

**Soft Skills Development**  
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**Lecture – 07**  
**What to Present and How Part II**

Hello friends. So, we move on to the second part of what to present and how, and this time we are going to focus on body language to a certain extent, although we will be dealing with it in a much more detailed way, later point of time and on making slides making presentations.

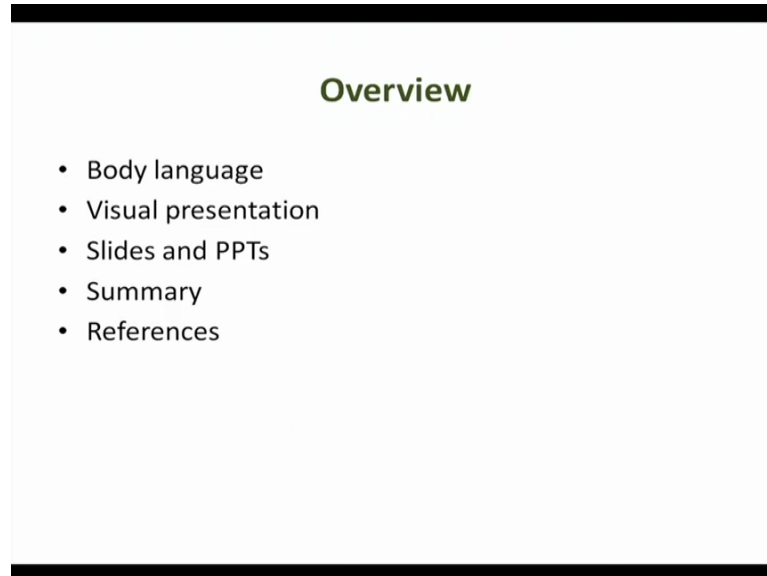
Now, mind you interestingly the body and its languages, something which is available to you at all points of time, unless we are making a telephonic presentation in which case voice and the text that you are communicating through a voice are the only things available. So, you see that you might have many occasions where you are asked make a presentation just like that, only with the help of your body and you need to be aware of the expressive qualities of body in order to make a good presentation.

On the other hand, when we are talking about the visual aids very often they can go with or without your presence. For instance, the slides I am preparing may be shared with you, they are being shared with you and that is something where you find that I am not present over there. Strategically speaking, when you are making a presentation with your slides, your slides need to be relatively less expressive, less communicative in the sense, that they should have less number of words. Just, bullet points and hints then that is a reason for that. The reason being that, if your slides are overloaded with content, then people will keep on looking at your slides. They will not have a chance to look at you. They would not have a chance to hear you because there is so much information on your slide. Reading the slide takes huge amount of time. So, you see that it is a different ball game all together. It is a different strategy all together. So, I will talk about that in a moment.

So, the first thing that we are going to focus on today is on non verbal communication in the context of presentation. If you remember, in some of my earlier lectures, I talked to you about the body and its significance in the context of speaking skills, listening skills and all that, you need to communicate these with your body through your gestures, your

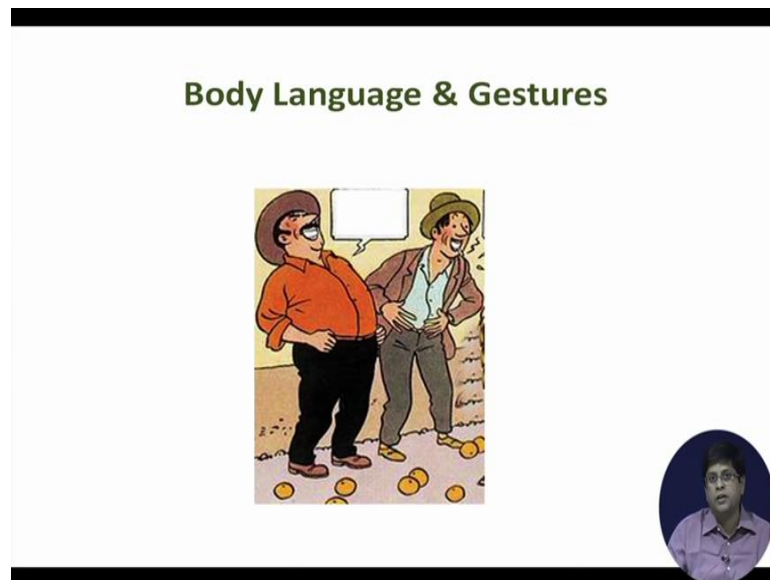
posture, your eye contact and all that. In a presentation context also, it is definitely similar.

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So, the things that we are going to do today would be, focusing on body language, focusing on visual presentation and in that context, how to develop slides and PPTs. In fact, I have a separate PPT. If you look down this week's lectures you will have slides, have kept in a entirely separate slide, which in totally deals with colors irrespective of colors, font sizes, texts and so on. I will just show you a glimpse of that today, but you are supposed to take, pursue that independently on your own, and respond to questions which come from that particular section, and then we will summarize the entire things, and I will show you the references. The references in any case will be there in your slides as well.

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So, body language and gestures, well, what exactly are we talking about? Given an example from the Tin-Tin comics, you tell me, what do these two people convey to you? You might find that you have different kinds of things to say about these two different people. When we do the body language sessions, we will have series of surveys to as identify how you tend to asses people, but that that is going to be different thing all together. You are coming in the next two weeks or so, but today there is very simple question. Let us look at this image and let us look at this person and this person, who seems to be the leader the person in the orange shirt or the person that is the person on the left hand side or the person on right hand side? If you look very closely probably the majority of you will agree that this person seems to be the leader, and this person seems to be the follower. Yes, why it is so? What is it, in these gestures that you find the communicating this? They are laughing at something.

That is the first thing that becomes very clear to us. They are enjoying a good laugh. One person is laughing by pushing his belly forward, an aggressive stands, very often culturally considered as an aggressive stands. If you look closely, you will observe that his hands are tucked into his belt, again an aggressive stand. He is looking up. He is frowning and you see that all these things and the empty bubbles shows that he is the first person to speak.


If you are looking at the second person, the second person, he is leaning forward, he is putting up his hands on his stomach in order to communicate that his belly he is having the belly laugh. Belly full of laughter as we call it and so, he is holding in to his belly. But he is leaning forward, communicating a sense of slides of serving to the other person, less aggression and the neck jetting forward, showing greater degree of interest. Now the point is that there is something else also involved which is the dress code. The person on the left hand side seems to be better dressed than the person on the right hand side.

Now you see that all these judgments, all these assessments, all these evolutions, you generally make within a period of less than 10 seconds, or even 5 seconds, and you come to conclusion, you make an assessment about the people. Now, imagine that every day of our lives, we are meeting different people, we are seeing different people in different situations and we are making quick assessments about their personality, their attitude, their intentions and all that. Even without communicating with them directly through the non verbal communication process. Now, if that is the case, obviously in the presentation, context, body language, your appearance, and your dress code all these things are going to play a very significant role.

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### Body Language & Gestures

- Roland Barthes, a French Philosopher, suggests that the combination of food you order in a restaurant also sends a message about your taste, your social status and your personality.
- How you dress, how your body is poised, how you gesticulate also make an impression on the audience.



Now, let me share with you the fact that my students very often are asked this question by me. That, what is your first impression of me? And they come out something that

which they share, and you find that, whether it agrees with what they will come to realize about me later on or not, that is a different issue all together. But the moment, somebody is making a presentation and especially for the first time, and to an audience which is unknown to her or to him, you find that people start making an assessment of that person, just on the basis of what he looks like, or what is his look like. How he is dressed? How is his bearing and all that? And mind you, hear the gender element also distinctively significant because we will do that again in the context of presentation, I will probably put in a survey, if it is there you will just see it below your screen. And there you will find out that in the presentation context, even gender plays a significant role and different people are assessed based on whether they are men and women in different ways.

Now, you see that Roland Barthes, a French philosopher suggests that everything that you do in a social cultural context communicates significantly. Even the combination of food that you order in a restaurant, also sends a message about your taste, your status and personality and the way, the moment you walk into a presentation, the way you look, the way you wear your spectacles, the way you wear your shirts and trousers or skirts and sarees, everything and the way you hold yourself together and speak not just the speaking, but the nonverbal gestures and postures that you hold, they will communicate very distinctively different kinds of things. So, you need to be aware of these elements when you are making a presentation.

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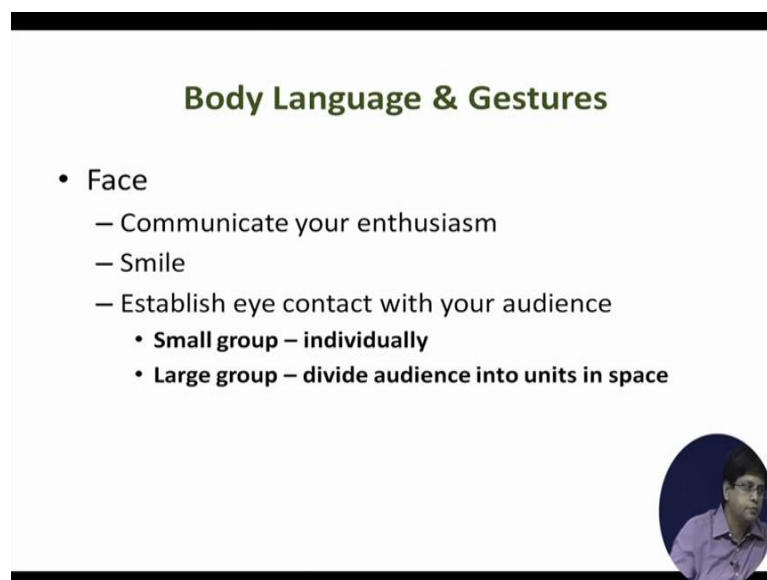
## Body Language & Gestures

- First impression
  - Even before I speak, when I came into this room, you must have formed your opinions about me. How did you do that?
    - My appearance
    - What I wear
    - How I walk in, how my body is poised
    - How I establish eye contact

Let us look at quick talk of how is it first impression. I was telling you little earlier. So, you need to be aware of this. We very often neglect our appearance. Remind you, whether it is neglected or whether we take care of it. Our appearance is making a statement. Whether our the first button of my shirt is open or whether I am cleanly shaved or not, whether I have taken care I have put a strong perfume, how I dressed my hair black, what kind colored saree or kurtha you are wearing? All these things are making statements. So, how I walk, how my body is poised, how I establish eye contact or whether at all, I establish eye contact or look at different other things without looking at the audience. The audience is very carefully making an assessment because mind you the audience is always managing its own time. The first question audience is asking is that should I sit through the entire talk or should I go back earlier? So, I just smile and sit down for the first 5 minutes? Because, somebody is asked me to come here and then slowly walk away, or is this guy interesting enough to listen to for a long period of time?


Now, these things are very often decided by the first few moments. Whether people will listen to you? Will take you seriously or not? Will find you propagative enough? Can very often unfortunately be determined by your body language and hence you need to groom that to a certain extent when you are making presentation, face.

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**Body Language & Gestures**

- Face
  - Communicate your enthusiasm
  - Smile
  - Establish eye contact with your audience
    - **Small group – individually**
    - **Large group – divide audience into units in space**

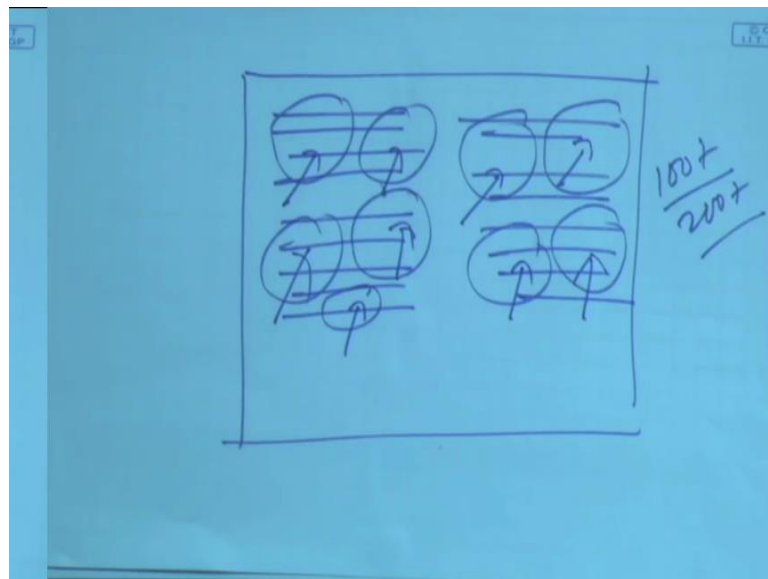


There are certain guidelines which are very generic. We are not talking about the facial features. We will do that later on. Communicate your sense of enthusiasm. Look

interestedly. Lean forward. Maintain eye contact. Generate interest in your face as well as in your voice, smile. Smile at your audience at whatever point of time it is possible because it is a wonderful way of establishing contact, reciprocity. If you are smiling at your audience and your audience smiles back then what happens is that, reciprocity is introduced. You are building up a bond and once that bond is established. Then what happens is that you feel more comfortable. So, when you are smiling at the audience and the audience smiles back, you feel happy, you feel relaxed and it is you have a feeling that it is going to be a good presentation. If the audience does not smiles back well, accept it, that is a different story all together, but at least you have tried.

Small group's eye contact, individually, 5 people, 10 people, 20 people are in their class or in a presentation, look at each one of them individually, when you are talking periodically. So, that nobody feels neglected, but if it is a large group, and then look in blocks.

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If I might illustrate this point what you are going to do is that, you are dividing the entire class or the entire audience into zones. So, you find that lets say hundred people are sitting over here, how to, how to talk to them? So, what you do is you generically look in this direction, there may be up this point, then you look in this direction, then you look at this direction, then you come over here, then you come over here, then you come over here, maybe focus a little here and here. So, you see that we are establishing contact with

100 plus people or even 200 plus people. We are not looking at any particular person individually. We are looking at certain zones.

But in the process, people feel that, they are being observed, you are communicating with them, you are establishing eye contact with them and this is very important, in a presentation, large or small, because the audience should not feel left out. Your audience should not feel that you are not interested in certain groups of the audience and the audience, if it feels neglected, will also lose interest in you and starts doing other things, may be checking mails on mobile or playing a game or whatever. Sitting at the back, because you are ignoring them, they are also those group of people that group of people those people are ignoring you as well.

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### Body Language & Gestures

- Posture
  - Don't lean on things, don't sag your shoulders, don't hide behind the lectern, don't fold your arms across your chest. They might be understood as defensive postures.
  - Don't be stiff, try to be relaxed.

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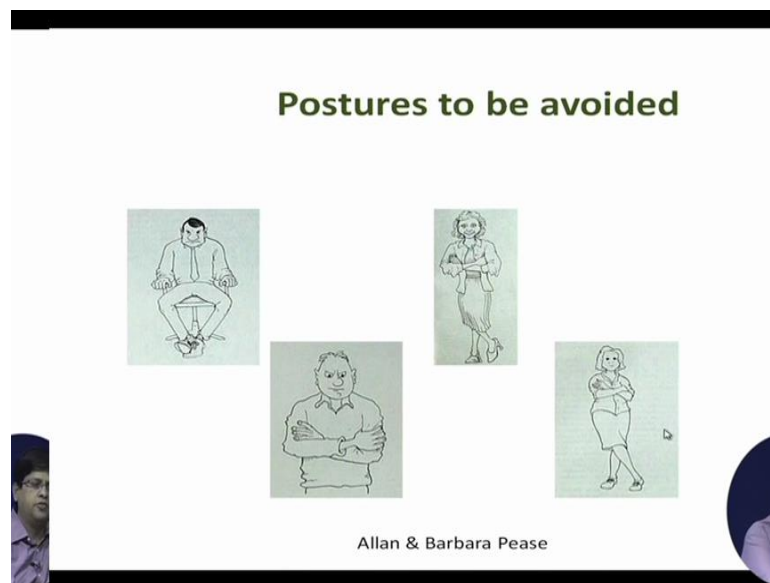
Posture, you see that these are some of the things which are pretty regular. They would communicate enthusiasm like, not leaning on things because they can indicate a sense of needing support and I lean on something I need support, but of course, there are other ways of leaning on things. You can lean on things like this which would suppose indicates arrogance and aggression. We are not also talking about that. You can touch something lightly. You can put your hand on something lightly. That is a different thing, but do not lean heavily on things.

Do not take support of things heavily because either they communicate a sense of arrogance or a sense of diffidence, neither of them is good for presentation. Do not be



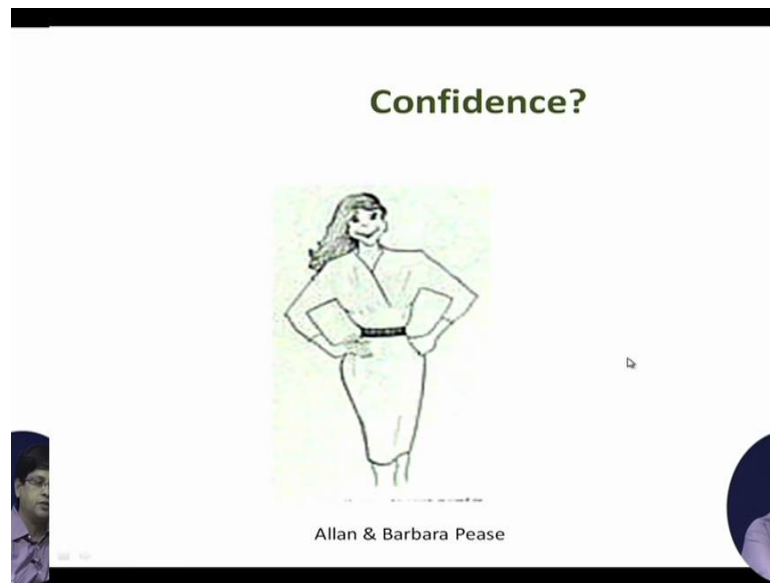
stiffed. Try to be relaxed. Very often I find my students not knowing where to put the hands. Whether they will put it inside the pockets? They will fold it across? Or they put it behind the backs? As I have said with you earlier and these are things, which have become which become very significant in the context of presentations, try to forget about your body because once you do that, the body will becomes spontaneous and you will be able to communicate more effectively in a more relaxed way.

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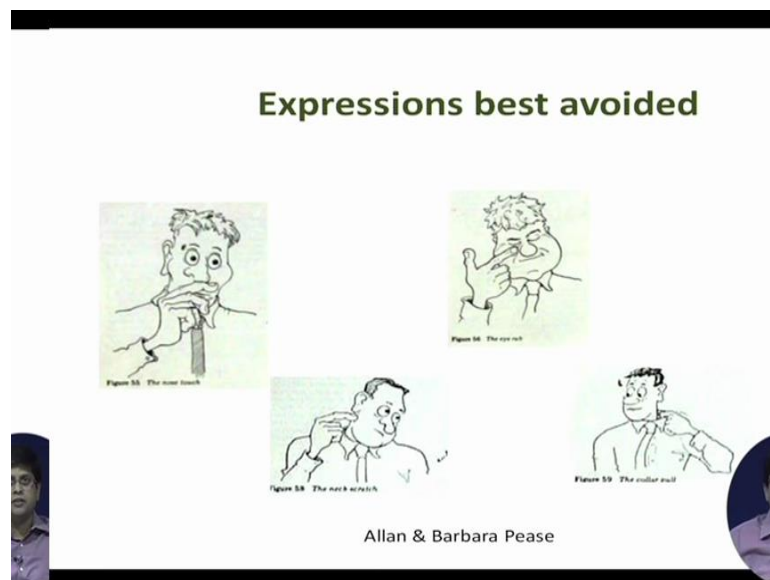
Postures to be avoided, taken this from Allan and Barbara Pease and the presentation, I will have it from the slides, that I will share it with you. I will had, I will have it for you, wide range of other areas as well. This is just to give a quick idea that these can be postures that can be considered negative. Postures and facial expressions you know, man this might be considered at least arrogant, because gender plays role and a women it may be considered more arrogant. We will have to test it out, crossing your legs which are need to be avoided, when you are making a presentation.

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Confidence, or is this something else considered as aggression. Now this is something again, you check the slides that I have shared with you, which I have number of other images as well.

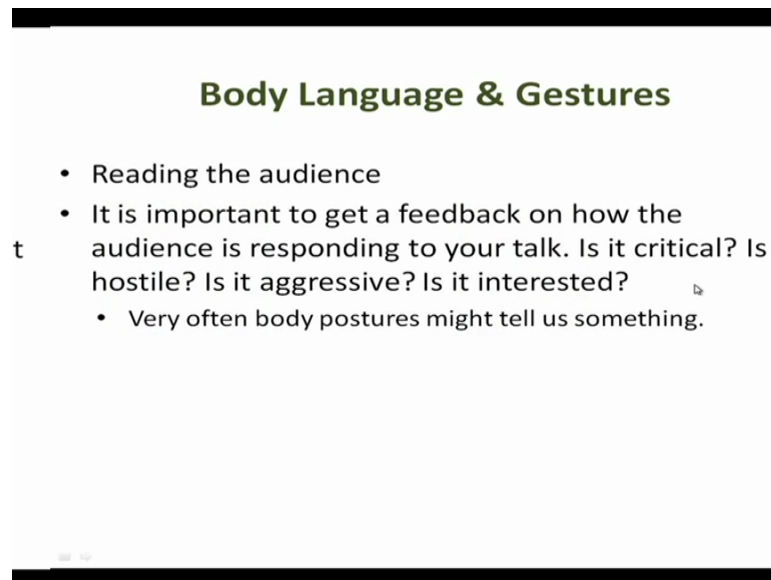
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Expression, best avoided are confounding, troublesome expressions like this or expressing so diffidence or lack of confidence, rubbing or scratching your neck or softening your shirt which indicates that you are feeling hot and stiff and tensed. Very

oftenly, do not want your audience to know these things. So, you need to avoid this. In slides, we will have, will have series of other images as well.

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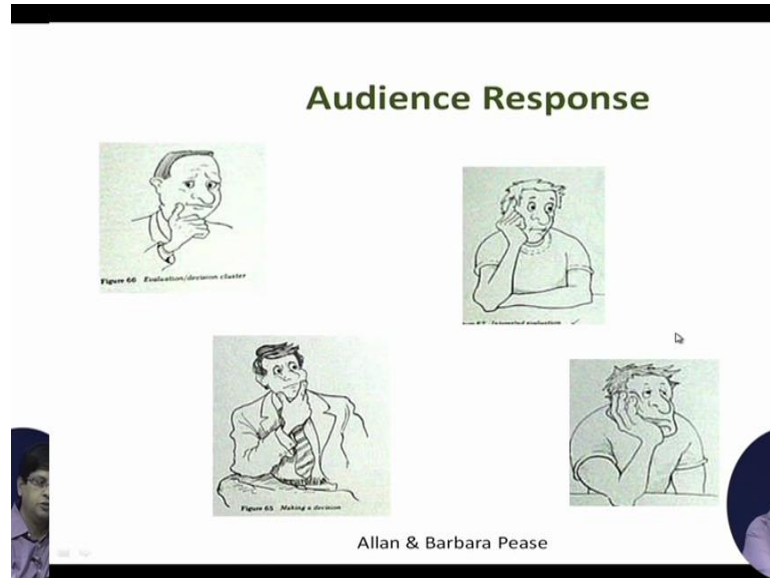


So, now that we talked about your body language, we also need to talk about the body languages of the audience because, the audience is who you are talking to. Is the audience interested? Is the audience getting bored? Is the audience visiting around, not feeling good, moving around shifting, communicating that the people, the group members, they are not feeling comfortable. Or feel that its long boring session they want to go out of it? What exactly are they doing? You need to very careful about that. Very often in classes, I remember having terminated classes 10 or 15 minutes before because I find very fugitive audience. May be, the lesson is tough.

May be, presentation is complex and difficult. And may be needs, they need a break. In which case, I give them a break and they come back and then we have a much better session. These are things you will have to sense, and you might shorten or lengthen your presentation depending on the nature of the audience behavior. And this to a very greater extent is assessed by the body language postures, gestures, eye contact whether they are maintaining or not, yawning. Initially they will do it secretly, but after a point they will want you to know that they are really getting bored and they will yawn in public. Now these are signs, looking at the watches, all kinds of things that you need to be very aware

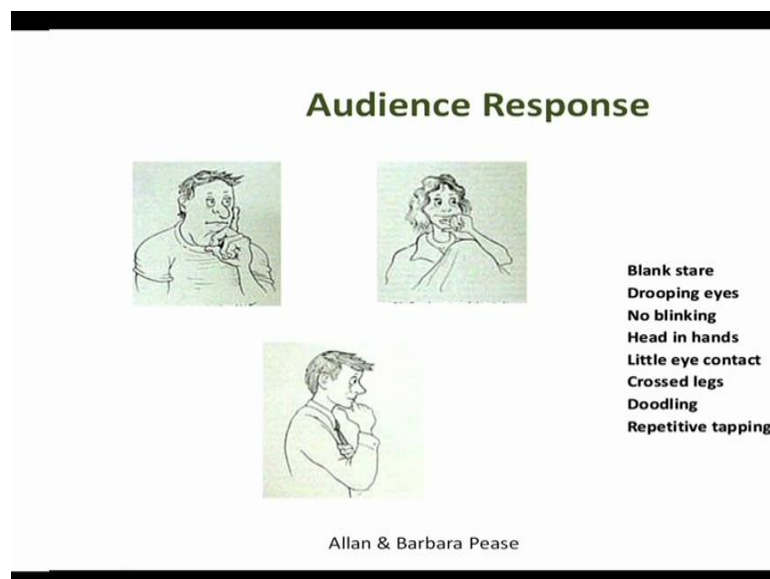
of and try to monitor because your essential focus is to communicate with your audience, big or small.

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So, audience responses I told you here again. I am taking from some of the images from Allan and Barbara Pease but later on the slides will find in variety of other images as well. So, this is probably not a speculative, interrogative, critical of you, could be bored, tell tale sign of boredom, attentive, interested but making a decision, judging you.

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Now, you see that these are the set of things that you need to avoid when you are looking at the audience or rather, if these things are there, you know that the audience is not listening to you, properly. Blank stare, dropping eyes, getting, feeling drowsy, no blinking, eye blinking, head in hands, little eye contact, crossed legs, doodling, doing something repetitive tapping, bringing out their mobiles, looking at their watches, wide range of symptoms, which communicate you the condition of the audience and you need to be aware of these signs, which means that you have to either stop or change your strategy of presentation. Make it interesting, tell a story, ask questions - that is a very good way of getting the audience involved, because now they know that they have to listen and unless they have listened, it will be very difficult for them to speak.

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## VISUAL PRESENTATION

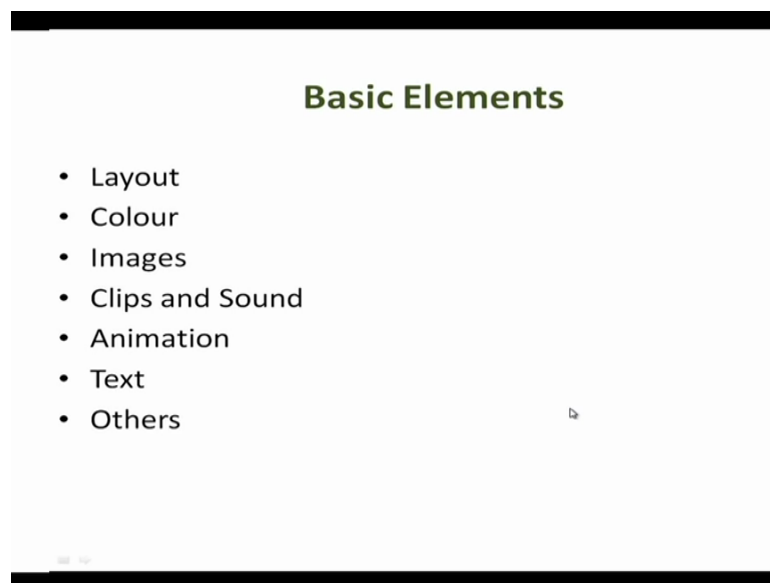
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So, there can be, as I have told you, a wide range of things, but we take a pause over here and we move on to something else, which is visual representation or presentation. As I told you a little earlier, at the beginning of this particular session, visual presentation can either be in accompaniment with your presentation. For instance, my visual presentations are in accompaniment with my presentation. They are very short and if one looks at those 10 or 20 slides, he or she gets little idea about what the entire topic is about. But the major part of the topic is missing in the slides because the slide is a memory aid.

If you listen to the talk and then you have gone back to the slide, then you will remember it. But if you go to the slides right at the beginning, the slides do not tell you much,

right? So, if that is the case you strategically develop your presentation accordingly. But the other case is, where your presence may or may not be there, where your slides have to communicate very effectively and there the presentations have to be detailed and mind you, these presentations are to be read. Somebody is reading out these presentations or you are reading it by yourself, in the absence of the speaker and the speaker is not distracting you with his voice and various other components of the content. So, if that is the case you will present things in a different way.

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So, we will talk about the basic elements, layouts, colors, images, clips and sounds, animation, text and other components. So, what we are talking about, I will touch up on here in a quick way because when we do visual aspects, we will touch upon on some of this ideas all over again. However, let me enlarge on this concept very quickly. What is a layout? Layout is what you see right in front of the screen. You see that basic element the title is written in bold. It is at the center.

The various bullet points are on the left hand side, plus aligned, left. So, this is a layout. If I want to have images, I can always have them at the right top are as you can identify my image, you can see at the right top. Now this is the basic layout. These layouts can be manipulated. But if I, let us say, have a things in a different way, let us say change the orientation. You can see my face on the left hand side of the screen and you can see the texts right aligned on the right hand side of the screen may be it may not be comfortable.

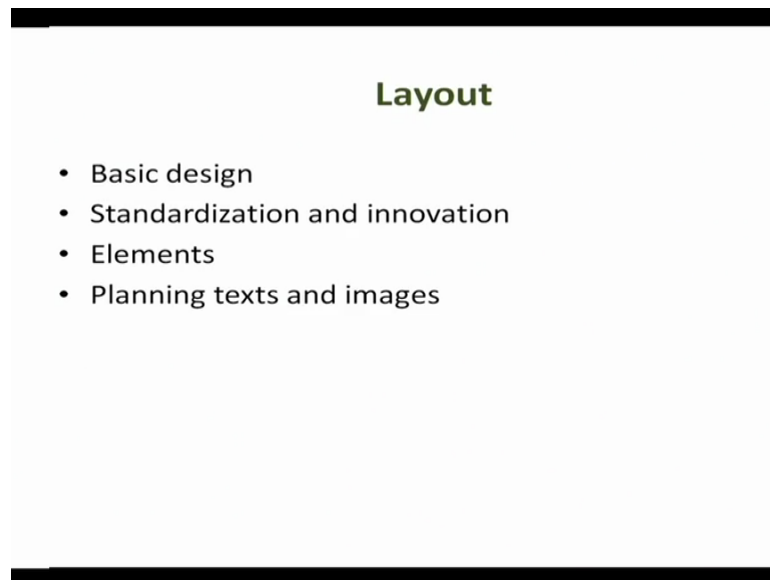
So, certain things are comfortable, certain things are not, you will have to test it out. And the slide, as I told you which I quickly show and share at the end, tells you in detail about all these things.

Now, color is a very deep field and I would say and color is something which again I have shared in the slide in detail. But there are colors which match, which go together; there are colors which do not. So, you need to be very careful. Some basic guidelines do not use too many colors. Images how to present images, is something which you need to be very careful about, where to present them, where to place them. So, that they do not either become distracting, and or too dominating, again something. Clips and sound, if you wish to, you can have clips. But in most cases, clips and sounds are distracting. Unless they are absolutely required, you do not use them because they kind of go against the grain of the presentation. If you are having an audio visual within your presentation embedded, that is a different thing all together.

You want to illustrate something by showing a movie or a cartoon or animation or whatever, that is a different thing. But generally clips, another kinds of things, audio clips, can be distracting and better to be avoided in presentations. Animations are again something which can be distracting. We will just quickly touch upon that and the texts, the font size what kind of how many different styles of fonts you should use within a presentation. These would be very carefully articulated. For instance, in my case, you find that although one of my co fields of specialization happens to be visual aesthetic, visual communication, visual arts, I tend to make my presentation very simple. May be for the very simple same reason because I know that you it can have very complex implications. I do not want to get into that. So, I keep it as simple as possible, as standard as possible.

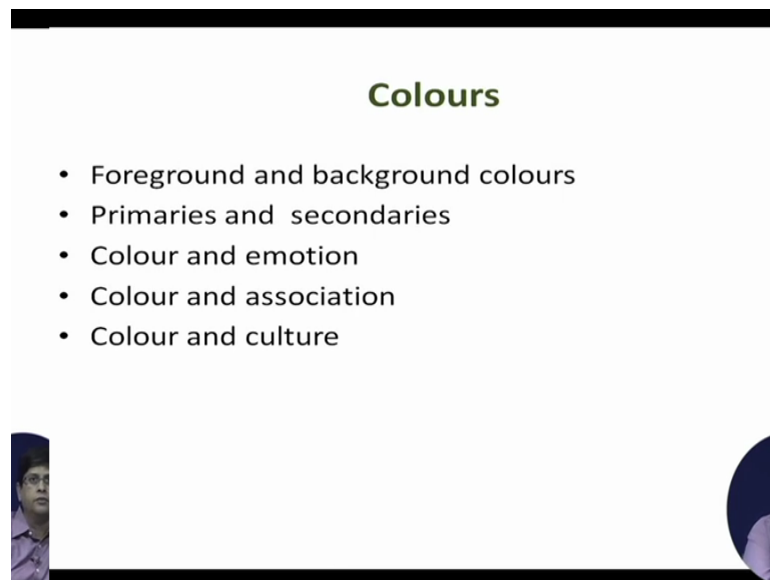
For instance, in these presentations, I am using for the title texts, the font size of 36 bold and for most of my sub texts which is the slide using the font size of roughly anything between 28 and 24. And if there are small texts absolutely required, none of them go below 18. And they are not really meant to be read in a detailed way. I am not supposed to; I am not trying to catch your attention with those texts. So, this is the limits within which I stay. But let us say that we are making a presentation for people who will not be listening to you. But just looking at your slides may be your fonts can be smaller, there can be much larger amount of text within your presentation.

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So, keep a basic design, standardization and innovation elements, planning, texts and images are things for which I will give you some material as I have already promised and you can look it up there. I have just told you the basics about the layout that you need to keep in mind.

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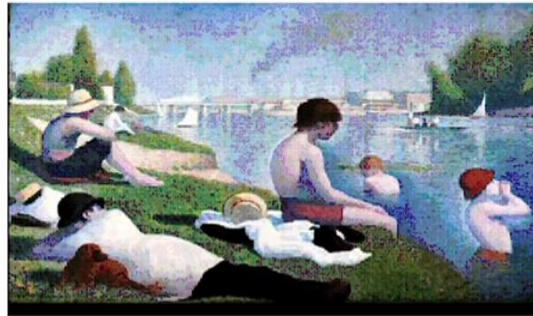
Colors, foreground and background colors, should not be having a very great amount of contrast because then it stress the eye. I illustrated in the slides that I am shared. Primary and secondary colors of function in different ways generally tend to avoid primary



colors. Primary colors are red, blue and yellow. Secondary colors are combinations like may be green, different shades of green, oranges, browns and number of other colors. They are less bright, less subdued. They do not disturb you so much. So, use primaries very carefully and mostly of us prefer different milled, diluted sets of secondary's again discussed elaborately in the slides. Because colors are linked to emotions as we will discuss in the talk on visual communication. Colors have specific association, I have already illustrated that in the earlier session and colors are linked to culture.

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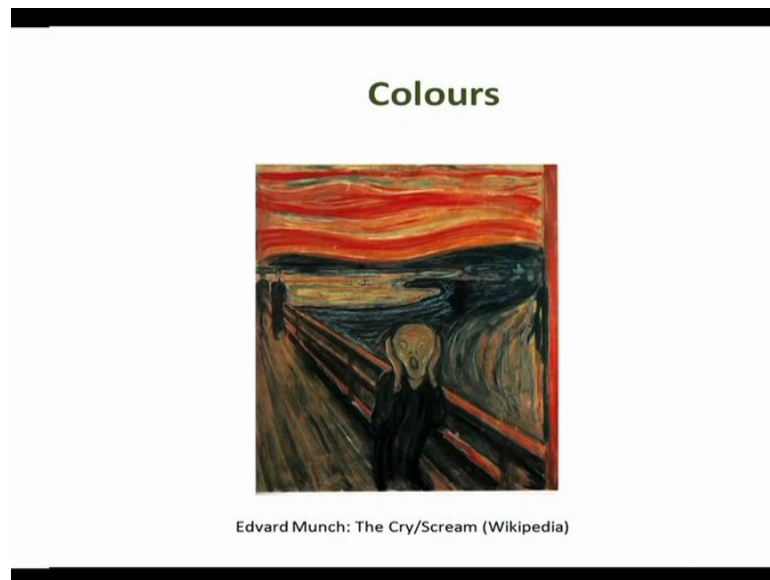
## Colours



Georges Seurat, Bathers. (Wikipedia)

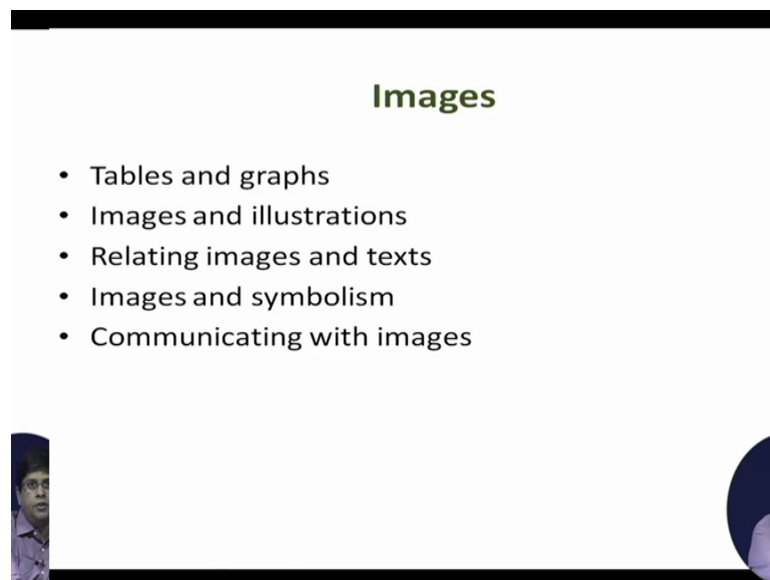
Now, here is an example of what I am trying to share. That, an example of George Seurat painting known as the Bathers - compare this with this.

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Without elaborating much, I must say that these two definitely conveyed different messages. The meanings are very different and that is because of the colors used, the lines used, the textures used.

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I am not elaborating that I have a definite distinctive impact. Tables and graphs, images and illustrations, relating images and texts, images and symbolism and communicating with images are things which we will deal with elaborately in the slide where we discussed in the presentation, where we discussed multimedia, adding the presentation

where we talk about specifically about visual culture and communication. Because there you will get to know how these things are used. Now, very quickly tables and graphs. Make them colorful, but understandable.

Images and illustrations should actually be illustrations. Illustrate a point rather than taking center stage. Whenever you are talking, you relate them to the images specifically the way I have just done now, or to the text which is there in case, you feel that you are not going to make an emphasis or the slides are going to be seen by somebody in your absence - images to communicate various things. They can be symbolic also and very often in slides right at the beginning, let us say, that you are making a presentation on justice or law and you find that in PPT format, in MS PPT, you find that such images are there. Or you are making a presentation about let us say, environment and you have an image about environment right at the beginning of your presentation. So, this performs symbolic for functions.

Very often where it is possible, communicating as many ways as possible. I have already discussed that and shared that, when you do that your memory links are strengthened. So, communicate the same thing through an image. Communicate the same through, same thing through your text. Even through the points that you are making and that it becomes much more interesting.

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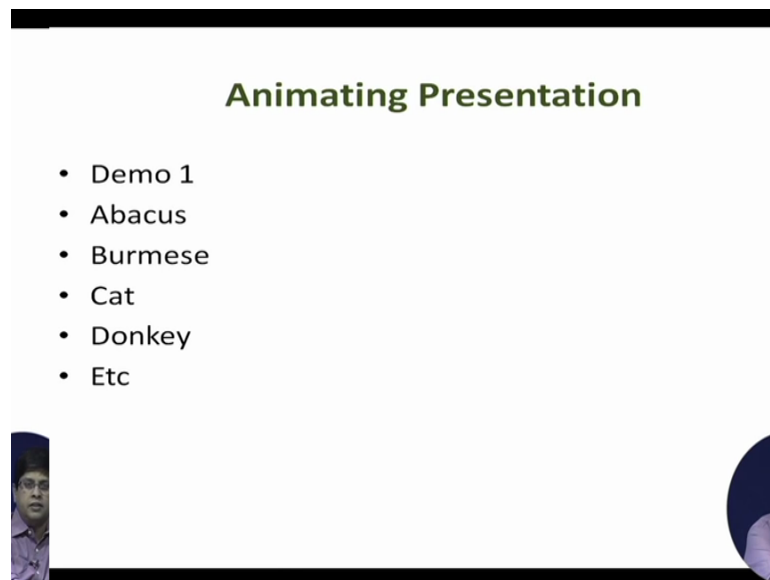
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### **Clips and Sound**

- When to insert clips and sound
  - Where to insert clips and sound
  - Background music
  - Interactive sound
-

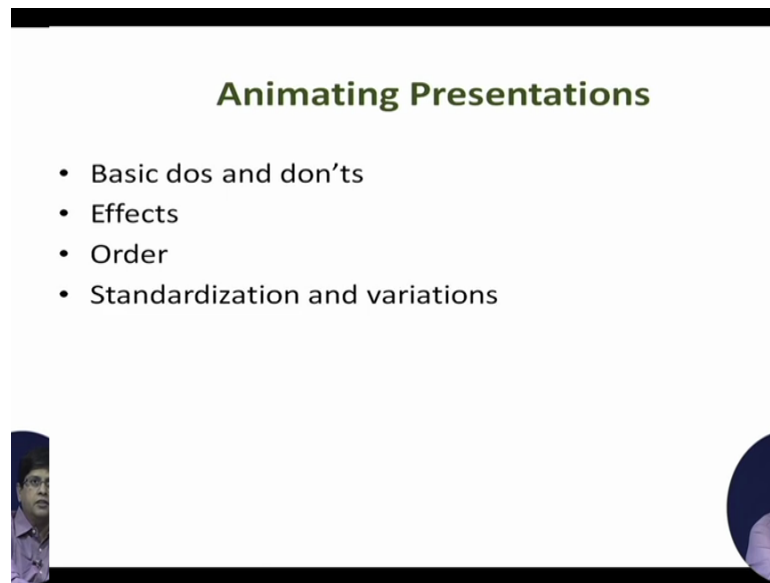
Clips and sound, as I have already said is something which is to be avoided in most cases where they are required. Clips and sounds are essentially tools for drawing your attention. So, keeping that in mind when you start, you might have a particular sound and when you stop, you might have a slightly different sound. Do not make the sounds very distinctive. Do not make the sounds very obvious. Do not make the sounds very distracting. That is all I would like to share with you at this particular moment. And interactive sound is where you see that when you click you have made specific sound. Best avoid any presentations, but if you having it must draw attention of the public or the audience at that particular point of time to that particular thing.

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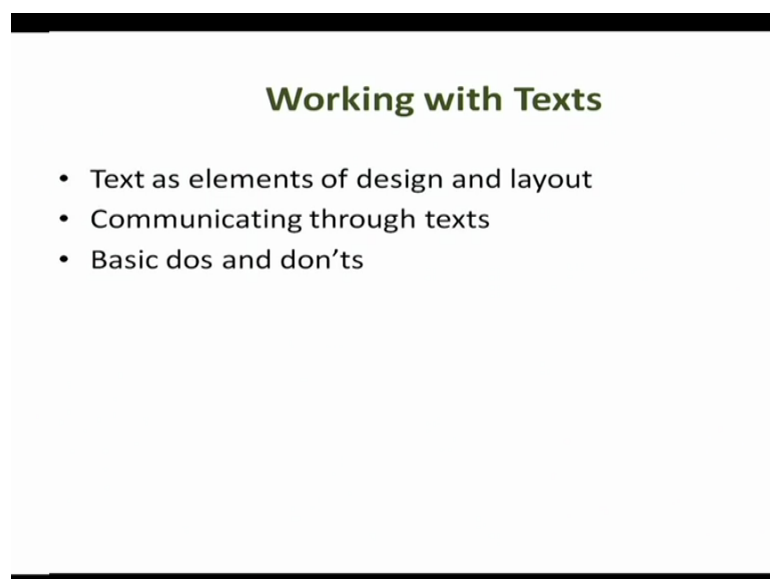
Animating the presentation very quickly - animations generally are distracting as is seen here, and they can be very irritating and create all kinds of clatters. Unless required do not make any animations or use animations which were things simply disappear or fade out. And avoid worst kind of animations. Jumping, bouncing, energetic animations, unless they are absolutely required or they are presentations which are meant for, let us say, young people, kids where we want to make things playful. Or maybe use just once in your presentation and never again because animations as I told you, are can be distracting to very great extent much more distracting than sound.

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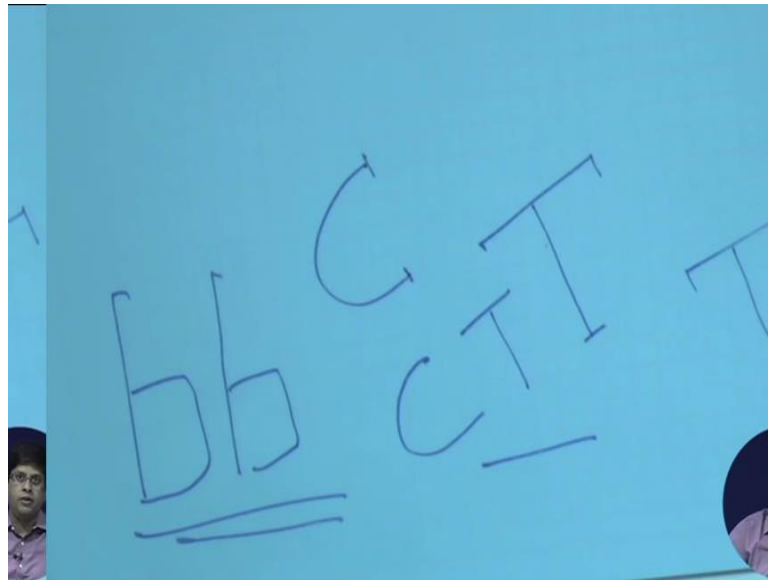
So, again you see that these are examples of different kinds of animations and you find you can find that they are pretty irritating in some of the cases. So, basic dos and don'ts, I have already shared. Effects, I have already indicated. How you order them you need to take care of that. How and you can do that pretty easily. Whether, you want the earlier points to stay there or to disappear that you need to take care of. If you want that, if you want to refer to the earlier points within the same slide then make them stay. If you do not want to refer them then you can make them disappear. So, you need it, need to use animation strategically only when required and not at all other points of time.

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So, text as element of design as I told you is where, there are like what we are talking about a typographic. You have serif text. You have san serif text. Serif texts are something like this and where you have lines. If I am writing C, I have lines. I have T I have lines and san serif is where I do not have these lines.

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Now, they have the distinctive psychological impact on them mind. The proportion of the length to the breadth, the upper case to the lower case, all have their relationship and their psychological impact. But as I told you, some of these I have elaborated on my accompanying our presentation on slides and that is where I will discuss it. I have already discussed it as a presentation and you need to go through that presentation in order to make sense of it.

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### Other Related Aspects

- Links within presentations
- Links to other presentations
- Links to other applications
- Handouts
- Notes

So, linking presentations, hyper linking one part of the presentation to the other part of the presentation, these are some of the things where I will recommend some of the books for you and recommend some sites for you and you can go there and find out how to do it; if it is not possible to do the details of this within this sort of presentation.

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### Sample slides

**Proposed Approach**

Life: Confusions, contradictions, conflicts and angularities → Unhappiness

To find a method to remove these problems → A step towards positivity

Deficiency	Efficiency
<ul style="list-style-type: none"><li>* Focus on negatives</li><li>* Ignorance</li><li>* Weakness</li><li>* Aggression</li><li>* Unhappiness</li><li>* Dis-values</li><li>* Stale</li><li>* Boundary</li><li>* Lack of creativity</li><li>* Competition</li><li>* Meaninglessness</li><li>* Isolation</li><li>* Pessimism</li></ul>	<ul style="list-style-type: none"><li>* Focus on positives</li><li>* Wisdom</li><li>* Strength</li><li>* Compassion</li><li>* Happiness</li><li>* Values</li><li>* Flow</li><li>* Transcendence</li><li>* Creativity</li><li>* Cooperation</li><li>* Meaningfulness</li><li>* Relation</li><li>* Optimism</li></ul>

Knowledge creation - Validation - Implementa

However, if you remember a little earlier I told you that slides can be detailed. And this slide for example, is much more detailed and has a lot of important points and it shows

certain relationships and very often even without my presence this particular slide manages to make sense.

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**Broad Research Themes**

- Confusions & conflicts
- Hope and optimism
- Emotions
- Values and virtues
- Resilience
- Self-improvement
- Generosity
- Creativity
- Spirituality
- Yoga and meditation
- Compassion
- Meaningfulness
- Happiness

↓

The themes identified are areas where the team has already done work. They are also linked to one another.

**Approaches to be used for investigation**

Biological      Social      Behavioral

Happiness and wellness

*(The slide includes two small images: a colorful abstract pattern and a small plant growing in a pot.)*

For that matter this, where some images are there, which performs certain symbolic functions, rather than communicating directly and again you find a lot elements are there and obviously, they perform the function of explaining the points in my absence.

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**Education technology development**

- Student assessment
- Student aids
- Online courses
- Centre activity dissemination??

*(The slide includes an image of a globe with glowing lines representing digital connectivity.)*

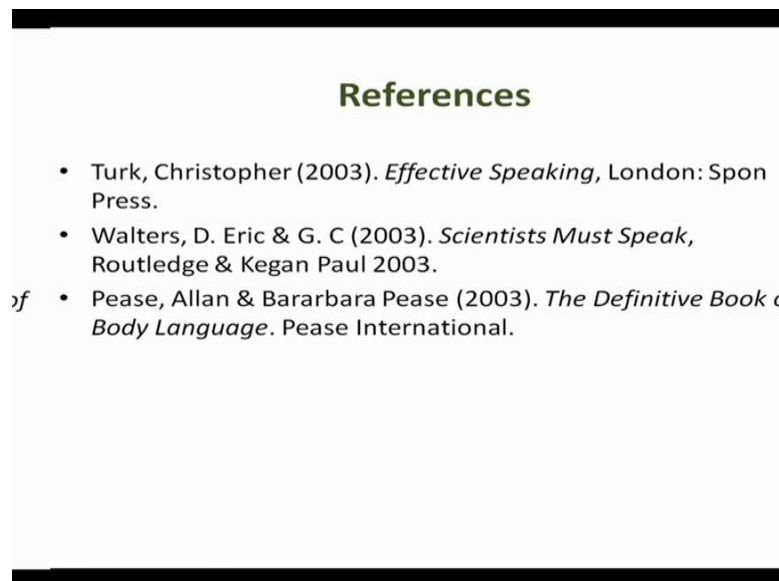
We are digitally linked. While technology cannot replace humans, can always help. At IIT Kharagpur, have both the technology as well as the dissemination infrastructure.

This one, which is again the image performing a symbolic function where design components are there, things are worked out in detail.



But these slides, again as I told you, probably work better as a part of brochure or a part of presentation, where the person is not there, and in the absence of the speaker they still can be related in a distinctive way. And if you look at these, you find that design components have been taken care of by me. I have tried to play around with different kinds of compositions so that they look beautiful and harmonious.

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So, these are these are the strategies which we will discuss at a later point of time. But here we stop as I told you, if you look down the slides there is a distinctive appended slide which is known as 7.1 to this particular, as accompaniment to this one, where you get to know about how to prepare slides, through a series of presentations as a PDF document. So, friends, we stop here for today.

Thank you very much.