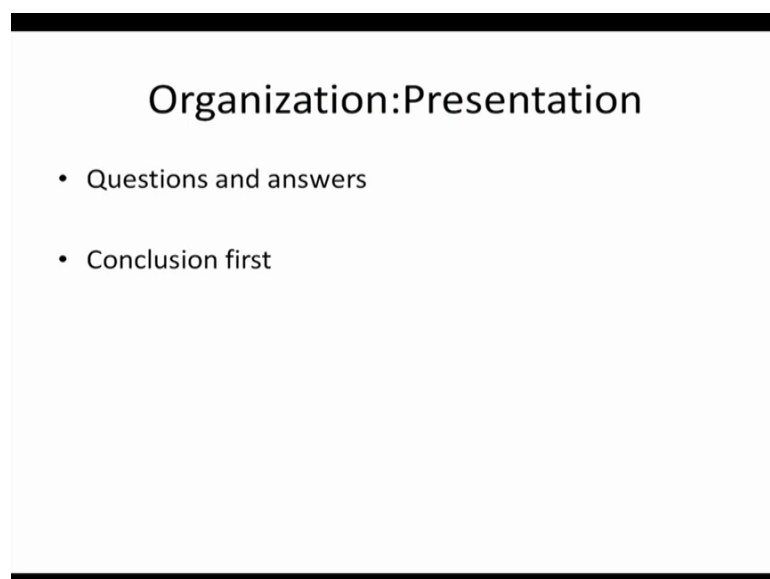
So, "Organization of Presentation" is next challenging that we will take up; who are you talking to? That is the first question we have already done that when we are looking at the audience. What do you wish to convey? Again it would depend on the topic, but even before the topic whatever the nature of the topic, what about that particular topic it is let say a topic like forest fire, even if it is a topic like forest fire are you to going to talk about what is a forest fire or you are going to talk about how you can take care of a forest fire? How you can see to it that the forest fire is extinguished? Are you going to talk about how to prevent forest fire? You see that the even if the topic is the same the intentions could be very different. So, we will have to look at those issues.

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Then, when we are actually making a presentation there is a formal dimension to the presentation. The presentation has certain components and even before you make the presentation when you are preparing you need to take care of them like the introduction, the rest of the presentation, and then the conclusion. There must be an integral link amongst all these components. This very obvious apparently, but in reality is it actually so obvious; everywhere we talk about introduction then the rest of the text and then the conclusion, are they actually integral, how do we go about doing that; these are questions we are trying address as we proceed.

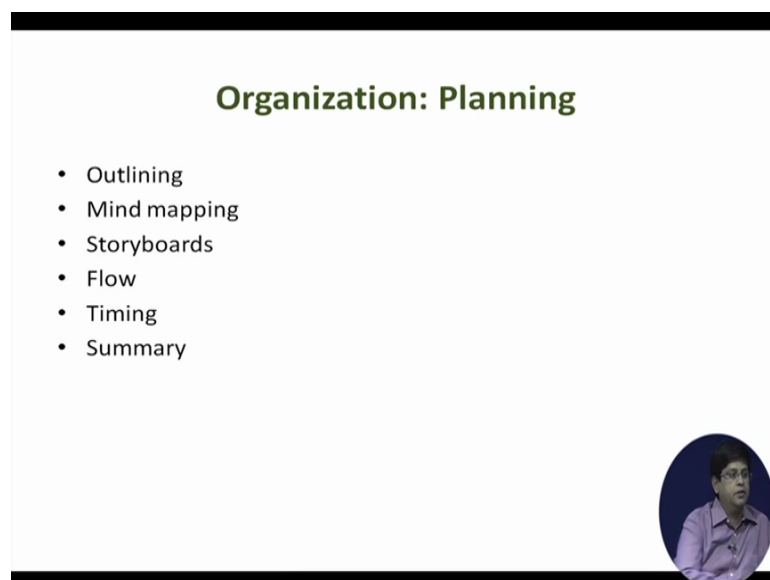
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See Organization of a Presentation can be of various kinds; you can use a rhetorical question, you can talk about questions and answers. I might start the presentation with a question what is a forest fire? I know the answer obviously, but I want to get responses from the audience, I want to make it proactive, I want to get them interested and the audience might at this point of time expect that at any point any moment they would get question. The Audience would get it, would get a question and they have to respond. The members of the audience have to respond to it this could be one strategy. You could start over the conclusion first you have done a study let us say that we have a done a study and music we say that we would like begin by saying that Indian classical music manages to significant extent communicate the sense of motion of peace and of certain kind of sadness.

Now this is our conclusion. And obviously people would interested to know how did you find it out. Did you go and ask people, about how they feel about music, did you make them listen to music, now that is where the rest of the presentation follows and you tell them how you actually did the work. Which is something may be we will take up later on when we talk about the overall concept of the element of music, the element of sound that we would be discussing at later point of time.

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Organization: Planning

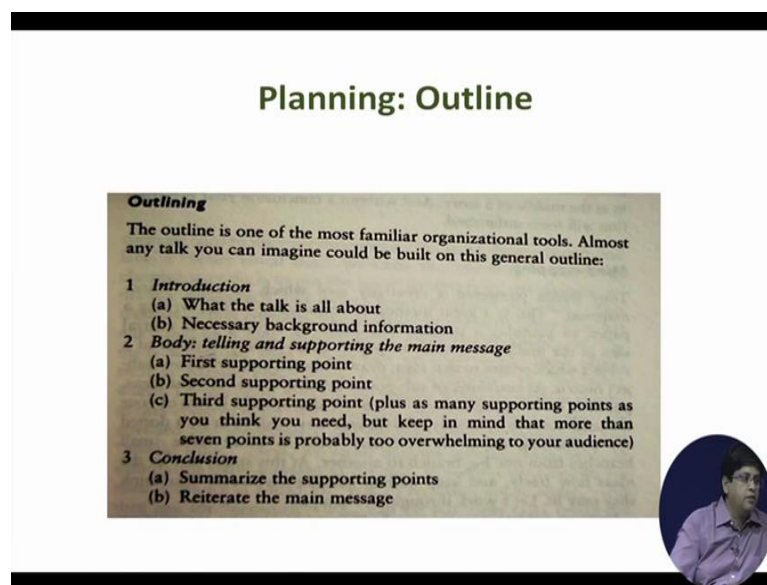
- Outlining
- Mind mapping
- Storyboards
- Flow
- Timing
- Summary

A small circular inset in the bottom right corner of the slide shows a man with glasses and a pink shirt speaking.

Organization is where you are Planning, you know that you might make your presentation as a question answer session you might have it conclusion first or you might

have it in the routine introduction the body of the presentation and conclusion or you can have it in a flexible or a wider variety or a mix of all these, but whatever you do once you have decided that you will have to plan it out. So, you start by (Refer Time: 27:22) the Outline this is what I would like to do. Maybe you will change your mind at a later point of time. You can use a mind mapping technique, what is a mind mapping technique? I will explain that in a moment, you can use storyboards - a storyboard? I will explain that in a moment, then you plan out how it will flow the timing and how you summarize the entire thing.


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Planning: Outline

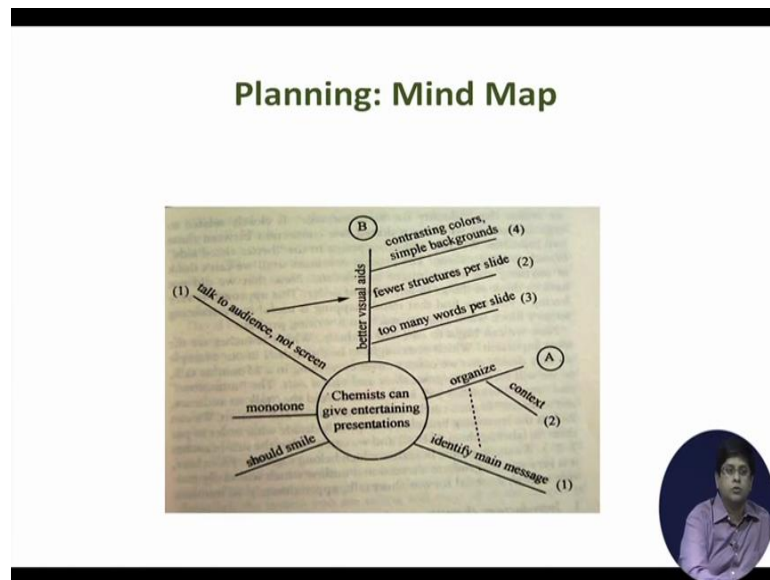
Outlining
The outline is one of the most familiar organizational tools. Almost any talk you can imagine could be built on this general outline:

- 1 *Introduction*
 - (a) What the talk is all about
 - (b) Necessary background information
- 2 *Body: telling and supporting the main message*
 - (a) First supporting point
 - (b) Second supporting point
 - (c) Third supporting point (plus as many supporting points as you think you need, but keep in mind that more than seven points is probably too overwhelming to your audience)
- 3 *Conclusion*
 - (a) Summarize the supporting points
 - (b) Reiterate the main message



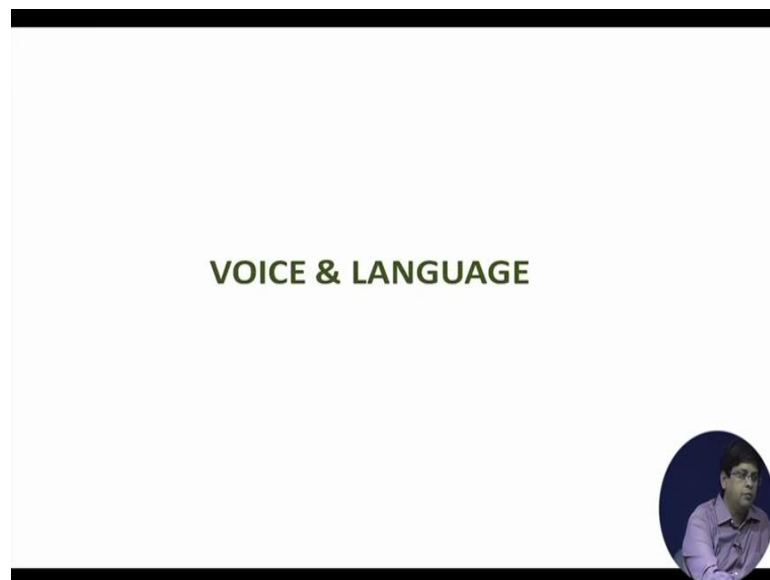
So, let see if I am able to kind of share with you outlining. Outlining is something like this the reference to the book is given at the end this is just example of that what to talk about. Outlining is where you joint down the points what is it that you going to do introduction body and conclusion what you are planning to do.

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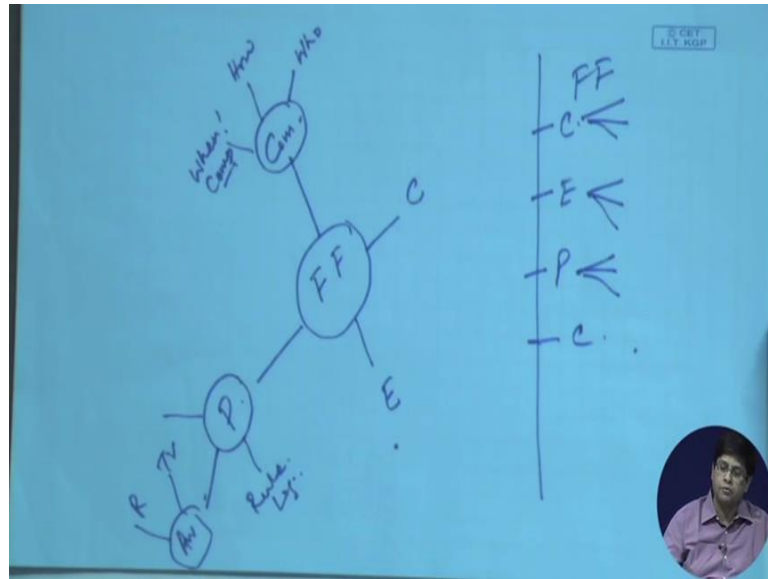
So, mind mapping is something where again taken from the same book which is cited at the back where you are moving of tangential I will give you demo of this right now.

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The other elements I will come to in a moment from now. So, let us say that we start looking at a kind of mind map. So, what I do if I give you an example.

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Let say I write forest fire, this is my central point, so forest fire has may be 5-7 different points like forest fire has causes of forest fire. Forest fire might have effects of forest fire, forest fire might have something to do with prevention of forest fire, and forest fire might have to do with communicating about forest fire.

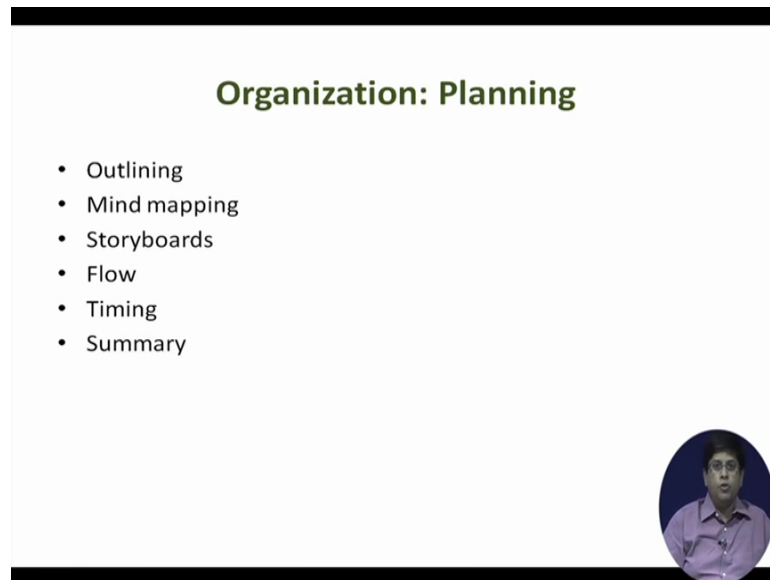
Now, if you are saying that if I say that these are the 4 areas I will touch upon then let say that if I am just taking one element communication then I might ask a question who, I might ask the question how, I might ask the question when, and which components will be presented in which particular way. If I am talking about prevention, then I can have prevention by awareness, prevention by let say some kind of a rule which is provided guidelines which legal issues are involved, punishment is involved and even if you are talking about awareness, awareness can be through radio, through television, how exactly. So, you see that when we are looking at the mind map it move starts spreading.

Once, I have done that from here I can go to the outline. So, I can say that I will start off with forest fire, I will start off with causes of forest fire, then effects and to how to prevent it and in causes I will take up these 3 points effects, these 3 points, these 3 points, and there may be conclusion.

Now, here I have an outline you see that from the mind map I have been able to translate to an outline now from a non-linear sequence specially seeing the entire thing holistically. Now I decide which one I will give priority, where I will put the first thing,

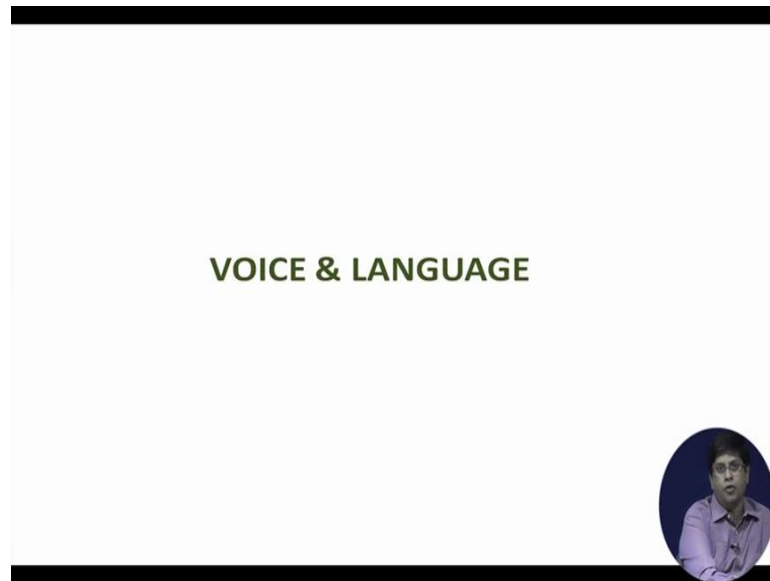
where I will put the second thing, where I will put the third thing so that my presentation can be articulated. So, I have a full grasp over what I have wish to do and I will also be able to do whether I missed out something or not.

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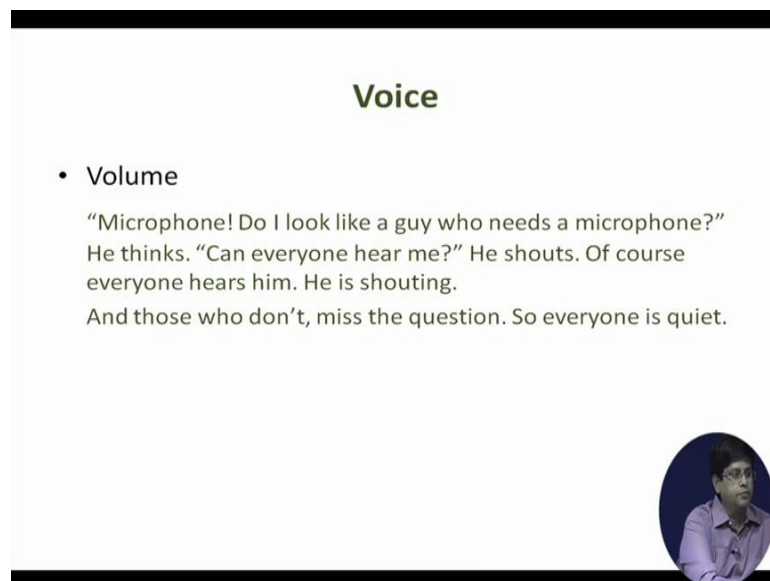
Now, storyboard is something which I will elaborate, when I talk about visual communication in the later presentations. Flow is important, that it must flow it must have a rhythm everything must be link to everything else cause effect and prevention. Must be link to one another, how will I link causes so that we can stop it. Effects why it is so bad that we need to stop it prevention, how do we do about it. So, some linkage can be logically created so that we are able to plan this entire thing out.

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We are touching upon Voice and Language in the final part.

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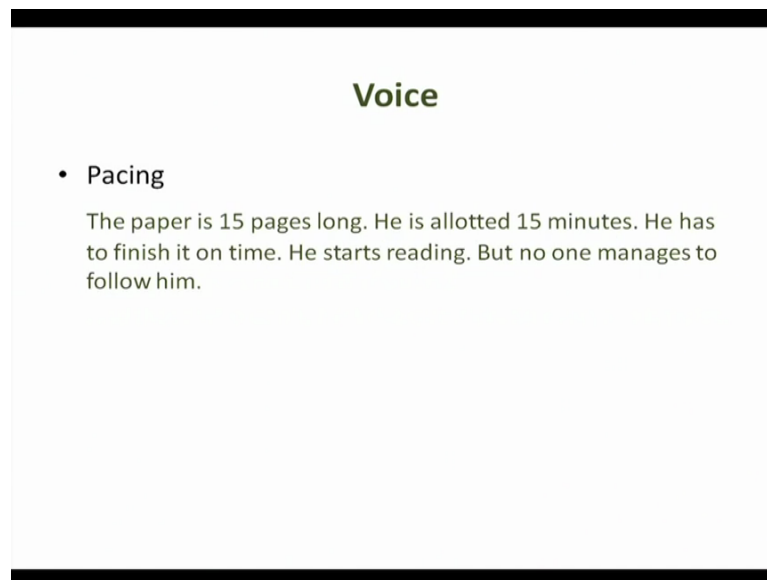
This we have already discussed when we discussed about speaking skills to a certain extent, but in the context of the presentation, situation you need to be aware of the quality the capability the volume of your Voice, the amplitude of your Voice.

In some cases you will need Voice aid and it is important to know where a Voice is aid is required. And is important not to underestimate or overestimate yourself. If you underestimate yourself you are shouting into a microphone and everybody is having a

tough time, if you overestimate yourself you are speaking softly nobody can hear you. Voice is important at this level. Voice is where you see that it acts as a kind substitute for sentences for words. In the written texts you have paragraphs, you have to begin with you have sentence before when in a sentence you have commas as punctuation. So, commas, small punctuation's, full stops, larger punctuation's, italics emphasis, paragraphs, still larger punctuation's, capitalized word again some kind of emphasis.

Now, you do not have these same techniques available to you when you are speaking. So, how do you do that? Short pauses, long pauses, repetition for emphasis, loudness for emphasis, slowing down for emphasis, and point to something writing it down for emphasis, you can do different kinds of things, you see that the voice and the way you deliver would be very very significant in the context of presentations. We will definitely provide you some links which will give you ideas about how different people are making presentations and you can test for yourself whether, those presentations are working or not. So, you go the discussion forum as we have already done in the earlier weeks and you try out those things and we will see how we respond and we will try to come to an agreement as to how it is working out.

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Voice

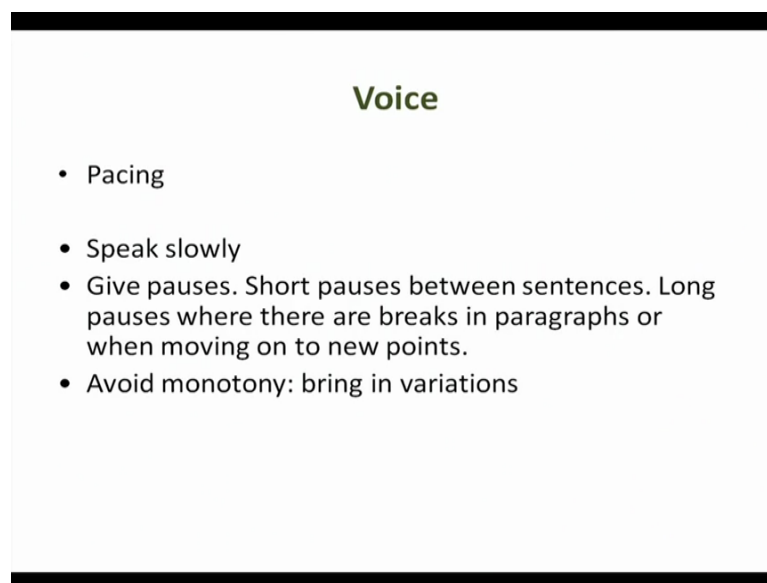
- Pacing

The paper is 15 pages long. He is allotted 15 minutes. He has to finish it on time. He starts reading. But no one manages to follow him.

So, this is something which I have shared with you, but pacing is something slightly different pacing is how long you take to present something, do you take very long time or can you are doing slowly if I start speaking very very slowly. I need to pace myself for

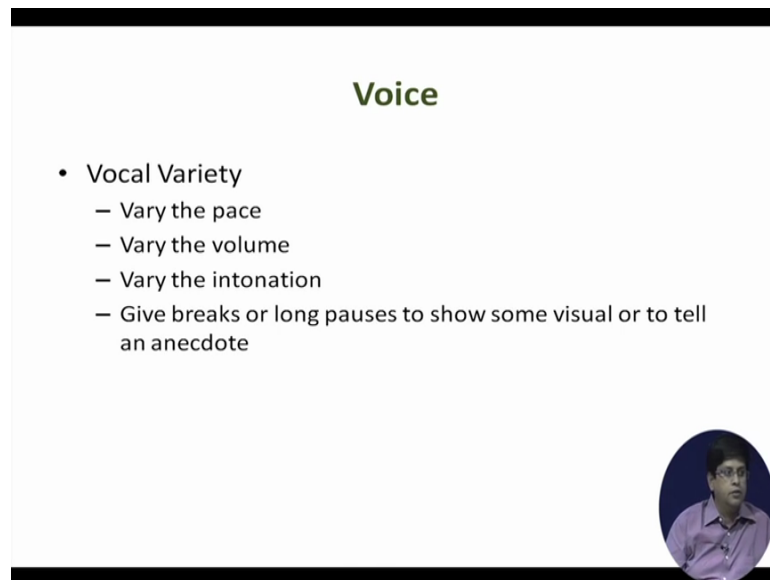
this presentation; I need to finish it in 35 minutes. So, pacing can be in terms of (Refer Time: 33:54) first speak, pacing can be in terms of what I skip, the presentation might have 5 other points, but I do not have the time. If I speak very fast nobody will be able to make sense of it. So, that is not pacing you seeing that plan it out, I have missed few points, I have spent more time over some of the other elements. Now, I will need to quickly go over the other things as well, so pacing at level of voice pacing strategically at the level of where the various components of the presentations are there and how do I go about doing it.

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So, here are a few guidelines you can just quickly have a look at it and you see that you have already discussed some of these issues when we talked about voice not being monotonous, which can be boring and ragging, bringing an interest emotions into a voice so that your presentation is exciting all right slowing down strategically all those thing I have said earlier and also little earlier.

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Voice

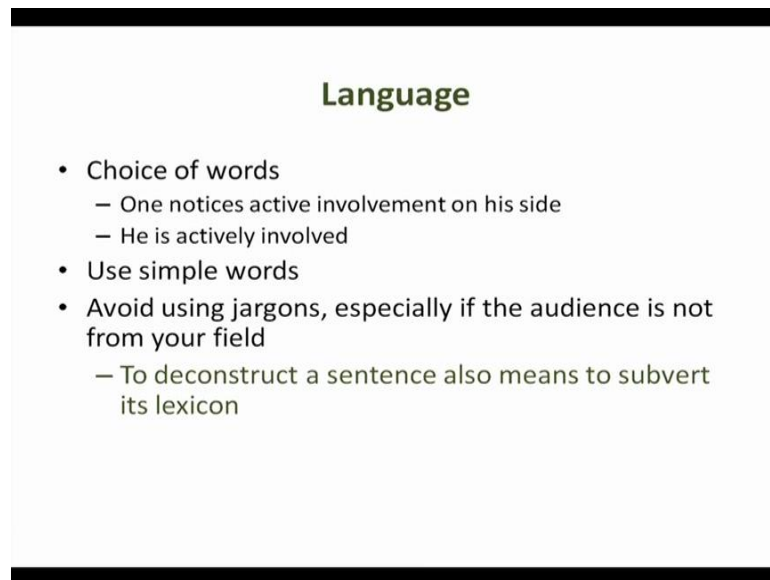
- Vocal Variety
 - Vary the pace
 - Vary the volume
 - Vary the intonation
 - Give breaks or long pauses to show some visual or to tell an anecdote



Voice vary the pace, vary the volume, vary the intonation, give breaks where require. These are some very simple principle just take care of these and the majority of your issues will be resolved.

As I told earlier when we are talking about voice skills also; you do not need to take of too many things, vary the pace so that it does not become monotonous, vary the volume because it becomes dramatic, vary the intonation so excitement, emotions, interest, other things get communicated. Give breaks to short and long to remark it conceptually the different parts of the presentation, significant components of the presentation, because mind you there will be cases where you will be making a presentation only with your body and nothing else.

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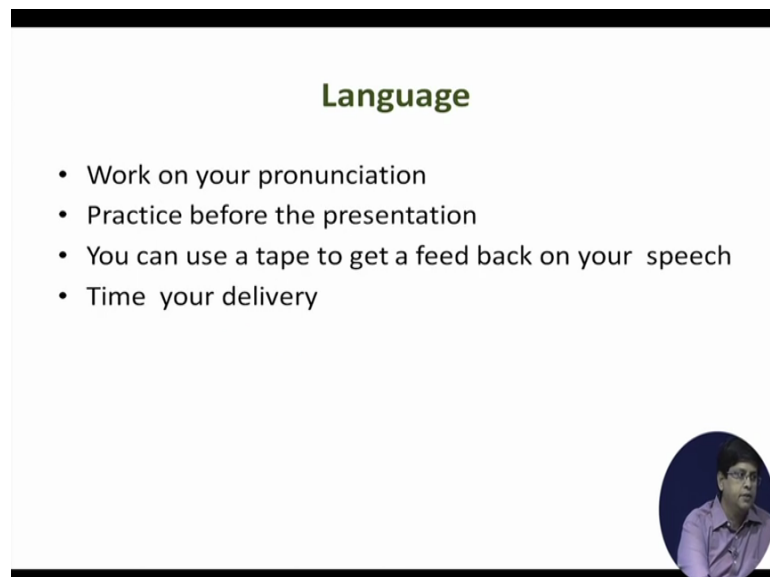


Language

- Choice of words
 - One notices active involvement on his side
 - He is actively involved
- Use simple words
- Avoid using jargons, especially if the audience is not from your field
 - To deconstruct a sentence also means to subvert its lexicon


Language - choice of words, use simple words I have told you avoid jargons because our intension is generally not to impress people, well people are getting impressed that is a good thing, but clarity is our primary objective. So, in order to do that as well as impress people use something which people understand.

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Language

- Work on your pronunciation
- Practice before the presentation
- You can use a tape to get a feed back on your speech
- Time your delivery



Work on your pronunciation, practice before presentation, and if you quiet record your presentation these days with a mobile phone and find out how you have done where you are making mistakes so that you can improve over them. So, you find that as I told you

this presentation is divided into two parts; the non-verbal body language component of it as well as the visual component which have slightly elaborated already here we will be things which we will be taken up in the next session.

Thank you friends.