

Public Speaking
Prof. Binod Mishra
Department of Humanities and Social Sciences
Indian Institute of Technology - Roorkee

Lecture: 52
Handling Feedback and Criticism

Welcome back to NPTEL online certification course on Public Speaking. My dear friends, as mentioned earlier in the previous lecture that public speaking offers an individual quite a good number of opportunities to speak. But then it is not so, that every opportunity will help him or her bring laurels. In fact, at times one has to face brick bats also but that should not belittle his faith in his own powers, and so not disappoint him in the least.

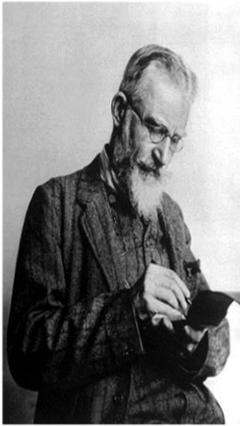
He may be criticized at times but he if he takes these brick bats in a very sincere manner, in a very honest manner he or she can convert these brick bats into bouquets for the next time and that is why in the lecture that I am going to deliver I will be trying to underline the facts as to how feedback and criticism can help a speaker emerge better, help him become a benign speaker and effective one, provided he takes the words of criticism in the most constructive way.

Hence, this lecture has been titled “Handling Feedback and Criticism.” Now as human beings, we are bound to commit mistakes there may be lapses and let us begin this lecture with a beautiful quote by George Bernard Shaw, a famous dramatist, who many of you might be acquainted with who had plays like *Arms and the Man*, *Candida*, *Saint Joan* and many other beautiful plays to his credit.

(Refer Slide Time: 03:24)

“A life spent making mistakes is not only more honorable, but more useful than a life spent doing nothing.”

-George Bernard Shaw.



This Photo by Unknown Author is licensed under CC BY-SA

swayam 2

What Bernard Shaw says is-----“ A life spent making mistakes is not only more honourable but more useful than a life spent doing nothing.” What is the implication? The implication is that one can come across mistakes, no doubt, but then these mistakes are not to be written off rather one should try to take some cues from these mistakes and make his life useful but how can one do.

So, let us see. When we talk about criticism, most of the people take criticism or consider criticism to be a very negative word.

(Refer Slide Time: 04:28)

Introduction

- ❖ Criticism refers to one’s expression of judgment about:
 - an individual,
 - an event or
 - an object of review.
- ❖ Under close scrutiny, anything/anyone shall beget criticism ranging from **positive** to **negative**.
- ❖ In public speaking, it is not only the speaker who shall offer criticism through speech; but one should simultaneously be ready to receive criticism and feedback as well.



This Photo by Unknown Author is licensed under CC BY-NC-ND

swayam 3

But then criticism actually refers to one's expression of judgment about an individual, an event or even an object of review under a close scrutiny, anything that shall beget criticism. And you know most of the people, as I said earlier, take it very negatively but criticism can

be both negative as well as positive. Actually, it is human tendency to take criticism always negatively especially in public speaking situations, it is not only the speaker who will offer criticism.

Because as a speaker you have that freedom but at the same time the audience members also have the freedom to criticize you as a speaker. So, the speaker who can offer criticism through speech but one should simultaneously be ready to receive criticism and feedback as well. The world today is beautiful only because people respond to criticism in a very honest manner. But how many of us actually want to hear criticism?

How many of us are ready to hear negative feedback because as humans we have always a desire to be applauded, we have a desire to be revered, to be worshipped and we always expect others to heap upon us words of admiration, words of praises. But then as a speaker who has actually to survive in this world and if it is a sort of profession for him, it actually becomes quite mandatory to understand what is criticism.

(Refer Slide Time: 06:40)

Understanding Criticism

- ❑ Criticism is generally understood as a negative reaction; disapproval or a mark of rejection.
- ❑ However, in written and oral discourse it can mean the investigation of the subject matter to discuss subsequent merits and demerits.
- ❑ Apart from criticism expressed through public speaking, public speakers receive criticism depending upon their:
 - ❖ Skills (verbal and non-verbal)
 - ❖ Content (message, idea and argument)



This Photo by Unknown Author is licensed under [CC BY-SA-NC](#)

Even though many of us consider it to be a negative reaction a sort of disapproval a sort of rejection but then we can come across not only in written discourses but even in oral discourses it actually is a sort of investigation of these subject matter to discuss subsequent merits and demerits. When you use the word criticism people often feel hurt. But if you ask him what is the merit, and I have been telling you my dear friends in some of the lectures that even your demerits can also be conveyed in a very positive manner. Apart from criticism being expressed through public speaking as public speakers one should always be ready to

receive criticism because this criticism may depend upon several factors and it is those people who really want to hear criticism--- they only can bring changes in their speech, in their work, in their action.

So, these criticisms can be in the form of skills verbal and non-verbal we have already had a lecture on non-verbals and you often might hear people saying when you ask people to provide you with a proper feedback you can always come across your voice was muffled, your voice was not clear, your voice lacked clarity. Sometimes one can also express it in a different manner. You appeared to be or your voice actually had a lot of weight it had more of a loudness, fine?

When one says more of a loudness what one is trying to discover or what we are trying to suggest is that it should also have some amount of softness in it. So, criticism can also depend upon the skills which can be verbal, non-verbal. We have often heard people saying in certain you know events in certain debates in conferences when you are delivering a talk or presenting a paper you might have heard people saying everything was fine, the voice was so resonating but then the body language actually required some improvement.

And then it is content also. By content we mean message idea and argument. So, you may be criticized as a speaker because of the lack of content we have already discussed in the lecture on connectives that sometimes because of a disconnect between what you say, I mean between thought and language that also may invite criticism and then sometimes the lack of argument that can also invite a sort of criticism.

Now there are two words that we have been using, sometimes people use it interchangeably feedback and criticism. Now what is feedback? In the lecture on communication skills where we talked about effective communications, feedback is one thing that actually enables any process of communication to be complete or incomplete. Or if there is something lacking in it is only the feedback that can tell you it is actually the observation, observation of the receiver's response that can be considered to be a sort of feedback.

(Refer Slide Time: 10:41)

Understanding Feedback

- ❑ Feedback has more positive connotation attached to itself as compared to criticism.
- ❑ It is usually a part of task/performance assessment report which suggests areas requiring improvement.
- ❑ In public speaking, feedback is offered by audience members who listen evaluate the speaker's delivery.
- ❑ Audience may offer direct feedback (verbally) or even indirect feedback (non-verbal signs).



feedback
we listen

5

So, feedback actually has got more connotation more positive connotation as compared to criticism feedback is actually a part of task or performance which can be evaluated and that it is only through feedback that one can come to have some amount of improvement in several you know in several professions there are systems of appraisal. In educational institutions, students provide the feedback about the teachers. In organizations, your co-workers your bosses they can provide are the feedback.

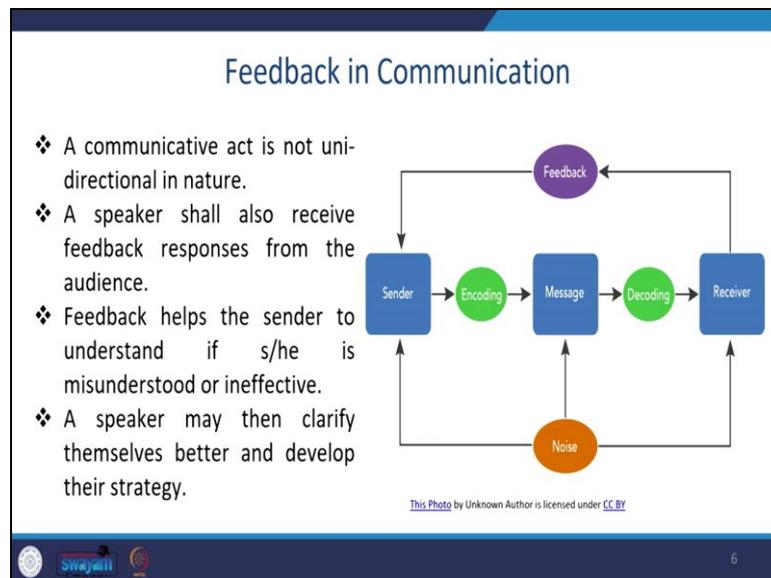
And these feedbacks can help a person provided the feedback is also taken in a very fair manner. In public speaking, feedback is offered by none other than the audience members who evaluate the speaker's delivery and while they evaluate the speaker's delivery they talk about the argument, the message the non-verbal behaviour, the personality, the response of the speaker then the behaviour of the speaker all these are very important.

Audience sometimes may offer direct feedback fine? They may offer direct feedback verbally sometimes they also may provide indirect feedbacks through their non-verbal behaviour that is why we have been saying that when a speaker during the time of his delivery is very much careful he can through are the facial expressions of the audience members can gather whether he was going in the right direction or not.

Now my dear friends, one point of caution here is that sometimes, some very enthusiastic audience members they can provide you feedback and they can be full of appreciation but if there is a lot of appreciation one actually needs to be very sceptic about it. Because too much of appreciation and that also on the face is a sort of flattery which many people are habituated

to do, is not it? Now we are in a process where we can well understand what actually is feedback.

(Refer Slide Time: 13:28)



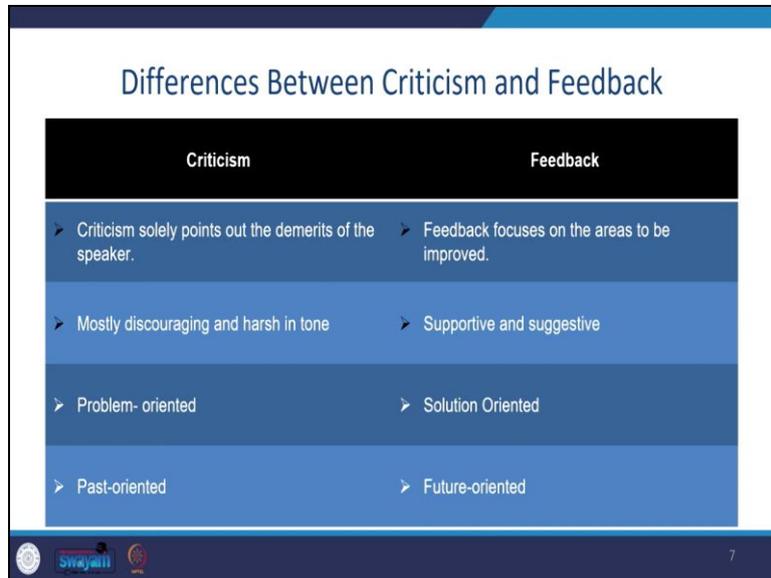
But let me take you back to the communication process where we say that communication is not uni-directional it is always two way, is not it? The sender and the receiver fine and as a speaker as a sender what you do is you actually ideate no you ideate, and your idea is filtered with a medium and then the speaker receives the feedback through the response from the audience this feedback as I have been saying can help the sender or the speaker to understand the overall efficacy of his speech.

A speaker may, then at times, clarify himself or herself better and develop their strategy. Here on the right hand side you can find are the communication process graph where the sender will formulate the message, fine. He will encode the message for the receivers to decode it and then the message will require a sort of medium. Now there are mediums galore nowadays fine? And will ultimately the receiver has been able to decode it the receiver will provide a feedback.

And then in between I mean throughout the process of communication sometimes there may be some sort of impediments which we can call barriers and that may at times choke the message that times may block the message and naturally the feedback that will come will not be very effective. So, as a speaker, as a sender one has to be very particular about the way he delivers the message he ideates the message, and then the sort of medium that she has taken for.

And finally he will look forward to getting the feedback of his audience members. Now at this juncture one has to be very clear about the difference between criticism and feedback.

(Refer Slide Time: 15:26)



Criticism	Feedback
➤ Criticism solely points out the demerits of the speaker.	➤ Feedback focuses on the areas to be improved.
➤ Mostly discouraging and harsh in tone	➤ Supportive and suggestive
➤ Problem- oriented	➤ Solution Oriented
➤ Past-oriented	➤ Future-oriented

Now in this table you can find that criticism actually points out the demerits of the speaker in general terms and at times it is very harsh it is problem- oriented it is also past oriented whereas when you talk about the feedback, it actually focuses upon the areas where improvement is needed fine. Feedback is most often supportive, most often it is suggestive also feedback can provide you a sort of solution.

And then, it can also help you take or decide the future course of action that is why it is more future oriented. Now why should we think that both feedback and criticism they are very much essential.

(Refer Slide Time: 16:21)

Importance of Criticism and Feedback

- ❖ Gaining feedback and criticism could be the most useful and inexpensive way to help oneself become a better public speaker.
- ❖ One needs a good and attentive audience to expect relevant feedback and criticism.
- ❖ A sound criticism implies that the audience listened to the speaker carefully.
- ❖ It can serve as a great resource to evaluate the effectiveness of one's speech or presentation.

Why it is so important and that also for a public speaker? If you can gain feedback and criticism, I mean both these can enable you to take some very useful comments very invaluable ways to help you develop or convert yourself into a better speaker, into a better performer. We have been saying that all sorts of talks actually are persuasive in nature but as a speaker have you really been persuasive whether you are giving a speech or a presentation or you are having a sort of conversation fine.

You actually are trying every now and then to convince the other party your line of thinking. So, one needs a good and attentive audience, of course, all of us need a good and attentive audience to expect a proper feedback and criticism. If the criticism is sound, it actually implies that the audience listened to the speaker carefully. In literature excessive criticism may end in a sort of difficulty especially you might find that many of the poets have made very sarcastic remarks against each other and they have become very satiric.

And the word satire which many of you are familiar with, where they wanted to hit upon each other and at times they also cross the limit, fine? Most of these poets' especially catholic writers satellite poets they at times have made very scathing attack on their adversaries. But then a sound criticism can serve as a great resource to evaluate the effectiveness of one's speech or presentation my dear friends.

Now how to because as public speakers we are bound to invite criticism you also we can get feedbacks but how should we respond to it. How can we face criticism and feedback? There

are certain areas there are certain common areas of criticism fine how should we tackle be loud and express confidence through your voice.

(Refer Slide Time: 18:59)

Approaching Constructive Criticism and Feedback

- ❑ Combating common areas of criticism:
 - Be loud and express confidence through your voice. (Paralanguage)
 - Stick to your main message. Avoid too much digression. (Content)
 - Connect better with the audience through eye contact. (Kinesics)
- ❑ Understanding how your message is received on the other end:
 - Try to eliminate the negatives to increase your potential as a public speaker.
 - Approach the suggestions with an open attitude and growth mindset.

Once again I will take you back to the non-verbals, I mean your para- language, fine? Para language, I mean not only through the content that you deliver but through other ways of language also, for example, the way you have a control over your pitch, rate, delivery, your intonation patterns and the way you pronounce every word I mean every word is to be pronounced every word is to be spoken very distinctly.

So, as a speaker in order to save yourself from some harsh criticisms. It is better that you are in such a position where every word of yours is spoken clearly, then another way is--- please try to concentrate yourself to the content part your content at times. You will find that only because of the negative feedback or criticism that you receive through the non-verbals of the audience members when they are not co-operating what to do.

Sometimes you actually feel very much disappointed and you start deviating but again let me remind you in one of the lectures we have said digressions please invite digressions. Tell a short story give them a breather give them some amount of relief by becoming personal by cracking some jokes but relevant ones, of course. So, you can bring digressions but then you must be very careful not too much of digression be there, fine.

The digression is just only a weapon to bring them back to your content or to your message. Then bring a sort of connect connection is very important connection with whom not only

with your content but with your audience members connect better with your audience members and how is that possible? That is possible through proper eye- contact, remembering well the culture part.

Because eye- contact at times may have different meanings if some starts gazing into staring into fine that will again lead to a sort of controversy. So, as a speaker you need to maintain a proper eye -contact and not only the eye contact rather you may saw an exemplar behaviour in terms of the use of Kinesics, I mean through your facial expressions because if I respond negatively to the negative comments of my audience members what will happen naturally the connection will be lost fine.

So, one must as a speaker try to mend the fences by providing positive response and by taking the responses or the feedbacks of the audience members in a very positive manner. Now one must as a speaker also be very careful as how as a communicator when he is transmitting the message how it is being received at the other end. How does the receiver take or how does the receiver decode the message?

So, sometimes one may feel very much disappointed and dejected and subject to a sort of disappointment but no he must not let himself be written down by the responses of or by the negative feedback of the audience members. Another is ----approach the suggestions with an open attitude and growing mindset. I mean, as a speaker we are gracious enough we can take the feedbacks and the criticism even if it is harsh in a very positive manner because they can be very helpful in the times to come. Now we must also try to understand what sort of criticism can be there. It is not that always the criticism will be negative, sometimes you may also find among these negatives some covert constructive criticism.

(Refer Slide Time: 23:50)

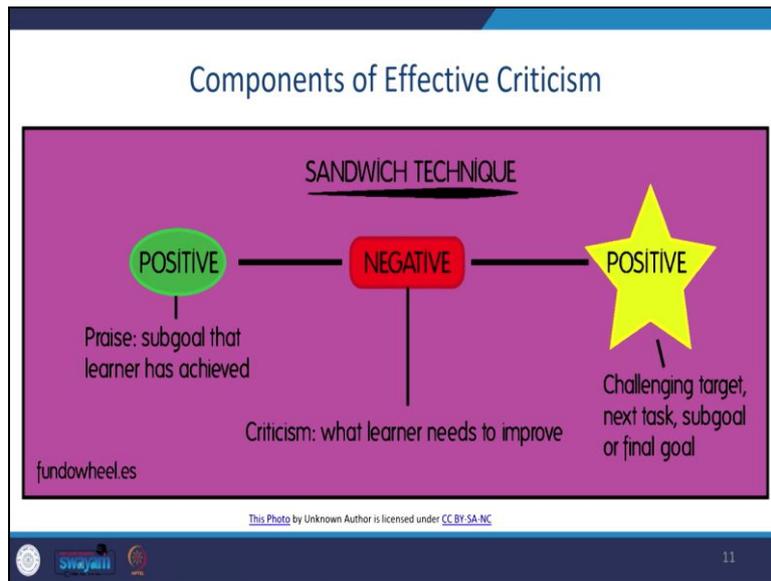
Types of Criticism	
Constructive Criticism	Destructive Criticism
<ul style="list-style-type: none"> ▪ Offers an objective analysis without any personal bias 	<ul style="list-style-type: none"> ▪ Disapproving and biased in nature
<ul style="list-style-type: none"> ▪ It is a feedback method that offers positive recommendations 	<ul style="list-style-type: none"> ▪ Does not offer any recommendations
<ul style="list-style-type: none"> ▪ Specific and Clear 	<ul style="list-style-type: none"> ▪ Vague and Ambiguous
<ul style="list-style-type: none"> ▪ Motivates the speaker to improve further 	<ul style="list-style-type: none"> ▪ Demotivates and puts speaker in distress

Now what is constructive criticism? A constructive criticism may help you in a very objective manner to analyze without any personal bias sometimes you are a speaker but sometimes you may also be an audience, fine? So, when you also have to provide some feedback or criticism say to it that you provide a sort of constructive criticism. Constructive criticism is or we can call constructive criticism as a sort of feedback which can offer positive recommendations, fine?

And while offering constructive criticism one has to be very specific and very clear because this can motivate the speaker to improve further whereas on the other hand, destructive criticism as the term itself says---- it is destructive in nature your bias to contend, your bias to the person, you do not offer any recommendation you are just criticizing for the sake of criticism. Your comments or your criticisms are vague, ambiguous fine, no clear message is there.

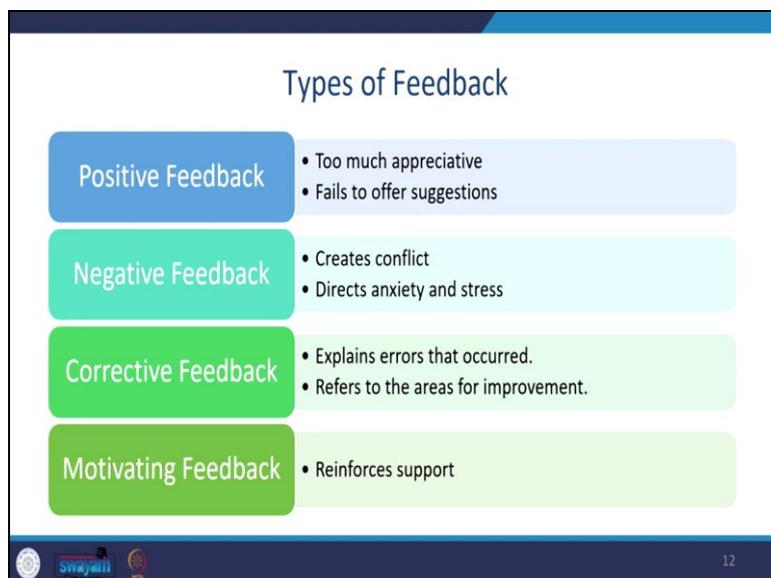
And such a sort of criticism will most often lead to a sort of de-motivation and put the speaker in a sort of disappointment.

(Refer Slide Time: 25:25)



There can be components of effective criticism how we should try to develop that here is a sandwich technique where you can find right from positive be positive. So, Praise by praising you are positive it is actually a sub goal that learner has achieved but sometimes there is a challenging target fine and this criticism, actually when such a sort of criticism is there the learner actually needs to improve upon the learner needs to improve upon, my dear friends.

(Refer Slide Time: 26:07)

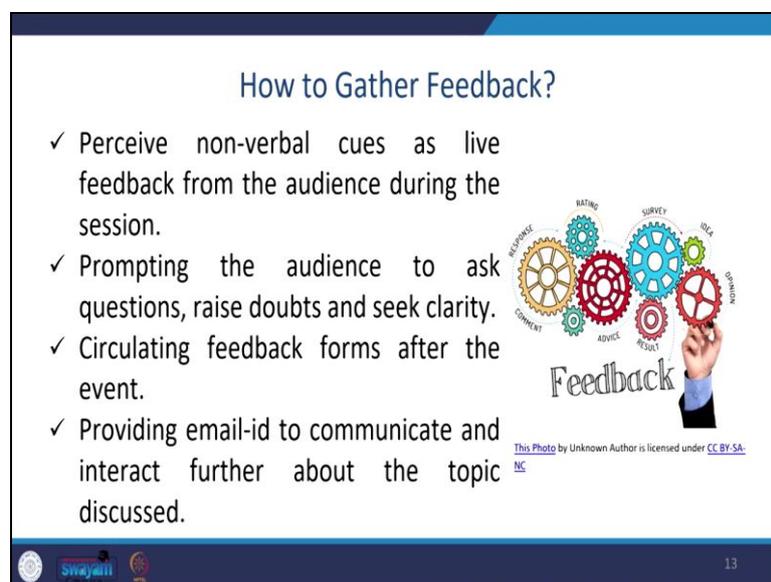


Now we must also try to spend some time on the sort of feedback the types of feedback the feedback also can be positive and the positive feedback sometimes you may be as I said earlier you may be very skeptic about that. If the feedback is full of appreciation then you will find there are no suggestions. So, sometimes in a sort of negative feedback you find a sort of suggestion is there.

At least when somebody points a finger you become conscious as a speaker. Negative feedback leads into a sort of conflict and in return it loads you with anxiety and stress. If the feedback is corrective, it will not only motivate you as a speaker but it can also help you understand the errors that you committed and there is a scope for improvement, my dear friend. So, we will rather appreciate if the feedback is corrective.

Now how to gather feedback? I think there are some people who will often ask you about the feedback of any event of any performance but not everyone. But then how can we unless and until we have asked but still we can get some feedback through the non-verbal cues.

(Refer Slide Time: 27:22)



How to Gather Feedback?

- ✓ Perceive non-verbal cues as live feedback from the audience during the session.
- ✓ Prompting the audience to ask questions, raise doubts and seek clarity.
- ✓ Circulating feedback forms after the event.
- ✓ Providing email-id to communicate and interact further about the topic discussed.

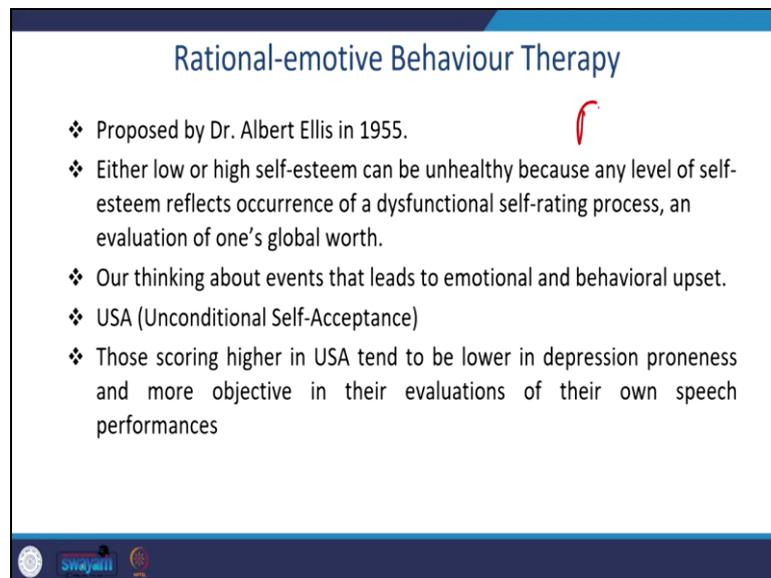
The slide features a diagram of interlocking gears in various colors (yellow, red, blue, green). Labels around the gears include 'RATING', 'SURVEY', 'IDEA', 'OPINION', 'RESULT', 'ADVICE', 'COMMENT', and 'RESPONSE'. A hand is shown holding one of the gears. The word 'Feedback' is written in a stylized font below the gears. At the bottom of the slide, there is a small logo for 'swajani' and the number '13'. A copyright notice at the bottom right reads: 'This Photo by Unknown Author is licensed under CC BY-SA. NC'.

As I have been telling that the non-verbal language which is written on the faces of the crowd that can provide you a sort of live feedback from the audiences faces from the audience's countenance and this prompts the audience to ask questions. If you are doing well, the audience will be tempted to ask questions sometimes they feel that the connection has been built. So, they may at times put questions, clarify their doubts, fine?

In many organizations even after many events you will find that a feedback performer is also circulated. Careful speakers, sincere speakers often say to it they want to know what sort of feedback have they received, fine? Sometimes as speakers many of them provide the e-mail also are to ask people to provide them with their feedback because they believe such speakers often believe that the feedback is going to help them overcome certain things.

therapy this therapy in cognitive psychology is called rational emotive behaviour therapy REBT.

(Refer Slide Time: 30:57)



Rational-emotive Behaviour Therapy

- ❖ Proposed by Dr. Albert Ellis in 1955.
- ❖ Either low or high self-esteem can be unhealthy because any level of self-esteem reflects occurrence of a dysfunctional self-rating process, an evaluation of one's global worth.
- ❖ Our thinking about events that leads to emotional and behavioral upset.
- ❖ USA (Unconditional Self-Acceptance)
- ❖ Those scoring higher in USA tend to be lower in depression proneness and more objective in their evaluations of their own speech performances

Now what is this REBT and what can it do this was actually proposed by Dr Albert Ellis in 1955 and through that what Ellis said that either low or high self-esteem one can either have a high self-esteem majority of the people have got high self-esteem. One can, at times, when one fails frequently consecutively one can develop a sort of low self-esteem. So, either low or high self-esteem can be unhealthy.

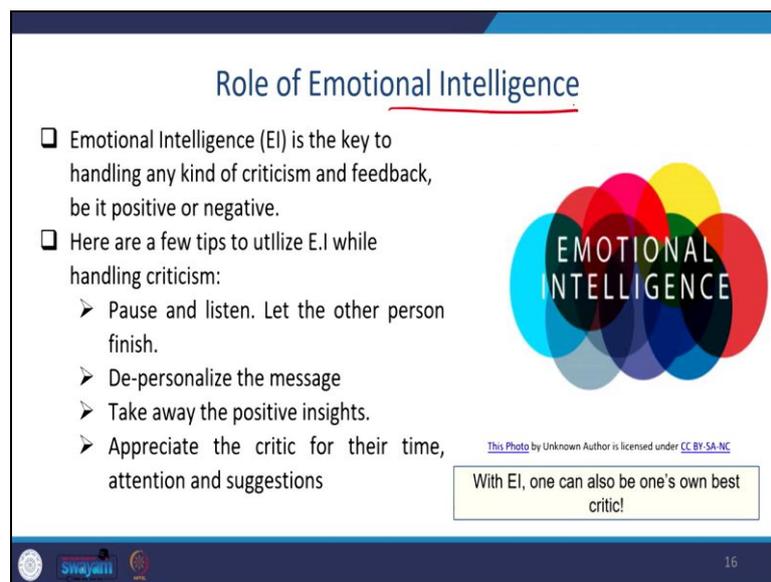
Because any level of self-esteem reflects occurrence of a dysfunctional self- rating process. It is actually a sort of occurrence of dysfunctional self rating process you are not able to decide. And evaluation of one's global worth in this regard what happens is in this process our thinking about events lead to emotional and behavioural upset. So, what should you do? One should always be ready to become a sort of self-acceptor what is this self-acceptor, my dear friend?

And this self accepted this self accepted you will find it is called USA unconditional self acceptance every man cannot be good in every field. Every person has got some amount of limitation by different but how many of us accept that we always try to compete with others we always see we always become jealous of other success and all. So, it has been seen or observed in a research that those who score higher in USA.

USA means Unconditional Self-Acceptance. Those who accept unconditionally. So, those scoring higher in USA tend to be lower in depression. If I admit that I cannot be everything perhaps I'll not invite too much fine depression to myself. So, be lower in depression proneness and more objective in their evaluations of their own speech performances. So, as a speaker also, when you have given a presentation or a talk or whatsoever, please accept the limitations.

You are Mr X, be satisfied with becoming Mr X, do not try to be Y there is Beauty in everyone there is benediction in everyone but then one has to realize that others' beauty, others possession, others qualities cannot be instilled even though we may try our level best but what to do? In this regard if you can maintain a better emotional intelligence that will actually curb not only your jealousy not only your anxiety. So, one has to see that one makes proper use of one's emotional intelligence.

(Refer Slide Time: 34:30)



Role of Emotional Intelligence

- ❑ Emotional Intelligence (EI) is the key to handling any kind of criticism and feedback, be it positive or negative.
- ❑ Here are a few tips to utilize E.I while handling criticism:
 - Pause and listen. Let the other person finish.
 - De-personalize the message
 - Take away the positive insights.
 - Appreciate the critic for their time, attention and suggestions

This Photo by Unknown Author is licensed under [CC BY-SA-NC](#)

With EI, one can also be one's own best critic!

swajeev 16

We already had a lecture on emotional intelligence, you can go back and study for yourself. So, emotional intelligence is also a key to handling all sorts of criticism and feedback. Both positive and negative. There are certain components in emotional intelligence which can help you and how and how will you practice when as a speaker you receive some brick bats as a speaker you receive some harsh criticism you have to maintain your cool, my dear friend. What to do pause and listen let the other person finish know.

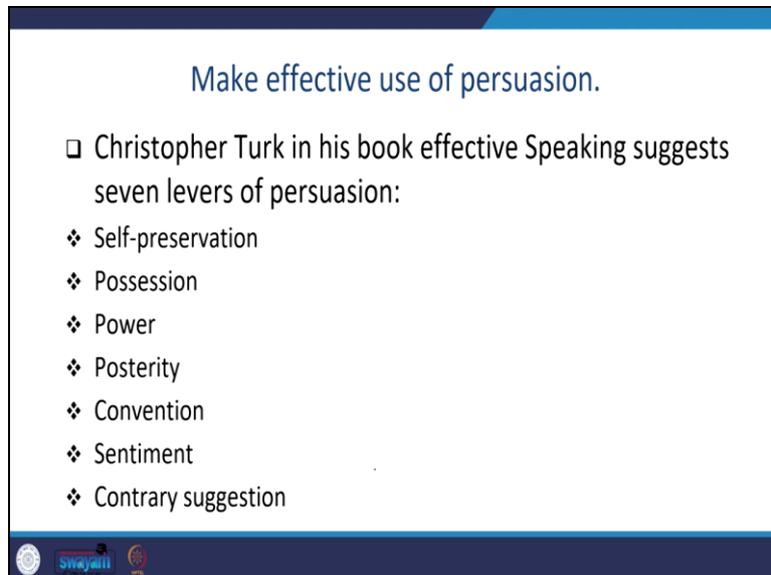
There is a limitation to everyone and you know my dear friends everyone actually wants to have a sort of outlet. How long can a man speak how long can a man criticize you. De-

personalize the message do not take it emotionally rather you take it in a different state. Take away, I mean whatever he says try to find out what were the weaknesses as suggested by him or as observed by him, let us work on those shortcomings or weaknesses.

Appreciate the critic even if they provide you a negative feedback or a negative criticism, appreciate you have been very generous, is not it? So, appreciate the critic for their time attention and suggestions with one's emotional intelligence one can also be one's best critiques. Do you not know your limitations, do you not know your knowledge, are you not able to measure your own talent? I think everyone can all of us can.

So, if we practice that I think it is better that will emerge as a better speaker as a better performer. But please remember that as a speaker if some of the harshest criticisms of others demotivates you, perhaps you are not going to emerge as a successful speaker. Because as I have been telling you that as a speaker your job was, your aim was to persuade your audience members. If you can persuade your audience members why cannot you persuade yourself, my dear friend.

(Refer Slide Time: 36:57)



Make effective use of persuasion.

- ❑ Christopher Turk in his book effective Speaking suggests seven levers of persuasion:
 - ❖ Self-preservation
 - ❖ Possession
 - ❖ Power
 - ❖ Posterity
 - ❖ Convention
 - ❖ Sentiment
 - ❖ Contrary suggestion

Make effective use of persuasion even for yourself you know in one of the very famous books by Christopher Turk. The name of the book is effective speaking where Christopher Turk says that there can be seven levers of persuasion what are those seven levers? The first is self-preservation. I mean as an individual as a speaker as a performer I think it is our right to protect ourselves our profession our likes our dislikes.

So, please believe in making a sort of self-preservation. Protect yourself fine but do not be over defensive. Possession, fine? Imagine you are going to speak on a very new topic and the audience members are not going to react favourably but then through your language as I have said in the previous lecture through your language tell them that once you are armed with the talent of public speaking, the future actually belongs to you, my dear friend.

Everyone wants to be proud of one's possession and if you can show them the sunny side, I think your critics also will turn into your admirers. Then comes power. Nietzsche always says ---“that one thing that majority of us hanker after his powers.” My dear friends, I am also trying to tell you that if you train yourself in public speaking, you are as powerful as anyone and the future belongs to you.

Because you are powerful in terms of the knowledge, in terms of the nuances of speaking on different occasions, delivering talks and presentations on different occasions, on different events. So, power is very important. So, tell people, convince people about the power of whether you are selling something or you are trying to convince something about a product about a policy about an opinion about a project whatsoever.

And then posterity, I mean, the tragedy of this world is that we do not want to remain in the present rather we want to remain in the future. Most of us crave after our name and fame to be taken by the posterity, by the coming generations, fine? My dear friends, we want that our achievements should be reward even in future and for any such quality which you are going to promote or propose to your audience members.

If you can tell them that even though you are not going to be convinced today, I think tomorrow you will run after it, because tomorrow belongs to what I say, what I am trying to convince you. So, by telling them about the posterity, I think once again you are going to win. And then convention what is convention? My dear friends, you will often find that when you do something there are many people who also would try to outshine you.

And at times if you feel disappointed because there are others also in the fray, I mean it is not good. You must try to understand that since it is good that is why many others are trying to compete with you. It has been a convention when everyone tries to do or prefers to do

something I think it becomes a convention. So, my dear friend as a speaker also when there are other speakers in the fray and you feel threatened, it is not to be threatened.

Rather it is actually to feel accomplished that they are trying to follow in your footsteps. Then comes sentiment. My dear friends, though I have been telling you that when you speak as a public speaker you must try to appeal to their emotions appeal to their emotions, no doubt, because everyone wants to be considered nice. But while appealing to their emotions do not be blind sometimes emotionality has one difficulty.

And the difficulty is that most of us are emotionally vulnerable, fine? Our aims are often lost our aims are often misguided. It actually takes a different path when we are coloured by sort of emotionality. Tell people that this will help them and they will be remembered because as they have been saying that when you tell people about the future thing or the future relevance they will actually appreciate.

And then contrary suggestion, my dear friends, you might well remember that when you are either selling a product or you are trying to promote something, you will find that there are many people who are doing so. But in order to prove your own point, I do not want you to be defensive rather I want you to be explicit and how can you be explicit how can you be fair, you can always point out some sort of deficiency in other alternatives.

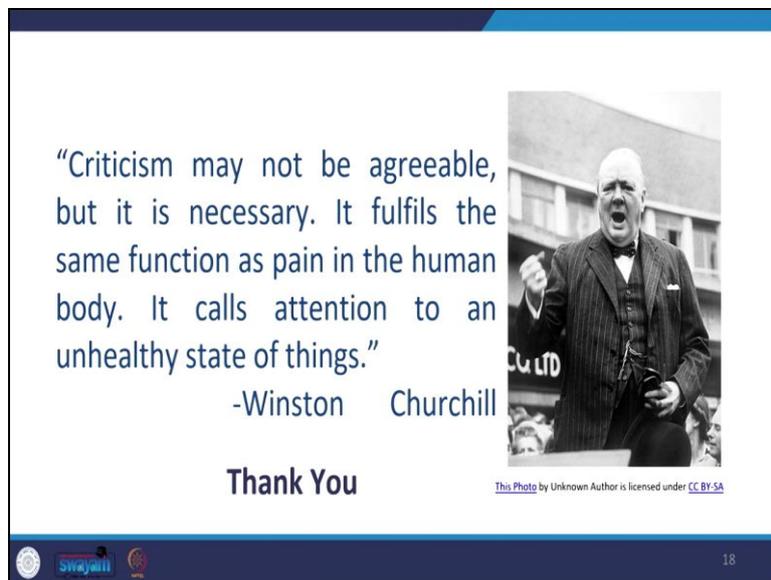
In contrary suggestions you can actually carve a niche for yourself by saying that even though other products are working in the market, other books are selling well but this book has or is going to go one step ahead because it not only talks about something which is relevant today but it also talks about something which actually is relevant in the days to come also. So, these seven levels as prescribed by Christopher Turk in his famous book *Effective Speaking* will actually help you tied over the situation of anxiety, help you win over the harsh criticisms of life and also the negative comments that you get from your audience members. My dear friends, you will always find that though it is easy to be critical but it is actually difficult for speakers to take something out of that criticism and how is that possible? That is possible when we look towards these criticisms and feedbacks in a very sincere in a very honest, and also in a very fair manner.

So, criticisms have always helped I am actually reminded of one very beautiful Hindi line Hindi Doha you may call where the poet says:

Nindak niyare rakhiye, angan kuti chhabay, bin paani bin sabuna, nirmal karat sohay

What is the meaning? The meaning is that let there be a critic every now and then near you because a critic will help clear all the dirt without making use of any soap or any detergent. My dear friends, having said so, let me come to wind up this talk by making a mention once again of a beautiful coat by Winston Churchill one of the former Prime Minister of England who says.

(Refer Slide Time: 45:02)



“Criticism may not be agreeable, but it is necessary. It fulfils the same function as pain in the human body. It calls attention to an unhealthy state of things.”
-Winston Churchill

Thank You

This Photo by Unknown Author is licensed under CC BY-SA

18

“Criticism may not be agreeable but it is necessary”. Fine? You may not agree with the criticism but it is necessary why ‘it fulfils the same function as pain in the human body. It calls attention to an unhealthy state of things.’ This is very true that when you come across criticism even though it is painful, it is hurting yet it actually directs you to many unhealthy state of things I hope you will also take criticism and feedback in the most positive way. And try to improvise upon the lapses that you might come across from time to time in course of several discourses that you have made. With this let me come to wind up this talk wishing you all the best, thank you.