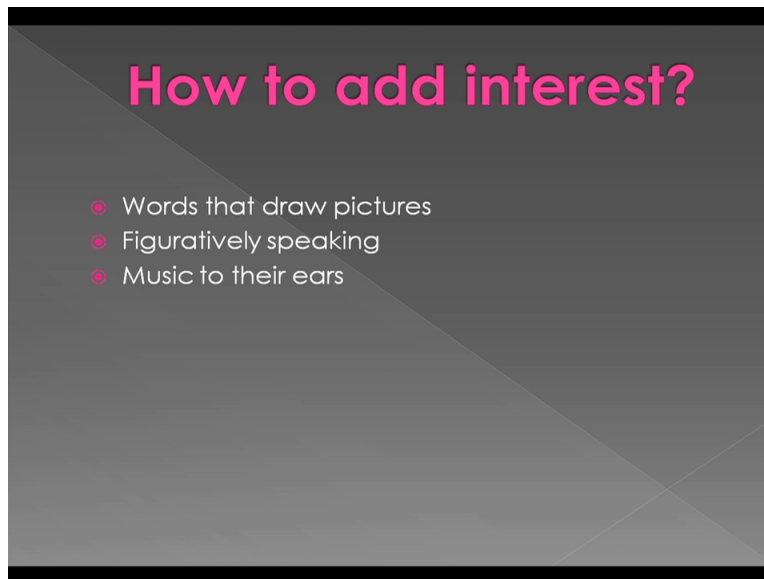


Speaking Effectively
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Lecture 28
Language of Presentation

Hello. In this unit I am going to move on to the languages of presentation. I am going to look at both verbal language and nonverbal language of presentation.

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Indian speakers have a major problem when they are making a presentation in English. I know several speakers, students, colleagues, people have heard on television or live, who have the gift of the gab, who have a flare for using the right word when they speak in their own languages. But when it comes to English, they have a problem because of the limited vocabulary they are unable to get the same (mes) message across as effectively in English as they would be able to do in their own language.

I said at the very beginning that (lang) we have good speakers in any language and language is not a constraint. But when English is not a mother tongue it does become a constraint and if you have a limited vocabulary. So what is the kind of language we must use in presentations? That is what we will first examine first and then we look at what are the standard phrases which are used in presentations to indicate that you are making a beginning, you are introducing and so on.

So first of all the kind of language. Now Indian speakers tend to make presentations and I have sat through so many of them in which people are just reading from, they sound as if they are reading from a book. The reason is that they use a very formal language when they are speaking. So most people write a report and they read out the report, remember answer report or use a PowerPoint, taking clips from the report and they just read their mouth. Now when you do that you sound as if you are reading from a book. You are not making a presentation.

And the reason why people do it is the same as we said at the very first lecture that, we are not very fluent in colloquial conversational English. (Ev) Though we can make very advanced arguments in formal English. That is the reason we went through those conversational structures so that you can also express yourself in simple colloquial conversational English. What is the trick to making a speech? When you are writing, particularly if you are writing in academic paper, it helps if you use a very heavy, very erudite language with big words, big complex structures.

But when you are speaking remember that if you use long (wor) sentences, polysyllabic words, difficult words, people do not understand you and you sound as if you are reading from the book. So you must always use words that are conversational. That is the first trick. The second is it is not just enough to use conversational words. Remember you you have to sell an idea to your audience. You are framing your argument, you are making something interesting for them. In order to get their attention, how does one (la) use language to get their attention?

Now if you use denotative words, remember we talked about the difference between connotative and denotative words when we did that section on verbal communication? If you use tentative words, you tend to speak in a very straight forward matter of fact manner which might be okay if you are giving instructions which might get your message across very clear message across but which will not help you make an impact. Which will not help you get your audience to move with you or to sway your audience.

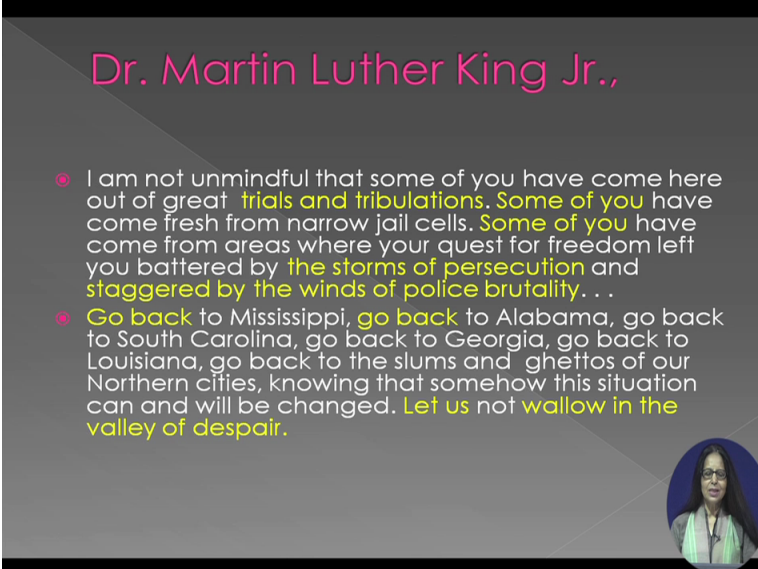
What are the kind of words that help you do that? Words that draw pictures. So you need to draw words which create a picture in the mind eye of your audience. What are those kind of words? Remember we said figurative language, use of metaphors, use of similes, use of allusions. These are the kind of words that help the audience visualize what you are trying to say. So if you say

that (ai) our president or the president of our company is a very efficient person. That probably does not indicate to the audience how efficient your president is.

But if you say your president of the (comp) company is like the Bill Gates of the Indian industry. So that helps people to visualize, okay that is the kind of impact that is the kind of journey your president has made. So people are able to immediately visualize. So use words that draw pictures. (Ss) Also used words that sound good. We can use words which are synonyms for one another. But they do not always sound good. you have to instinctively use your discretion to decide what sounds good and what does not sound good in a certain place.

A certain phrase may sound (ina) (inn) inappropriate or just the sound of words. Remember the sound of word is as important as the meaning of words. So how do we choose words? I thought there is nothing better than doing this (ex) other than analyzing this famous speech by Dr. Martin Luther King. His speech. 'I have a dream'.

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Dr. Martin Luther King Jr.,

- I am not unmindful that some of you have come here out of great trials and tribulations. Some of you have come fresh from narrow jail cells. Some of you have come from areas where your quest for freedom left you battered by the storms of persecution and staggered by the winds of police brutality. . .
- Go back to Mississippi, go back to Alabama, go back to South Carolina, go back to Georgia, go back to Louisiana, go back to the slums and ghettos of our Northern cities, knowing that somehow this situation can and will be changed. Let us not wallow in the valley of despair.

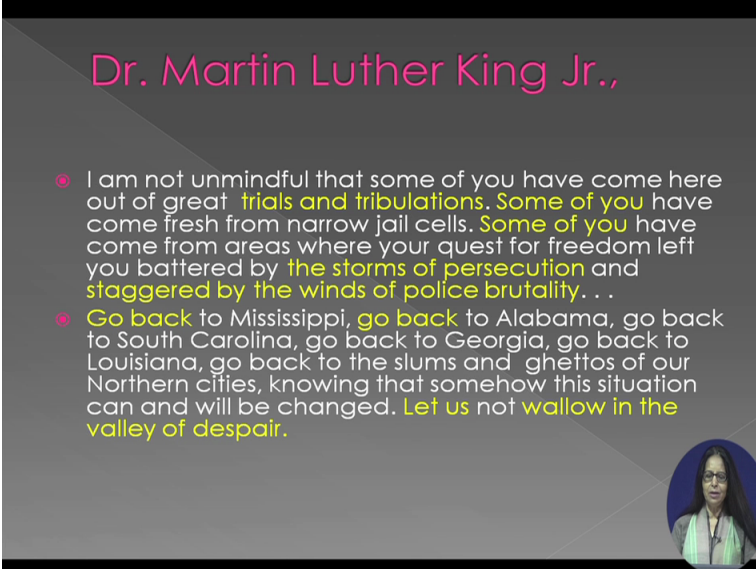
This speech is used as an example of one of the best speeches of the last century one can say. in which Martin Luther King shows himself to be a past master of using the art of rhetoric, the use of not only words but the use of all the devices one can use to capture the attention of one's audience. let us look at some of the words that he uses and the effect that they have on his

audience. So he begins by the 'you' tone. That is very important when you are talking to people you must always use the 'you' tone.

If you start with the 'I' tone, people tend to think you are self-centered, you are egoistic and you are showing off. They do not say they do not see how it relates to them. So one quick way of grabbing your audience's interest and involving them is to use the 'you' tone. So he begins by saying, 'I am not unmindful that some of you have come out of great trials and tribulations, some of you have come (ou) fresh from narrow jail cells, some of you have come from areas where your quest for freedom left you battered by the storms of persecution and staggered by the winds of police brutality.' So notice, throughout this sentence, these sentences, each sentence has a 'you' feeling. Some of you, some of you has been repeated 3 times within 3 sentences.


Along with 'you' feeling, we have the use of figurative language, use of words that draw pictures. So 'trials and tribulations', we are talking his punning on trials and tribulations. We are talking of people who have actually been in prison or we are also talking about metaphorically being in a prison and the tribulation space by people. He speaks about the storms of persecution staggered by the winds of police brutality. Instead of stating it in the state forward manner, he uses this metaphorical language 'the storms of persecution', 'winds of police brutality', that is what I meant by figurative language.

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Dr. Martin Luther King Jr.,

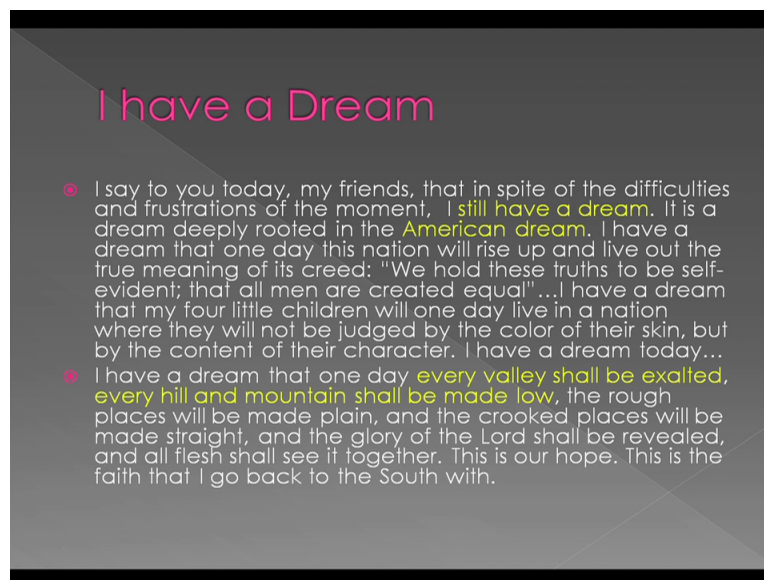
- I am not unmindful that some of you have come here out of great trials and tribulations. Some of you have come fresh from narrow jail cells. Some of you have come from areas where your quest for freedom left you battered by the storms of persecution and staggered by the winds of police brutality. . .
- Go back to Mississippi, go back to Alabama, go back to South Carolina, go back to Georgia, go back to Louisiana, go back to the slums and ghettos of our Northern cities, knowing that somehow this situation can and will be changed. Let us not wallow in the valley of despair.



Now let us see how he uses repetition? ‘Go back to Mississippi, go back to Alabama, go back to South Carolina, go back to Georgia, go back to Louisiana, go back to the slums and ghettos of our Northern cities knowing that somehow this situation can and will be changed.’ So notice this is 4, 5, 6, 6 times the (ta) phrase ‘go back’, 7 times the phrase is repeated and then from ‘you’ we make a transition from ‘you’ to ‘us’ all this while he was saying, ‘some of you’, ‘some of you’, using imperative ‘go back’.

And now he says, ‘let us not wallow in the valley of despair’. Immediately he has weight himself one of them. The ‘we’ feeling. ‘Let us not wallow’, and again the metaphoric use. Instead of saying, ‘let us not’ ‘given to despair’, he says ‘let us not wallow in the valley of despair’. So look at how memorable or how figurative this phrase is, ‘wallow in the valley of despair’.

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I have a dream. Wow we come to the key sentence which gives the speech the title, ‘I say to you today my friends that in spite of all the difficulties and frustrations of the moment, I still have a dream. It is a dream deeply rooted in the American dream. I have a dream that one day this nation will rise up and leave out the true meaning of its creed: “We hold these truth to be self-evident that all men are created equal”’.

I have a dream that my four little children will one day live in a nation, where they will be not be judged by the color of their skin, but by the content of the character. I have a dream today. I have

a dream that one day every valley shall be exalted, every hill and mountain shall be made low, the rough places will be made plain and the crooked places will be made straight and the glory of the Lord shall be revealed and of all flesh shall see it together. This is our hope. This is the faith that I go back to the South with.'

So, look at how many times the word 'I have a dream' and he does not spell out the dream, he keeps repeating, he has a dream and then he fits it within this idea of the American dream. The American dream of prosperity, of a good life and how he imbeds his dream of equality of all people, that all men are created equal within this larger American dream. And then what is the dream? That people will not be judged by the color of their skin. and now again when he talks, he is not spelling out.

Because if he says, 'okay, I want hundred percent reservation for black people in the American government. I want fifty-five percent.' So that will be a very boring way of saying it and that will be a very limited way of saying it because who knows that the wants and dreams might change. So slipping into using a metaphoric language to show what that dream is, helps us to use this speech even today because it becomes a classic which one can use across time and place.

That, 'every valley shall be exalted, every hill and mountain shall be made low, the rough places will be made plain and the crooked place will be made straight.' So you see how the use of metaphoric language helps him to transcend that immediate situation of the problem of black people in US. these are words, these are phrases that can be lifted or can be borrowed by any group of people anywhere to share their dream. this is an example of how language can be used.

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- With this faith we will be able to hew out of the mountain of despair a stone of hope. With this faith we will be able to transform the jangling discords of our nation into a beautiful symphony of brotherhood. With this faith we will be able to work together, to pray together, to struggle together, to go to jail together, to stand up for freedom together, knowing that we will be free one day. This will be the day when all of God's children will be able to sing with new meaning, "My country 'tis of thee, sweet land of liberty, of thee I sing. Land where my fathers died, land of the Pilgrims' pride, from every mountainside, let freedom ring." And if America is to be a great nation, this must become true

With this faith we will be able to hew out the mountain of despair a stone of hope. So look at how he uses a phrases like this everywhere. 'Jangling discords of our nation into'. This is contrasted with, 'Beautiful symphony of brotherhood, work together, pray together, struggle together, go to jail together, stand up for freedom together, this will be the day when all of God's children will be able to sing with new meaning.' so he uses a Christian hymn. 'And if America is to be a great Nation this must become true.'

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I have a Dream

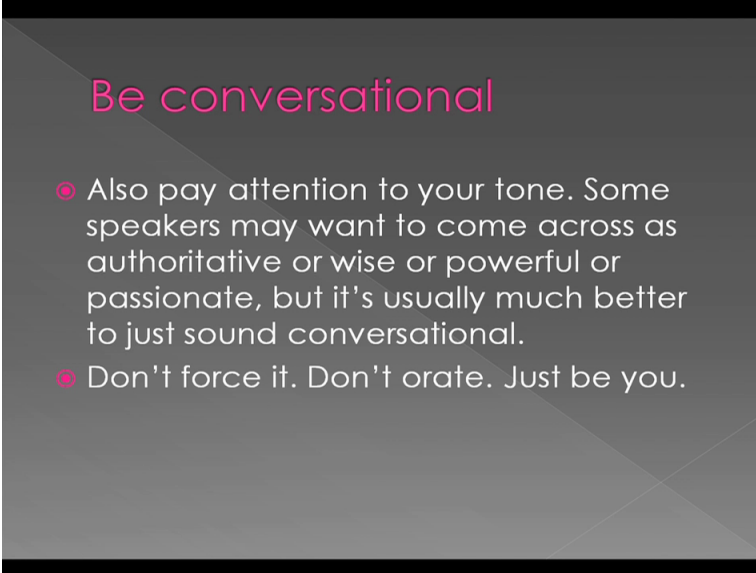
- So let freedom ring from the prodigious hilltops of New Hampshire. Let freedom ring from the mighty mountains of New York. Let freedom ring from the heightening Alleghenies of Pennsylvania! Let freedom ring from the snowcapped Rockies of Colorado! Let freedom ring from the curvaceous slopes of California! But not only that; let freedom ring from Stone Mountain of Georgia! Let freedom ring from Lookout Mountain of Tennessee! Let freedom ring from every hill and molehill of Mississippi. From every mountainside, let freedom ring. And when this happens, when we let freedom ring, when we let it ring from every village and every hamlet, from every state and every city, we will be able to speed up that day when all of God's children, black men and white men, Jews and Gentiles, Protestants and Catholics, will be able to join hands and sing in the words of the old Negro spiritual, "Free at last! Free at last! Thank God Almighty, we are free at last!" Martin Luther King, '



I wouldn't read the rest of the speech because it is very long and I would rather that someone who is good at reading does it or we hear. I would advise that you hear Martin King delivering his speech himself to see how, what impact the speech means. And how the repetition of the word 'freedom' in the last paragraph how that it is kind of (rin) it begins ring with the (ide) idea of freedom. The number of times he uses the word 'freedom'. You know, the message of the speech is 'freedom', that begins to resonate, that begins to ring.

And the use of metaphors 'freedom ringing from the heightening of this place from the slopes, freedom ringing.' So the idea of freedom ringing rather than the church bells ringing. How he uses this metaphors to convey the idea of freedom. How can you do this to your own speech? You can try it out yourself. How you can use metaphoric language to make your speech more interesting than stating the same ideas in a denotative language. How do you use words which are conversational? How do you use rhetoric?

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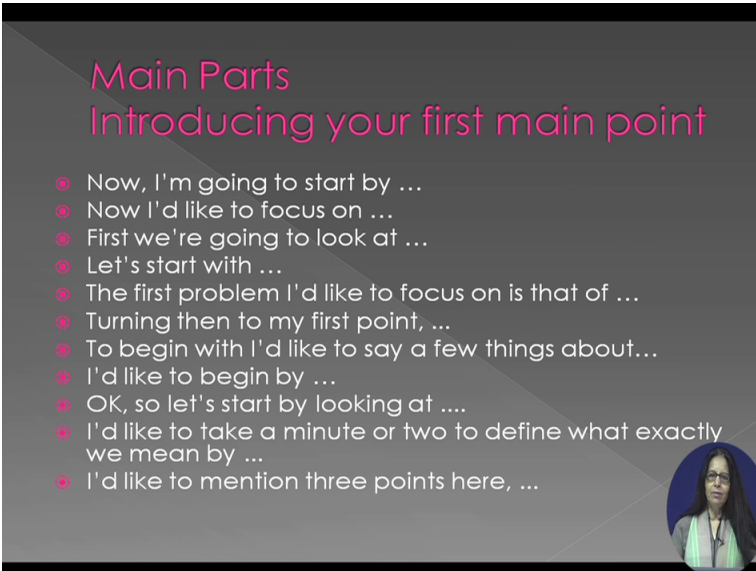


Be conversational

- Also pay attention to your tone. Some speakers may want to come across as authoritative or wise or powerful or passionate, but it's usually much better to just sound conversational.
- Don't force it. Don't orate. Just be you.

So always pay attention to your tone. Do not speak to people in an authoritative way. Sometimes we come across as a very authoritative or powerful. But it is usually much better just to sound conversational. Just do not orate. Just be you. You do not have to be an orator. You can be you.


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Main Parts

Introducing your first main point

- Now, I'm going to start by ...
- Now I'd like to focus on ...
- First we're going to look at ...
- Let's start with ...
- The first problem I'd like to focus on is that of ...
- Turning then to my first point, ...
- To begin with I'd like to say a few things about...
- I'd like to begin by ...
- OK, so let's start by looking at
- I'd like to take a minute or two to define what exactly we mean by ...
- I'd like to mention three points here, ...



Now I am going to introduce you to some structures, some phrases you can use in different parts of your presentation in order to be able to make a presentation more impactful.

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Main Parts

Introducing your first main point

- Now, I'm going to start by ...
- Now I'd like to focus on ...
- First we're going to look at ...
- Let's start with ...
- The first problem I'd like to focus on is that of ...
- Turning then to my first point, ...
- To begin with I'd like to say a few things about...
- I'd like to begin by ...
- OK, so let's start by looking at
- I'd like to take a minute or two to define what exactly we mean by ...
- I'd like to mention three points here, ...


So when you are introducing your main points what are the phrases you can use? 'Now I am going to start by, now I am going to focus on, first we like to look at, let us start with, the first problem that I would like to focus on is, turning then to my first point, to begin with I would like to say a few things about, I would like to begin by, ok so let us start by looking at, I would like to take a minute or two to define what exactly we mean by, I would like to mention these points here.'

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Referring to research

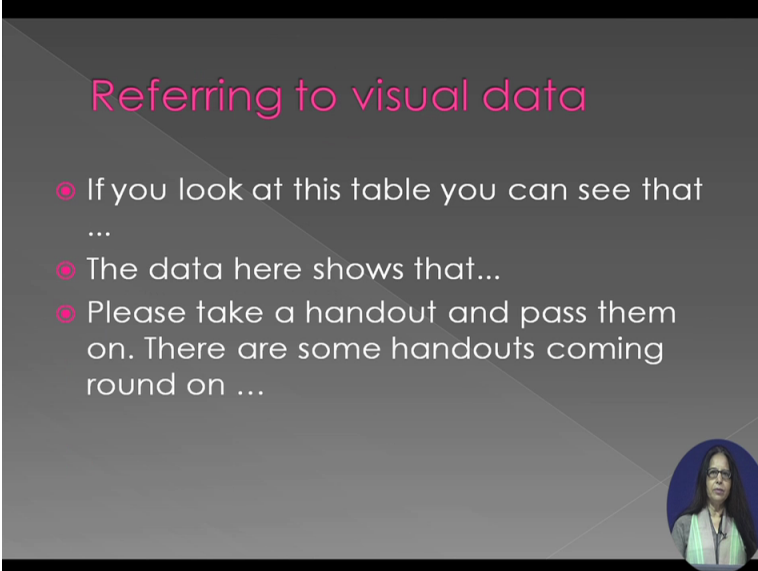
Researchers

- I have identified three key issues here, they are ...
- Researchers have shown quite conclusively that ...
- A number of recent studies, notably the ones by ... and ..., have shown that ...
- A number of studies have shown that ...
- A study by ... shows that ...
- Research suggests/indicates that ...
- According to ...
- Figures from ... show/suggest/indicate that ...
- A very interesting study by ... shows that...
- The study by ... is on your reading list and I encourage you to take a look at it.
- Basically, what he found was that ...
- One of the most interesting studies carried out in this area by ... showed that ...




Next thing is what we do, what is a referring to researches. ‘ I have identified three key issues here they are, researchers have shown quite conclusively that, a number of recent studies (not) notably the ones by so and so have shown that, a number of studies have shown that, research suggest that, according to, figures from this show that, a very interesting study shows that, the study by so and so is on your reading list and I encourage you to look at it, basically what he found was, one of the most interesting studies carried out in this area shows that.’ So this is how you refer to other people’s work.

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Referring to visual data

- If you look at this table you can see that ...
- The data here shows that...
- Please take a handout and pass them on. There are some handouts coming round on ...




Referring to visual data. When we are showing visual data, we should turn to, we should use some phrases to indicate that we are turning to it. ‘If you look at this table you can see that, the data here shows that, please take a handout and pass on, there are some handouts coming round.’

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Presenting a point of view

- Those in favour of ... argue that ...
Advocates of ... claim that ...
- Some people claim that ... but others ...
- Most people/scientists would argue that ...
- I think it's fair to say that ...
- Personally, I think there is overwhelming evidence that ...
- Evidence does seem to show that ...




Presenting a point of view. So, 'those in favor of argue that advocates of so and so claim that, some people claim that but others, most people would argue that, I think it is fair to say that, personally I think there is overwhelming evidence that, evidence does seem to show that.'

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Analysing an argument

- Let's take a closer look at the argument put forward by ...
- His main contention is that ...
- but he fails to consider ...
- Even if we accept the point that ...
- that still leaves the question of ...
- The argument put forward by ...
- doesn't explain ...
- The weakness in this argument is that ...
- This point of view is very appealing beca ...



Analyzing in argument. 'Let us take a closer look at the argument put forward by so and so, his main contention is that, but he fails to consider, even if we accept the point, that still leaves the question of, the argument you put forward by so and so and so on.'

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Emphasizing important points

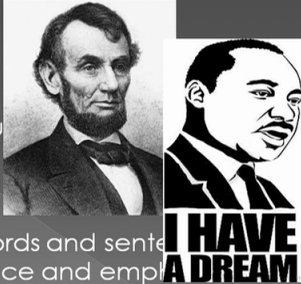
- It must be remembered that ...
- It should be emphasised that ...
- I would like to draw your attention to this point ...

So emphasizing important points. Remember you have to give verbal cues to your audience that you are moving on and what they should look for and what they should not look for. So emphasizing main important points. 'It must be remembered that, it must be emphasized that, I would like to draw your attention to the point.' These are some of the ways you can use language.

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Using your voice

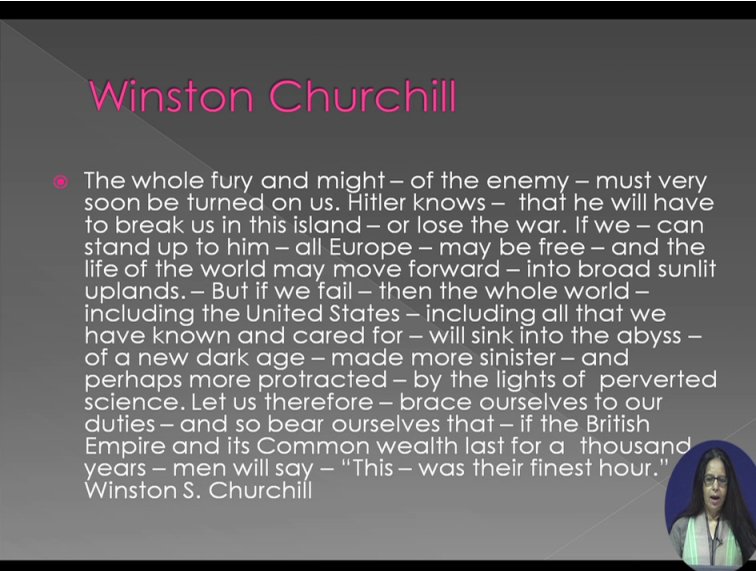
- Voice Control
- Regulate your breathing
- Project, don't shout
- Vary the pitch, tone and volume
- Pause until it hurts
- Use repetition
- Use questions
- Don't swallow the ends of words and sentences
- Vary your voice in volume, pace and emphasis



And the second part we will deal with how to use your voice. So I will quickly list these examples of how you can use your voice to make a more impactful presentation. But before that we will look at examples of how to use words. What kind of words to use in different situations or when you are making transitions from one part of the presentation to another. In the second part we look at voice and delivery which you practice in the session on voice in delivery. But we will see how to use it in a presentation.

So we will look at voice control, we will look at projecting your voice, varying the pitch tone and volume using pause, using repetition, using questions and varying the voice in volume, pace and emphasis.

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Winston Churchill

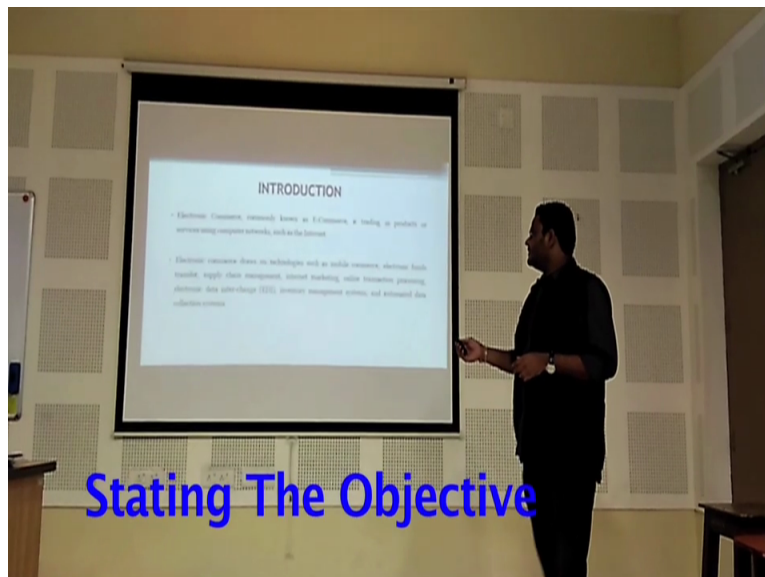
- The whole fury and might – of the enemy – must very soon be turned on us. Hitler knows – that he will have to break us in this island – or lose the war. If we – can stand up to him – all Europe – may be free – and the life of the world may move forward – into broad sunlit uplands. – But if we fail – then the whole world – including the United States – including all that we have known and cared for – will sink into the abyss – of a new dark age – made more sinister – and perhaps more protracted – by the lights of perverted science. Let us therefore – brace ourselves to our duties – and so bear ourselves that – if the British Empire and its Common wealth last for a thousand years – men will say – "This – was their finest hour."

Winston S. Churchill

we have another speech here and (deli) we will have people delivering some of these speeches to show you how you can improve your own delivery and speech.

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Lecturer 1: Friends, I think most of us have already guessed what is the topic about? How many (ha) of you have actually seen friends? Okay so.

Lecturer 2: We communicate through two different channels. One is verbal, one is nonverbal. Verbal when we exchange modes to communicate with each other and other is nonverbal, when we exchange our messages without using any of the linguistic means. So today I am going to discuss about.

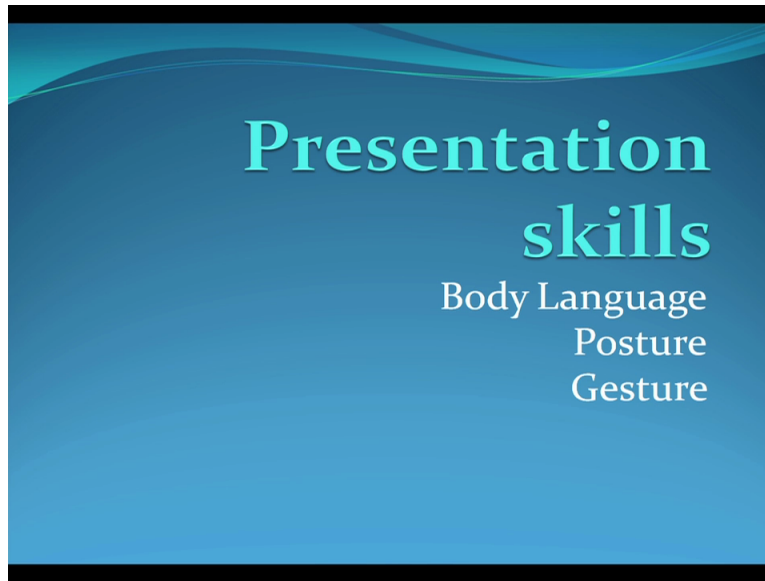
Lecturer 3: That is the point. When you give sarcastic feedback or when you give a feedback which is not very positive and more on the negative side, it might not help the speaker to improve what they are doing wrong. So coming to what is feedback, it is nothing but you are giving, you are feeding the speakers something from your side after they are done speaking. Now it (al) consists of everything. The nonverbal cues as well. Not just what you speak but also what.

Lecturer 4: We will end up with the confusion, whether it is a man or a woman. Okay, let us begin with the introduction. Electronic commerce or e-commerce.

Lecturer 5: To begin with, I would like to ask you a question. What if I came up and told you all of a sudden that in this class we will not use any lab projector or any other projector or any pointer in this classroom? Is it possible? Can we really imagine a post graduate (communica) lab class of communications IIT Kharagpur without made up of just walls and no (communi) technical instruments whatsoever?

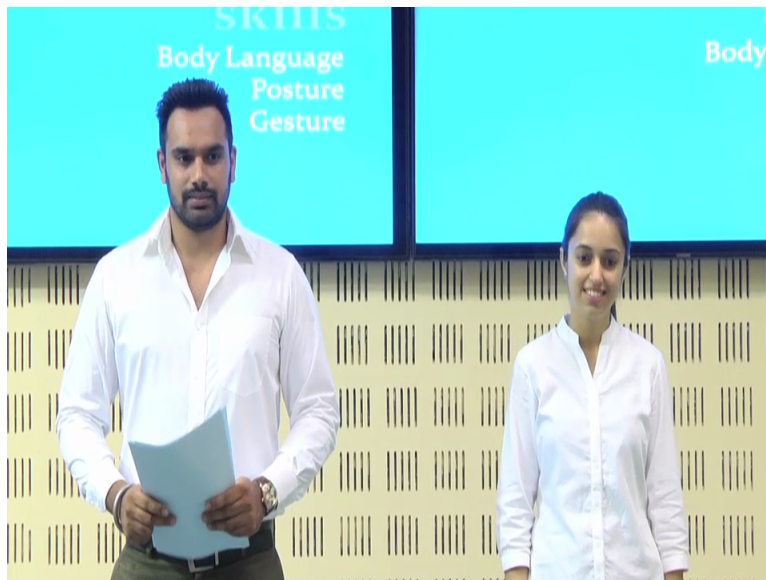
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A proper presentation is a complete process which begins right at (prep) preparation for the presentation till the end. One cannot think of making a presentation without a proper body-language, posture and gesture. Now we look at two individuals, a lady and a gentleman showing the body-language, posture and gesture. How they start the process right from entering the room, till living the room and in between. How they go about doing the presentation.

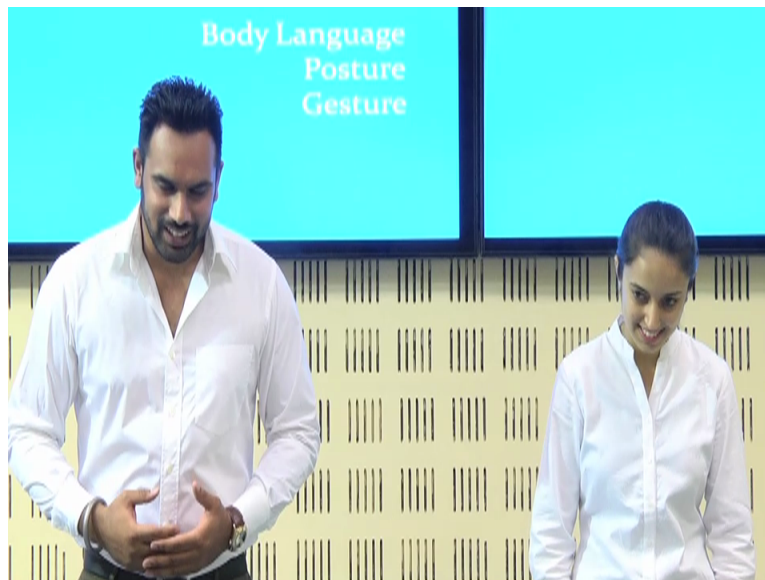
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We see this lady and the gentleman entering the room with a smile on their face, with a proper positive posture. You must keep your notes ready. Prepare a handout or jot down the points and keep your notes ready. Greet the audience with a smile on your face. Keep moving, do not be static. You should not hunt back. Keep a confident posture which would definitely take you a long way. Use hand gestures to be more expressive during the presentation. Show receptiveness which would include inter-activeness with the audience.

Be prepared to be asked anything related to your topic. Know a topic well so that you are ready to answer any question with (rel) relation to that. Be informative while answering the question. You must not shift weight from one leg to another. You should look confident, look professional while making the presentation. End your presentation with confidence and liveliness on your face. Say thank you while you end your presentation. Leave the room without showing your back to the audience.

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