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# MANUAL EXCELLENT PUBLIC SPEAKING

**ORATOR SKILLS**  
HOW CREATE AN EFFECTIVE PRESENTATION

**PSYCHOLOGY**  
TEST FOR EVALUATION OF ANXIETY AND PHOBIA

**EXERCISES**  
FOR THE IMPROVEMENT OF PUBLIC SPEAKING

**VIRTUAL REALITY**  
FACE YOUR FEARS ON PUBLIC SPEAKING WITH NEW TECHNOLOGIES

## Expand your Frontiers in High Technical Skills and Public Speaking

"This project 2020-1-FR01-KA226-VET-094712 has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein."



Co-funded by the  
Erasmus+ Programme  
of the European Union

2020-1-FR01-KA226-VET-094712



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## ABOUT THE PROJECT

"Expand your Frontiers in High Technical Skills and Public Speaking" Project has the goal to increase public speaking competences of educators and reduce public speaking social phobias through 3 innovative intellectual outputs:

- Virtual Reality System for Simulation of a Public Speaking,
- E-learning Platform,
- Manual translated into 7 languages (EN, IT, PT, RO, RU, FR, TK)



This project (Project 2020-1-FR01-KA226-VET-094712) has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein



**PARAGRAF International** is an NGO based in Paris (France) with a European network in Antwerp [Belgium] and Stockholm (Sweden) and who aim to share common values and good methods on non-formal education. PARAGRAF International is composed and managed by a team of people who acquired experiences from different structures around Europe.



**Mehmet Rifat Evyap Mesleki ve Teknik Anadolu Lisesi school** started education in 1998 -1999 academic year. We have 1320 students at our school. In our school, there are 5 fields under the name of Information Technologies, Electrical-Electronics Technologies, Chemical Technologies, Machinery Technologies and Renewable Energy Technologies and education activities with 9 branches under these fields are continuing.



**International Institute of Applied Psychology and Human Sciences** is a cultural and scientific association located in Italy. The goals of IIAPHS are 1. to promote scientific research in the field of psychology, also in cooperation with Scientific Entities and Organisations both public and private, national and international 2. To collect and elaborate data, to structure and implement psychological intervention and to disseminate information regarding applied psychology and human sciences 3. to divulge the methodology of scientific research, psychology and human sciences.



**Academia de Formação do Norte** is a training school created in 2011, certified by the Directorate- General for Employment and labor Relations, based in the city of Porto that promotes training actions for youngsters and adults, companies in several areas, providing the trainees with the virtual reality, necessary skills to better adapt to organizations and to the labor market, mainly in the sector of Health, Beauty & Wellness, entrepreneurship, Environment, ICT, languages and initial pedagogical training for trainers. The school has been exploring the use of immersive virtual reality (iVR) in real classrooms. We are focused on how iVR can be used to enhance learning, its relationship to curriculum, and its implications for pedagogy.



**The Namoi association** aim to protect human rights, defense of the legal interests of social excluded groups that be connected to a person's social class, race, skin color, religious affiliation, ethnic origin. We are helping youth to build a strong image of the current technological situation. We answers fundamental questions regarding hardware need, basic software used, types of online services required to work more efficiently and the necessary technology related trainings for staff. We facilitate transnational research, by educating journalists and by bringing together media workers with differing perspectives into a conversation about themselves and the world.



**SC Psihoforworld** was established in April 2016 as a follow-up to the "Individual Psychology Cabinet David Anca" set up in 2012. Since 2012, we have been focusing on adult counselling services in the field of work psychology, with about 7 years of experience in: professional guidance and counselling, recruiting and selecting staff for different organizations, designing training programs professional assessment, psychological evaluation of employees, achievement of the psychological profile of persons who want to occupy certain positions, elaboration of studies regarding personnel fluctuations and finding the related remedies.



IO1 Manual Excellent Public Speaking    IO2 E-learning Platform for Public Speaking    IO3 VR Training for Public Speaking

The project "Expand your Frontiers in High Technical Skills and Public Speaking" include innovative digital technologies for teaching and learning. The **Virtual Reality Simulator (O3)** is an immersive VR system allowing participants to simulate a session of public speaking in order to increase Teachers' competences and reduce social phobias related to public speaking.

The system will allow the participants to experiment several sessions of public speaking in scenario at increasing difficulties. Social phobia makes extremely difficult the access to profession to all teaching professions. The project include an innovative **e-learning Platform (O2)** teaching to educators the necessary skills for performing an effective public speaking and reducing anxiety related to the public performance

The intellectual outputs to be produced under the project "Expand your Frontiers in **High Technical Skills and Public Speaking**" are a support for all VET teachers, trainers and mentors in school and at work for their initial and continuous professional development. Our transnational need analysis showed clearly that there is not and universal a clear training requirement for accessing the profession of VET trainer which is unregulated. When there is a training requirement this is not related to social skills. We can clearly identify the same for schoolteachers, which access to profession is regulated by public selection. However social factors like social anxiety and phobias can clearly affect performance of VET teachers, trainers and mentors and reduce their well-being. The output produced support their Learning process of public speaking and works directly on social phobias related to public speaking.

The Manual "Excellent Public Speaking" has the goal to increase the quality of public speaking, increase trainers' resilience and reduce public speaking phobia and stress among VET trainers, Teachers, University Professors and other members of the target groups. The manual will be translated into 7 languages (EN, RO, IT, PT, RU, TK, FR).



- ❖ **The 300 pages “Excellent Public Speaking” has the goal to increase the quality of public speaking, increase trainers' resilience and reduce public speaking phobia and stress among VET trainers, Teachers, University Professors and other members of the target groups.**



- VET trainers is an unregulated profession, formal criteria of access are undefined in vast majority of cases.
- High School Teachers and University professors access to the profession through public selection, which necessarily do not consider social skills.
- Public speaking skills are learned in the vast majority of cases on the job with no training and this can increase stress and reduce performance
- Education profession is an increasing sector, this factor can be an opportunity for participating countries
- Epidemiological surveys shows that teaching professions share high levels of stress

**The Manual include:**

- Guidelines for effective public speaking
- Instructions for the analysis of the audience and the optimization of the speech
- Self-assessment psychological test for the evaluation of negative states of anxiety and phobia
- Effective methods to answer questions from the audience
- Protocols for psychologists for the reduction of public speaking phobias
- Methods for creating effective presentations
- Observational methods and checklists for the evaluation of public speaking
- Exercises for the improvement of public speaking

- ❖ **The E-learning Platform for Public Speaking Competences is a open digital education output based on 10 hours of video-lectures designed for increasing the public speaking competences and reducing public speaking phobias and other negative psychological states.**



**Needs analysis, according to this application form:**

- Practice of public speaking is often learned on the job with the approach of trial and error
- Public selection of teacher professions do not include a standardized evaluation of social skills and public speaking competences
- Teaching professions is one of the professional categories most exposed to work related stress

**Functionalities:**

- log-in and registration forms according to GDPR
- 10-hours video organized in 5 modules of 2 hours each, subdivided in lectures
- proficiency tests system
- questionnaire of satisfaction system
- automated reporting system
- integrated e-mail system for updating and motivation the participants to complete the modules
- system for the delivery of certificate of attendance
- full translation with subtitles and voiceover of all videos
- integrated communication system with psychologists for personalized consultancy
- automated system of evaluation of negative states connected to public speaking situations

- ❖ **VR Training for Public Speaking in an innovative training for combating social phobia of public speaking. The Virtual Reality will introduce the participant into a simulation of public speaking and evaluate the behavior on real time for encouraging the participant in effective public speaking and manage negative states .**

The Virtual Reality Public Speaking Training has the following functionalities



- Simulation of a through VR glasses
- Gradual exposition from easy scenarios to more complicated ones
- Evaluate through psychological survey the states of phobia, anxiety
- Evaluate head movement and give feedback to the participant
- Evaluate quality of the speech through voice indicators
- Evaluate eye contact with the audience
- Produce an impact report automatically through the VR App
- Free and open download for Google App

To achieve the objectives of the project (better public speaking performance and reduced negative psychological states), the development of gamification systems is proposed. A video game based on Virtual Reality will be created. A virtual environment will be created through which the beneficiary will be immersed in a virtual conference room. In this conference room, the user will comply with the task of doing an speech regarding a theme proposed by the platform.

**This video game will have the following characteristics:**

It will include different scenarios: different scenarios will be developed in which the auditorium is empty, scenarios in which the auditorium is full, scenarios in which the auditorium is

full and the audience speaking, etc. These different scenarios will represent different levels of difficulty, from simpler to more complicated.

- Automated evaluation of work quality: The system will collect the following speech quality indicators:

- Visual contact with the public: the system will evaluate if the user looks at the audience.
- Head movement: the system will evaluate the user's head movements to detect stress situations, etc.
- Voice tone: the system will evaluate the volume level when the user speaks.
- Speech time: accounting of the time you have spent on speech.

At any time in your life, you may receive multiple invitations to attend meetings and conferences, and some of them may require you to speak in public. Even though you're a master in your field, public speaking is a whole different story. Many people shy away from or are afraid to speak in public. If you are one of those people, we can give you some advice to help you overcome your fear. If you are afraid, know that you are not alone. Many people are afraid of speaking in public. As comedian Jerry Seinfeld said, there are far more people who are afraid to speak in public than those who are afraid to die. So, is this conversation thing really that hard?

The stress you feel when you go out in public, the sweat on your palms, that pain in your stomach can be described as reflections of public speaking phobia. If this situation is not taken under control, it can negatively affect both professional and private life. Especially if you have to talk frequently due to your job, overcoming this phobia will make your life much easier.

### Why Should We Speak Effectively?

All the people we have been influenced by throughout our lives have influenced us with their actions and speech. Those whose knowledge we are impressed by are those who reveal their knowledge through their speech. When we are influenced by his books, the effect is in the book, not the person. The person communicated with the reader through the book. No matter how knowledgeable you are, if you cannot express it through speech or other means of communication, your knowledge is of no use to other people. If you have the power to cause a positive development, but you do not use it, it means that you are not doing what is necessary for the power given to you. Can you call people to goodness with your speech? Can you bring them closer to happiness? If we want to convey information or a message to people, the best way to do it is by speaking. If you display an ineffective personality in your speech, you will leave a completely obscure impression in the eyes of your interlocutor. You are ignored. Until you really make him feel your influence. If you are effective in your speech, behavior, and communication, you will leave an excitement in your interlocutor. He wants to listen to you, to talk to you. Even when he sees you, he gets excited. There seems to be different secrets in speech. Speaking in front of people is an indescribable pleasure. A successful speech, on the other hand, has mysterious effects on people. TV screens, radios etc. The only ones that stay in mind are those who speak very effectively. It is very difficult to forget a person you called "awesome" after a conference you listened to.

### About public speaking

At work, or in any of our other activities, the way we speak, the way we can communicate, is one of the elements based on which we will be judged, accepted, or definitively rejected. Speaking with order, clarity, enthusiasm, persuasion is a skill that can and must be trained if you want to effectively convey your arguments. Since ancient times, the need for public speaking has been constantly present for the human being to persuade, convince, teach, socialize.

The art of public speaking is called oratory, and whoever practices it, orator. Oratory is the art of saying and, above all, of knowing how to say. It refers to knowing how to express the message you want to convey at the right time and in the correct way.

A speech of any kind (political, judicial, funeral, etc.) received the name of oratio. The domain of this "art" was called eloquentia. Oratory is, therefore, "the art of speaking eloquently". The power of oratory is immense: with its mastery we will be able to convince our audience or interlocutor, persuade them and even amuse or move them. Eloquence is essential for speaking in public and, certainly, the key to speaking is the ability to obtain fluid, elegant and convincing speech.

With eloquence, empathy is awakened in our audience, which will be excited and captivated by us and our message. Like everything, it is a skill that can be improved and from which there are countless advantages. Knowing how to express yourself is a fundamental tool in professional performance in any sector. But oratory goes far beyond words: it is not just talking, it is communicating. And we do it through other equally precious elements such as intonation, gestures, gaze, body posture, etc. Their mastery will facilitate the presentation of our ideas in a reasoned way in front of others.



The techniques developed in oratory for the correct use of vocalization, breathing, relaxation, tone of voice, rhythm, will help you to correctly express yourself in front of an audience which, in general, can be varied by age group, sociocultural level, ideas or beliefs. A speaker must be able to change the emotions of the listeners, not just provide them with information. The oratory technique will work regardless of the topic we are dealing with, the situation in which we find ourselves or the type of interlocutor we are facing. In History, oratory begins to be practiced very early: the first speech we have witnessed is the one delivered by Sedano Claudius the Blind, on the war against Pyrrhus.

The Oratory was born in Sicily and developed mainly in Greece, where it was considered a tool to acquire prestige and political power. There were some professionals called logologists, who were in charge of writing speeches for the courts. The most famous of them was Lysias. Socrates created in Athens a famous School of Oratory which had a broader and more patriotic conception of the mission of the orator, which had to be a cultured man and moved by high ethical ideals to guarantee the progress of the state. In this type of oratory Demosthenes was considered the best of his art.

From Greece the oratory passed to the Roman Republic, where Marco Tulio Cicero perfected it. His speeches and oratory treatises are still essential today. The theory on which it was based, learned and adapted by the Greeks, was called rhetoric (from the Greek rhetor, orator): a set of disciplines and a concrete way of organizing and constructing a discourse with an ultimate goal: to persuade the public. The schools in which it was studied, equivalent to our universities, were called "schools of rhetoric". The rhetoric is transversal to various fields of knowledge (literary science, political science, advertising, journalism, educational sciences, social sciences, law, biblical studies, etc.) and deals with the study and systematization of procedures and techniques for use of language, whether it serves a persuasive or aesthetic purpose, or for communicative purposes.

The art of using the word in public with correctness and beauty, using it to please and persuade, had a precocious and prolonged use in Rome. Its development was favored by the political system of the Republic based on popular consultation and remained, in fact, alive and strong as long as the republican constitution survived. Once forms of government based on personal power were imposed, oratory, lacking the atmosphere of freedom it needs, languished, and became a pure exercise in rhetoric. The oratory permeated a large part of public life, and its value was recognized in the courts (judicial speeches), in the Roman forum (political speeches) and some religious events (funeral eulogies). The Roman people, extraordinarily fond of speeches, were able to value and applaud brilliant orators, including Cicero and Marco Fabio Quintiliano, and were very lively actor in the debates between different schools and trends.

Among the advantages deriving from the effective mastery of the use of language, we can highlight:

- More self-esteem and confidence

Overcoming the fears and insecurities that public speaking causes, builds self- confidence. Furthermore, practicing speaking implies a continuous improvement of verbal communication skills and, when we notice this improvement, the confidence will increase and so will the personal satisfaction.

- Better communication and language skills

The oratory will make us more effective in mastering the tempos, pauses, intonation, rhythm, articulation ... We will develop an effective speech, with a rich and fluid vocabulary, without the need for slogans or clichés. This will also allow us to improvise and deal with any situation where we are asked to speak in public, controlling stress and staying calm.



- Improve research skills

To successfully present a topic in public, preliminary research is essential. This will force us to seek credible and relevant sources. Having quality information will also help us make more appropriate decisions.

- Deductive reasoning

Oratory obliges us to start from a premise and to move towards a conclusion, based on the information obtained during the investigation. It is a very useful type of reasoning in both personal and professional life. Plus, it's accompanied by critical thinking, which allows us to build an effective speech that persuades our audience.

- Develop leadership

Mastering public speaking will allow us not only to convey our ideas but also those of others. Doing it fluently and clearly and persuading the public is one of the leadership skills, vital to driving change.

- Helps establish professional contacts



Speaking in public awakens the interest of those who listen to us not only in our message but also in our person. Therefore, public speaking allows us to connect with other professionals and speakers.

Today, mastering public speaking is essential for success and a good professional reputation. It is a skill that is increasingly being taken into consideration for the value it brings when it comes to coordinating teams and inspiring and transmitting corporate values. Expressing ideas correctly, conveying confidence and enthusiasm, persuading, and influencing others is far more valuable than professional competence alone. They are the pillars of effective and successful leadership, based on prestige, influence and the ability to motivate others.

Furthermore, the way we express ourselves will determine how our colleagues and superiors judge and evaluate us. Mastering the art of public speaking can open career opportunities and enhancements, allowing us to stand out at meetings and events and advance our careers. Language is, therefore, the only human faculty that distinguishes us from other forms of life and that allows us to know our past, understand our present and visualize a future.

# GUIDELINES

## FOR EFFECTIVE PUBLIC SPEAKING



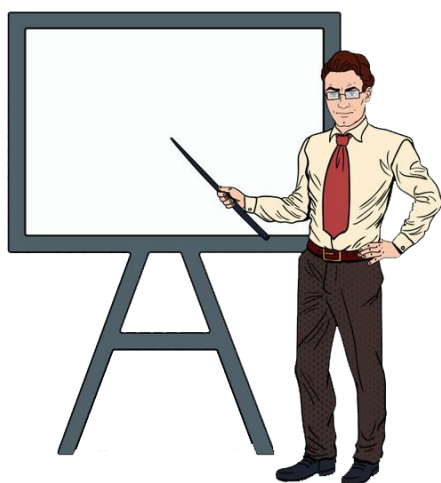
# GUIDELINES FOR EFFECTIVE PUBLIC SPEAKING

## WHAT'S AN EFFECTIVE PUBLIC SPEAKING

The skills and techniques required to give a good speech are basically the same, whether it's in the family, in a community, at a large conference, interview, or business meeting. One of the biggest problems when speaking in public is fear. It can be observed that even people who are highly equipped, cultured, and highly successful in conversations sometimes experience serious fear when speaking in public.

**The problems that are frequently seen in individuals who will speak in public are as follows.**

- Nerve strain
- Overexcitement
- Considering what the audience thinks about themselves during the speech
- Don't be ashamed to think all eyes are on you
  - Fear of forgetting or forgetting what to say
  - Do not hesitate about how to act
  - Worry about getting mixed up
  - Talking fast and wanting to end the conversation as soon as possible
  - Having trouble understanding and answering the questions asked
  - Fear of being criticized
  - Fear of laughing out of control



What is the purpose of your speech? To inform, motivate or entertain people? This needs to be very well defined. For your speech, it is necessary to choose a topic according to your area of interest. Research on the subject should be done and targets should be determined. Who will you be speaking to? However, find out the audience you will talk to, an expert group? or a student group? What is the average age? Is it predominantly male or female?

By learning the time, you will use for the speech, it is necessary to decide on the length and main topics of your speech. By designing the messages in your speech, you need to guide your speech accordingly, whether it is new information, motivation to start a business, or just the good feelings left behind by a pleasant time.

Avoid going into excessive details, it can be boring. Instead of long sentences, use main points that will help the listener. If appropriate to the topic, photos and pictures will liven up any conversation. Make sure everyone in the room can see the images. Thinking ahead of all possible questions that may be asked will provide you with fluency in answering the questions posed. Ask for criticism by rehearsing your speech and having others listen to it. In this way, you will be prepared in advance about the details and deficiencies that you did not notice during your speech. Going to the area where you will be presenting at least 15 minutes before and checking the hall and technical features will prevent you from falling into a difficult situation due to possible technical errors.

Here are some tips to improve the overall level of your public speaking. The exercises in the following chapters will allow you to train on several of these points. Depending on the reasons why you will be required to make a speech, you will find experiences to do alone or with a "test audience". The different exercises require very little equipment and in most cases a sheet of paper and a pen will be enough.

- **Don't let yourself be destabilized :** Your audience may show signs of hostility, or indifference: you may come across a disapproving look, a yawn, hear sarcasm, all signs that can destabilize you. It would be tempting to ignore them, but these reactions may increase if you ignore them. By developing your relational ease, you will be able to perceive your audience and adapt. If you perceive boredom, wake it up; if an individual calls you, answer them, etc.
- **Develop self-confidence:** It is the foundation of relational ease and fulfilled communication. To be comfortable with others, you must first be comfortable with yourself. For this, it is necessary to know how to detach yourself from the gaze of others and regain your own trust. List your small and big successes but let yourself be allowed to make mistakes: this is how you learn. Start by daring to speak up when you feel comfortable with your interlocutors
- **Learning to manage stress:** The jitters generated by a public speech is the expression of an apprehension, a fear of disappointing. Nevertheless, it is essential to tame your fears to keep only the "good" stress, the one that acts as an engine and not as a brake. Identify the causes of your anxiety. There are techniques that will help you quickly reduce the pressure, such as breathing exercises, relaxation, or visualization.
- **Working on your Body language:** Gestures, intonation, looks are just as important as the words used in a speech. It is therefore essential to know how to work your non- verbal communication, for this it is necessary: Keep your feet firmly anchored on the ground - Stay confident in your posture - Look at the whole audience - Use your hands - Speak clearly
- **Structuring your speech:** A speech that goes in all directions will not win the support of the public and you may lose the thread at some point. To properly structure your speech, you must proceed in stages: Capture attention with a good hook - Get to the heart of the matter - Sweep away any objections - Argue to present your project or defend your idea - Conclude by mentioning a key element.
- **Perfect your oral expression :** It starts with excellent speech: do some exercises to perfect your diction, learn to put down your voice, banish stray words (uh, so, then, there you have it, etc.). Use vocabulary adapted to your interlocutors. Prefer short sentences to extended sentences whose meaning is quickly lost. Give rhythm and life to your intervention: a rich and varied vocabulary, words in line with the tone used, the subject matter and the context of the message.
- **Learning to convince :** Develop your power of persuasion to make your messages heard and listen naturally. For this, it is essential to work your charisma . Anticipate your audience's expectations and possible reluctance to get the message across. In this way, you will adapt your intervention in such a way as to convince the most hesitant. Be sure to reach your interlocutors by "playing" the emotional card.
- **Negative Attitudes:** contracted - Want to leave – breathless- Accelerated throughput - Slow throughput - Acute voice – sharp - Tremors – Sweat – Blundering - Telescoping ideas
- **Positive Attitudes:** Comfortable - Pleasure to speak - Open attitude - Spirit of distribution - Low voice- Intellectual curiosity- good presence - good modulation

Opportunities to speak in public come in many forms. The key to being a good speaker is to align your communication techniques, based on your message, on one of these four types.



**The informative Way:** This type of public speaking focuses on explaining a concept or idea to the public. Informative speakers tend to focus on specific topics, such as people, events, places, stories, etc. Examples could include a university professor giving a lecture on a particular topic, or a senior executive from a company giving a presentation on last year's sales.



**The persuasion way:** It is the bread and butter of public speaking and presentations; indeed, it is widely perceived as the power to speak in public. Persuasive talk is about convincing members of your audience to do something, based on their agreement with your point of view. In this technique, the spectrum of persuasion is wide: you can get members of your audience to agree to buy a product, adopt a new lifestyle, or even conform to a particular political opinion. Lawyers, politicians, and vendors all use this technique to their advantage, use it if you want to persuade your audience to do something



**The demonstrative way:** This one is a bit questionable because it focuses more on the actions omitted during a speech or presentation rather than on the words spoken. Still, it's worth talking about. Demonstrative speeches are those where the speaker performs actions and clearly explains those actions in the process. The idea is to involve the public in verbal and non-verbal methods of communication. In doing so, the speaker has a better chance of getting the message across to the audience. Have you ever witnessed an advertorial about a nerdy product? You know, the ones where the host talks indefinitely about a product and shows you all the features?



**The ceremonial way:** Ceremonial speeches consist of delivering speeches on special occasions (such as weddings, birthdays, graduations, etc.). The purpose of the ceremonial speech is to trigger an emotional response from an audience. It's about fostering an emotional connection with the people who take the time to listen to you.

### Preparation Phase A - Presentation Text

- For short presentations not exceeding 15 minutes, a writing plan or note cards should be prepared.
- Whatever its length, the presentation should never be recited; but one should not be too dependent on grades. Notes should only be used to stimulate memory.
- Written text is different from oral presentation. It defines both the message and the visual materials to be presented.
- Written text is self-sufficient; can be understood without an oral presentation.



### Preparation Phase B- Parts of Written Text

The written text consists of four parts.

**Introduction:** The first impressions of the audience about the speaker are formed in the introduction. The introduction serves several purposes:

- It creates harmony and trust between the speaker and the audience.
- It states the purpose of the presentation.
- It catches the attention of the audience.
- It directs the listener towards the essence of the presentation.
- It allows time for the audience to get used to the topic.

**Key Thought:** The key idea is the target of the presentation and tells the audience what the presentation will accomplish.

**Development:** Includes detailed discussion of each key point in the plan and data supporting the key point. This section conveys the speaker's main message. It is effective that the words are easily understood, the sentences are short and contain only one idea, and long expressions do not contain unnecessary words.

**Conclusion or Closing:** To be effective, the conclusion must give the audience a sense of completeness. Your audience is always more attentive at the beginning and end of the speech; so you should take advantage of it and end your words with a positive message. You can use the following ways for your closing sentences:

**Summarizing.:** You can use phrases such as “at last”, “to summarize”, “finally” to show that you are about to finish your speech. You should put the last point after these words. Do not continue talking for another five minutes.

**Ask A Question:** You may want to leave the audience with a question. If you have mentioned a problem and suggested a solution, this can be an effective method: “The decision is up to you, what do you think?”

**Use Quotations :** You can use a quotation book for a meaningful concluding sentence.

**E- Tell an Anecdote :** The story told at the end of the talk should be short and tell the theme you want to emphasize. Personalize the story and engage your audience

## The Day of the Speech

It is necessary to avoid carbonated and caffeinated drinks and eat a light meal. Be stylish but comfortable. Your suit, shoes and jewelry should be suitable for the environment as well as in a style that makes you comfortable. If you are nervous, you can do relaxation and breathing exercises, voice exercises.

### During Speech

- Get on the podium calmly.
- Let the audience see you for a few seconds before stepping behind the podium.
- Have a smiling expression
- Don't focus on yourself (how you look, how well you're doing, whether your excitement is evident).
- Just think about your presentation.
- Don't try to read the audience's thoughts.
- You can tell by looking at your close friends or by looking at someone you believe is listening to you well.
- Don't always get caught in the same person's eyes.
- Speak with passion. It's surprising how contagious enthusiasm is. If your tone is expressive and your gestures lively, you appear confident and passionate. Don't go fast, stay calm. Try not to be monotonous.
- Make good use of pauses, don't use parasitic expressions.
- Do not exaggerate in gestures and facial expressions. Do not swing back and forth on stage. You can move in small steps.
- Don't turn your back on the audience.
- Conclude the topic with a summary. Given the opportunity to those who want to ask questions

## Make a perfect pitch

In our competitive world, we need to present ourselves as best we can to stand out from the crowd. Suppose someone asks you what you're doing? What would you say? Suppose you have about 30 seconds to say something or to present a pitch? What would your pitch contain? Which areas would you pay the most attention to? How long should your argument last in terms of the number of words used? This exercise is designed to help you propose a pitch and refine it several times to make it almost perfect

Make a pitch and gradually improve it based on the feedback you receive from others. The pitch should last about 30 seconds. An ideal speech rate is about 140 to 160 words per minute. Therefore, the pitch should be about 70 to 80 words. You have the choice to pitch yourself or a specific topic. For example: Personality and work – Products – Company – A specific pitch for a product or service. This exercise is also feasible to many, we then compare the results of each and we select the best parts to make a perfect argument.



### Why and How Are Improvisations Needed?

If we are not prepared for our speech, we will improvise, which is much more difficult than presenting a prepared speech. However, improvisation may also be required when making connections between the main points of our conversation, answering questions asked of us, or when we are asked to have an off-topic talk. These situations are very likely to occur. Therefore, we must improve ourselves for uninterrupted and fluent conversations.

A good speaker is not one who speaks impromptu for hours, as is thought, but one who can speak improvised enough. Each orator takes 5 minutes when asked about a topic. should be able to speak. For this, "speech intelligence", which will be examined later, must be developed. In addition, in speeches where the main idea should be spread over a certain period of time, the speaker should play with words and use words such as mortar between bricks in his speech to fill the gap.

During the seminar, participants should also take 30 seconds to practice. duration, then 1.5 minutes. They should speak impromptu for a long time. For these conversations, one should start with just one word that someone else will give. Even when alone, with the help of a dictionary or a dictionary, a concept that has not been determined by us before should be selected and talked about without a time limit. It will also be useful to be able to write long articles around a concept and try to construct long sentences.

## IMPROVISATION AND RESPONSIVENESS EXERCISES

→ **Make sentences of at least six words based on the following words:**

Rose	Development	Egg	Sea	Language	Human
Pasta	Road	Soldier	Color	See	Eight
Knowledge	Figure	Doctor	Crying	Tree	Fluency
Water	Man	Sheep	Excitement	Time	Pain

→ **Based on the words below, 30 seconds at first, then 60 seconds. and then 90 sec. Speak for a while.**

Affection	Bomb	Space	Invitation	Radio	Yawning
Courtesy	Enthusiasm	Laughing	Window	Machine	Wall
Sale	Tolerance	Pants	Agriculture	Friendly	Melon

→ Try to give the longest answers you can to the following questions. If you give written answers, do not fall below 30 words.

- Do you remember the first day you started primary school?
- Do you ever compromise on your principles?
- Do you think people should attend “oratory” seminars?
- What characteristics of waves and clouds are similar to each other?
- Who do you think is meant by the phrase “those who write on water with their lives”?

### **Have you ever changed your perspective on life?**

→ In the examples below, try to fill the flow of ideas that break in the middle of sentence structures with your own expressions.

- Today, with my deepest feelings....
- These moments of enthusiasm we live in....
- I wish this congress..... However,.
- Gathering you here....
- It is a privilege for me....
- Now tomorrows....



### **Suggestions to fill the flow of ideas in the examples above:**

- Today, I want to say new words to you with my deepest feelings and to be an interpreter for yours as well as my own.
- I would like to look back at these joyful moments after many years and to remember this day, which was history for that time, with all its richness of meaning.
- I wish this congress was held in the open air right now; but then it was certain that this extraordinary efficiency seen so far could not be achieved.

→ In the examples below, try to fill the flow of ideas with your own expressions after the sentence structures. For this, expand on one of the words in the given sentences.

- Do you feel anger when you are criticized?
- I want to live a simple life now.
- The architect, who built those minarets, made his sense of aesthetics speak.
- Our people who work bent over want to find comfort now.
- Why do you always get bored?
- Let's turn to the facts, to the facts of the country.

### Suggestions to fill the flow of ideas in the examples above:

- However, you also know that anger brings you more harm than good. Nothing will happen to those who criticize you with your anger; from your point of view, it will still go unpunished. You will also get angry, stretch and tire yourself. Again, it will happen to you.
- Plain. As plain as possible. I want to get away from the mess of life, work and rush, stretch my head and breathe among them. Now I want to go to the villages, touch the soil, drink water from the fountains like a simple person, comfortably and without worry.
- If you haven't seen those towers, I strongly recommend you see them. Like pencils, they ascend to the sky, thin and long. They have stripes rising in stripes, eye-catching balconies resembling bracelets. The most magnificent of tower types was chosen for these.

## SPEECH INTELLIGENCE

We call the consciousness and ability to speak productively, which is obtained because of studies and exercises in order to be able to speak fluently and uninterruptedly, "speech intelligence". The concept of "Speech Intelligence" aims to make our conversations more fluent by focusing on common and opposite meanings with the development of the ability to think by associating.

### For the development of speech intelligence:

Think about common and antonyms You should practice finding common and antonyms for words, with particular emphasis on abstract words. If you try to find common and antonyms for 5 words that you will receive from different people every day, you will bring the meanings of 70 different words a week and 3650 different words a year closer to your active memory.

**I recommend that you follow at least two monthly magazines. In addition, it is a valuable tool in terms of non-negligibility in making dictionaries and dictionaries.**

- ✓ You must also develop all your senses of perception. For this purpose, you should strengthen your fictional imagination and dream different and away from mental patterns.
- ✓ Properties of entities, source of events and possible consequences after, witty jokes etc. Think about details like Look around you like a little child trying to learn about life.
- ✓ Think separately for entities, events or human behavior with question words such as "why", "how", "when", "what", "who". In particular, the "why" and "how" will greatly expand human horizons.
- ✓ The breadth of our vocabulary will provide us with more material to use in our fluency. Reading a lot of books, reading books in different language and stylistic structures are of course the first ways that come to mind improving our vocabulary. However, following the journals is extremely useful in terms of familiarity with new subjects.

Develop your imagination



Think over the details



Always ask questions



Develop your vocabulary



**Attribution Method:** Associating the content of our speech with the next content by using different criteria will bring fluency to our speech. For this, we can use association factors such as time, place, function, production process, appearance, breed. For example, when you get into trouble for a moment about the content of the subject you are talking about, you can talk about how the main phenomenon you are talking about was received before, in the past, and how the people of the future will view it. You should use the same for other factors.



**Extension Method:** As practiced before in the exercises, we can “expand” by being able to derive a new idea structure from a word in the content of the previous holistic idea structure. In order for the extension to provide more semantic integrity, the word we choose as the source of the extension should be the “important” word that should be emphasized within that idea structure and that has been loaded with meaning.

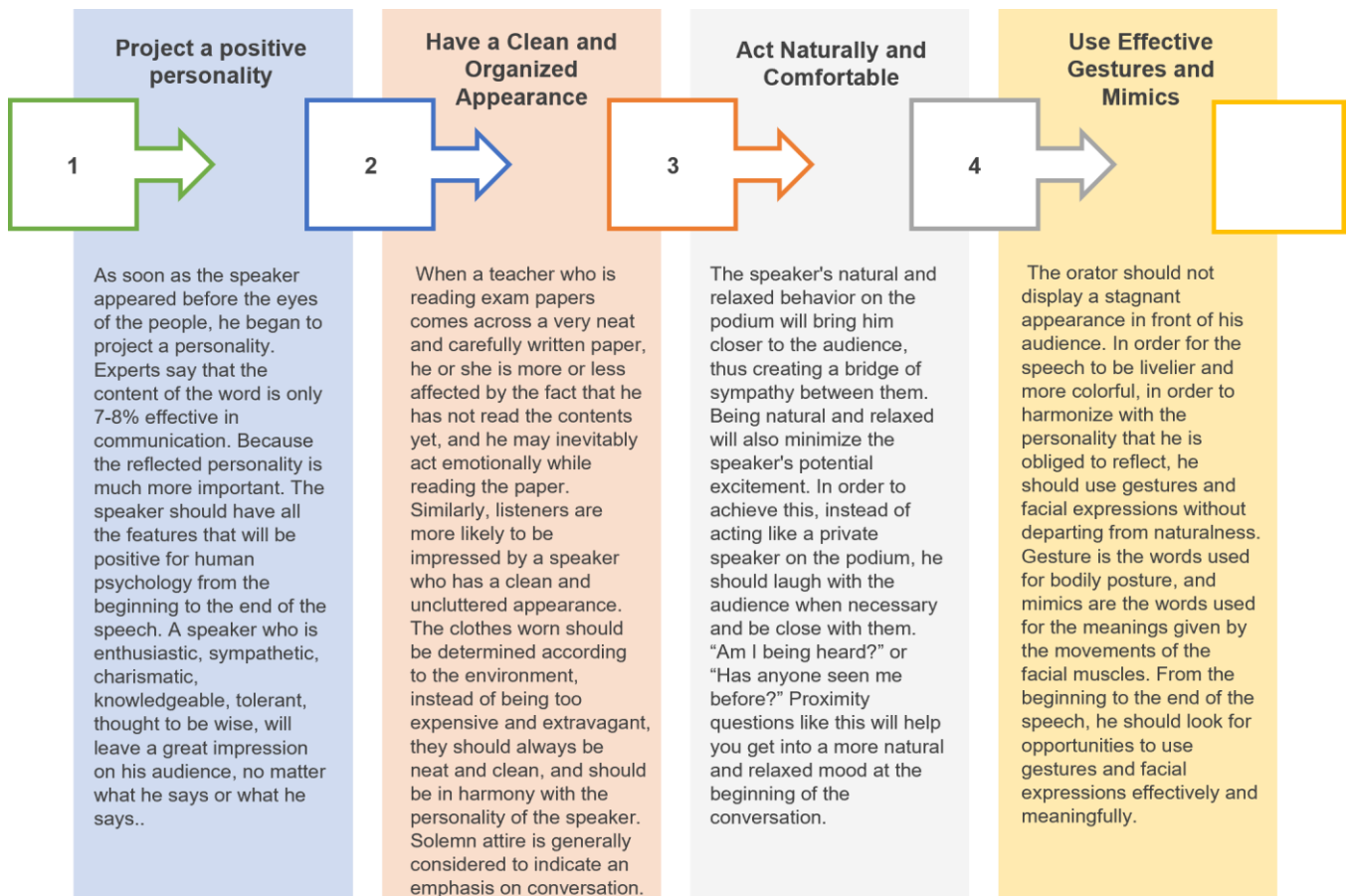
## SPEAKING TRAINING AND ORGANIZATION

**Preliminary Preparation:** For a speech to be successful, it must be prepared in advance and its content must be planned. It is very difficult for impromptu speeches to have extraordinary effects on the audience. If the speakers only talk about topics that they have the right to talk about, which they really know well, the imperfection of speaking can be overcome at a lower level. However, it would not have been a perfect speech. For speech preparation, the following points should be considered:

- **Choose your topic and limit it:** The speaker must know exactly and clearly on which topic to talk. If he knows the subject well, the “we’re going to talk about something” approach can be described as a clear sign that the conversation will turn into a fiasco. The orator who wants to speak effectively should be able to express himself for a while on a subject he does not know but should never present a “main speech” example. It should be talked about the subject that is really an expert. After the topic of conversation is selected, the topic should be limited according to the time requested for the conversation. For example, if an hour is reserved for the orator who will talk about “oratory”, the orator should limit the sub-ideas of the subject in a way that will touch on the main principles of oratory, or explain only a part of the oratory, for example “attention strategies”.
- **Identify your purpose and the purpose of your speech:** There are three different perspectives that can be considered about goals in a speech. Speech has a specific purpose that derives from the message it contains. Second, the speaker has a purpose that derives from his speech and the effect he expects on the audience. Third, listeners have expectations from the speech, and therefore goals for themselves. During the speech planning phase, all these objectives should be reviewed. One dimension of quality is the satisfaction of expectations. Therefore, the planning of the speech and the directions to be made during the speech should be realized within the framework of the satisfaction of these expectations. For example, if the expectation of the participants in the “fast and effective reading” seminar is to learn much better than speed reading, the seminar presenter should focus on “learning” by stretching the content of the program and channel its purpose in this direction.
- **Build your ideas in your mind:** In order to ensure fluency and an effective presentation during speaking, the content that makes up the speech must be built in our minds. We may have a hard time remembering the content of a speech that is not fully settled in our brain, where necessary. In order to prevent this, we should divide the content of the speech and take it into our memory in line with these sections. First of all, we should divide the content into a few main ideas and know how much we allocate. Then we need to create side ideas to support these main ideas.

For the systematic of these ideas, figural representation should be used and even, if possible, coloring and animation should be made in this figural representation. During speaking, it is more useful to have this figural representation and relevant key reminders (a few words) in it, rather than the entire content of the speech.

- **Speaker-Centered Arrangements:** After the planning and preliminary preparation of the speech is finished, the speaker should put himself in the center and decide on himself. Because the source of the



speech to be put forward is the speaker himself. The audience will also get an opinion for the speaker before they even listen to the speech. In the first 20 seconds, when first impressions are formed, the speaker should leave positive opinions on the listeners and leave the conversation by reinforcing these opinions during the speaking process. Here are the ways we recommend for this:

- **Message - Body Language Matching:** If the message we give in the speech is supported by body language, the element of "visuality" will also be included in the perception process of the audience, thus the meaning placed in their minds will be strengthened. Therefore, body language should be spoken in accordance with the content.

For example, smiling in a section about smiling, reflecting sadness with facial expressions in a sad section, sharing this enthusiasm in an enthusiastic feast will produce positive reinforcement on meanings. In all conversations, the bodily posture should also be generally upright and secure but can be altered according to the message. Gestures such as leaning the body slightly towards the audience in the parts where the meaning

will be loaded the most, opening the arms and directing the palms to the interlocutors in speeches that should give an embracing impression, will garner very positive points.

### Target Yourself First Be Your Own Leader:

Being a leader of oneself is one of the indispensable features for the productivity of all people. If we are guided by others throughout our lives and face the result of our decisions in this direction, only "we", not someone else, there is a departure from justice.

The examples we usually encounter in contemporary social life are in this situation. An effective person should think about the decisions he will make and make the decisions that are appropriate for him. Getting to know oneself and its characteristics, determining its goals and priorities, setting goals to achieve these goals in the light of these priorities, motivating oneself and giving feedback to oneself are the foundations of personal leadership. So, all people who want to be effective and efficient must first recognize their own

characteristics and determine their priorities in life. A person who cannot satisfy himself will not be able to convey his message to other people with full efficiency. Things that are important according to social judgments may not be so important in terms of human priorities. But a person who is far from personal leadership will adapt to society without questioning it and will most likely shame himself!



topic he likes and is interested in. In any case, great orators should refrain from talking about the subject of which they are not an expert. However, students or administrative staff who are asked to make a presentation may not always have this chance.

▪ **Be Interested in the Subject:** If the speaker is making his presentation by force, of course, people will not express their admiration at the end of the presentation. The spirit participating in the conversation will be deficient. The speaker should try to create the opportunity to choose the topic on which he will speak and should choose it himself. Thus, he will be able to talk about a

- **Be Influenced By The Subject And Your Speech:** Rehearsing the speech before it is given can increase the impact of the speech on the listeners to a greater extent than the estimates. You should be impressed by your speech at these rehearsals. If a speech is given that you also like, the audience will also like the speech. If what the orator is talking about is an object, he must see, touch, hear; emotion, on the other hand, must be felt with all its vitality; the person should be able to deal with him/her in person at that moment.

**What Kind of Beginning?** First impressions always have great value. When going to the podium for a speech, the audience will reach a positive or negative opinion within the first minute (or even 20 seconds), and they will watch the whole speech mostly from behind these glasses. Particular attention should be paid to the beginning as well, in order to initially paint these glasses with positive impressions of himself and to make the rest of the speech listen with interest. The following suggestions can be used to organize the beginning:

- **Don't start by apologizing:** When the orator is called to the podium, in the eyes of the audience, he is someone who has the right to speak on the subject and is worth listening to. However, if he starts his speech on the platform with statements that break the impression of the audience, the audience will be inclined to change their impressions immediately. A big mistake many speakers make is to apologize to their interlocutors by saying that they came without preparation due to being late for the talk. Or, some speakers begin their speech by saying that they "do not understand how to speak" and show an example of so-called humility. In fact, expressing this will certainly bring harm, rather than the expected positive points of humility. Some erroneous expressions used similar to the aforementioned examples are as follows. Orators who want to make effective speeches should avoid these expressions in the beginning:
  - "It's not my place to talk here, but..."
  - "I am not actually an orator. I don't know how to speak to your satisfaction. But still, since I was promised..."
  - "Even though you elders know much better than me..."
  - "Thankfully they brought me here, but the truth of the matter is, I don't think I have much to gain for you."
  - "I heard about this talk a little late. It was sudden that I learned that I was going to give a speech, too. So, first of all, I apologize to you for not being quite ready."
  
- **Don't start as soon as you get on the podium :** When you are on the podium or in the speaking area, stay silent for 5 to 10 seconds. In the meantime, if you take a deep diaphragm breath by putting on your light smile, which you are accustomed to wearing immediately, you will have established the courage and confidence to speak in the first place. In the same time, you can control your posture and become more upright. The most not negligible task of this process is to skim over the audience. During this silent browsing process, the attention of the audience will be on you, and even the listeners who are talking among themselves will give up and turn to you. In addition, this browsing will help you to create an opinion in your mind about your interlocutors and to prevent the fear and anxiety you have about them.
  - **Make the audience feel like you care :** Everyone likes to be cared for, valued and cared for. The speaker, too, should begin to win the hearts of his interlocutors from the very beginning. Therefore, the first thing to do is to greet. The audience should be greeted in a manner appropriate to the occasion and, if necessary, the orator should introduce himself appropriately. In this greeting phase, the people who are in the audience and considered important (chairman of the meeting, president, minister, rector, dean, general manager, respected social leader, etc.) and legal entities (organization, foundation, association, university, commission) who contributed to the organization are also included. etc.) should definitely not be forgotten. After the greeting, if the hall is not fully occupied and the audience is seated in scattered areas, they should be asked to approach the front. During the warm-up process of starting to speak, the common features of the listeners can be emphasized, and from this point of view, compliments can be made to them that do not exceed the sense of sincerity. For example, at the beginning of a speech that will take place in the engineering faculty of a university, the orator may mention that those in the hall will mostly be the engineers of the future, and that the engineers who "invest in themselves" with such speeches will bring more to humanity than is expected from their friends.

# OPENINGS

- Grab audience's attention so that they will want to hear what you have to say
- Should be a "grabber" or "attention seeker"
- Not only arouse interest, but also suggest theme of speech
- Openings can be dramatic, emotional, humorous or rhetorical
- Opening does not have to have words, you can use gestures, demonstration, silence

- ❖ Startling question
- ❖ Challenging statement
- ❖ Appropriate short quotation or illustration
- ❖ Surprising generalization
- ❖ Exhibit – object, article, picture
- ❖ Personal story

- **Ways to Start a Speech:** With the words to be said at the beginning of the speech, we have some suggestions to turn the audience's opinion about the speaker into a positive one and especially to ensure that the rest of the speech can be listened with interest. First, arousing a sense of curiosity in the audience is a useful way of attracting attention and opening new doors in the minds waiting to be filled. To cause a sense of curiosity, question expressions can also be used here.
  - Example: "I am with you today to talk about an easy and magic recipe that will allow you to get along well with people and cause warmth between you and people you do not know."

Another effective way to start is to speak from sentimentality and appeal to the emotions of the audience. Thus, you will gain contacts who agree with you from the very beginning.

- Example: "I know that the people who come to listen to this talk today are those who can't stand wasting their time or wasting themselves; They are valuable people with purpose and purpose, who dedicate their determination, effort and time to change the world of more people by becoming more effective people."

We see that many orators prefer to start their speeches with "anecdote". According to studies, starting a conversation with an anecdote is not a very popular way in terms of the opinion of the audience, and it partially causes a loss of prestige. However, anecdotes that complement the subject can be used in the speech. Effective speakers should use comforting wit and wit instead of anecdotes. The jokes that you produce at that moment and that will help soften the atmosphere should be preferred instead of the jokes that feel as if they were put into practice by force. Another suggestion is to start speaking with the support of a concise poem (which means a lot with a few words) or a concise statement that is believed to provide an introduction to the subject. This poem or phrase should also contain messages that are accepted by everyone in terms of content.



## What Kind of End?

For a speech, its final part, the closing phase, is of great strategic importance. Because the last one is always the most likely to be remembered. Therefore, the result cannot be neglected and should be evaluated well. The speech should never be finished without a particularly executed closing. Even if we think that our speech went badly and that we were not able to impress the audience, we have one last opportunity to turn negative opinions into positive ones: the “closing section”. Or, there is a risk that a speech that is supposed to produce effective results may lessen or lose its impact: the “closing section”. So, what should be considered for the closing part that needs to be masterfully emphasized?

# CLOSINGS

- Accent your speech objectives
- Leave the audience with something to remember
- Closing is the “whip-cracker”, the “clincher”, ultimately the “result getter”.
- Closing can be dramatic, emotional, humorous or rhetorical
- Closing does not have to have words; you can use props, gestures, a demonstration or silence

- ❖ Call or an appeal for definite action
- ❖ Appropriate short quotation or illustration
- ❖ Exhibit – an object, article, picture
- ❖ Personal challenge

## What should not be in a good closing

After the orator has finished his speech and has closed it with a good or bad closing, he should not rush out of sight. The speaker, who leaves the environment in a hurry, will give the message that he thinks he is not very successful in his own speech. It's as if he wants to avoid the criticisms that will come by avoiding the eyes immediately.

However, if the speaker, after describing what he has to say about his speech, constructs a sentence containing the phrase "that's all" (as in the example of "I'm done, that's it"), it will limit the knowledge potential of the audience's assumptions. It is also reason enough to show how far the speaker is from his oratory skills.

## What should be in a good closing

A good closing should be effective and emphatic enough to be remembered for a long time. For this, the best way is to appeal to the feelings and excitement of the audience. At a point when the intensity of feelings and excitement is at its peak, the speaker can leave the podium by giving his last thanks.

- Example: “In order to relieve the pain of these people, people like us who cannot afford to eat even one meal a day, rather than three meals a day, I ask you to listen to the crying sounds of their children at least once in your dreams. Nothing else, just this. Only this. Regards to all...”

As the last word, a short, concise and effective sentence can be used that can cover the main idea of the speech and should not be forgotten. If you want to use such a sentence, it will be easier for you to plan it before speaking.

- Example: “Finally, I would like to express this: Each of you is given as much importance as a separate universe. Please remember this. Thanks.”

Another effective last word would be to express hopeful thoughts about the future. If the narrated message draws more attention to the negative aspects of the subject, one should wish for more positive events to happen in the future and try to motivate the interlocutors by trying to convince them of this.

Although there is a positive atmosphere in the content of the message, wishes and incentives can be said for all participants to be included in this positive atmosphere.

- Example: “No matter what picture we paint in our speech, I am sure that one day people in this hall will see the people of this nation with a graceful smile on their faces. Happy for them that they also had a share in this beautiful result. Happy for them! Happy are you in the hall, happy then!”

At the end of the speech, guiding the audience to take action in line with the purpose of the message or asking a concise question will also be an effective closing example.

**Use Your Personal Experience:** During communication, the message and the message sender are almost integrated with each other in the eyes of the message receiver. Since a public speech is an example of communication, it can be concluded that speaking and the speaker are the same in the eyes of the audience. The audience listens to the speaker as a message along with the speech. So, the speaker's inclusion of some things about himself in his speech will increase the message given and thus the effect in the message. There are some points that the speaker should pay attention to in order to increase the message effect in this way:

- During the speech, it was previously mentioned that the speaker reflects a personality. This projected personality must be evident, not obscure, in order to reinforce the message with the support of personal facts. The speech will be evaluated by filtering through the filters in the minds of the listeners. A dark personality also serves to darken these filters. You should emphasize your common values with your audience and turn the filters in their minds in your favor by illuminating every point that might create a negative impression about you.
- During your speech, your examples of progress and development by overcoming the obstacles you encounter on the way of life will be welcomed by the audience and will encourage them as well. As a living example standing before them, you will prove to them that obstacles can be overcome, success can be achieved, and that what you do is doable. Such examples will increase the enthusiasm and excitement of the interlocutors.
- Another sharing that will get the audience excited and excited is the sharing of quotes and memories from your early years, growth and maturation process. It is pleasing to the audience that they find something of themselves in the talk. Therefore, memories from your childhood and adolescence is an interesting topic that all people will find something from themselves, enjoy listening to, and attract their attention. However, if there are any unusual experiences you've had, they can often be more interesting than "possible experiences".
- It would be appropriate to tell your audience about your personal interests, hobbies and personal interests – if they are acceptable to everyone. Because hobbies and personal pursuits are the products of time periods, especially when labor of love is spent. So the human spirit, which is always inclined to discover new worlds that are different and based on love, will enjoy special attention. For example, tile making is an art and most people like to watch tiles. Interests such as calligraphy, music, automobiles, basketball, psychology research, and if they have an impact on the psyches of some people, others will certainly be more or less affected by this influence alone.
- In addition to all these points, it should be known that the audience also wants to hear the personal beliefs and thoughts of the speaker. The speaker should talk about these, but if he has beliefs and thoughts that are very different from the general mindset of the audience, he should first act on common aspects.

## Share Your Speech with Your Audience

Oratory is like a cute bouquet of flowers in your hand while you speak. Moreover, when the flowers of this bouquet are given to someone else, the number of those in the bouquet does not decrease. If you are describing the flowers in your hand, the best way of expressing it is to give those flowers to the ones you are talking about. Likewise, sharing your candid talk with your audience will have a non-negligible impact on them, and they will inevitably come closer to your message, whatever the content of what you're telling. In order to “share” his speech with the audience in a real sense, first of all, the orator must be conscious of the existence of the audience with all the emotions and human characteristics in his mind. The audience is human, they have feelings. Basic human psychology features apply to them as well. They also like to be noticed and cared for. And they too can get bored of talking, for reasons that are common to all people in general. It is also the duty of the effective speaker to gain their appreciation and not bore them. There are also some strategies to follow for the fulfillment of these tasks:



- **Empathize with the audience:** It is a very successful way for the orator to empathize with the audience so that he can better understand the feelings of the interlocutor and the characteristics he is obliged to satisfy during his speech. Before you speak, you must put yourself in your audience's shoes to understand their expectations and the possible filters they may create for you and the topic. Through their glasses and their emotions, you must look towards yourself from their position.

- **Live What You Live:** No narrative, no message can be lived without being experienced. Feelings have a very important place in the message effect. A speaker who does not experience what he is saying himself cannot reflect the full confidence

expected of him, mixed with the assumption that he is almost lying during the narration. Speeches are thought systems that can be brought into view, felt, and suggestions can be experienced with the meanings they contain. And in order for a speech to have a greater impact on the addressee, the meaning must be felt, and the suggestions must be experienced personally.

- **Keep an eye on your audience :** We talked about the importance of keeping an eye on the audience, staying silent for a few seconds just before we started. Making eye contact with the audience during the speech is an indication that you care about them and that you are telling them the message. If the number of participants is large, you can make eye contact with different people, taking into account the average distribution of the hall, covering the whole hall. In addition to this function, wandering your eyes around the hall will enable you to follow your audience and dominate the hall.
- **Align yourself with your audience:** Everyone loves those who are close to him more. No one wants to be humiliated in the presence of another person who is superior to them. Maybe the speaker is a very qualified person, he can also express the right features in his speech. But he should certainly avoid a superior, overwhelming impression from the audience. “I am at this point as a result of my studies and efforts, but we are at the level of friends and brothers with you. And if you try, we can be in the same place” should be reflected. So it is precisely a balance of humility that is required.



- **Get the audience moving from time to time:** No matter how wonderful the oratory is, no matter how interesting the subject is, after a while, due to human psychology, the audience will get bored of speaking. According to the physiological structure of the person, in order to ensure a healthy blood circulation, people should move at least once every 30 minutes, albeit on a small scale. At least those sitting should stand up for a very short time. Undoubtedly, listeners also have these needs. Therefore, an effective speaker should mobilize his audience and get them up for a short time at least

once, often under the guise of “we are practicing” by deriving various pre-planned excuses from time to time.

- **Let them find themselves in your conversation:** One law that applies to all messages is that we will definitely pay attention to messages that have something from us in them. Suppose you are browsing the covers of magazines in a newsstand. If you see a headline that is very relevant to you on one of the magazine covers, you get that magazine. For example, if it is stated somewhere on the cover that there is an article about "oratory", I will buy that magazine.
- Similarly, bringing up common interests, occupations, hometowns, thoughts, or common core aspects of the people being spoken to will excite them. For this, the audience profile should be well known. There are also common points that apply to all people. Titles such as flowers, birds, good weather, greenery, success, smile, children, love, mother, money are also interesting and useful resources for all people.
- **Give sincere appreciation:** Generally, people do not like to be criticized, but they like to be appreciated. If you look at the people around you, even if the non-exaggerated appreciation is a lie, and the appreciated knows it, he will still feel happy. In our speech and in its introduction, we must find ways to appreciate our listeners and express our appreciation to them. Certainly, all people have qualities to be admired. While you're already appreciating, these real traits should be sincerely exploited instead of lying. It should not be forgotten that even in a school, the teacher who compliments his students is liked more than the teacher who knocks his students down.
- Call one of the audiences to the podium at least once
- Another gesture that shows that the speaker cares and values the audience is to invite one of them to the speaking area (lecture, stage, etc.) at least once.
- Special excuses should be produced for this work by using exercises. Because this will strengthen the speaker-audience communication by breaking down the sharp line of inaccessibility that can be seen between the speaker and the audience. In fact, if you choose one of the audiences that you see indifference or boredom in your eye follow-ups during your speech, you will include him in the conversation.

- The most basic and expert attention-grabbing feature of a good speech is whether attention-grabbing strategies are implemented. Because a speech that does not attract attention and is boring, regardless of its content, presentation, voice, pronunciation, diction, fluent speaking ability, is a speech that is highly likely to be described as "bad" in the eyes of the interlocutors.
- This problem is not difficult to overcome. By drawing attention, methods have been developed that can keep mental activity fit. Along with these methods, attention should be paid to the "moving" activities described in the previous section. Now let's look at attention-grabbing strategies:
- **Ask Questions** One way that can instantly stimulate the minds and increase the impact of the speech or presentation is to ask questions directly to the audience during the lecture. In the application of this method, which is also an effective teaching technique, ask questions to get answers about a key concept related to the subject you are talking about. Just remember that the question you ask should be a no-knowledge, interpretation-based question.

Example: "What topics do you think can be found in an effective speaking lesson? Can you guess?"

### Make up Interrogative Sentences in the Lecture

Of course, there are differences between the questions set in the narration and the direct questions to the audience. Here, in order to make the meaning more permanent and to attract attention, we put some sentences in the message (especially the ones that will adapt to the paragraph endings in the written language) into the question pattern. And we either leave the question unanswered or give the answer ourselves. When we ask a direct question, it is our intention to get an answer. The sentences we form by expecting short answers such as "yes" or "no" to our questions can also be added to the examples of reinforcement in the narration.

- **Show an Object:** Showing an object or channeling the gaze in a different direction than usual is one of the effective attention-grabbing strategies. However, you must make a connection between the object you show and the semantic content of your speech. You draw attention to an object by saying "look at it now" for no reason, but this is an approach that is far from reaching your goal and it is prone to be strange. You can point to an object that you have taken into your own hands or that you already have on the podium, or you can point the gaze at something outside the window or somewhere in the back of the hall where everyone would have to turn their necks to see it. While it is also a good way to project overhead slides in presentations, care must be taken to ensure that slides do not become dominant elements on the screen for long periods of time, and that they are filled with graphics or images rather than literary content. Otherwise, you will have prepared your own boring presentation with your own hands.

Example: "See that apple in my hand? You've seen similar ones before. Please take a good look at it again. (Pause for a while) You know, the layer allocated for people to live on the earth is a part as big as the peel of this apple. Underneath it, that is, the area that constitutes the core of the apple, is boiling hot."

- **Use a Balanced Humor:** Humor is the most common way speakers use to attract attention. Some speakers, on the other hand, focus on humor as the only way to this end. However, humor should be used in a balanced way when it comes to speaking in a way that does not spoil its naturalness. During your speech, you can tell jokes, ready-made answers, and jokes about the subject from time to time. However, small jokes should be used, which are usually comforting and made in friends' gatherings. Another aspect that is neglected but should not be forgotten in the use of humor is the need not to compromise on the morality of speaking through humor.
- **Play With Your Tone:** Playing with the tone of voice from time to time during the transmission of the message strengthens the level of understanding of the message. However, even if it is not necessary in terms of meaning, the tone of voice should be changed in the expressions that are emphasized. Please make changes in your tone of voice in the expression of the following expressions to try the application:

“Are these big and green trees, colorful flowers, the sun that greets you every morning, and all these beings with whom we share the universe, not enough to make you happy?”

- **Play With Your Speaking Speed:** When people are speaking, they usually speak an average of 120-130 words per minute. Changing this amount from time to time, in other words, making the speaking (speaking) speed slower or faster is another method that can be used to attract attention. It should not be forgotten that during the general average, the different ones attract attention. Monotony should be prevented, and differences should be exhibited in the flow of speech.

## WHEN TO CHANGE YOUR SPEED

### SLOW

- CONFUSION
- SADNESS
- IMPORTANCE
- INTRODUCTION OF NEW IDEAS



### FAST

- INDICATION OF URGENCY
- EXCITEMENT
- PASSION
- EMOTION

- **Use Highlights and Create Pauses:** emphasizing and creating pauses as previously mentioned under the heading “training the voice and speech act”; It can be used to attract attention and strengthen the level of understanding during the address, as well as helping to ensure effectiveness in the act of speaking. The emphasis technique, which is explained how to do it in the section on “Sound and Speech”, can also be realized by repeating the phrase that is said and especially the meaning of which is very important.

# INSTRUCTIONS FOR THE ANALYSIS OF THE AUDIENCE AND THE OPTIMIZATION OF THE SPEECH



# INSTRUCTIONS

## FOR THE ANALYSIS OF THE AUDIENCE

### AND THE OPTIMIZATION OF THE SPEECH

#### HOW TO ANALYSE THE AUDIENCE

##### AUDIENCE CENTRICITY

A significant number of those who study and research on communication point to the need for good speaking and audience-centered speakers. In other words, the first and only main purpose of giving a speech should not be to influence someone's learning or to prove someone's superiority. The key to a successful speech should be considered as transferring a truth, information or thought into words perfectly. Being audience-centered should not mean that the speaker changes his beliefs and thoughts to get appropriate reactions from the audience. What needs to be done is for the speaker to be honest with himself first, as well as to organize the message in a necessary way to meet the needs of audiences.

In this context, the following questions should be kept in mind while preparing to speak:

- Who am I talking to?
- What do I want the audience to know, believe and do at the end of the talk?
- What would be the most effective way of organizing and presenting my speech to achieve this goal?

The answers to the above questions will affect or even determine the choice of title, determining the specific purpose, revealing the main idea and supporting materials, arranging the message and conducting the speech.

##### AUDIENCE PSYCHOLOGY

When watching a conversation, individuals sometimes pay close attention, while in some cases they do not show interest in the conversation. People may be compelled to participate in a conversation, but no one listens against their will, and they may turn to the listening negativities explored in the previous chapters. Herein lies the importance of the speaker's skill. The speaker should make the audience listen by using the necessary means and methods.

In fact, even when attention is paid, audiences may not always perceive the speaker's message. Auditory perception is selective. It should be noted that each conversation contains two messages. The message sent by the speaker and the message received by the listener. What the speaker says is necessarily filtered through the audience's frames of reference. In other words, the determinants of the aforementioned filtering process are the needs, interests, expectations, knowledge and experiences of the individuals. In short, individuals hear what they want and do not pay attention to the rest.

On top of that, people want to hear what makes sense to them. In fact, people are egocentric (introverted). Viewers pay closer attention to messages that affect or concern issues such as their own values and beliefs. Mostly, viewers approach the subject with the question "why is this important to me?".

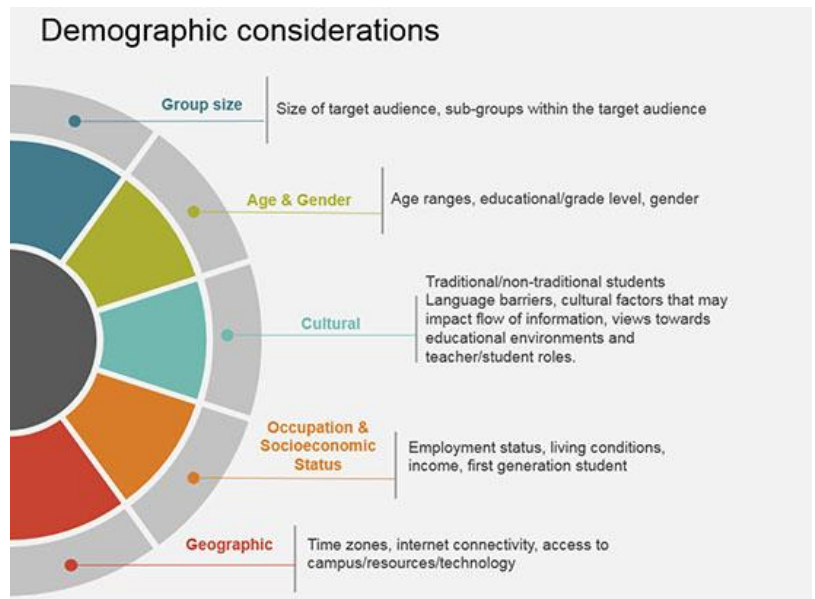


Audiences of the speaker may differ in terms of age, gender, group membership, religious background, racial, ethnic and cultural background, etc. Analyzing it in terms of visible characteristics is called demographic audience analysis. This analysis takes place in two stages. These; is to determine the general demographic characteristics of the audience and to take these characteristics into account in a particular speaking environment.

### Some of the demographics that are important to speak of include:

**Age:** Few things affect a person's appearance as much as age. Each generation has certain values and experiences that more or less set them apart from the rest. In this sense, it is very important to pay attention to the "average" when talking to groups of different age groups. If this is not done, it is possible to catch a part of the audience and completely get away from another part.

**Gender:** Men and women today share a wider spectrum of experiences, interests and aspirations. Speakers may ignore certain breed stereotypes that are now out of the agenda. However, an important point to remember is that men and women are socialized differently. An intelligent speaker is equally attuned to the differences and similarities between the sexes. Here, it is necessary not to neglect the phenomenon of gender, which will mean some values imposed on people by society beyond their natural gender, and its related features.



**Religion:** The speaker should not feel that his or her religious beliefs must necessarily be shared by the audience. Accordingly, especially when talking about religious subjects, the speaker should know the religious structures of the audience, albeit in general terms.

**Philosophy of life:** Although it takes some of its elements from religious beliefs, the subject of worldview is also important in speaking because it covers all dimensions of looking at and evaluating social facts and events. Again, the speaker should not expect his/her own worldview to be shared by the listeners and should know the worldviews of the audience, if possible, even in general terms. This prevents certain negatives from occurring.

**Racial, Ethnic and Cultural Structure:** Different racial, ethnic and cultural groups have different traditions and beliefs. For this reason, a point in the speech may be contradictory to some viewers. Accordingly, it will be necessary to review the afore mentioned structures while speaking. **Group Membership:** The structure of the groups that the listeners are members of can undoubtedly give clues as to what their interests and attitudes might be.

## SITUATIONAL FOLLOWER ANALYSIS

Situational audience analysis is often built on demographic analysis. This type of analysis is the analysis of the visible structures of the audience that are concretely available at the moment. These features include the numerical multiplicity of the audience, the attitudes and behaviors affected by the physical arrangement, the arrangement of the audience depending on the subject, speaker, and event.

**Numerical Multiplicity:** Regardless of the number of the audience, the point that the speaker should keep in mind is that the growth of the audience brings the speech to gain a more formal structure.

**Physical Arrangement:** In some cases, the audience's perceptibility is affected by factors beyond the speaker's control. Some of these factors are as follows: The room where the speech will be held is small compared to the expected audience, the meeting time and depending on the time of the meeting, for example, the speech will be made right before or after the meal, the inability to control the temperature of the environment due to the crowd, the environment being too bright or dim, etc. It is natural for such negativities to affect the audience. However, on the other hand, the speaker should prove to the audience that he is not affected by the said negativities and situations as much as possible.

**Editing Depending on The Subject:** The speaker should basically take the audience as a criterion while determining the title. Ideally, the choice of topic is suitable for both the audience and, of course, the speaker. Once the topic has been determined, the speaker must anticipate how the audience will react to how much detail he goes into. In addition, the speaker should evaluate the audience's interest, knowledge and attitudes about the subject in the title.

**Speaker-Based Arrangement:** Audiences have either immediate or pre-formed attitudes towards the speaker. Predicting what these attitudes might be and determining their impact on speech is a very important part of situational audience analysis.

**Event-Based Editing:** Regardless of the situation, audiences have certain thoughts about the appropriateness of speeches. The speaker who undermines these expectations loses the interest of the audience. Perhaps most importantly, the event itself determines how the speech should be.

## OBTAINING INFORMATION ABOUT THE AUDIENCE

After determining what needs to be learned about the audience comes the question of how to learn. Here, since the observations about the audience are not always sufficient, face-to-face interviews and questioning are important ways of collecting information.

**Face-to-face Interview:** This way is extremely flexible and has a structure that will allow in-depth questioning. If properly planned, structured and managed, it is a very good way to stay informed about the audience. face-to-face meetings: There are three types of interviews: structured, semi-structured, and unstructured. Each of these has advantages or disadvantages over the other.

**Questionnaires:** Questionnaires are another tool that can be used effectively in audience analysis. There are three types of questions in the questionnaires. These are multiple choice questions, ranking questions, and open-ended questions. Where necessary, he should apply the questionnaire to a control group considered to have similar qualifications, to determine whether the questionnaires will function appropriately. In this test, questions that do not function properly are identified and can be reconstructed.

# Seven Questions to Know Your Audience

Your presentation is all about them

## 1. Who will be in the room?

How many? What are they expecting?

## 2. What is it like to be them?

What are they experiencing? How are they feeling?

## 3. What's in it for them?

Why should they care? Why does your topic matter?

## 4. What do you want them to know?

What should they remember? What are your three key messages?

## 5. How do you want them to engage?

How might they participate? How can you create a conversation?

## 6. How might they resist?

How will they react? How will you keep their attention?

## 7. How will you exceed their expectations?

What methods will reach them? How will you make it memorable?



## Alignment with the Audience

After the audience analysis, the structure of the listeners is determined very clearly. How to better use the obtained information while preparing the speech is the key.

Speakers, who are often the source of communication, identify the basic characteristics of the audience, but they have problems in aligning their thoughts with the audience. While people are talking about a subject, they are experts in, they have difficulty in putting themselves in the shoes of those who do not know anything about that subject. The speaker's ability to empathize with the listeners, in other words, to put themselves in the listeners' shoes; To put it in communicative terms, it is a real achievement to break out of the framework of its own relevance and look at the world from the perspective of others. In fact, this is exactly the process that every successful speaker should follow. When this is done, the speaker can hear himself speak with the ears of the audience and adjust his speech and flow as needed. The speaker should try to figure out what the audience likes and dislikes, where they have doubts and questions, whether more detail is needed at any point, what interests them.



In addition, the speaker should be ready for the audience's reaction at almost every point. The speaker should not keep himself closed to the feedback (feed-back), which can be described as the element that makes the communication process. By the healthy and correct operation of this element, the speaker can constantly control his own communication success and go to the way of solving the communication problems that arise. In this way, it will be ensured that the speech achieves its purpose, and that the speech takes place in a healthy way.

### **In addition to these, the speaker should also answer the following questions:**

- How does the audience react to the speaker's introduction and conclusion?
- Will the audience find the examples clear and convincing? Will the visual aid help get thoughts out?
- How will audiences react to the language used?

Answering these and similar questions actually means identifying with the audience. Like many aspects of the speaker, aligning with the audience is actually more difficult than said. But once this is accomplished, the rest is easy and successful.



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# SELF-ASSESSMENT PSYCHOLOGICAL TEST FOR THE EVALUATION OF ANXIETY AND PHOBIA



# SELF-ASSESSMENT PSYCHOLOGICAL TEST

## FOR THE EVALUATION OF ANXIETY AND PHOBIA

### ✚ THE FEAR OF PUBLIC SPEAKING

However, this discipline, in some people, encounters a major obstacle: the fear of speaking in front of an audience.

When speaking in public, most people react with high levels of arousal, due to the effort involved in the cognitive management of information (information retrieval, relating some elements to others, etc.), in verbalizing content, in voice control, maintaining a high wasting of resources (energy, attention, etc.), for a long time.

This set of factors is what is experienced as nervousness and stage fright. Those familiar with the performing arts know this fear very well. Unlike theater actors, who can relieve anxiety by focusing on the character to play and the script, these techniques are not applicable when speaking in public in other circumstances, since one of the premises of a good speaker is to be himself.

The technical name of the phobia of public speaking is *glossophobia*, a term that derives from the union of the terms of Greek origin "*glossa*", which translates as "language", and "*phobia*" (fear) and is a specific anxiety disorder in which the person experiences fear of the action of public speaking.

Although it is quite natural to feel a certain nervousness or fear when we have to speak in front of many people, in glossophobia the person experiences, in such situations, an excessive, irrational and uncontrollable fear. This exacerbated fear causes the person to experience abnormally high levels of anxiety whenever he has to speak in public, so he always tends to avoid these situations.

Often, but not necessarily, glossophobia is part of a much broader social phobia. Furthermore, there are essential differences between these two types of phobias: unlike social phobia, for which the person expresses an excessive fear of practically any type of socialization, *glossophobia* is a *situational phobia* that occurs only in the specific context of having to speak to an audience.



**In addition, some characteristics distinguish a phobic fear from a normal fear:**

- it is excessive, considering the real danger of the situation.
- is irrational: the person is unable to give a logical explanation to his fear.
- is uncontrollable: the sufferer cannot control the fear or reactions it causes.
- persists over time and in various situations.

Also, in the case of glossophobia, the anxiety response the person experiences is so high that it is completely impossible to be able to speak in public, to the point of faint if forced to do so. The consequence is an attempt to avoid this situation, which can interfere with work or academic life, as it is very likely that, sooner or later, the problem will have to be addressed.



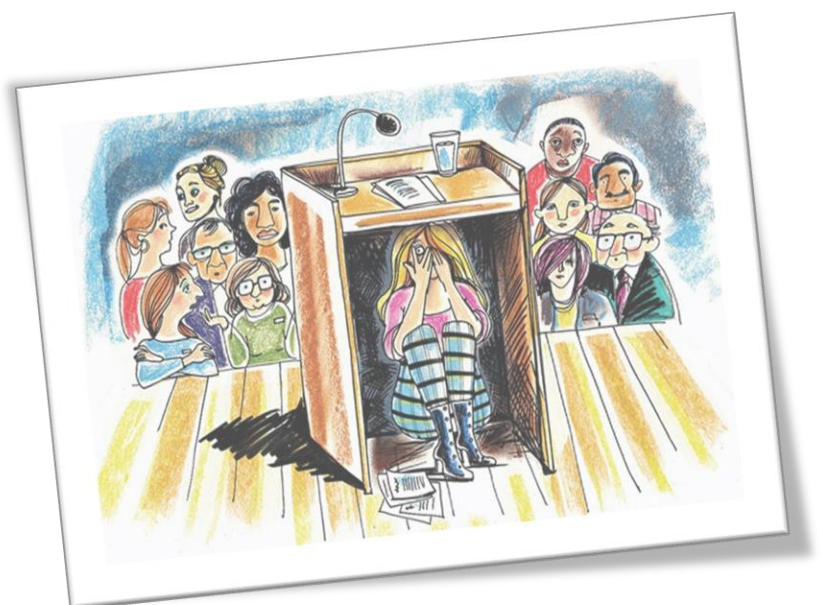
**What symptoms does it present?**

As mentioned above, glossophobia is an anxiety disorder so the symptoms respond to a clinical picture typical of this type of condition. This means that the person with glossophobia who is exposed to the situation of having to speak in public will experience an extreme anxiety response. Sometimes the fear of having to speak in front of several people is so intense that the anxiety reaction can manifest itself just by imagining the situation.

Even though each person can experience different symptoms and with different intensity, the symptoms that distinguish both glossophobia and other phobias occur in three different categories: physical symptoms, cognitive symptoms and behavioral symptoms.

**Physical symptoms:** When the person faces or imagines having to deal with the phobic stimulus, in this case public speaking, an overactivity of the central nervous system occurs which causes many changes and disturbances in the organism. These symptoms include:

- Increased heart rate.
- Increased respiratory rate.
- Feeling short of breath or choking.
- Dizziness or lightheadedness.
- Nausea and / or vomiting.
- Increased sweating.
- Tremors.
- Gastric disturbances.
- Confusion.
- Weakness.
- Feeling of unreality.





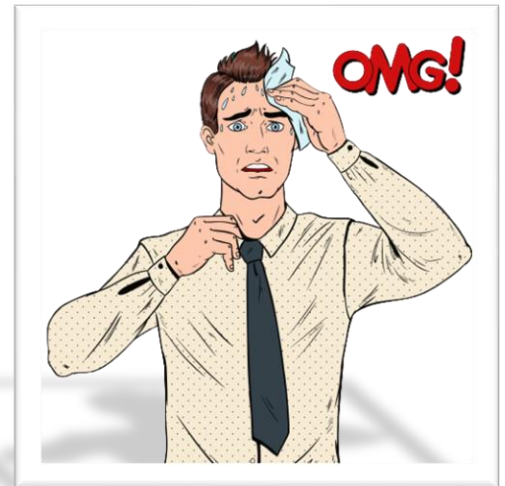
**Cognitive symptoms:** Physical symptoms are provoked and accompanied by cognitive symptomatology that is distinguished by presenting a series of irrational beliefs and ideas about things that can happen when the person speaks in public.

- Ideas such as that you will be humiliated, that you will not be up to the task or that other people will notice the anxiety you feel are very recurring thoughts that invade the minds of people with glossophobia. These cognitive symptoms manifest themselves through the following ideas or thoughts:
  - Intrusive, involuntary, and uncontrollable ideas about possible scenarios that can occur while the person is speaking in front of an audience.
  - Obsessive speculation on the feared action.
  - Mental images of a catastrophic nature.
  - Fear of losing control and not knowing how to handle the situation properly.

**Behavioural symptoms :** Finally, these symptoms accompany and manifest themselves through a series of behavioral symptoms that manifest themselves as a response to the stimulus or aversive situation, behaviors aimed at avoiding this situation or fleeing, such as inventing sudden illnesses or unprovable commitments.

What are the causes?

In many cases, it is virtually impossible to determine the specific origin of a phobic fear, as the person himself is unable to remember or determine what caused it. However, in most phobias, a genetic predisposition to the effects of stress and anxiety, together with the experience of traumatic experiences or experiences with an intense emotional charge and related to the feared stimulus, are the perfect breeding ground for the development of a phobia.



Public speaking is a necessary skill in everyday life, from giving a presentation at an event to speaking at a job interview and, given the fact that for many it is an extremely anxious time, it is important to look for a way to alleviate the problem. It is no coincidence that the European Commission, both with the Erasmus + programs and in the *Horizon 2020 program*, the main instrument of the European Union for funding research and innovation in Europe, finances a great deal of research in various ways related to public speaking.

This chapter aims to teach some techniques and methods to effectively deal with the phobia of public speaking and consists of specific exercises that you can quickly put into practice. We have grouped the exercises in terms of difficulty and practicability so that you can familiarize yourself with the methods a little at a time.

## UNDERSTANDING THE PHOBIA OF PUBLIC SPEAKING

The phobia of public speaking is part of one of the most common fears according to statistics: it is the social phobia. Before starting to evaluate some techniques to deal with appropriate treatment, you should ask yourself about the current state before actually understanding whether it is a deep-rooted and stable problem or a negative habit that can be easily bypassed.

Social phobias, of which the phobia of public speaking is a part, are all those persistent fears that have social performance as their object: talking to someone, presenting in public, shaking hands, having relationships. If persistently experienced, with a sense of hyperactivation, they may be “alarm bells” to be taken into consideration.

According to John W. Barnhill of New York Presbyterian Hospital, social phobias have a prevalence of social phobias of 9% in women and 7% in men, including only disorders lasting 12 months, but the prevalence over a period of a whole life can be as high as 13%. Social phobia, therefore, affects almost one in ten people.

Among these, it is very likely that the majority also concern the presentation in public. Most people find it more difficult to speak in public, perhaps in front of hundreds of people, than to talk to an individual to whom we can pay the utmost attention and who to some extent we keep more under control.

However, we need to clarify because sometimes we tend to overestimate some psychological conditions and their weight on our social life, simply because promoting change is very tiring.

In other words, a psychological condition could also become a convenient alibi for staying in one's comfort zone.

Learning new things is often complex and leads to a radical change in habits, it can involve the risk of failure and sometimes we are not willing to accept it.

**Here are some elements that may help you understand how much exercise you will do to overcome the fear of public speaking:**

➤ **Element 1 - How many times have you spoken in public?**

Many of the people who are afraid of public speaking have such a strong repulsion that they hardly ever experience public speaking. The avoidance of situations related to public discussions, however, only reinforces the problem. The greater the fear, the stronger the avoidance will be. And every time you avoid public speaking, you actually reinforce the belief that it is a complex task. Yet it may not be. Especially if we tackle the task a little at a time. But every time you avoid speaking in public, you actually reinforce the idea that it is something difficult.

But how can you tell if this is a difficult task without ever trying? If you don't try to speak in public at least once, you can't know. The paradox is that you cannot experience the real difficulties of a task if you have never tried. We could say, in other words, that the fear of public speaking is first and foremost the fear of starting to speak in public. This is why we often talk about anticipatory anxiety.

If you have never spoken in public, I recommend that you start with very small groups, even starting to speak in front of 3 or 4 people and then continue with larger and larger groups.

## ➤ Element 2 - Risks exist, but they are not what you think they are

People who are afraid to speak in public, fear some aspects in particular. Fear is an emotion that indicates the perception of physical or psychological risk. I think we can all understand each other on physical risk, in the face of a stimulus that can cause a physical injury there is little variability, people have common, similar opinions. A car with broken brakes is a danger for those who drive it and for others. A lion attacking us can be, a parachute with a manufacturing defect can certainly be. In all cases, these are conditions that can create permanent or even fatal physical injuries.



The psychological risk, on the other hand, is different, because in this case there is not an unequivocal physical injury caused by that risk, but some perceptions, absolutely variable from person to person.

Even the psychological implications are different from person to person. Let's take the case of an environmental disaster. In the event of an earthquake, tornado, or any other natural disaster, people are exposed to a large number of risks, which include the loss of their homes, economic resources or even loved ones.

Although in this case people are exposed to a similar risk (environmental disaster), however, traumatic responses from a psychological point of view are not observed in all people, but people react differently to the same stimulus.

People have different levels of resilience and the ability to manage stressful events and are sensitive in different ways to stimuli that can harm us physically and psychologically.

Yet our mind reacts in very similar ways. Brain activity is also similar in physical and psychological fear. There are absolutely risky things for which we do not experience great fear and certainly safe contexts which instead involve great risk. In other words, risk is first of all a perception and that is what we need to work on

## ➤ Element 3 - Risk is a perception

Since the 1970s, Social Psychology has begun to study the concept of risk on a psychological profile. Essentially, research years earlier had refuted one of the fundamental axioms of studying the human mind and making decisions.

Intuitively, many of us think we're making decisions based on cost and benefit, as if we were exact decision calculators. Even in the study of economic behavior, mainly scholars assumed that essentially people calculate costs and benefits in the scenarios they face and decide accordingly, consciously assuming risks and benefits from time to time.

Yet, as we expand our view, we realize how many factors of subjectivity are present in each case. And risk psychology teaches us many paradoxes.

A paradox - People are not very accurate in defining the probabilities of defining actual risks. A social psychology study from the 1970s found that people perceive that the risk of being attacked by a shark is much more likely than the real one (almost all of us do not encounter sharks commonly). Statistically, it is much more likely to die from falling coconuts. Yet no one is afraid of having a drink under a palm tree. This phenomenon is explained simply because in those years the film "The Shark" was very well known, which actually represented its danger. Although it was an imaginary story, many people had that image in their memory in a salient way.

In other words, the shark attacking man was a very salient image in memory. Our mind, when it has to estimate the probability of risk, accesses its own memory and recalls mental images connected to that risk. If it finds it's easy to imagine a certain type of risk because it is already present in its memory, it tends to estimate that that event is risky. It does not matter whether the event is real or imaginary: if it is accessible to memory, your mind will consider it probable. And so, it becomes natural to understand how much our imagination can play to the advantage or disadvantage. Consider that, for the fear of speaking in public, in many cases, we speak of imaginary events, elements that occur first of all in our mind. Yet, especially in those who are afraid to speak in public, they are not based on real case history. Constantly imagining failure makes you focus on the elements of risk, while constantly imagining elements of success facilitates automatism that guide you towards success.

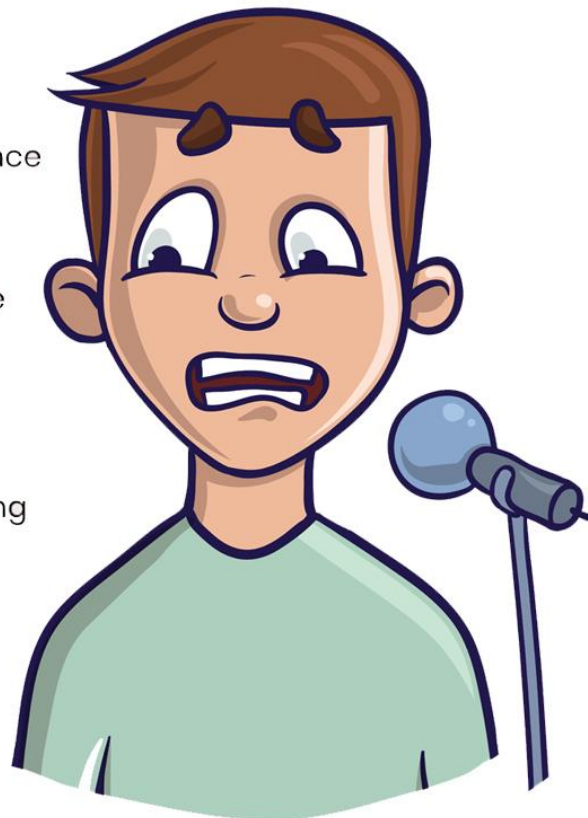
There are 3 things you should learn:

- You should include an optimistic thinking style. There are no serious dangerous effects of public speaking. People fear public speaking essentially because they fear losing their reputation, making a bad impression on their content. Yet this is a limited risk, or rather, it is necessary to prepare up to the smallest detail.
- However, you should also have a realistic view. I don't believe in that positive psychology where anything will go perfectly and positively in any case. Blind optimism can lead you to make mistakes. There are risks, even intervening factors, some of these can be largely prevented, if you do not anticipate them, they actually risk impacting your performance.
- You should avoid having a perfectionistic view. Perfection does not exist and there is even less in the case of public speaking. In public speaking, you are faced with different people with different visions and needs. Your speech may suit everyone, more or less, but not perfectly everyone. If your standards are unattainable, you will always be dissatisfied with your speech in public.

**Glossophobia** or the Fear of Public Speaking refers to a form of anxiety, uneasiness & mental discomfort that occurs while speaking aloud in front of others in a group situation.

### Some Tips to Overcome It

-  Recognize your fear
-  Practice and Prepare in advance
-  Practice in front of a mirror
-  Record your speech & observe
-  Seek professional help
-  Dress well and wear a smile
-  Exercise and practice breathing
-  Know your audience
-  Watch your tone and speed
-  Turn off the lights
-  Prepare possible questions
-  Practice in front of another person or group



The news we produce, share and comment on every day can be unreliable [1]. The web has allowed information to cross many borders, but at the same time fewer and fewer checks are made on the quality and truthfulness of the information circulating on the net.

Once upon a time, newspapers, radio and television contributed to inform the public, to orient them and guide them in the construction of an opinion. Today, however, the greatest contribution is made by the web and social media: they allow information to be available anywhere, at any time, from various sources and allow users themselves to communicate news. This has led to an overcrowding of information. Much of information is untrue with the risk that, rather than fostering knowledge, it generates confusion, disinformation and behavior that can have negative consequences for individuals or the entire community. This has increased the circulation of fake news: people do not have effective tools for their critical evaluation and institutions are not able to effectively hinder them [2].



In the pandemic era, the circulation of fake news in the media increased, but even shortly before, the content of misleading medical and scientific information circulating in the media was high: health disinformation was prevalent in studies about smoking products and drugs such as opioids and marijuana (where posts with disinformation reached 87% in some studies). Health disinformation about vaccines was also very common (43%), with the human papilloma virus vaccine the most affected. Health disinformation related to diets or eating disorder topics was moderate compared to the above topics (36%). Studies focusing on diseases (both non-communicable diseases and pandemics) also reported moderate rates of disinformation (40%), especially in the case of cancer. Finally, the lowest levels of health disinformation were related to medical treatments (30%). The prevalence of health disinformation was highest on Twitter (related to smoking products and medications).

In recent years, much attention has been placed on social platforms such as Twitter, Facebook, LinkedIn and Instagram to increase social involving with scientific information. As a result of increased circulation of scientific news on social platforms, one must always question whether all information posted is accurate, reaches the appropriate audience, and is effective in promoting user involving.

The practice of stimulating public interest in science and encouraging discussion and reflection on scientific topics is referred to science communication. More specifically, the contemporary definition is "the use of appropriate skills, media, activities, and dialogue to produce one or more of the following personal responses to science: awareness, enjoyment, interest, opinion formation, and understanding."

Scientific communication to the public has always been attributed to scientists [3]. Although they are trained in research methodologies, analytical procedures and possess excellent communication skills with other scientists, from the point of view of public communication there are many shortcomings. Scientists do not receive any explicit training in communicating scientific concepts to an audience consisting of ordinary people. Over the years, greater specialization in the educational field is associated with greater difficulty in communicating with non-scientists.

The public needs to be able to understand science for opinion formation and awareness when making decisions. Scientists play a key role in this process as poor communication can contribute to distrust and misunderstanding of scientists and their research. Scientific communication affects the decision-making process of ordinary people, but it also contributes in the political and governmental dynamics of regulation and funding. It is inferred that communicating scientific notions to the public is not trivial in the least.

Effective communication requires an understanding of one's audience [4]. Ogawa described three types of behavior that audiences engage in towards science. The first type relates to a person who consciously understands science (scientific literacy versus scientific illiteracy). The second type of behavior is related to a more emotional aspect and is typical of a person who supports science (a pro-science or anti-science position). The third type of behavior is the ideological belief that scientific knowledge is the only valid form of knowledge to be used in any context (pro-scientism or anti-scientism). In short, Ogawa argues that people's attitude towards science will be influenced by the behavior they most choose to adopt. Therefore, effective science communication must seek to influence people to adopt one of the first two behaviours, as they most influence their receptivity to and engagement with science.

Developing the ability to effectively communicate scientific knowledge to the public requires special attention to language. Scientists are often criticized for failing to use less technical language. For example, neuroscientists may assume that words like "neuron" or "synapse" are common knowledge, when in fact most people do not have a clear definition of these terms. In addition, words like "protein" have different meanings in everyday language (e.g. "protein" shakes) than they do in a biological context. The gaps between what scientists believe the general public knows and what the public actually knows could be bridged by refining these communication skills in the training of scientists.



Scientific communication to the public should be more recognized and valued by institutions, such as universities, scientific organizations and research funding bodies [5]. Introducing symbolic incentives, such as an award, can stimulate scientists' interest in communicating with the public and allows all aspects of the communication process to be improved. Or when researchers are selected, one of the evaluation criteria could be precisely the communication activity.

The lack of training in science communication accentuates the gap between scientists' willingness to communicate effectively with the public and their inactivity on this front. Communicating with journalists or through social media is not a trivial activity: it requires effective and practical training. Universities and organizations should integrate into their curricula hours of lectures and interactive workshops that are useful in developing a familiarity with communicating effective scientific knowledge.

Inaccurate scientific news mainly circulates online, on social media and through messaging services, independent of whether it is distributed strategically or inadvertently. Sometimes public controversies about the uncertainty of some results creates a lot of confusion and is more conducive to the spread of disinformation. Providers of the informatic platforms where fake news circulates should invest more in interdisciplinary research, especially in the combination of computer science and social sciences, in order to develop useful tools to counter disinformation.

Science communication spans so many issues. Every day we receive news about food, pharmaceuticals, clinical trials, climate change, etc. Scholars who publicly discuss these issues sometimes face personal attacks. They must receive support from their organization, but at the same time support from the scientific community is important. They need to receive comprehensive professional training in science communication and legal support, if necessary, and social and psychological support from colleagues.

Scientific organizations, universities, and disciplinary associations should organize training courses, workshops, and forums involving not only scholars and scientists with years of experience, but also junior scientists. These activities are necessary to be able to frame what society's perceptions, visions, concerns, and priorities are towards research. These educational activities can be more functional if various social actors are included, such as NGOs, patient organisations, trade unions, social movements, etc.

Scientific publications are one of the fundamental tools for public information. They are quite accessible and provide correct information used in the context of effective scientific communication. Most people are not aware that the publication of an article on scientific research and its results is not immediate. It can take up to months before an article is published. In addition, you should be aware that it is more difficult to publish research if the research results are negative or if you do not see any evidence. This is counterproductive because the scientific community and the public do not come into contact with all aspects of the experimental phase, i.e. the research process, the methods and the uncertainty of the results. All possible variations of the experimental phases and their results must be communicated to have effective science communication, regardless of whether they are positive or negative results. Scientific communication must be useful to develop a critical sense in the public: it develops thanks to the help of the scientific community that guides the public in the evaluation of the various hypotheses and in the deduction of the best interpretation of the results.

Another equally valid proposal is to include a course on scientific communication in a basic science program and teach the contents of the two courses in parallel. If the goal is to provide future scientists with useful communication skills and competences, it is necessary to carry out exercises focused on the effective exposition of scientific concepts to an audience composed of normal people. Making this activity mandatory, rather than optional, could stimulate students' interest and results would be better. Teaching communication skills at the beginning of one's education is beneficial because it emphasizes the concept that it is important to develop communication skills in parallel with scientific reasoning and research skills.

From a practical point of view, preparing a good oral presentation is crucial as the main purpose is to fascinate the audience but at the same time transfer the correct scientific message [6]. Oral presentations generally allow to convey a lot of scientific knowledge. The duration of oral presentations has a great variability: they can last 5 minutes or hours of speech. Graphic, audio or video presentation greatly improves the quality of the oral presentation. It may seem superfluous, but a presentation with slides will improve the understanding of the message, especially if we are addressing a normal audience. Oral presentations are based on visual and verbal learning, so there must be a clear understanding of the message. Disinformation is mainly a misinterpretation of scientific data, caused sometimes by a misunderstanding in the communication process.

Including in the presentation short video related to the topic is considered a winning strategy: it has been known for many years that visual communication is very effective as a short video tends to attract the viewer's attention, promoting excellent learning in qualitative and quantitative terms.

The first step to prepare an effective scientific presentation is to brainstorm about the topic and the key elements that need to be addressed. Sometimes it is necessary to prepare a poster that illustrates all the key points of the speech that will be made it is important to know the audience and their background, to adapt the complexity of the presentation according to the audience. The second step is to use recent scientific references and always refer to them in the presentation.

Regarding the graphic aspect, there are some general rules that can be safely used for scientific presentations as well. These include:

- Avoid certain typefaces (Jokerman, Comic Sans).
- Respect the combinations of colors (do not use complementary colors together);
- Use bright colors to highlight key aspects.
- Choose no more than two typefaces for your presentation.

The fear that comes with public speaking is known to be one of the most common social phobias. It is a major obstacle for oral communication, impacting the clarity of speech. In addition to that, this phobia can worsen when the oral presentation has to be done in another language. Fortunately, there are some techniques that can be used to reduce the effects of anxiety. Making short presentations in front of colleagues or fellow students can help in overcoming this fear. Participate in science clubs where you have to choose a research paper and present it in front of your colleagues. Another effective technique is self-visualization. This consists of mentally simulating all stages of the presentation, from its preparation to its outcome. Visualizing the outcomes (questions, material issues) makes the person who has to present aware and ready for any questions that might be asked. Practice does not make perfect, but it improves skills.

In conclusion, we can state that the role of scientific communication in society is very important. Scientific communication must be established as an educational subject and funded by institutions in order to reduce disinformation and try to materialize an aware, informed and educated public.

## TECHNIQUES FOR OVERCOMING THE FEAR OF PUBLIC SPEAKING

Throughout history, the treatment of phobias has been approached in different ways: one of the first forms of intervention was that of electroconvulsive therapy, a non-pharmacological therapeutic resource used in the 40s and 50s. This technique was applied for the first time in 1930 and consisted in briefly applying a current from 70 to 150 volts on the head of the patient, resulting in loss of consciousness. Patients were sedated with muscle relaxants before applying the current to reduce the intensity of muscle contractions; this treatment consisted of 10 sessions spaced out over time<sup>[4]</sup>.

Then the pharmacological approach appeared in which the use of antidepressants and tranquilizers was recommended to reduce the heartbeat rate and the symptoms of palpitations<sup>[5]</sup>. Although anxiolytics carry little risk, there are various serious side effects such as fatigue, addiction, sleepiness; moreover, when mixed with any alcohol, these drugs can be toxic to the body. On the other hand, drugs that mask anxiety symptoms can hide phobic problems. Consequently, the pharmacological approach does not help to cope with the underlying problems of fear.

The best way to understand if you really have a phobia of public speaking, a truly blocking condition, would be to rely on a qualified professional for the evaluation of psychopathology, that is, the psychologist. The psychologist, through clinical analysis, can actually understand if and to what extent the phobia condition is an actual condition, or if you just need to familiarize yourself with the public and learn how to speak in public, overcoming an initial uncertainty.

Now, I will show you some of the criteria for defining phobias, based on the most commonly used manuals in psychology for diagnostic purposes, but beware, a qualified professional is always needed to make a complete assessment. It is a common experience of psychology students to read entire psychodiagnostics textbooks and find themselves in many of the described disorders. But that doesn't mean you can be diagnosed with any ailment. Quite simply, almost all of us sometimes have behaviors similar to those represented in the disorders, but they are often limited, not disabling, not impacting on fundamental areas of our life (eg, relational, emotional, working, etc.).



Finding oneself in some of the descriptions, in some circumstances, does not correspond to having a disorder, and it does not even correspond to having a sub-clinical condition. Simply, each of us has some traits that tend towards certain diagnostic classes and, as long as a state is not completely disabling, we certainly cannot speak of a pathological condition.

So I invite you to read this information carefully and for informational purposes only. And if you find yourself strongly in all aspects, I advise you to evaluate the situation together with a psychologist to address the condition with treatment. Especially if you are repeatedly asked to speak in public, a phobia in this sense could be crippling.

We see below the diagnostic criteria of the Diagnostic and Statistical Manual of Mental Disorders (DSM-5) about social phobia, of which the phobia of public speaking is a specific version.

- Fear or anxiety about social contexts, in which one is “analyzed” by others, is marked and lasting, and it lasts for more than 6 months;
- The same social situations, in our case the fear of speaking in public, almost always cause fear or anxiety;
- The person with public speaking phobia actively avoids the situation;
- The level of fear or anxiety is disproportionate to the real risk (also considering that there are cultural differences);
- The phobia of speaking in public, anxiety or avoidance of situations cause significant distress and compromise social and work functioning;





Since glossophobia can be highly disabling, people who suffer from it are strongly advised to consult a psychology or mental health specialist. Fortunately, some treatments can significantly reduce the intensity of symptoms and even eliminate them.

A psychotherapeutic path, which can be based on various theoretical orientations, through several sessions, can help to overcome the fear of speaking in public, identifying, if appropriate, and also working on the root causes of the malaise.

In addition to classic individual therapy, another type of possible approach is group-centered, to optimally work on social exposure difficulties or by totally focusing on task management, such as in public speaking workshops, where social skills are trained, strategies to be followed are recommended when giving a speech and practicing in front of a small audience to gradually lose fear.

The fundamental method for dealing with fear is certainly the *gradual exposure technique*. The person is invited to familiarize themselves with the phobic stimulus a little at a time. By gradually familiarizing yourself with the stimulus that induces fear, fear is reduced. It is like an addiction to a substance. We can gradually get used to a condition that can actually be challenging. So, theoretically, we could face the task of speaking in public a little at a time, learning to speak first in front of 5-6 people, then in groups of 20 or 30 and, finally, to large audiences.

But there is a problem: we can't always organize presentations as we please. Much more often, the activity of speaking in public is externally commissioned and, in these cases, we cannot control that the exposure to the context is gradual. We are simply asked to speak in front of an audience, about a topic, in a certain context, and certain ways. For this reason, there are many adaptations of exposure techniques that will help you deal with the problem differently, several tricks you can put into practice to deal with this fear.

There are also many other techniques in psychology, which have different names, but which are all based on a very similar principle: exposing oneself live, or through the imagination, to a problem. In this paragraph we will see the specific techniques, it being understood that the best approach to completely solve the problem is consulting with a psychologist.

#### ➤ Systematic desensitization

In the theoretical framework of *cognitive behavioral therapy (CBT)*, Wolpe proposed one of the most effective techniques for the treatment of phobias which is *systematic desensitization* understood as "*extinction procedure with exposure of the patient to the phobic stimulus*" [6].

Exposure techniques consist in addressing, systematically and intentionally, situations or internal stimuli that generate anxiety or other negative emotions and/or provoke the impulse

to act. The person must "stay" in the situation and cope with the internal stimulus until the emotion or impulse is significantly reduced.

It is a form of conditioning through gradual exposure to the stimulus that causes the phobia.

#### ➤ Exposure therapy has three minimum elements:

- **Systematic exposure.** It consists in deliberately making contact with the stimuli that produce the anxious response but without negative consequences.
- **Representation of the stimulus.** The frightening stimulus must be present or represented in some way. The presentation can be done in a real (in vivo), virtual, narrative or imaginary way.
- **Repeated and prolonged exposure.** The exposure is repeated through several sessions and for prolonged periods in each of the sessions.

To apply this method, it is necessary to first identify the category of stimuli and contexts that generate anxiety (in our case, presentations in public). Then it is necessary to make a ranking of all the sub-examples of public presentation, from the weakest to the strongest. Even the weakest should actually produce a reaction.

So, if you think about public presentation contexts, you should rank the least condition for which you experience anxiety. If, for example, talking to 3 people in a meeting doesn't cause you anxiety (it's actually very similar to talking to a single person), you shouldn't put it on your list. If, on the other hand, it is also just talking to a single person that generates anxiety, you should include it in the anxiety scale, to be able to start with the simpler tasks, but still generating anxiety.

An example of an anxiety hierarchy could be the following:

- Talk to a single person
- Talk to a group of three
- Take turns speaking at a meeting of ten people
- Be the moderator of a ten-person meeting
- Speak in front of an audience of 20 people
- Speak in front of an audience of 50 people
- Speak in front of an audience of 100 people
- Speak in front of an audience of 200 people

Systematic desensitization is applied by gradually exposing oneself to each of the situations that activate the phobia, starting with the simplest. You should be able to identify the simplest one for you and then proceed with the others gradually.

**There is no rule for the number of situations to create, but what I recommend you to do is:**

- Identify the minimum situation that creates the lowest perceptible level of anxiety and start from that;
- Insert as many passages as possible, to insert the maximum gradualness. If you do not insert small variations between the tasks you assign yourself, the increasing difficulty between one step and the next could be too significant;
- Be truly systematic: exposing yourself to some phobic stimulus every day helps you overcome the problem;

Try to find stimuli every day to deal with the phobia and the conversation topic you intend to present even in non-formal contexts. This way you can train yourself to deal with the topic you intend to present in public several times.

You can do this in multiple ways:

- You can choose a friend to present your content to by asking for feedback.
- You can choose a friend to present your content to but ask for the highest level of criticism possible. This exercise will allow you to anticipate the most common criticisms and questions that people with no experience in the field in which you intend to present your topic might ask you. Or it could also be sufficient as a technical analysis of your speech, in case it is designed to be presented to the general population.
- An additional level of difficulty could be presenting your topic to a person who is expert in public presentations or in the specific field in which you intend to present the topic. This is highly recommended - in any case – for technical presentations. I would like to recommend it, of course, also to all those who are not afraid to speak in public. Each of us is necessarily self-centered, based on our own patterns, beliefs and values, and an external review can only benefit performance.
- Find connection points between the topic you intend to present and other topics of conversation. Listen carefully to others and find connections between your presentation topic and the content of others. This exercise will help you develop the cognitive flexibility necessary to face any critical issues in the classroom.

Constantly presenting the presentation topic of your public discussion to individuals helps you to do, perhaps, one of the most important things to reduce critical issues in the classroom, that is, to know in advance possible questions or objections.

To go through the possible moments of difficulty of a presentation in public, you can also open a real criticality diary where you can list all the possible critical questions and objections to your presentation topic and the possible best answers for managing the criticality. This helps you not only to quell the anxiety of possible questions (when you proceed with the list, you go to effectively cover all the possible critical issues in the classroom) but also not to improvise answers to the most common questions.

By using external sources, you will be better prepared in answering. As I said before, there are critical issues, but perhaps they are not what you expect, you need to have the readiness and humility to listen to others before speaking. Instead, in most cases, we first think about what to say and then how others might react. The diary of complex questions or critical issues is a method that I recommend in any case. You can start building it before your public presentation so that you are ready when you present in public. But don't abandon it: the world of public speaking is full of possible criticalities, the audiences you will meet will certainly have elements in common with each other, but also elements of uniqueness and will ask you different questions and stimuli every time. When you experience different questions and critical issues, simply write them down in your diary of the complex questions and build your own response methods. However, there is a problem. We cannot always expose ourselves gradually and methodically to all the elements of the scale. If it were a common phobic stimulus, we could perhaps find a way to approach it methodically. In the case of a public speaking phobia, there is not always a way to find the right audience. In addition, there must be an opportunity to have an audience in front of you, a request from someone who asks us to present. For this reason, it is appropriate to use a second method, namely the *imagined exposure*. In the next paragraph, we will see this technique and all the other derived ways to apply it effectively.

## The imaginary exhibition

Real and imaginary events often have a similar impact on our minds. This is especially true for people who have a particular phobia as well. Imagining the phobic stimulus produces similar reactions, but without implying the risks that the real context has.

In the imagination, poorly presenting content will not cause damage in the real world.

The imagined exposure to the phobic stimulus is usually applied in two cases:

- When the phobic stimulus is difficult to find.
- When the phobic stimulus produces an intolerable reaction.

Imaginary exposure consists in imagining the phobic stimulus. You can repeat this exercise for 10 minutes. Also in this case you can choose the mental image you prefer and the level of difficulty. You can, for example, start with a small meeting of 10 people, then think of a larger classroom of 50 people, and finally a theater audience.

If you repeat this exercise 10 minutes a day, you will begin to accustom your mind to the task of presenting in public and will experience less and less difficulty in this task.

*Strategic psychotherapy* is about the worst fantasy technique in this sense. The instructions for practicing this technique are very simple: you need to isolate yourself in a place without any distraction, with the blinds down, for 30 minutes and imagine the worst possible scenario in the presentation in public for 30 minutes. You will need to immerse yourself in this exercise as much as possible.

## Other relaxation strategies

There are many other ways to approach this task, combining it with techniques to relax your mental state. You can also apply these methods which I will introduce to you before going to the classroom. They will help you focus better. Methods for relaxing your body before a public presentation are as follows:



- Progressive muscle relaxation
- Breathing techniques
- Self-hypnosis techniques
- Self-suggestion and conditioning techniques Let's see below how to apply them.

### Progressive muscle relaxation

*Jacobson's progressive muscle relaxation*<sup>[7]</sup> is a very practical and immediate technique that serves to produce instant and rapid relaxation without a great deal of imaginative effort. The use of this technique derives from the difficulty that some people experience in the use of imagination. Self-hypnosis, meditation, and imaginative techniques require people to think and focus on sometimes complex mental images. Not everyone succeeds in this task, simply because they are better off with more practical and concrete instructions.

Progressive muscle relaxation is based on the contraction and decontraction of the muscles, no athletic training is required, everyone can proceed as they feel. The only important thing is to complete the exercise to the end. For this, as for other exercises, you will need a place where you can relax and do the exercise until the end.

The exercise is based on the following steps:

- Choose a comfortable position from the following two:
- Lying down. - Sitting with your feet firmly on the ground, your back straight, your hands on your thighs.
- Contract one muscle class at a time, at maximum effort (eg, eyebrows)
- Hold the contraction by counting from 1005 to 1001 (4 seconds).
- Decontract and count from 1005 to 1001.
- Contract a new muscle class at maximum effort and continue with an entire sequence of muscle classes
- Concentration on such a mechanical task makes this exercise easy to apply, without much mental effort.
- A sequence of muscle classes to consider could be the following
- Feet – Calf – Thigh - Hand and forearm - Upper arm – Buttocks - Abdominal muscles
- Bibs – Neck – Shoulders – Mouth – Eyes - Front

### Breathing techniques

Breath awareness is a powerful tool (well known in yoga and meditation) that produces a series of sensations in our body that help us experience positive changes both physically and psychologically. The breathing techniques are many and very effective for entering a state of deep calm and are easy to apply. You can also apply them before giving a public presentation. On the other hand, knowing how to breathe also helps you to use your voice better and more effectively.

One of the techniques I recommend you apply is the Tibetan square breathing technique. Square breathing is one of the main types of breathing that helps rebalance the body and mind and relax states of anxiety. Even used during training by the US Navy SEALs, who practice it to stay focused and calm in the face of stressful situations.

## How to do square breathing?

Before starting to breathe, it is best to sit with your back straight, in a meditative posture (or pranayama). Once you feel comfortable, close your eyes and breathe freely, without worrying too much about the technique and without forcing.

Square breathing is done in four times of 4 seconds each and is always done through the nose

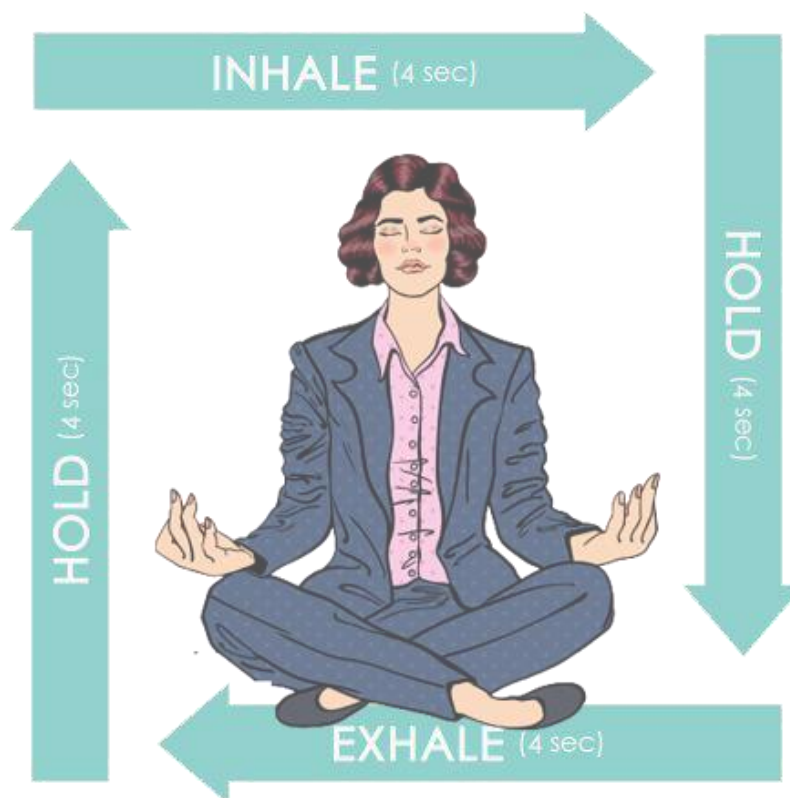
- Take the air by inhaling deeply through the nose for 4 seconds.
- Then hold the air for another 4 seconds. The moment of inhalation is associated with happiness and recharging of energy. Breath retention in the lungs represents the expansion of life throughout our body.
- It is the moment of exhalation, which must last another 4 seconds in which we completely empty the lungs.
- Now hold the exhalation for another 4 seconds. This phase is associated with abandonment, darkness and sadness, but it also helps us remove all the negative and leave the lungs ready to oxygenate again. Holding the breath when the lungs are empty represents loneliness and symbolic death.

All stages of the breath must last the same time. When you finish inhaling and exhaling, it is important that you feel comfortable. If you find that one of the stages is too hard for you, reduce the time of all of them. If they are not all the same, they no longer form a square, which is necessary for the symbol of balance to form, with its four identical sides. As you practice more, you can add a second if you like.

### Benefits:

This breathing practice helps to achieve balance on several levels: balance of mind, peace and calm, and balance of the nervous system. Furthermore, the ability to concentrate is enhanced, since the 4 phases of breathing must all last the same number of seconds. If not, we lose count, and the equilibrium of the square is broken.

It is a simple but very effective technique that you can practice several times a week with few complications, for no more than 10 minutes a day, but it will make you feel very good and more balanced.



One of the most current exposure therapy treatments uses the use of **Virtual Reality (VR)**



To explain what this treatment consists of it is essential to know the history of this tool.

The word “virtual” derives from the medieval Latin *virtualis*, which in turn derives from *virtus*: strength, power. In scholastic philosophy the virtual is what exists in potential but not in actuality. In its current use, the term virtual is often used to express the sheer absence of existence.

Virtuality is not something new in the history of humanity. From the myth of Plato's cave retracing the images or legends of the Middle Ages, virtuality, understood as a semblance of reality (but not real), has always been present among us. The difference is that, while in the course of history the potential of virtuality resided in the imagination, in ideas, in beliefs, today, by keeping that potential alive, technology offers the possibility of seeing it also with our eyes. An example of the concept of “virtual” is applied in the special effects of films, which create real, but non-existent scenarios for our eyes. There is also the widespread possibility of building virtual authentic communities, that is, non-physical spaces for human interaction.

## VIRTUAL ENVIRONMENTS

A virtual environment is where the simulations of activities that we find in everyday life are performed. We do this to bring them into a controlled environment and deeper analyse them, because in this virtual test environment various alterations of reality can be implemented that allow a complete study of the phenomena on which we want to investigate.

**There are different types of representations of a *Virtual Environment (EV)*, here are a few:**

- **Shared virtual environments:** they incorporate a visual representation of space in two or three dimensions, in which participants can interact with each other.
- **Collaborative virtual environments:** these are applications that allow multiple users to meet and communicate and depending on the richness of the representation of the environment, collaborate and share a variety of documents and artifacts.
- **Multi-user virtual environments:** they are mainly used for role-playing games (multiplayer), where multiple users access via the Internet or an internal network (intranet) which reaches a high concentration of users thanks to the attractiveness and ease of access to this type of environment.
- **Immersive virtual environments:** The term "immersion" defines the sensation generated in the person who is interacting with the virtual world. The greater the number of senses stimulated by the virtual reality system, the greater the degree of immersion achieved. In highly immersive environments the user, through the motion capture equipment, can control a character created in this environment, which will perform all the movements of the user. We try to use as many senses as possible to create the sensation of immersion, making the user interact with the computer thanks to cables, helmets, gloves, sensors that detect the position and movement of the different parts of the body, capturing each of the actions and allowing who is using it to observe and interact with the virtual environment. The visualization of the user's movements and all objects in the environment is performed in real time and in 3D, thus generating the feeling of being immersed in the scene.
- **Distributed Virtual Environments:** These types of three-dimensional environments allow users located in different geographic locations to interact in real-time and share a unique virtual world.

The use of virtual reality began in the 1960s with Sutherland<sup>1</sup>, one of the pioneers in the promotion of computer graphics. His thesis on the human-machine relationship showed that interactivity between them was possible. Shortly after, in 1968, he published *A Head-mounted three-dimensional display*, a study for the creation of helmets for virtual reality. However, it was Jaron Lanier in 1986 who coined the term Virtual Reality<sup>2</sup>, defined as the type of technology that allowed the creation of three-dimensional spaces by a computer, which allows the simulation of reality into which useful elements and events for specific objectives can be introduced.

What makes this virtual experience unique is that the person feels totally within this context and interacts with it.

Martínez<sup>3</sup> defines the term Virtual Reality (VR) as contradictory since it is composed of two practically opposite concepts:

- **Real:** that which has true and effective existence.
- **Virtual:** which has the virtue of producing an effect, although it does not produce it in the present, often in opposition to the real.

The term Virtual Reality, therefore, leads to the confused meaning of "Non-Real Reality". For this reason, some researchers prefer to use other terms such as Cyberspace, Artificial reality, synthetic environments, etc.



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<sup>1</sup> I. Sutherland Published in AFIPS '68 (Fall, part I) 1968, Computer Science

<sup>2</sup> [https://it.wikipedia.org/wiki/Jaron\\_Lanier](https://it.wikipedia.org/wiki/Jaron_Lanier)

<sup>3</sup> Martínez Cano, F. J. (2015). Cine, Video juegos y Realidad Virtual: Estudio y prospectiva del medio audiovisual en la era digital. Universidad Miguel Hernández - Facultad de Bellas Artes de Altea - Departamenteo de artes



## Training tools and simulators

Virtual reality has been and is applied in different fields:

- **Military:** in the military field, Virtual Reality has been in use for decades. The first flight simulator was patented in 1930 by the Link company<sup>4</sup> in Canada. It was based on the pneumatic mechanisms of pianos and organs. With the evolution of technology, simulators have improved. With the emergence of virtual reality, the application possibilities of simulators have increased significantly. More than 7,000 devices were produced to train WWII pilots. Since the 1950s, the United States has had military training systems using virtual reality<sup>5</sup>, where soldiers can face various combat situations in safe environments or practice piloting skills of planes, tanks and navy ships. VR has become a very popular means of training for military personnel where you can learn how to react in the best way without the risk of real situations. Furthermore, this method has proven to be safer and less expensive than traditional methods.
- **Medicine:** in the health sector, for the same advantages it offers in the military field, virtual reality is also increasingly used to simulate risky surgical operations<sup>6</sup> or to learn how to carry out the daily activities of patient care and diagnosis<sup>7</sup>. Schlickum et al. (2009) used video game training to later improve performance in endoscopic surgery simulators built in virtual environments<sup>8</sup>. In the area of treating patients in need of support, there are cases such as You et al. (2005), who used virtual reality to treat patients with cerebrovascular problems. In this study, the environments of virtual scenes characterized by interactive real-life scenes were prepared. The goal of these scenes was to re-teach basic movements to the motor system of the brain.
- **VirSSPA :** This tool is a medical application that uses virtual reality for intervention optimization and planning. It allows the generation of a patient model from radiological images to be operated in a virtual environment. The application has the tools normally used in the operating room, allowing the simulation of the intervention.
- **Architecture:** both in virtual design where, in addition to construction plans and models, an interactive three-dimensional model is created to immediately view the finished result and in the possibility of virtual visits inside buildings and museums.
- **Industry:** virtual reality is also used in production processes in various sectors so that, for example, complex assembly mechanics are learned without having to do it in a real environment or to carry out repairs safely.

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<sup>4</sup> <http://link.com/>

<sup>5</sup> Ernest H Page and Roger Smith. Introduction to military training simulation: a guide for discrete event simulations. In *Simulation Conference Proceedings, 1998. Winter*, volume 1, pages 53-60. IEEE, 1998.

<sup>6</sup> JA. Pérez-Carrasco, C. Suarez-Mejias, B. Acha, José L. López-Guerra, and C. Serrano. Comparación de un método de segmentación de tumores retroperitoneales con herramientas comerciales de uso clínico. *LIBRO DE ACTAS*, page 47.

<sup>7</sup> Michael Fleming, Dale Olsen, Hilary Stathes, Laura Boteler, Paul Gross-berg, Judie Pfeifer, Stephanie Schiro, Jane Banning, and Susan Skoche-lak. Virtual reality skills training for health care professionals in alcohol screening and brief intervention. *The Journal of the American Board of Family Medicine*, 22(4):387-398, 2009.

<sup>8</sup> Schlickum, M. K., Hedman, L., Enochsson, L., Kjellin, A., & Felländer-Tsai, L. (2009). Systematic Video Game Training in Surgical Novices Improves Performance in Virtual Reality Endoscopic Surgical Simulators: A Prospective Randomized Study. *World Journal of Surgery*, 33(11), 2360. <https://doi.org/10.1007/s00268-009-0151-y>



- **ITI Crane Simulator** is a crane handling simulator that is used to teach apprentices who will use this vehicle to operate the crane and control the safety in transporting materials.

- **UnigineSpace** Several space mission simulators allow training in the repair of satellites, management control of the same, spacecraft and rockets. It offers virtualization of the space environment, drawing of trajectories and representation of stars and planets.

- **School:** in the educational field, virtual reality is being used as a complementary means to promote learning and increase the motivation of students, so that they can learn concepts rather quickly or gain experience in practical situations which, if taught traditionally, would be quite boring. For this reason, some projects use virtual reality in the educational field for very different tasks, be it the simulation

of a historical period, a system that shows the formation of storms and meteorological phenomena or to visit a virtual museum.

- **Unimersiv** is an educational tool in which different scenarios can be explored using virtual reality. For example, to learn about dinosaurs, a virtual journey into the human brain or an experience on the construction of the Acropolis of Athens.



- **Class VR** tool that puts virtual reality at the service of the classroom to simulate environments, make practical lessons and bring realism to some lessons to facilitate learning.
- **Psychology:** these systems have been used to treat phobias; they allow researchers to control the intensity of the stimulus to which the patient is exposed, depending on the reaction he has during the process. North et al. (2015) worked with virtual reality to treat patients with public speaking problems. After five weeks of treatment with the virtual simulator, the patients showed significant improvement .

All of the above applications are just a few examples of the wide range of applications and tools that exist for training and learning using virtual reality. The wide availability of tools that use virtual reality to train skills shows that it is an effective system since it is a technique that provides a safer environment and allows you to represent any imaginable situation.

The goal of virtual reality is to generate total immersion, a sensory experience that feels so real that the user forgets that he is inside an artificially created virtual environment and interacts with him as he would in the real world.

For the human brain to accept an artificial and virtual environment as real, not only must this world look as realistic as possible, it must also be totally interactive. It is therefore of fundamental importance that our senses are stimulated as much as possible. Proper stimulation requires sensory feedback, which is achieved through built-in hardware and software. Examples of this hardware can be HMDs (head-mounted displays), motion detectors that allow interactivity on the user's movements, such as accelerometers and gyroscopes, special gloves with tactile feedback or hand accessories.

In a virtual reality environment, the world is completely synthetic and may or may not mimic the properties of a real environment. This implies that virtual reality can simulate an everyday life situation (e.g. walking the streets of a city, interacting with the office environment, etc.), or it can overcome the limits of the physical by creating a world in which laws how gravity, time and the properties of materials are completely different (eg shooting aliens on a planet without gravity).

## ELEMENTS OF A VIRTUAL REALITY SYSTEM

In a virtual reality system we can distinguish hardware elements and software elements.

The most important hardware components are the computer, the input devices and the output devices.

The most important software components are the 3D geometric and sensory simulation programs model (visual, auditory, tactile simulation), physical simulation (virtual camera movement, collision detection, deformation calculation) and data collection.

### Input devices (sensors)

Input devices are responsible for capturing participant actions and sending this information to the computer. For example, the orientation of the head and all the movements of the hands and the whole body are detectable through the use of accelerometers and miniaturized gyroscopes, the same ones that are integrated into modern smartphones, installed in special gloves or applied to the body to follow the movement. It is then necessary to detect the direction of the user's gaze, through sensors placed on the glasses or helmet. The voice is captured by some microphones.

In the case of an application intended to support Public Speaking, it would also be very important to monitor and evaluate the user's posture and gestures. This can be achieved by adding an external camera-type sensor that can analyze the speaker's movements, the position of the arms and legs, if he is gesticulating excessively, etc.

There are several options on the market to do this:

- **Kinect:** the Kinect device has a built-in camera that detects the user's gestures and shows a skeleton of the movement the player is making at all times .
- **Smartsuit Pro Motion Capture:** another option for this task is to use a Smartsuit Pro , a motion capture device that could be used to see the speaker's movements or even to model the movements of the 3D characters that make up the audience of a virtual classroom so that they are more realistic and best represent human-like reactions.

To determine the degree of stress and nervous tension of the user during the virtual reality experience, it is also possible to detect, through biometric sensors, the heartbeat rate or the galvanic response of the skin or GSR (Galvanic Skin Response) called skin conductance or electrodermal activity.

Sensors detect the amount of sweat secreted by the sweat glands. This amount of sweat varies according to the regions of the human body, but its normal values are known if the individual is relaxed. Therefore, it is easy to determine when there is excessive sweating and this may be due to the individual being in a stressful situation.

## OUTPUT PERIPHERALS (EFFECTORS)

The output devices are responsible for translating audio, video, etc. generated by the computer into stimuli for the sense organs (sound, images). They are classified according to the direction in which they are directed: there are visual effectors such as stereoscopic helmets and projection screens, audio effectors (the scene can contain sounds that have specific positions in 3D space, so that the user has the feeling, also based on the origin of the sounds and ambient noises, of being in a real environment), translators' tactile devices and for the sense of balance of mobile platforms.

- 3D geometric model : Since a virtual reality system must allow you to explore the scene interactively and see the virtual world from any point of view, it is necessary to have a 3D geometric representation of this world, which allows image calculations, spatial sound generation, computation collisions, etc.
- Virtual reality engine : The workstation that oversees hosting the software that creates virtual reality. Obviously, the hardware must be sufficiently powerful and with a rather high computing capacity depending on the level of virtual reality emulation required. These are generally high-performance graphics stations.
- Virtual reality software: It is the software for modelling virtual objects, which concerns geometry, material texture modelling, intelligent behavior, object physics (hardness, inertia, surface plasticity, etc.). It also includes I/O drivers, libraries and systems used to implement complete interfaces for different virtual worlds.

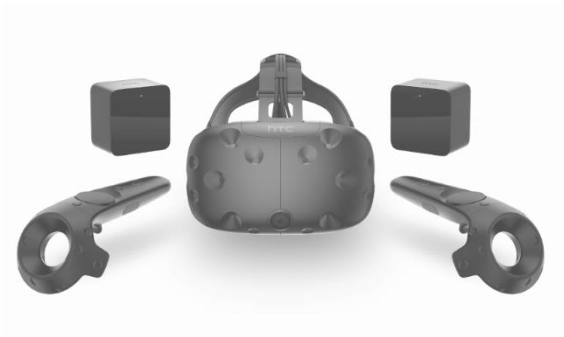
The next challenge for these systems, still under development, is to be able to recognize the emotions of users in real-time, so that it is not necessary to settle for pre-programmed scenarios but to be able to create environments that self-model by reacting based on the emotional state detected in the subject. For this purpose, prototypes are currently being tested that use neural networks to analyse player movements and all biometric responses associated with human emotions in highly emotionally charged events.

## AVAILABLE TECHNOLOGIES

A brief overview of the currently available media to create virtual reality environments:

### ➤ CHT Vive

HTC Vive is a virtual reality device developed by HTC and Valve Corporation. This device uses sensors placed in two or more points in a room that allow you to follow the user's movements and reproduce them in the 3D environment. It also has portable controllers that allow it to interact with the environment. The Pro version recently hit the market and is priced at \$ 799.



### ➤ Oculus Rift

Oculus Rift is a virtual reality headset developed by Oculus VR. It was launched on the market in April 2016. It is possible to include hand controllers to simulate hands. It also allows you to add base stations to map your location in the room. Its current price is 449 euros.



### ➤ PlayStation VR

PlayStation VR is a virtual reality viewer developed by Sony Interactive Entertainment which was released on October 13, 2016. It is designed specifically for the PlayStation 4 console. This device can output an image for the PlayStation VR viewer and a TV at the same time, with the TV mirroring the image that appears in the viewfinder or displaying a separate image for competitive or cooperative play. The current price of this device is around 300 euros.



### ➤ Samsung Gear VR

Samsung Gear VR is a virtual reality device developed by Oculus that allows you to transform a Samsung smartphone into a portable virtual reality device. The main difference of this device is the need to have a Samsung mobile. However, nothing else is needed to operate and create the virtual environment. It is currently priced at \$ 130.



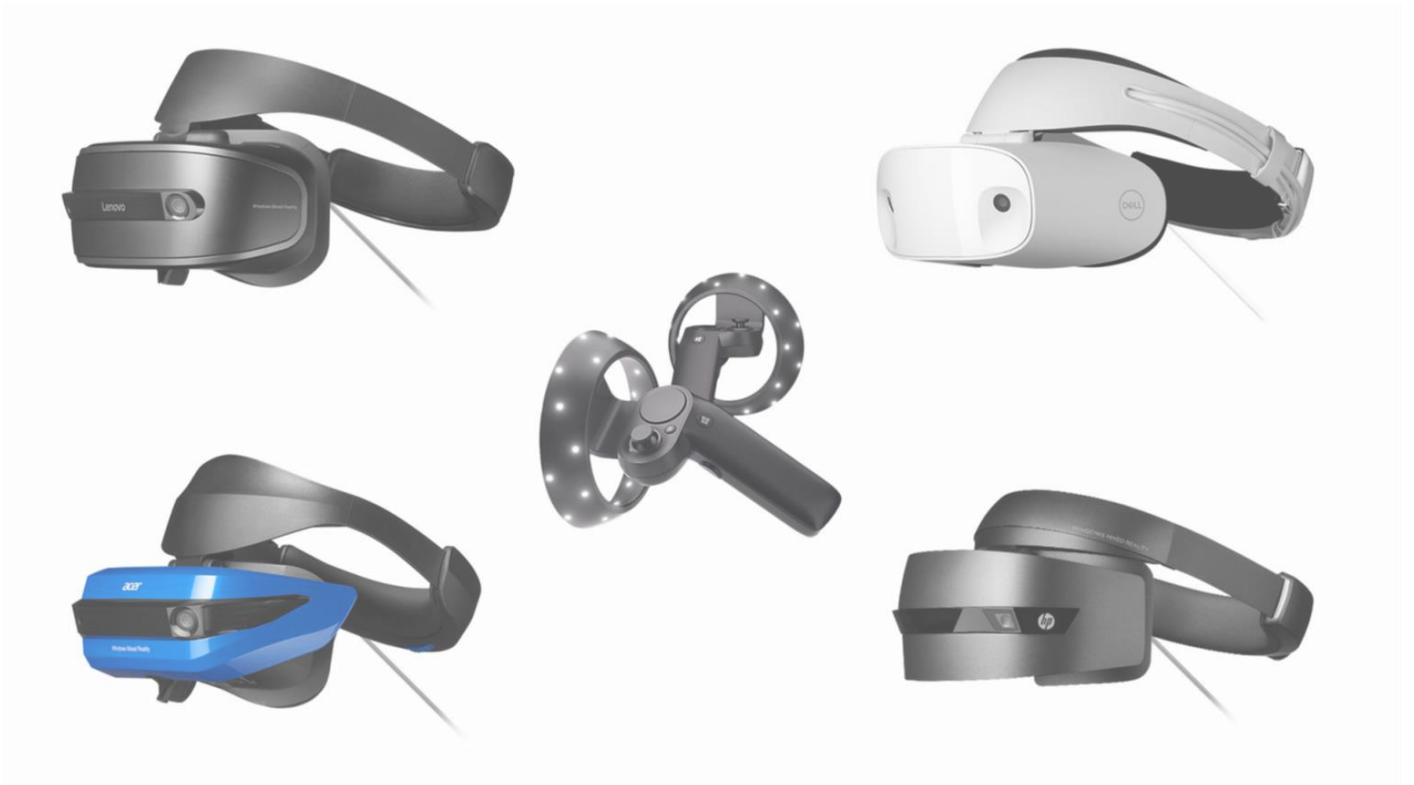
### ➤ Google Cardboard

Google Cardboard is a virtual reality platform developed by Google on a folding cardboard basis, hence the name. The operation consists of mounting the device in cardboard following the instructions and installing the Google application that allows you to duplicate the screens to present it in virtual reality mode on the mobile phone on which it will be tested. The cost of this device is variable: it can be free if you build it yourself or it can be purchased at different prices, depending on the models and materials.



### ➤ Windows Mixed Reality

Windows Mixed Reality is a device that combines virtual reality with augmented reality on a single platform. It is like the devices mentioned above. It has an HMD that allows you to enter the virtual world and allows you to use the manual drivers. It costs \$ 299.



## ➤ **Virtual Reality and VRET**

VRET (from the English Virtual Reality Exposure Therapy) consists in using virtual reality in occupational or psychological therapy. Several studies support the use of virtual reality in the context of treating phobias and fears experienced by individuals.

It has been shown that the use of virtual reality, as a means of achieving controlled stimulus exposure, for the treatment of specific phobias, improves the response of subjects, as the discomfort they experience during virtual exposure is less than that experienced during other types of exposure. Likewise, the number of sessions required for therapy is reduced .

With the technology available today, it is possible to think of a system that allows to solve or, at least, reduce the fear of presentations in front of an audience and to train the transversal ability to manage such an event.

This is because the technology allows you to simulate safe environments in which the person with a certain phobia can face it, knowing that the simulation is under their absolute control and that it can be stopped at any time. Obviously it is a complementary tool to the use of cognitive-behavioral psychological therapy since, although it can help, in some cases it does not replace the need for real exposure.

A program generates a virtual environment where a situation similar to the real one is simulated which, as regards the therapy of phobias, represents a sufficient stimulus to generate the feared anxious response, integrating graphics in real time, real images and monitoring reactions to the stimuli themselves, which can be captured by various devices to measure the psychophysiological reactions of the exposed subject.

### **This procedure has some advantages over live exposure such as:**

- Performing real exposure to stimuli could be expensive or too demanding: virtual reality allows the therapist to construct the context, where he can manipulate the exposure gradient, and ensures greater safety and privacy for the patient.
- the psychologist knows at all times the dynamics that are occurring and can help patients who have difficulty imagining adverse stimuli or the circumstances in which they occur. As an added benefit, virtual avatars representing the user can be included in therapy .

It should be considered that there are some parameters that the patient must meet to be able to use virtual reality therapy: according to the study carried out by Plaza for example, the patients suitable for this type of treatment are those without impairments or visual or auditory limitations, as part of the realism of virtual reality is achieved only with binocular vision and with the auditory difference of the sound receptor system intact.

Virtual reality therapy must meet three conditions to be effective:

- first of all, the participants must really feel present in the virtual environment to be able to experience this environment as a place that is actually visited, and not simply seen.
- secondly, the virtual environment must be able to evoke emotions in the participants so that the unwanted behavior disappears.
- the disappearance of the unwanted behavior must be able to be generalized to the real environment.

The premise that must be met in this type of treatment is the so-called **presence response**<sup>9</sup>, which is a way of measuring the ability of an interactive virtual reality experience to assess how individuals actually feel inside in a virtual environment, that is, the degree of anxiety experienced by the subject within the virtual reality environment should be quite similar to that experienced normally in a similar situation in the real world. The most common forms of presence are *telepresence*, which is the ability of a virtual environment to create the illusion of being there, and *social presence*, which defines the feeling of being there with another and analyzes, for example, the interactions between the real and the virtual. It is interesting to explore both aspects of presence, since public speaking is a social activity by definition.



Immersion is the perception of being physically within a non-physical world. It encompasses the sense of presence, which is the point where the human brain believes to be somewhere it isn't. The state of total immersion is reached when there are enough senses activated to create the feeling of being truly present in a virtual world.

There are two common types of diving:

1. Mental immersion: a deep state of mind with the belief that you are in a real environment.
2. Physical immersion: state in which physical interaction with the virtual environment occurs.

### Emotional analysis

In addition to the virtual environment, it is important to perform an analysis of the speaker's emotions, to determine if they are experiencing that sensation of presence and to calibrate the reactions of the virtual audience which, in the VR software, could be programmed to behave differently depending on the emotional state of the speaker.

Although there is a lot of research in the VRET area regarding its use to treat fear of public speaking, in the field of virtual audience modeling there are still not many jobs where this important software feature is also implemented, i.e. the ability to analyze the speaker's parameters (where he is looking, at whom he is speaking, with what tone, volume, gestures he makes, etc.) to generate reactions in the virtual audience. It

<sup>9</sup> Woodrow Barfield and Suzanne Weghorst. The sense of presence within virtual environments: A conceptual framework. *Advances in Human Factors Ergonomics*, 19:699-699, 1993. - Thomas B. Sheridan. Musings on telepresence and virtual presence. *Presence: Teleoperators & Virtual Environments*, 1(1):120—126, 1992.



would be useful and would make the VR experience even more realistic as the speaker would receive feedback and could modify his speech accordingly.

The analysis of emotions is, however, a complex and expensive process.

Before proceeding with the automatic recognition of emotions, it is necessary to decide how the detected emotions will be represented. There are two basic methods<sup>10</sup> of defining emotions: emotional dimensions and emotional categories.

Emotional dimensions are responsible for representing important aspects of emotional concepts, i.e. emotions are classified according to whether they are positive or negative, active or passive.

Emotional categories are the way to define emotions through words or labels (e.g. joy, enthusiasm, aggression, sadness, etc.). Since there are so many words to describe emotional states, emotions in many systems are reduced to six basic emotion groups<sup>11</sup>: joy, sadness, surprise, fear, anger, and neutral emotion.

### **Text analysis regardless of content**

Both when speaking normally and when giving a presentation at a conference, the message that is conveyed always accompanies the emotions of the individual. These emotions affect the respiratory system and cause changes in the tone of the voice. From these changes in the tone of voice and regardless of the content, it is possible to deduce what emotion is accompanying the speech.

Obviously not all the emotions felt by the speaker are transmitted or reflected in the tone of the voice but, for the purposes of this work, what interests us are those emotions that the audience can perceive and, consequently, behave and react to.

There is a lot of recent research that has focused on the automatic recognition of emotions in the voice. Most of these works<sup>12</sup> are based on the use of neural networks, vector support machines or Gaussian models which require large amounts of previously classified audio file recordings. These records are used to program forecast systems and, subsequently, tested to verify the results of the system, until the model makes predictions with a minimal error rate.

The theory<sup>13</sup> says that, depending on the emotional state of the speaker, the tone of the voice changes. For example, when an individual is sad, he tends to have a lower tone and to speak slowly while, when he is happy, he speeds up and the tone of his voice sharpens.

The emotion generated by the information that the speaker wants to convey has a decisive influence on the choice of words and on the structure of the sentences he expresses.

There are currently several methodologies for detecting emotions through text, which can be divided into four sections<sup>14</sup>: keyword detection, lexical affinity, statistical processing of natural language, and methods based on real-world knowledge.

In the detection of keywords in the text, emotions are extracted based on the presence of words that refer to emotions or affective states.

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<sup>10</sup> Roddy Cowie and Randolph R. Cornelius. Describing the emotional States that are expressed in speech. *Speech communication*, 40(1-2):5- 32, 2003.

<sup>11</sup> Paul Ekman and Wallace V. Friesen. *Unmasking the face: A guide to recognizing emotions from facial clues*. Ishk, 2003.

<sup>12</sup> Milana Milosevic and Zeljko Durovic. Challenges in emotion speech recognition. In *3rd International Conference on Electrical, Electronic and Computing Engineering, IcETRAN*, 2016.

<sup>13</sup> Disa A. Sauter, Frank Eisner, Andrew J. Calder, and Sophie K. Scott. Perceptual cues in nonverbal vocal expressions of emotion. *Quarterly Journal of Experimental Psychology*, 63(11):2251—2272, 2010.

<sup>14</sup> Virginia Francisco Gilmartin. *Identificación automática del contenido afectivo de un texto y su papel en la presentación de información*. 2009.

Lexical affinity, in addition to detecting obvious affective words, assigns to other words the probability of being said when the subject experiences a certain emotion.

Statistical processing consists of the use of a neural network formed by a very large database of texts classified with the emotions they represent. The latter method takes into account any type of word and also includes punctuation marks to detect emotions.

The methods based on knowledge of the real world, in addition to analyzing aspects of the text, also evaluate the affective characteristics of the semantic content underlying the text. These techniques allow you to get the emotions of the semantic content even if there are no words that refer to the emotions. To do this, they rely on real-world knowledge, such as the attitudes of individuals in certain situations.

### Application tips

To effectively serve its intended purpose, i.e. to allow you to practice public speaking in a secure virtual environment, a VR application should be a responsive tool so that speakers can practice their presentations in front of a virtual audience that does react to features and provide real-time feedback on the effectiveness of your speech.

To encourage the speaker's motivation to continue with the experience, the application should also provide a detailed report such as a scoring system, an assessment of vocal effectiveness, the amount of audience attentive to the presentation. There should also be a recording of his speech to see which parts of the training were most or least effective, which will serve as learning and reinforcement.



## Some tools available

To deal with stage fright or fear of public speaking, there are some applications on the market that have approaches that are consistent with what is proposed in our analysis.

Below is a list of applications, highlighting their strengths to how they tackle the challenge.

### ➤ Voice coach<sup>15</sup>

A free tool that makes use of Virtual Reality with support for HTC Vive that presents a dark room with a virtual audience that the speaker faces.



This virtual audience is 3D modelled with humanoid characters trying to look lifelike. Allows you to upload presentations in PDF format and scroll through your slides. Two screens allow you to see the presentation, one in front of the speaker and the other behind. The speaker holds a microphone in one hand and a laser pointer in the other.

### ➤ Virtual speech<sup>16</sup>

Paid application for Android and iOS, available for various virtual reality devices that allows you to practice a speech in front of a virtual audience or answer questions in an interview. It has a way to practice, socialize and learn languages.



<sup>15</sup> <http://speechimprovement.com/vr/>

<sup>16</sup> <https://play.google.com/store/apps/details?id=com.virtualSpeech.android>

➤ **Virtual Orator**<sup>17</sup>

Virtual Orator is a public speaking skills training tool available for Oculus Rift, HTC Vive and Windows Mixed Reality. It allows you to set the place of presentation and the size of the audience, as well as its character (positive or negative audience). It costs between 250 and 2500 euros.



➤ **VR Voice Center**<sup>18</sup>

It costs 5 euros and is available for Samsung Gear and Day-dream. It allows you to address an audience where different distractions appear and the speaker must try to handle them correctly.

➤ **BeFearless**<sup>19</sup>

Samsung sponsored product that allows you to practice public speaking in three ways: business, personal life and class. Allows you to connect a SmartWatch Gear S to monitor vital signs. The environment, despite being made with videos that are loop-played, gives the feeling of being flat and does not generate the immersive three-dimensional effect.

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<sup>17</sup> <https://publicspeaking.tech/>

<sup>18</sup> <https://www.cerevr.com/speech-center-vr>

<sup>19</sup> <https://www.oculus.com/experiences/gear-vr/942681562482500/>

➤ **A Fear of Heights and other Things**<sup>20</sup>

It costs 0.99 euros and is available for Gear VR. Among other features it has a way to overcome the fear of public speaking.



➤ **Ummo**<sup>21</sup>

Tool that does not use Virtual Reality but focuses on improving language skills only by recording the speaker's voice. It is available exclusively for iOS.

➤ **Beyond Virtual Reality - VR Public Speaking**<sup>22</sup>

Application for Android, available for Google Cardboard and the like, which allows you to practice presentations in front of an audience. It gives some final stats on how the presentation went. Audience models are built with real images of people and not 3D models.



<sup>20</sup> [https://store.steampowered.com/app/535460/A\\_Fear\\_Of\\_Heights\\_And\\_Other\\_Things/](https://store.steampowered.com/app/535460/A_Fear_Of_Heights_And_Other_Things/)

<sup>21</sup> <http://www.ummoapp.com/>

<sup>22</sup> <https://play.google.com/store/apps/details?id=com.BeyondVR.beyond>

➤ **Presentation simulation**<sup>23</sup>

A tool that, through virtual reality, simulates a presentation environment. It costs 10 euros, is available for Oculus and HTC Vive devices, and requires Steam to work. Allows you to upload presentation PDFs.

➤ **VRAVO!**<sup>24</sup>

A platform that allows presentations in a virtual environment. It is not a practice system but serves as a means of making presentations online and inviting other users to view them, add 3D elements and interact with the audience.

➤ **BeChiara**<sup>25</sup>

A project that was created to support the public speaking courses of the Virtual Vovagers company. Virtual reality is used to create a training environment for speaker presentations, and later these presentations are discussed with subject matter experts. It seems focused on large companies.



<sup>23</sup> <http://www.presentationssimulator.com/fear-public-speaking/exposure-therapy/>

<sup>24</sup> [https://www.vravo.com/index\\_en.html](https://www.vravo.com/index_en.html)

<sup>25</sup> <https://www.bechiara.com/es/home>

## THE IDEAL SYSTEM RESTS ON TWO PILLARS:

- On the one hand, using Virtual Reality to create an environment in which to face a public speaking situation as similar as possible to real life. In this environment, there are a series of basic elements that the speaker sees during his immersion in the Virtual experience: a stage through which to move freely, an audience in front of him and a series of statistics of his performance as a speaker.
- On the other hand, a combination of emotion analysis systems is used to determine the emotion the speaker is conveying at any given moment. These emotions are obtained from measurements taken by the speaker in the virtual environment, such as the audio of his speech and its content. Other metrics are also taken into account to detect erroneous behavior patterns, such as the percentage of attention the speaker pays to each audience area, which is measured based on the head movements detected by the virtual reality device.

## AREAS FOR POSSIBLE IMPROVEMENT

- Knowing that, on the one hand, the fear of public speaking is a generalized problem and that the idea of alleviating it using virtual reality was something correct, this project was born to provide a solution to the visceral fear that some people experience when facing to an audience to lecture, whether in academia, at work or in private life.
- The goal of this project is to teach public speaking using video games in virtual reality environments.
- This project is based on the premise that, thanks to the progress of technology and digitization, many realities of the world of work will be downsized in the future by delegating many tasks to automation. Oral communication, therefore, becomes an essential skill that European citizens must acquire to improve their chances of finding work and to face the great change that digitization implies.
- An important future work in the field of VR support could be to design new levels that represent different real-life situations, in which an individual can experience the fear of public speaking: a job interview, a class intervention, a speech in a smaller group, etc.
- It would also be interesting to think of classifying the speakers according to their profile and, for this, a metric should be established. In theatre schools, there are several ways of classifying actors. The elements air, water, earth and fire, the enneagram with the different types of personalities, etc. are usually used, among others.
- Before starting the tutorial in the virtual environment, a series of questions may be asked to classify the player. This would allow the game to be tailored to the type of speaker who is always speaking. An option to define the speaker profile may be based on some personal variable characteristics (e.g. rhythm of speech, body movement and tone of voice).
- Once the speaker is profiled, the system would rate differently based on the profile. For example, a speaker who has been classified as one who generally speeds up will be rewarded if he slows down from his usual pace.

## CONCLUSIONS

We have seen in this document that public speaking is a common and frequent need in life: giving a lecture, speaking at a neighborhood meeting or having a job interview. To master this discipline, training has proven to be one of the most effective ways.

It has also been seen that the fear of speaking in public is a generalized condition in the population, in some cases even reaching the degree of phobia (glossophobia). This fear can be addressed in various ways: by techniques with professionals, such as cognitive restructuring, or through the use of tools that use technology to treat phobias.

For these two reasons our project was born, with the idea of contributing in both senses: both to offer a training tool for the ability to speak in public, in which the speakers can practice their presentations in a safe environment and serve as a tool to help professional techniques overcome or alleviate the fear of public speaking, serving as a preliminary step for exposure to the real situation.

Techniques based on Virtual Reality have given rise to a great deal of field research and its application in this type of phobias. The literature on the subject is plentiful and the results are, at best, promising.

Virtual reality allows the patient to be immersed in adverse situations, generating enough anxiety to intervene in their coping. Generating the same sensations of live exposure or imagination is based on the same therapeutic principles of the systematic desensitization of CBT, in such a way as to allow the extinction of these anxious sensations lasting over time.

The advantages of this type of intervention compared to live treatments are many, highlighting, among these, the confidentiality, the feeling of security that it generates in the patient (since it is possible to interrupt the intervention at any time), control and flexibility, which allows a more direct and shorter treatment, which reduces costs.

Virtual reality allows you to generate real-life situations at different times, with a high degree of immersion due to sensory stimulation in various modalities (audio, visual, vestibular ...), without being exposed to the feared real scenarios, which on the one hand they would facilitate the treatment of emotional fear by activating the structures involved to modify them, while allowing the therapist a greater control of the stimuli or scenarios presented, evoking sensations similar to those produced in a real environment but in an environment perceived as safe by the patient.

Furthermore, since the therapist can see what the patient sees, he can evaluate the anxiety-inducing extent of the stimuli, allowing the repetition of the exposure as many times as necessary (which in real exposure is not always possible).

More motivating therapeutic scenarios can be presented, with the patient always playing an active role, paying attention to the realism of the simulated environments, since to be truly effective, virtual reality must be very engaging.

For all these reasons, VR has established itself as the treatment of choice even in those patients resistant to traditional treatment.

In the case of social phobias, most of the studies seem to confirm the goodness of this type of intervention, having shown positive results in terms of anxiety reduction and the ability to cope with situations that were initially avoided.

Although there are applications that try to alleviate the fear of public speaking through Virtual Reality, similar to what was proposed in this project, in none of the applications examined was found a tool that provides a responsive virtual audience in real time.

- A virtual reality tool that considers all the aspects and criticalities illustrated in this work can be effective for practicing public speaking.
- An audience that provides feedback to the speaker in real time makes the experience more effective, as the speaker faces a more real-world situation and must modify his speech and always adapt to his audience.





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# EFFECTIVE METHODS TO ANSWER QUESTIONS FROM THE AUDIENCE



# EFFECTIVE METHODS TO ANSWER QUESTIONS FROM THE AUDIENCE

## INTRODUCTION

Public speaking occurs when you give a speech before a live audience. It differs from other types of speaking, such as videos, which may be recorded. It's also different from online presentations, which are created and then uploaded to the Internet.

Not everyone is a natural born public speaker. In fact, for most of us, the mere mention of having to speak in front of an audience of any size causes an immediate increase in heart rate and sweat to drip from our foreheads.

Despite these difficulties, public speaking has many advantages, including improving your confidence level and giving you the opportunity to discover yourself and tools that we don't know that you have. Plus, having effective public speaking skills can help you find a job. Many jobs, such as an instructor or sales professional, require you to speak in public and even when a job doesn't include public speaking in the job description, employers still value candidates with effective public speaking skills.

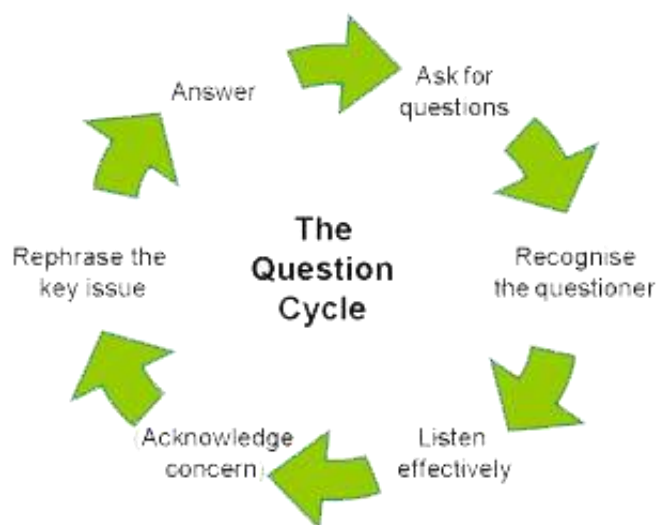
In terms of definition about Public Speaking and according to Wikipedia, public speaking is the process of speaking to a group of people in a structured, deliberate manner intended to inform, influence, or entertain the listeners. Public speaking is commonly understood as a kind of face-to-face speaking between individuals and audience for the purpose of communication.

Note that public speaking is not just what we traditionally think of, which is giving a speech in front of a large audience, but also any time someone speaks to members of the public or the press. This could include conducting interviews, but also speaking to citizens, even one-on-one at a community event. When you think of it this way, we are ALL public speakers!

“Public Relations that we all use is speech, some better, some worse, and this is one of the assets of your organization or of yourself that can be developed to become a truly powerful tool!”

**LOYD, Herbert, LOYD, Peter, Relações Públicas, as técnicas de comunicação no desenvolvimento da empresa, Editorial Presença, Lisboa, 1995**

Delivering public speeches is necessary both in your academic career and your professional career, when you must present your projects to other people, as well as in court or in course of some public activities., in classrooms, among others. In fact, in Public Relations, public speaking is an essential asset, a mandatory requirement since our profession involves us in constant contact with the most varied publics. We must be fully prepared for any type of communication act, whether it be an informal conversation, a public speech, a meeting, etc.



## PREPARE YOURSELF FOR QUESTIONS AND ANSWERS (Q&A)

One reason that causes butterflies in your stomach when speaking in public are the questions that may appear during or at the end of the presentation. Even though it is a rich moment for exchanging experiences, the fear of not knowing the answer and getting “a landscape face” in front of the audience makes many people sleepless. All of this, however, can be resolved with good planning before the presentation.

- 1. Know your audience:** Knowing who you're talking, should be one of the first steps when putting together your presentation. This knowledge helps you choose between formal or informal language, what topics need to be explained, and what topics of interest you can use to gain your audience's attention. It will also give you an idea of what tools you can use and the most suitable outfit for the occasion.
- 2. Know yourself it's very important :** This item is even more relevant than knowing the audience since you will be the person in evidence during the speech. Self-knowledge allows for adaptations so that you feel at home and with that you could reduce the chances of making mistakes or forgetting the script's topics to answer to the questions from the audience.
- 3. Be sure that you know the content :** Speakers can't control everything that happens, but you must be well prepared and confident about what you're saying. For this, it is essential to know the topic of your lecture/ session. Read about it, talk to others, and understand the key points to address in your speech. You can test whether you've incorporated the speech by talking about it while doing an activity that doesn't require concentration, such as a small walk.
- 4. Prepare yourself for the unexpected :** It may seem contradictory, but it is possible to prepare for what is not in the script. The best way to do this is to accept that you are not in charge of everything, and that questions or concerns may arise from the audience. In these cases, be honest and say that you will do some research and then you will be more prepared to answer any kind of questions. Unforeseen events can also happen in terms of location, audience, or support tools such as computers and wiring, but try to be calm and use the best of the resources available.
- 5. Be flexible and reliable one :** The speaker must be prepared for the unexpected and he has a lot to do with the ability to improvise and be more flexible, when something gets wrong. Flexible people can even take advantage of situations that seem bad, because they know that there are always different ways of seeing what happens. For example, some person from the audience is causing problems during the session, asking bad questions, cut your speech. In this situation you must be flexible and continue the session and try to solve all the problems that could appear.
- 6. Prepare yourself for some malicious questions:** The speaker should anticipate, guess, and prepare for every question, but it is possible to think about the possible doubts that may arise and rehearse some short answers. During the session and even before the session, the speaker should be objective and if he doesn't have in-depth knowledge of the subject, don't stretch it. The idea is to use this time to clarify as many doubts as possible and be frank if you don't know the answer, say you're going to research it, get the contact person's contact details and send the answer later.
- 7. Practice Q&A session:** Speakers could and should talk, train, practice, whether for a single person or for lots of people, for gain confidence in transmitting the ideas and sharing the right content. The practice will allow you to be more confident and get the confidence to speak in public. It will be useless for you to read articles on the subject, take specific courses for that purpose, if you will not put this advice into practice afterwards.
- 8. Try to Feel confident before facing your audience :** The speaker that shows and keep negative thoughts, can boycott their own confidence. He needs to adopt a proper posture, paying attention to several aspects of himself, like breathing normally, have a good body posture and try to hold your ground, adopt a confident stance (shoulders back, head held high), control your nervous, and look at your audience as you speak to them.

### 3 – TIPS FOR HANDLING QUESTIONS AND ANSWERS (Q&A) AFTER A PRESENTATION

The questions at the end of a presentation can be terrifying for many speakers as they can't be controlled and are hard to prepare for. However, questions form an important part of the presentation for the whole audience as they allow for clarification and consolidation of learning. The speaker can enhance the usefulness of the question-and-answer session by treating it as a formal part of the presentation that requires as much careful planning and control as the delivery of the core material.

When planning your presentation, you will need to prepare prompts for questions that are open and straightforward, for example saying "That's the end of my presentation. I'll be taking questions for the next 10 minutes".

When handling questions and answers, you will still need to be as professional as you have been for the main delivery of your presentation. There are many common dangers to avoid in these kinds of sessions.

For example, a common mistake that we usually have on Q&A sessions is not knowing the difference in between, not answering the question and not knowing the answer.



**Regarding this idea, here are some tips, that speakers can use for handling with questions from the audience:**

- **Undertake a mapping of the most common questions at the end of a presentation :** Please don't think that questions at the end of presentations rarely come up. On the contrary, they are more common than you think and can even appear during your speech. For this reason, it is necessary to be aware of possible questions and reflections that your speech may arouse. Usually, some questions will be repeated. This happens because the content covered can trigger the same doubts, especially if it is related to a very specific subject, such as the presentation of a company's results. In that sense, you have some options for mapping common or repeated questions. Try to create a circling box so that listeners can write down their doubts while speaking is one of them. At the end, you can join the most common ones to give the same answer. In addition, there is the possibility to listen to all the questions and then start answering.
- **Involve the whole audience :** In a world dominated by a terrible on-demand information and content, getting the public's attention it's not easy. Visual and interactive options and tools are some highlights that we can use on public speaking events. Regarding that, it's important to remember that even though you are taking a question from one member of the audience, you are still responsible for the interest of the other audience members. This issue assumes particularly importance, when we have large groups in the audience and if they become bored, when the presentation descends into a series of one-to-one discussions. Meeting attendees tend to be more focused and have a better experience when seeing a speaker along with a interactive presentation. An interactive speaker also helps guide an audience along with visual cues by reducing information overload.
- **Use your imagination to anticipate some questions or issues :** As you prepare your presentation, imagine what questions might arise. Often, viewers go to lectures to ask questions about concerns they may have about a particular topic. However, understand this as an interest in your presentation, not an attempt to detract from it. So, it's important that you have an idea of what might be asked so that you don't back down when answering. Think and develop questions and answers that can be given and try to see things from their perspective. When preparing the presentation, rehearse for example with your friends, the questions and answers you will give if any selected questions are asked and please keep in mind to give short and direct answers.
- **Take short breaks to think and give the best answer :** If a difficult or more complicated question is asked, do not invent answers. Take a moment, breathe, and take an obvious break. This demonstrates to the audience that your response will be unique and that you are really thinking about how best to respond. During the speech, it is important to pay attention to breathing pauses, which in addition to helping the listener understand, give the presenter time to think about what is being exposed. Pay attention to this practical tip that can help in case of difficulties in answering a question. If necessary, please repeat the question, projecting your voice, so that everyone in the audience can understand and hear what was asked. While this is done, you will have time to organize your reflections and form some answers to the question. Finally, remember that anxiety and recklessness will always be enemies of good answers.

- **Encourage questions and know how to listen :** Questions and answers are an integral part of effective communication between the speaker and the audience. The question is a great tool for the speaker, because with that it is possible to find out what your audience knows about the subject, but It's very important that you don't confuse a legitimate question, with a rhetorical question, whose sole purpose is to make confusion in the speaker's speech. Listening to the questions and knowing how to take advantage of the audience's contributions makes the public much more involved in the process. At various times you may think that a question was inconvenient, avoid demonstrating that you found the question unnecessary or wrong. formulated, as you can inhibit further questions. answer what you can or say "this subject I will deal with later" or "this subject is not quite the focus of the our event and" I can tell you where to find an answer, later".
- **Don't give too long answers :** The most important part of the presentation has already been done, that is, the in-depth topics have already been explored during the speech. So be clear and objective when giving your answers. Avoid stretching beyond what is necessary and getting into other matters, especially if there are a lot of questions to be answered. In addition, if you start to stretch your responses too far, you can upset your listeners and compromise the overall good impression made by the presentation.
- **Silence :** Taking a long time to answer a question is not necessarily a sign that we don't know what to say. It might just be an emotional intelligence tool. If you still don't have an answer after a few seconds, you can always say the truth and explain that you need a little time to gather information on your mind, to better answer the questions. With this attitude, shows that you are honest, and you really want to answer and give the right answer to the public.
- **Don't let a conflict turn into a confrontation :** Speaking of mediation, another important precaution during the session is to prevent a conflict of ideas, from becoming a personal confrontation. Unfortunately, being a communicator in presentations also means being exposed to hostile listeners, who are only for the purpose of questioning for the purpose of creating discussions. Identifying this intention and knowing how to differentiate it from a genuine desire to debate ideas is necessary. Limiting responses to content, basing them as much as possible on hard data, is an effective way to avoid problems.
- **Don't dwell on a negative questioner :** During the Q&A session , if someone in the audience put you in a difficult position and ask you hard questions and negative ones, , it's always important not to let them steal you the floor and try to focus in the essential of the session and the persons that are asking questions , in a constructive way. Of course, you could try to answer to one or two questions from that person, but then you must move on and answer questions that is coming from other persons in the audience.
- **Check that you have answered the question:** After the Q&A session, please take in consideration and be sure to return to ask everyone and check with them, if you answer to all questions in a satisfactory way and if possible, ask questions, like "Have I answered your question?". You as a speaker, can't end the presentation without checking if the public and the persons that asked questions, understood the questions and answers and if the speakers were able to meet what they intended.
- **End on time :** An important technical precaution is not to exceed the time planned for your presentation, limiting the number of questions to this end and trying to answer questions briefly and assertively. A healthy habit – and one that demonstrates attention to the public – is to provide contact information, in case anyone wants to clarify doubts that, for the time being, could not be clarified during the time set aside for the questions and answers.
- **Keep some slides in reserve specifically for Q&A:** An important thing to do is write or have a “ reserve” presentation and find that some slides could help at the end of the presentation and help the speaker to answer to some questions from the audience. Keep them on hand for the Q&A session and when a question comes up , please use it to be more prepared to answer some deep and difficult questions from the audience.
- **Return to your agenda or conclusion:** After the Q & A section finished , you could return to your pre-planned agenda or go to the conclusion of your presentation. This way of working and conducting your session, gives you a sense of responsibility and professionalism and allow you to have the last word.



Before the end of the session, don't forget to say thanks to the audience and if anyone needs a last answer, please come back to them and of course to the people who asked questions that, for some reason , you were unable to answer.

## 4- THE USE OF TECH IN QUESTIONS AND ANSWERS ( Q&A) SESSION

There is no doubt that live Q&A sessions, requires a high level of organization on the part of those responsible for preparing the event and try to know the right tools and Equipments to help us to deal with the process, the science and the new strategies of public speaking.

Using tech in Q&A session, allow us to explore several or specific topics, answering questions about many issues and solve many problems that could be present during this kind of events.

The use of the correct platforms and a having a good structure during the event is essential to ensure an attractive session and because of that we must be prepared and well organized to do deal with this kind of sessions.

This type of events can be organized and use by almost everyone, companies, or by people, or any kind of speakers and this strategy aims to connect audiences with those who generate the content to educate and, mainly, create interactions, between them.

Currently, there are lots of software packages that will allow your audience to submit questions or answers, like a poll on their mobile devices, for example. The costs are not very big for companies or even as an individual level, but the benefits to engagement are great and the audience benefits with that.

Using these kind of systems gives us the chance for our audience to answer a question in real time and show to our audience the results, of our Q&A and idea-building.

Q&A software its very important when we are talking about interacting with the public, a very specific public, (sometimes) and of course when we are collecting questions from our audience.

Almost audience response software, also known as audience interaction or audience engagement software, as i mention before, allow speakers to interact with live events audiences, live polls and in this case in the Q&A sessions. This kind of software is used to engage audiences and bring to the events different and better levels of interactivity, when we organize conference sessions, speaking engagements, among other types of events where public speaking its necessary. These kinds of tools facilitate the tasks of the speaker during the events, by enabling audience members to submit questions and respond to questions, polls, quizzes through their personal devices, including smartphones, tablets, and laptops.

### 4.1 – The importance to use Technology

Remote presentation technology presents multiple opportunities for engaging your audience that just don't exist in typical settings. Here you can find some examples, that speakers can use:

- **Chat:** This tool must be carried out with recourse (exclusive or cumulative) to different solutions. The most common are IRC, instant messengers and chat applications associated with e-learning platforms and others tech solutions. This solution is a perfect one to the encouragement of contacting others in real time, the development of a sense of presence and social belonging, also promotes the involvement and commitment with the public. In addition to the social dimension and proximity between the participants, the use of chat in Q&A sessions have also has several other potential advantages, like direct and immediate contact with the speaker and the public, providing feedback and answer's questions from the audience, promoting for example promotes spontaneity, which can be essential in some sessions and with some specific public audience. For example, using some chat platforms, allows us voting and comment some questions and give us the chance to decide what and when to answer questions.
- **Polling** – This process could also be very good, if we decided to use in public speaking Q&A sessions. This method can be used to express opinions and answer questions from an audience and are usually built to represent the opinions from an audience and for conducting a series of questions that could appear from the public. In terms of general definition, polls are a single closed-ended question, limited to a certain number of persons and it's good to get instant responses from them. The questions and answers can help us a lot during our public speaking session and of course during the Q&A session. With this tecj tool and others that are similar, encourages the public to answer the questions honestly and give us lots of information, about the public and that is present and is answering the questions.

- **Mentimeter** is an interactive presentation platform for conducting live Q&A sessions, polls, and more. We can use this tool, for example to conduct and engaging Q&A sessions and allow attendees to send questions to the presenter using their smartphones or some other technological resources.

## What is Mentimeter?



**Prepare**

Build interactive presentations with the easy-to-use online editor. Add questions, polls, quizzes, slides, images, gifs and more to your presentation to create fun and engaging presentations.



**Engage**

Your audience uses their smartphones to connect to the presentation where they can answer questions. Visualize their responses in real-time to create a fun and interactive experience.



**Follow-up**

Once your Mentimeter presentation is over, share and export your results for further analysis and even compare data over time to measure the progress of your audience.

- **Breakout Rooms:** This could be an important and good tool to use during a Q&A session. We can split a Zoom or other platform, with lots of people into small groups of a few people, where it's easier to communicate and facilitate the interaction among persons. Using this tool we can organize workshops, lectures, or any other type of events for attendees and work with them in separate. Its also a great tool that you could be used during public speaking, to work on specific issues. For that you could use and enter from a desktop browser, mobile application, or mobile browser.

- **VoxVote** – is a interactive platform, where we could create questions, ask our audience questions and vote and discuss the live chart results. With this tool, sometimes called the Voice of our Audience, because this tool can act as a leader of the Audience/ Response system. This tool is specially designed for the occasionally and professional speaker who want to interact with their audiences in an innovative way and professionalism, on a live event or in an online video meeting.

- **Slido** – Is also and interactive platform, that could be used in an event and it's a simple tool to use in Q&A session. It helps people to get the most out of events by bridging the gap between speakers and their audiences. From internal communications professionals to trainers, team leaders, conference organizers and individual presenters, Slido is used by anyone

### Get inspired on how to use Slido



How to Run a Successful Q&A Session With Your Remote Team



How to Use Slido for Small Meetings: 10 Interaction Tips



7 Interactive Poll Ideas for Your Next PowerPoint Presentation

looking to enable open conversation at a live meeting, whether in-person or virtual. Slido is a great way to engage your audience and for example allows speakers to crowdsource top audience questions and maximize the Q&A time by letting people vote up their favorite questions, among others.



## 5. TIPS TO USE AFTER THE Q&A SESSION

- **Deliver a conclusion :** Many people care only about conducting the first few minutes of the presentation and forget that the conclusion should be equally relevant and engaging. Good speakers don't let the audience's level of attention drop and are able to maintain interest in the message until the last minute, even on the densest subjects.
- **Don't forget to verbalize** that you are about to complete the idea and review (in bullets, quickly) the main points that were covered, because it allow you to get more involved with the public and of course, if you think its elevant in the event, don't forget during the preparation of the presentation, to anticipate the points that may be raised at this moment and prepare possible answers to avoid uncomfortable or delicate situations.
- **End on time:** An important technical precaution is not to exceed the time planned for your presentation, limiting the number of questions to this end and trying to answer questions briefly and assertively. A healthy habit – and one that demonstrates attention to the public – is to provide contact information, in case anyone wants to clarify doubts that, for the time being, could not be clarified during the time set aside for the questions and answers.
- **Be prepared to answer more questions afterwards :** Ultimately you want your presentation to inspire your audience, start conversations and create new ideas. You should always let your audience know that you are ready and happy to answer to all and any kind of questions that may appear and couldn't fit into the session of Q&A that happens before. The Speaker should be prepared and embrace all the questions that could be done by the public , even you think that your presentation was very good and create a outstanding impact in the event.

## 6. CONCLUSION

Understanding these points allows you to be prepared for Q&A session and avoid mistakes and problems that may appear, when you answer your audience's questions. This tips and advices helps you maintain your credibility and professionalism, look as you address them graciously and rightfully.

While it's good to cover all possible questions in your pitch without the need for any clarifications, there'll always be some listeners who'll make their way to give feedback. Given that your time is limited to present your message, it's important to prepare for possible questions to help you provide clearer and more concise answers.

When entertaining audience feedback, maintain your performance by letting your speech tone and body language show you're interested and willing to answer any questions.

Since your entire performance depends on how you successfully start and end your presentation, you shouldn't neglect none of the things that were put in this document, in order for you to complete your presentation and Q&A session, a success.

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# METHODS FOR CREATING EFFECTIVE PRESENTATIONS



# METHODS FOR CREATING EFFECTIVE PRESENTATIONS

## INTRODUCTION

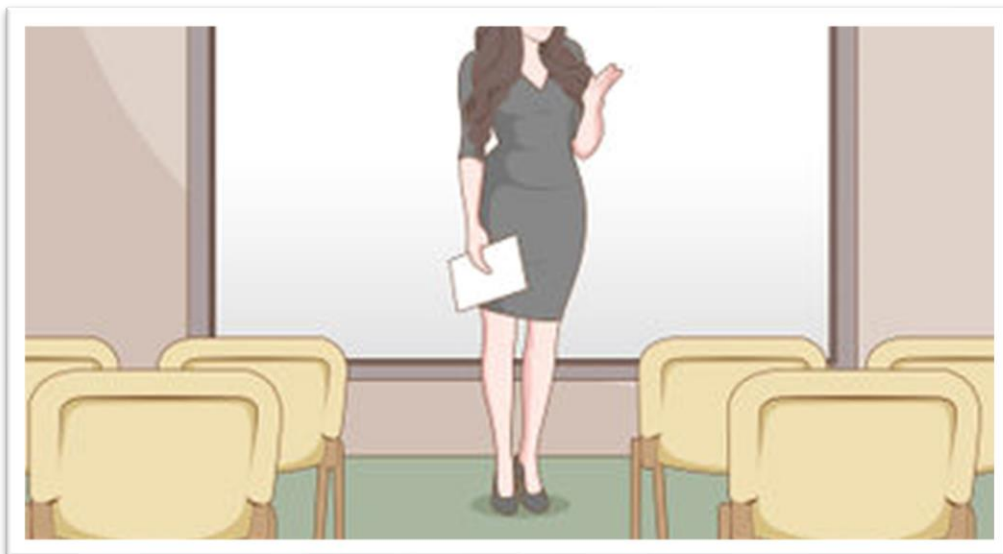
*“Speech is power: speech is to persuade, to convert, to compel.”*

Ralph Waldo Emerson

Nearly each active person (vaccinated or not) is faced every day (sometimes, even at week - ends) with the need to present herself or the results of her work, information to various listeners. Even interesting and useful projects, including Erasmus Plus projects, need to be properly conveyed to the consciousness of the National Agency, target groups and stakeholders – or any other kind of audience. Everyone can remember examples of successful and unsuccessful presentations, ecstasy from success and disappointment that they could not present the results of many days of work so that they would hear, understand and agree to you. The question arises: is it possible to learn the art of presentation? This guide is intended to cover the main stages of preparing and conducting a presentation, highlight the features, "barriers" of each type of presentation and give advice, but the success of the presentation will depend on your communication skills, organizational skills and practical application of the principles of effective presentation.

The “Methods for creating effective presentations” is intended for everybody interested in successful public speaking. The chapter can be useful to anyone seeking to master effective presentation skills.

This chapter of the manual is structured in such a way that each section deals with the individual stages of preparation and presentation, therefore we urge the reader to follow the logic of the presentation of the material.



*"If you can't write your message in a sentence, you can't say it in an hour."*

Dianna Booher

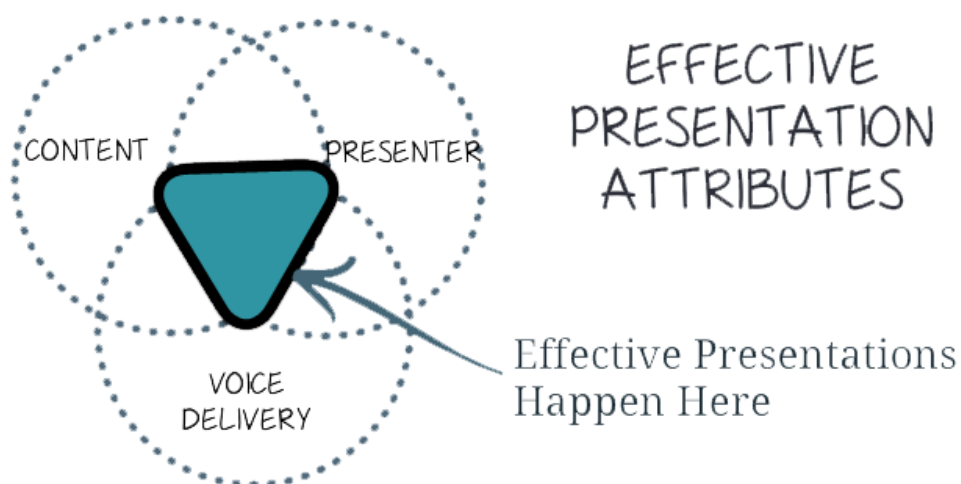
A long way has been laid from the emergence of ideas to their implementation. Good ideas rarely make their own way. Today, more than ever, it is important to present your ideas, proposals, products, achievements, yourself, in other words, convey and show them to others. The presentation is considered as a separate special part of the communication process, i.e. interpersonal transmission of information based on feedback in order to achieve the desired result.

A distinctive feature of the presentation is its interactivity: the message is made in the mode of dialogue with the participants.

### OBJECTIVES OF THE PRESENTATION

Every communication involves the precise formulation of goals to be achieved. These goals can be summarized as follows:

- MOTIVATE (INDUCE) SOMEONE TO CONSIDER A PARTICULAR ISSUE, MAKE A DECISION OR TAKE ACTION;
- TO CONVINCe SOMEONE (PROJECT PARTNER, POTENTIAL PARTNER, CLIENT, ETC.) IN REALITY, SIGNIFICANCE, POTENTIAL SUCCESS, ETC. YOUR PROPOSAL.
- INFORM ABOUT SOMETHING POTENTIALLY OR REALLY INTERESTED PARTY.
- THUS, THE PRESENTATION IS DESIGNED TO HELP CREATE THE MOST FAVORABLE CONDITIONS FOR ACHIEVING THE MOST SPECIFIC RESULTS IN LINE WITH ITS GOALS.



## PRINCIPLES OF COMMUNICATION

Each presentation lives its own life, its effectiveness is determined by a specific situation. There is no one and only path to success. We can talk rather about more or less effective ways. However, the likelihood of success will increase if you follow the basic principles of communication.

- *PLANNING*: You, as the sender of information, must clearly know who will be the recipient of the information and imagine the answers to the questions: what? to whom? Where? when? for what purpose?
- *STRUCTURING*: You need to prioritize, emphasize, and highlight the main themes and aspects of the information being conveyed.
- *FORMULATION OF THE PROBLEM*: At the beginning you will need to introduce the topic of your talk. This will allow the recipient to quickly feel the problem and better understand the context, to avoid inaccurate interpretation of the information.
- *GENERALIZATION AND REPETITION*: You should periodically summarize and repeat the main provisions of the transmitted information, helping the recipient to better structure the material, and, if possible, raise intermediate clarifying questions.
- *STATEMENT OF FACTS*: Your message should be based on facts, not opinions. The message should have a clear logical form, not a vague structure.
- *CONSIDERING THE SPECIFICS OF THE RECIPIENT*: When preparing and transmitting a message, the language and terminology adopted by the recipient, her level and nature of knowledge and qualifications must be considered.
- *COMMUNICATION CONTROL*: Different recipients react differently to the same message. Therefore, it is necessary to react flexibly and change the information you transmit, its structure and nature. It should be close to the specifics of the recipient.
- *CHOOSING THE RIGHT CHANNEL for transmitting information*: The transmission channel must correspond to the nature of the information you transmit and the specifics of the recipient of the message.
- *CHOOSING THE CORRECT FORM of information presentation (coding)*: The form must be appropriate for the nature of the information you provide and the characteristics of the recipient.

## PRESENTATION AS A FORM OF COMMUNICATION

When preparing a presentation, it is necessary to present the main elements of the communication process. These include:

- *SENDER* - THE PERSON TRANSMITTING THE INFORMATION, I.E. YOU, DEAR READER;
- *MESSAGE* - INFORMATION PROVIDED BY YOU IN ONE FORM OR ANOTHER (CODING);
- *TRANSMISSION CHANNEL, TRANSMISSION MEDIUM* - LETTER, DOCUMENT, SPEECH, DEMONSTRATION.
- *RECIPIENT* - THE PERSON TO WHOM THE INFORMATION IS INTENDED AND WHO INTERPRETS (DECODES) IT.

The communication process and the interaction of the main elements of communication can be represented in a schematic form (Fig. 1.1).

## THE AUDIENCE

In accordance with the objectives of the intention, the following types of audiences can be distinguished:

Educational structures

These include University, which trains students, foreign institutes that are engaged in the admission and additional training of interns.

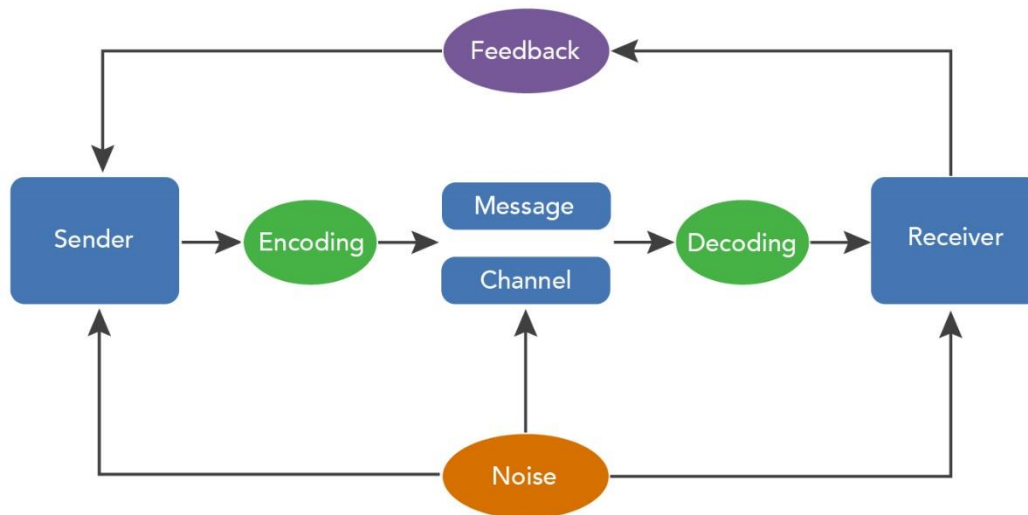


Fig. 1.1. Communication process

They can also fulfill the role of a consulting organization, determining the place of practice and facilitating the passage of practice at a particular firm. The role of the educational structure is played by foreign firms, where trainees do practice.

**Potential partners:** These include firms in which the intention is taking place, as well as other firms with which the trainee seeks to establish partnerships during her stay abroad.

**Potential clients:** Potential clients can be both firms that accept trainees for practice, and other firms that the trainee seeks to attract as clients of her organization.

**Public structures:** These may include, for example, public and cultural organizations, sports societies, representatives of the media.

## MAIN TOPICS OF PRESENTATIONS

During study and intention abroad, the most common presentations are on the following topics:

- **presentation of the organization.**
- **project presentation** (for example, a graduation project).
- **presentation of the current and results of the intention.**
- **presentation of yourself.**

Please note that the theme and purpose of the presentation can be completely different!

*For example: A presentation on the topic "Quality system in an organization" may have as its goals both convincing a potential client to purchase your products and proving a potential foreign partner of the possibility of joint production. Another purpose of this presentation may be to clarify the quality problems that you would like to find a solution to in your host foreign firm.*

You may be asked to give a separate presentation or to make it within the framework of an event: meeting, conference, exhibition, etc. Participation in events may require not only adapting the topic of your speech to the general theme of the event, but also significantly changing its content.

## PRESENTATION FORMS

You can conditionally combine all types of presentations into two large groups:

- **oral messages.**
- **audiovisual presentations.**
- **Each of the forms listed above has its own advantages and disadvantages (see Table 1.1).**



### Oral communication

The simplest form of presentation is verbal presentation, i.e. oral communication in the form of a speech to an audience. You can supplement the oral communication by distributing the text of your speech to the participants. Oral communication is also an integral part of presentations using demo materials.

Oral communication can be carried out in any room and in front of any number of listeners, and technical means (microphone) may be needed only when speaking in front of a large audience.

On the other hand, despite the apparent simplicity, oral communications will require very careful preparation from you. The main danger is that each listener develops her own visual idea of the subject of your message, sometimes very different from the real one.

During the intention, you will be doing a lot of oral communications, both during presentations and during informal meetings.



- **Traditional presentation:** Traditional means of visual augmentation of oral communication include such simple technical means as various boards, flip charts (flipcharts) and posters.

The use of well-known chalk boards (which you are unlikely to find, for example, in Germany), their modern plastic counterparts - pinwands or flipcharts (large flip-flop pads on stands) are convenient for conducting presentations in an interactive mode and in the presence of a small audience, when the image should be compiled because of discussion and is not prepared in advance. Such traditional visualization tools are well suited for work group meetings, round tables, and the like. *A noticeable inconvenience is the limited amount of information that can be presented on a whiteboard or flipchart.*

Posters are most often used in presentations. Such materials are prepared in advance, and subsequent changes involve reworking at least one of the posters. In addition, additional difficulties arise in storing, transporting and hanging posters. Therefore, they are less and less used for presentations.

- **Presentations using projected demos:** This form of presentations is the most common at the present time. The necessary visual materials are made in the form of transparencies or transparencies (slides). You can prepare the projected images in advance, or handprint them on film during your performance.

To project, you need special equipment: a film projector - overhead - or a projector for transparencies. If you can find the first type of projectors, then slide projectors are already quite rare.

- **Demo video presentations:** Such presentations are most often used at exhibitions, which makes it possible to recoup the costs of producing video materials. You can, of course, use the existing ones in your organization. When using on foreign intentions, do not forget about the difference in video recording systems. Displaying a color image in black and white or displaying without sound is not effective.
- **Electronic presentation:** Electronic media are used to present large amounts of information. This information can be roughly divided into demo displays, including animation, and static information created using computer graphics. Today, presentations of this kind are the most common, since they allow you to visually present the results of your work, are technically easy to provide (computer and projector).





*“There are always three speeches, for everyone you actually gave. The one you practiced, the one you gave, and the one you wish you gave.”*

Dale Carnegie

A successful presentation without any preparation is a rare and accidental piece of luck. Behind the external lightness of the brilliant presentations of real professionals are the careful preparation of the presentation, the planning of demonstration materials, the collection and synthesis of the necessary information, a clear knowledge of the time frame and the correct choice of the necessary technical means.

Responsibility for an unsuccessful presentation will fall on you, and therefore you cannot delegate its preparation to anyone else.

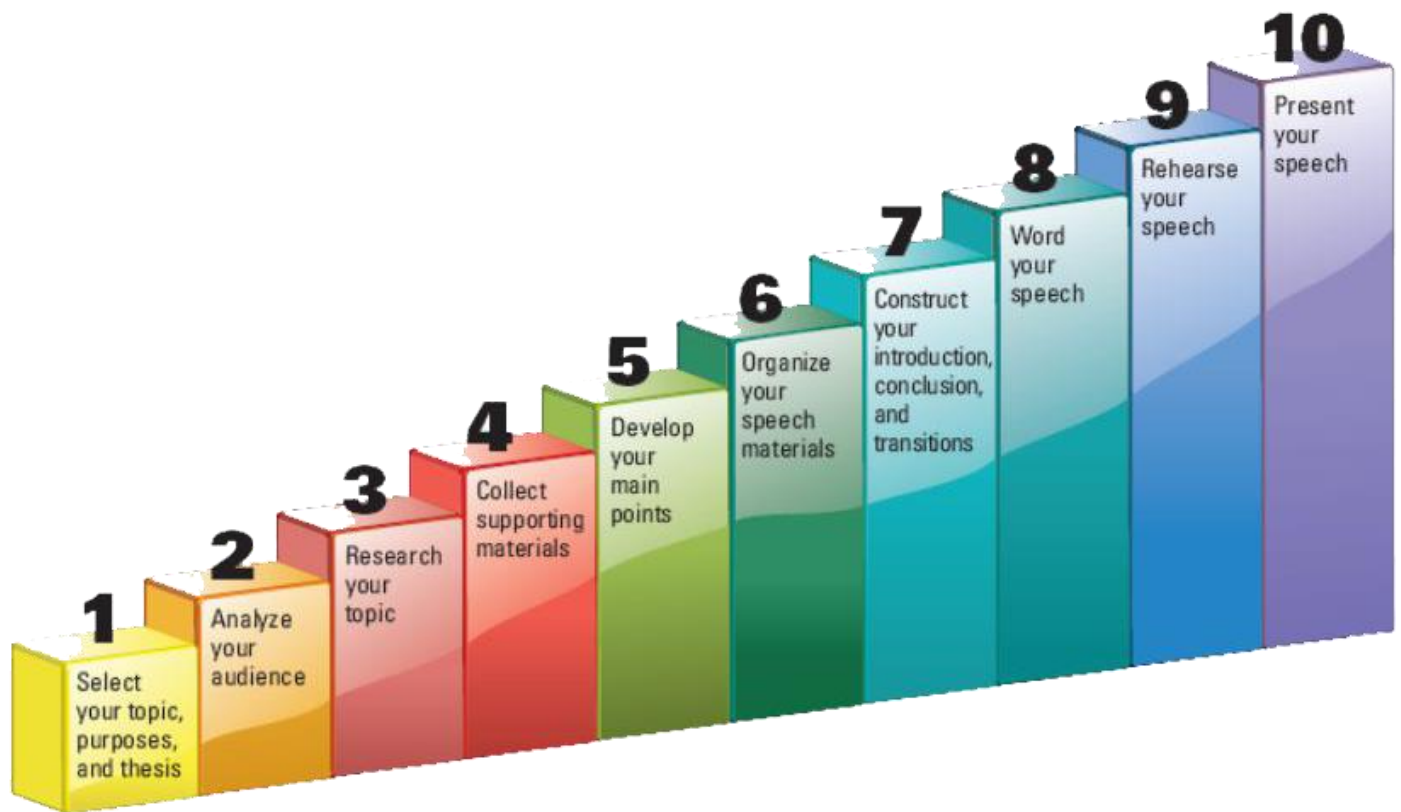
### PREPARATION OF THE PERFORMANCE

Oral presentation during a presentation will largely determine its success. Preparing a presentation includes the

following steps:

- FORMULATING THE PURPOSE OF THE PRESENTATION;
- CHOICE OF PRESENTATION FORM;
- DRAWING UP A PERFORMANCE PLAN;
- PREPARATION OF THE THESES OF THE SPEECH;
- COLLECTION AND GENERALIZATION OF THE NECESSARY INFORMATION;
- COMPILATION OF A LIST OF DEMONSTRATION MATERIALS;
- SKETCHES OF FIGURES, DIAGRAMS, TABLES AND GRAPHS;
- "LINKING" THE DEMONSTRATION MATERIALS TO THE PROVISIONS OF THE SPEECH;
- DRAWING UP A DETAILED TEXT OF THE SPEECH;
- TRIAL PERFORMANCE IN FRONT OF COLLEAGUES;
- DISCUSSION OF QUESTIONS AND COMMENTS OF COLLEAGUES;
- MAKING POSSIBLE CHANGES AND ADDITIONS TO THE PERFORMANCE AND DEMONSTRATED MATERIALS;
- RE-TRIAL PERFORMANCE.





A schematic sequence of steps is shown in Fig. 2.1.

Fig. 2.1. Preparation of presentation Development of a speech plan

Any performance has an outwardly similar structure:

- INTRODUCTION.
- MAIN PART.
- CONCLUSION.

When preparing your presentation, it is recommended to start any introduction by introducing yourself. It should be very short if it is not the actual purpose of the presentation. After the presentation, it is necessary to inform the participants about the purpose of the presentation. The introduction should then contain a brief description of what will be discussed in the main part.

The main part of the speech is designed to convey to the participants the necessary amount of information required to achieve its goal.

**For example**, a presentation of an organization may have, among others, the following goals: exporting products, finding a solution to the problem of optimizing the management structure. Obviously, the main part of the presentation for these two cases will be completely different.

Experienced presenters recommend re-mentioning the main points of the main part of the speech in its conclusion. Finally, the speaker's wish to the audience can be expressed.

**For example**, the head of the HR department ended her speech to colleagues by saying: "I hope that you have an idea of the problems that we face in our organization today. I really hope for your collegial support."

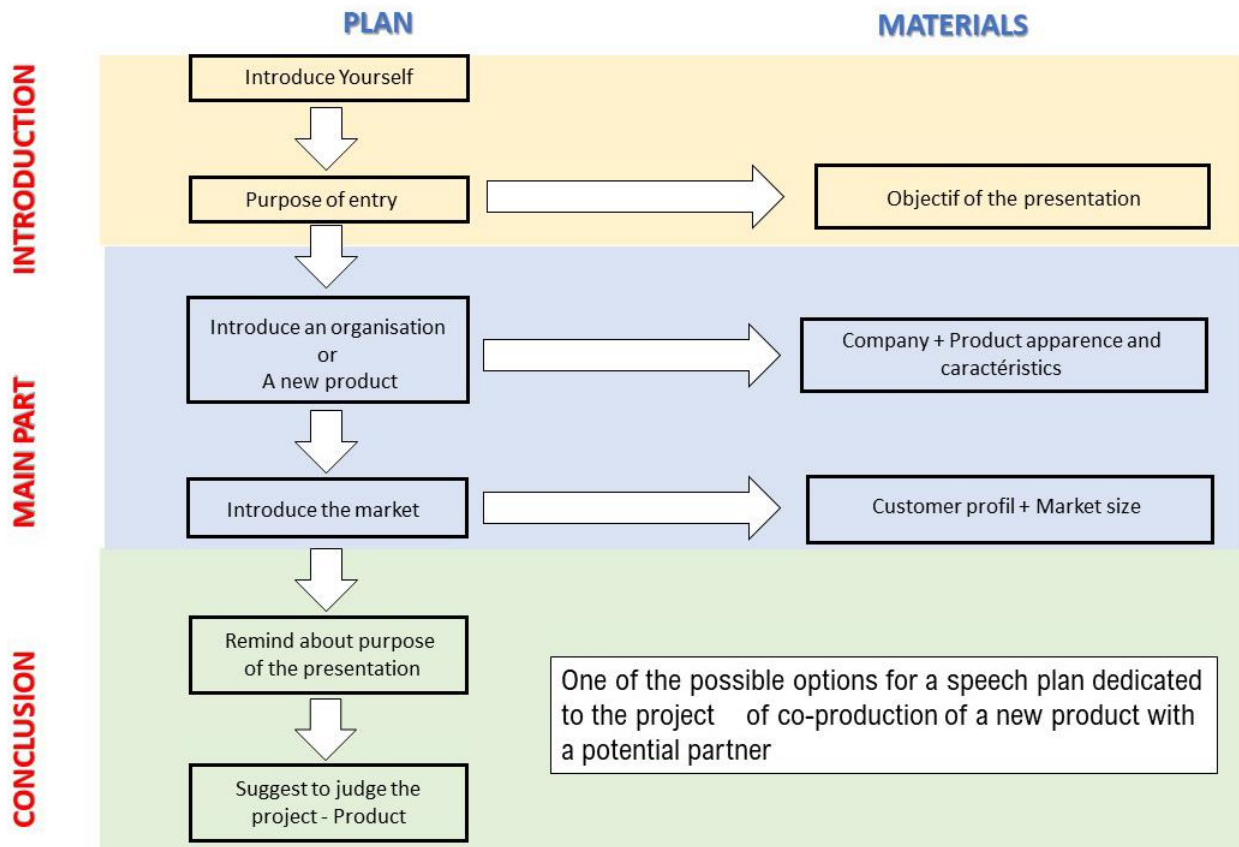
The components of the speech should be logically related to each other. At the same time, it is advisable to avoid returning to what has already been said. Repetitions are all the more undesirable. Therefore, it is recommended that you draw up a simple graphical presentation plan.

*In fig. 2.2 shows one of the possible options for a speech plan dedicated to the project of co-production of a new product with a potential partner.*

When planning a performance and preparing it, very often there is a desire to have time to say as much as possible. Try to break all the materials into three parts already at the stage of planning your speech:

- BUT - SOMETHING YOU CAN'T DO WITHOUT THIS IS YOUR PERFORMANCE.
- IN - WHAT IS DESIRABLE TO INCLUDE: THIS CAN BE USEFUL WHEN YOU NEED TO MAKE CLARIFICATIONS, CLARIFICATIONS, AS WELL AS WHEN ANSWERING POSSIBLE QUESTIONS.
- FROM - WHAT YOU WOULD LIKE TO SHOW ADDITIONALLY, IF POSSIBLE: THIS IS YOUR RESERVE "JUST IN CASE."

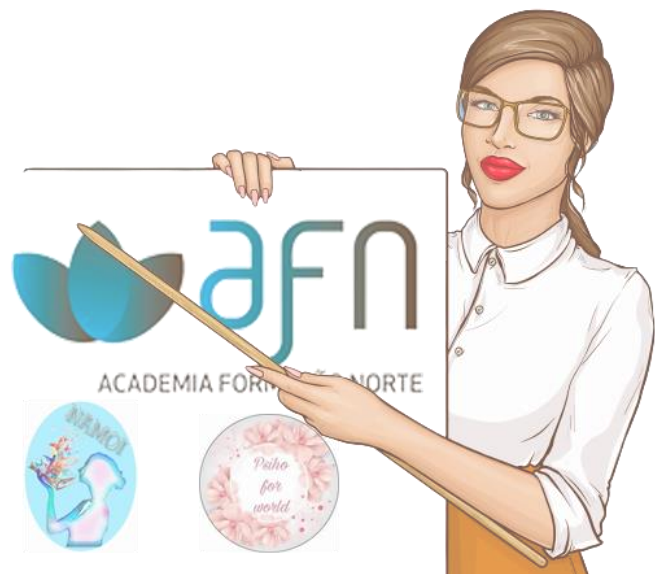




**Fig. 2.2. Possible version of dedicated to the project of co-production of a new product with a potential partner**

Already at the stage of planning a performance, we recommend that you pay great attention to her language. Usually, inexperienced speakers try to make the best impression by "juggling" a large number of technical terms, trying to express simple thoughts in the most complex scientific way.

*Try to frame your presentation using simple, clear words. Avoid complications and highstyle. At the same time, the primitive presentation is also destructive.*



In addition to the oral presentation, it is recommended that you have a text. In terms of volume, this text can correspond to the speech, be more (extended materials) or less (short summary) of the speech. The text material, like the performance, should be prepared by the speaker herself. This allows you to exclude the appearance in the text of inconsistencies with the oral message, outdated data, errors and misprints.

- **Example 1.** *"You said that the turnover of your company is ... And in the text there is a completely different figure!"* "The accounting department prepared this material for me. I think they took the numbers from last year's report. What I said is correct."
- **Example 2.** *During an oral presentation of their organization, speaking in the same audience, three employees gave three different figures for the number of its employees: 8, 10 and 12 thousand people! The participants in the presentation were incredibly surprised by the rapid growth of employment, since the presentations took place with an interval of only 5 minutes. The texts of the materials also contained the three mentioned numbers.*

An extremely large amount of text should be avoided. It is possible that the listeners will not have time not only to study it in detail, but also to read it in general.

There is another danger: having received the text before the start of the presentation, the participants can get carried away by reading it and listen to the important points of the speech.

Very often, only additional materials are handed out to the participants, the content of which is referenced by the presenter: various kinds of tables, documents, reports, etc.

## PLANNING DEMONSTRATION MATERIALS

The main purpose of using demonstration materials is to improve the effectiveness of the presentation. Visual information affects the audience much more intensely than verbal information. There is a well-known National proverb: "It is better to see once than hear a hundred times." An important advantage of visual information is the sufficient unambiguity of its perception by the audience.

The number of demonstration materials should be in accordance with the principle of reasonable necessity and sufficiency. The endless flashing of demo materials is ineffective. Therefore, it is necessary to plan their volume in advance. You can roughly estimate the required number of films as follows:

$$N = t / 2 \text{ where } t \text{ is the presentation time in minutes.}$$

If the time of demonstration of individual slides does not take more than 10 - 12 seconds, then their maximum number can be  $N = 2t / 3$ .

So, for example, during a presentation, designed for 20 minutes, you can show no more than 12 - 14 films (mostly graphic images). The perception of visual material is noticeably reduced during long presentations.

For example, during a 30-minute presentation, it seems reasonable to limit yourself to 15 to 17 tapes.

## DURING PRESENTATIONS, THE FOLLOWING ARE USUALLY DEMONSTRATED:

- **Text** - is shown quite rarely. When preparing such films, you should limit the amount of information to 1 - 3 short sentences. For example, the topic of the presentation, the name of the project under discussion, the mission of the organization, and a quote can be presented in the form of text material.
- **Charts** rationally used to demonstrate certain tendencies and relationships between variables. For example, the graphs clearly demonstrate the dynamics of changes in production volumes, seasonal changes in sales volumes, etc.
- **Diagrams** are used to visualize numerical data. Recently, picture diagrams have been widely used. For example, pie charts are useful for representing the market shares of different manufacturers. The heretograms graphically show the distribution of similar products from several manufacturers by price group. Another example of widely used bar charts is the "Ganttchart".
- **Schemes** convenient for visualizing communications, processes and procedures. Diagrams are most commonly used to demonstrate organization structures. Flow diagrams illustrate processes and procedures in a visual way.
- **Illustrations** are used to show the appearance of enterprises, equipment, products, etc. They are also used to showcase ideas. Another type of illustration can be corporate logos. The latter are rarely used as separate illustrations, but are often used in headers and footers.

## TIME FRAME

The time of the presentation is limited to certain limits, which depend on the purpose of the presentation, the degree of interest of the audience and the time capabilities of the audience. Additional time constraints may also be imposed by the rules of the event during which the presentation is taking place.

For the most common presentations, the following time frames can be recommended:

- **Organization presentation** - not more 20 minutes... When conducting a presentation at an exhibition, the time frame should be narrowed and may not exceed 5 minutes.
- **Project presentation** - 15 - 20 minutes (thesis project - 7-10 minutes).
- **Presentation of the intermediate results of the intention** - up to 30 minutes.
- **Presentation of the final results of the intention**. Taking into account that the course of the intention was discussed earlier, the presentation of the results takes about 10 minutes.
- **Self-presentation** - no more than 10 minutes.

It is important to take into account the daily routine of the company where the presentation is taking place. Do not schedule a presentation that can drag on for a period close to lunchtime or the end of the day.



## PRESENTATION ACCOMMODATION

Choosing the right place for projection is important. It depends primarily on the placement of the audience in the presentation room. The main types of placements of participants in presentations, with an indication of the correct location of the speaker, are shown in Fig. 2.3. The most important criterion is the completeness and convenience of seeing the image on the screen for each listener.

If possible, we recommend placing the screen as far from the front door as possible, because in this case, the participant who is late for the presentation will not distract the audience with her appearance.

Finally, it is desirable that no direct bright light from a window falls on the screen, making the image on the screen insufficiently clear.

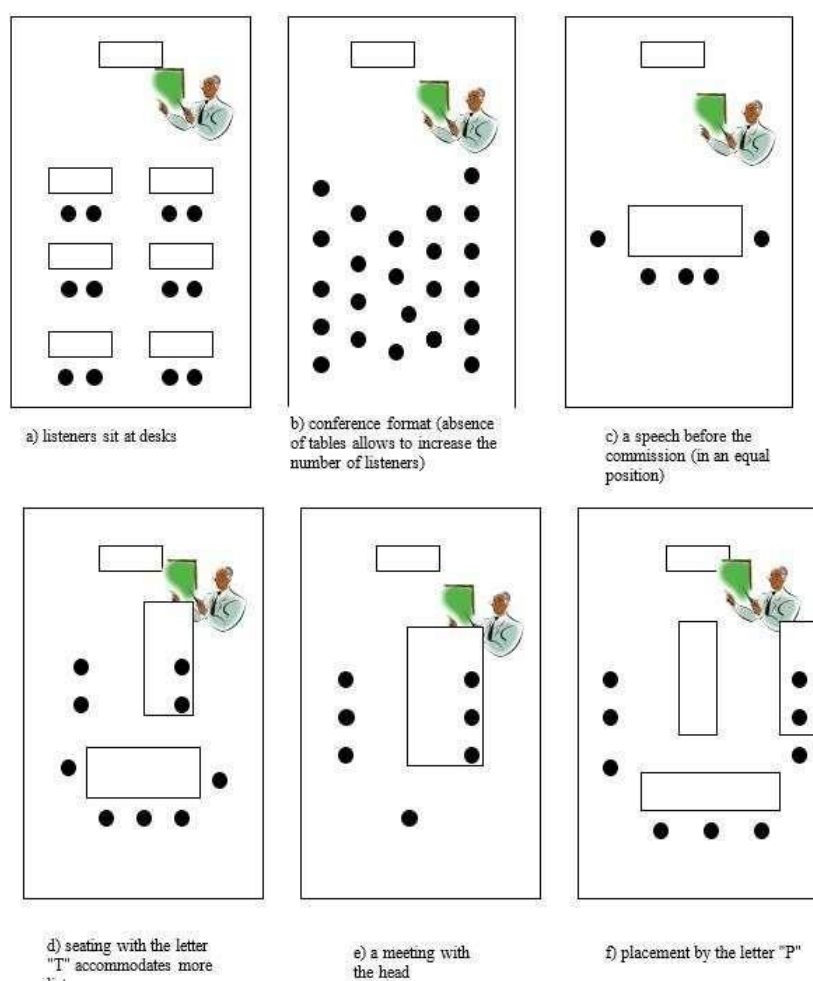


Fig. 2.3. Most common options for seating participants in a presentation room

*"It usually takes me more than three weeks to prepare a good impromptu speech."*

## Mark Twain

PowerPoint in Microsoft Office allows you to prepare a presentation in a short time. When creating your presentation, select From Auto Content Wizard, which will allow you to think through the entire presentation from the beginning to the end. If you have experience in making presentations, the From Design Template function will allow you to create a presentation in a consistent style.

In the Format menu, the Slide Layout function opens the possible layouts of the slide content: title slide, title, title with text, diagrams, pictures.

The data presented on the slides is related to the views and ideas of the author, her artistic tastes and technical capabilities. At the same time, it is worth considering some recommendations, following which may be useful for the speakers:

- *Don't overload the slide with information.* Original copyrighted materials should have such a structure and content so that in a sufficiently short time of their demonstration, listeners could quickly understand the content of the information (due to clarity) and easily recognize it (due to correctly selected dimensions of the elements of the projected image). Too much information on one tape interferes with a quick understanding of the topic as a whole. In addition, listeners may miss out on really important information. Therefore, it is important to distribute information evenly on the projected transparencies.
- Excessive detailing of images, as well as the use of small images can lead to the fact that the information will be generally visually indistinguishable, especially for those sitting far from the screen.
- *Fonts* (types, sizes) should be selected based on the conditions of good readability and perception of the image... Shiroko fonts like both Times New Roman and Arial are used.
- For clarity, headings, text, alphabetic and numeric designations should be performed in fonts of different sizes with sizes of at least 16. When repeating the same text on several slides, for example, the topic of the speech, it is recommended to keep the type and size of the font.



Small fonts (point size 14 or less) can be used for additional lettering that you may need, but not intended for participants.

*Sometimes it is convenient to make the following notes at the bottom of the slide: presentation date, place (company), slide number, etc.*

Texts placed on the film should not be too long. As a rule, one slide show lasts 15 - 20 seconds, so the text should not contain more than 9 - 10 lines, and each line should contain no more than 5 - 6 words. In most cases, it is sufficient to put only 3-4 lines on a slide.

## Only one topic can be presented on one slide!

*Attempts to display the full text of your report on the screen will reliably ensure an equally complete failure of the presentation!*

**Color.** The color scheme provides ample additional possibilities. In most cases, colors are used as a distinguishing feature, for example, in diagrams, graphs, diagrams. You can also use the "company colors" you represent, especially in logos (brand names) or in headers and footers. With regard to the use of the so-called "national colors", you should be especially correct. Combinations of these colors (white-blue-red for Russia and black-red-yellow for Germany) are usually appropriate for presentations related to the topic of collaboration.

- **Excessive use of colors**, especially in charts and graphs, can create uncertainty in identification. This is especially true when subtle colors are used to highlight nearby or adjacent areas of charts. Where possible, you should limit yourself to three contrasting colors, such as blue, red and green.
- **Red color** in excess can be perceived as threatening or overly aggressive. In Russia, inscriptions are often made in red, numbers are highlighted, indicating the success achieved. In Germany, the so-called "red numbers" represent financial losses.
- **Yellow** poorly suited for labels and lines. If this color is still needed, then the font size and line width should be doubled compared to the usual ones.
- **Background** should be soft. It cannot be done with a "caustic", eye-cutting color (orange, bright red, etc.). Tones of dirty green, dirty blue, purple and other gloomy colors can negate your efforts. In a well-lit room, an overly light background will blend in with the screen. A light saturated background with black letters on it looks preferable.
- **Framework.** Having a common frame that surrounds the entire image on a slide gives the image a complete look. Frames can also frame individual parts of the displayed image.
- **The wide black (dark) frame** is perceived as mourning all over the world.
- **Graphs, diagrams, pictures** must be specially adapted for projection, "easy to read" and understandable.

- **Tables are rarely used in presentations...** If you cannot do without demonstrating them, you need to try to do with a minimum of tables and simplify the tables themselves as much as possible.
- **Do not copy existing materials.** Such materials (direct copies from books, magazines, reports, etc.) "fall out" from the harmonious visual row of films, slides prepared by you.
- **Hints sometimes very helpful in presentation.** They can be done in PowerPoint as Slide Notes. However, do not try to write your entire talk in the margins.
- **Animation** allows you to use the interactive features of the appearance of individual elements of the slide in parts. It's also easy to set in PowerPoint under Slide Show Animation Effect.
- **Slide Show** can be carried out mechanically when switching by the speaker herself or from her signal (for example, the word "further"), which sometimes leads to the separation of the speech text from the visual presentation. Automatic slide changes are also undesirable because the presentation format can be changed during the presentation and the slides can either "lag" or "ahead" of the speaker.
- **Slide replay** can be difficult, so it is recommended to insert the slide number and print one copy of all slides on A4 paper  
provides a practical and systematic way to create ideas that are understood, remembered, and have a long-term impact.



*"They may forget what you said, but they will never forget how you made them feel."*

Carl W. Buechner

Presenting your own idea(s) is the most common type of presentations you will receive during your intention. You will be giving these presentations to a variety of audiences during formal events and informal conversations with foreign colleagues.

We would like to draw your attention to the informational aspect of the presentation of enterprises. It cannot be expected that foreign participants in the presentations will have sufficient information in advance not only about your organization, but also about the state of the National economy as a whole.

*Therefore, do not begin your speech with the words: "As you well know, our organization ..." or "You, of course, know the state of our economy after the recent lockdown ..."*

### OBJECTIVES OF THE PRESENTATION

The purpose of the presentation of the organization can vary depending on the specific circumstances and is determined primarily by the target audience, in front of which you decide or should make it.

#### Objectives of the organization presentation

THE TARGET AUDIENCE	PRIMARY AND SECONDARY OBJECTIVES OF THE PRESENTATION
Potential clients	Arouse interest in the product / service offered by the company. Build a sense of trust in the organization.
Potential business partners	Provide opportunities for collaboration. Provide primary information about your company. Build a sense of trust in the organization. Arouse interest in your company.
Training and consulting partner	Introduce a specific problem for which your business needs advice or training. Show the relationship of this problem with the general situation at the organization.
Public	Form a positive image of your company.

Table 5.1 we have provided a classification of potential main and additional goals that you can pursue, depending on the target audience.

## PRESENTATION OF THE ORGANIZATION FOR POTENTIAL CLIENTS

In general, the structure of the presentation of the organization for potential customers can be presented in the following form:

### ✓ GENERAL INFORMATION ABOUT THE COMPANY :



- FULL NAME
- LOCATION;
- YEAR OF FOUNDATION;
- THE NUMBER OF EMPLOYEES;
- PRIMARY OCCUPATION;
- MAIN CLIENTS;
- ANNUAL SALES;
- MAJOR GEOGRAPHIC MARKETS;
- COORDINATES OF THE COMPANY'S INTERNET PAGE.

### ✓ MISSION OF THE ORGANIZATION

**Mission** (philosophy), or purpose, of an organization is a short, clearly expressed verbal statement about the socially significant purpose of an organization in the long term. The mission statement can be obtained when the top management of the organization answers the questions:

- "WHO ARE WE?"
- "WHAT ARE WE DOING?"
- "WHERE ARE WE GOING?"

The mission details the status of the company, determines the chapter and directions of the organization's development.

### ✓ ORGANIZATIONAL AND MANAGERIAL STRUCTURE OF THE ORGANIZATION.

We recommend that you present the general organizational and management structure of the organization, drawing the participants' attention to its variety. The main types of organizational structures include:

- FUNCTIONAL.
- GEOGRAPHIC.
- MATRIX
- FOCUSED ON CUSTOMER GROUP

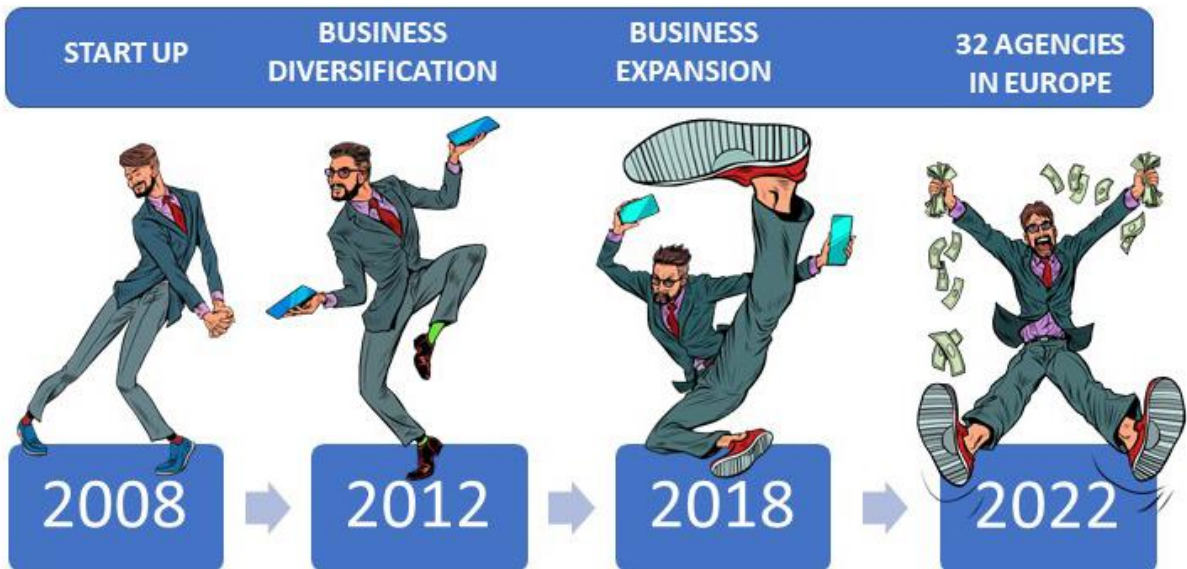
✓ PRESENTATION OF ORGANIZATION PRODUCTS

Not all specialists are sales managers. Therefore, we recommend paying attention to the following properties of the product:

3  
4

- ¾ THE NEED SATISFIED WITH THE PRODUCT;
- ¾ PRODUCT FUNCTIONAL CHARACTERISTICS;
- ¾ DESIGN;
- ¾ AFTER-SALES SERVICE AND REPAIR;
- ¾ WARRANTY;
- ¾ TRADEMARK.

## OUR COMPANY STORY



## KEY DATES

## PRESENTATION OF THE ORGANIZATION FOR POTENTIAL PARTNERS

Externally, the structure of such a presentation will be somewhat similar to the structure of the presentation described above. However, we recommend that you include some additional sections in your presentation. A possible presentation structure will look like this:



### ✓ GENERAL INFORMATION ABOUT THE COMPANY

You can use the same general organization information sites as you would for a lead presentation. At the same time, in your speech, you should focus on the information that testifies to the worthy position, reliability and prospects of your organization.

For example, you can draw the attention of participants to the duration of the existence of your organization (transmitted "messages: we are reliable, we have a lot of experience and a high production culture); on the growth of annual sales (transmitted messages: we are successful, we know the market well, we have good prospects, we produce quality products).

### ✓ MISSION OF THE ORGANIZATION REMAINS UNCHANGED

### ✓ ORGANIZATIONAL AND MANAGERIAL STRUCTURE OF THE ORGANIZATION

It is important to show the sufficient adaptability of the structure of your organization for successful interaction with a potential partner, paying special attention to those structural units that could directly implement this in practice.

### ✓ KEY COMPETENCIES OF THE ORGANIZATION

The preceding demonstration of the structure should also confirm the core competencies of your company, i.e. the main existing "capabilities" of the organization. Examples of key competencies include: the ability to mass produce, to research and design development, to work in extreme climatic conditions, etc.

### ✓ ORGANIZATION PRODUCTS

### ✓ TRADEMARK;

### ✓ POSSIBLE AREAS OF COOPERATION WITH A POTENTIAL PARTNER.

## PRESENTATION OF THE ORGANIZATION FOR TRAINING AND CONSULTING PARTNER

The structure of such a presentation seems to be quite simple:

- General information about the company: from focus on the history of the organization and current problems of its development.
- Mission of the organization;
- Profile of the main activity of the organization;
- Organizational and managerial structure of the organization;
- Description of the problem: in fact, this is the main section of the presentation, where you should elaborate in detail on the problems that you have to solve, as well as suggest the desired topic of counseling or areas of study.

## PRESENTATION OF THE COMPANY TO THE PUBLIC

The structure of such a presentation should be appropriate for the type of intended audience and purpose:

- General information about the company
- Mission and corporate values of the organization;
- Organization products.

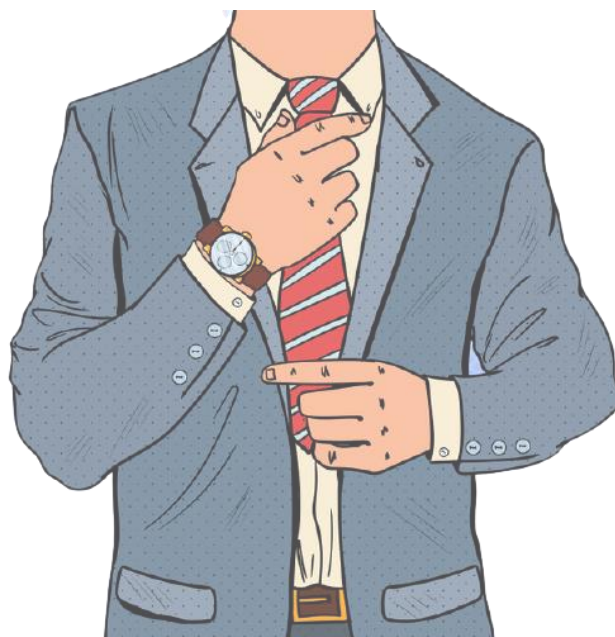
3  
—  
4

$\frac{3}{4}$  design

$\frac{3}{4}$  after-sales service and repair

$\frac{3}{4}$  warranty

$\frac{3}{4}$  trademark



*“No one ever complains about a speech being too short!” Ira Hayes*

### PROJECTS

The presentation of a project involves the presentation of some work to be done or which is at a certain stage of implementation. An already completed work, for example, a graduation project, may also be presented. •

The project, unlike other works, has the following clear limitations:

a specific task :

- A GIVEN VOLUME, EXPRESSED IN WELL-DEFINED UNITS OF MEASURE;
- SPECIFIED TIME FRAMES, INCLUDING START AND END DATES;
- THE EXACT AMOUNT OF REQUIRED FINANCIAL, MATERIAL AND HUMAN RESOURCES;
- CONTROL SYSTEM;
- SPECIFIC RESPONSIBLE EXECUTORS.



### OBJECTIVES OF THE PRESENTATION

When presenting your project, you, as a rule, invite the participants in the presentation to evaluate your project, to help you implement it yourself or to take part in it.

- IN THIS CASE, THE MAIN GOALS OF THE PRESENTATION CAN BE:
- PROOF OF THE FEASIBILITY OF IMPLEMENTING THE PROPOSED PROJECT.
- BELIEF IN THE REALITY OF ITS IMPLEMENTATION.
- MOTIVATION TO PARTICIPATE IN THE PROJECT.



## RECOMMENDED PROJECT PRESENTATION STRUCTURE

### ❖ Professional development project

The presentation of your project at a foreign institute will rather be in the nature of a final clarification of the goals of your intention. Such a presentation will take the form of an oral interview, the structure of which will be set by foreign experts.

Does this mean that you will not need to prepare? Not at all! Pay attention, first of all, to the contents of the next section ("Self-presentations"). In addition, prepare your CV in writing. You will certainly need both when making a presentation at a foreign company, which will play the role of a training and consulting organization during your practice.

The structure of the presentation in this case can be as follows:

- SHORT INTRODUCTION (NAME, TITLE, EDUCATION AND EXPERIENCE);
- GENERAL INFORMATION ABOUT THE COMPANY;
- ORGANIZATIONAL AND MANAGEMENT STRUCTURE OF THE ORGANIZATION;
- YOUR PLACE IN THIS STRUCTURE AND RELEVANT PROFESSIONAL EXPERIENCE;
- YOUR UNIT (TIME OF EXISTENCE, NUMBER;)

*key issues; tasks that you intend to solve while staying at a foreign company. Product delivery projects*

The main purpose of presentations of projects for the supply of products to the foreign market is to convince a potential partner of the benefits that she can get.

The structure of a presentation can be summarized as follows:

- VERY BRIEF INTRODUCTION (NAME, POSITION, AUTHORITY);
- GENERAL INFORMATION ABOUT THE COMPANY (PURPOSE - BUILDING A SENSE OF TRUST IN YOUR COMPANY);
- DETAILED PRESENTATION OF THE PRODUCT IN COMPARISON WITH PRODUCTS ALREADY ON THE MARKET;
- YOUR UNDERSTANDING OF POTENTIAL MARKETS AND CONSUMERS;
- A DESCRIPTION OF POSSIBLE GENERAL CONDITIONS AND DELIVERY PROCEDURES;

## Expected results;

Mention of the existing successful experience in the supply of products to the National and foreign markets.

This type of presentation is most often the first step, which can be followed by other steps. With a favorable outcome of the presentation, you will have to conduct various kinds of negotiations on specific conditions and delivery procedures, formulate and discuss the relevant contracts. Therefore, you should not complicate the presentation with all kinds of details.

## Industrial cooperation projects

Projects of this kind usually arise between companies that already have experience of cooperation or are sufficiently known to each other. You can hardly count not only on instant success, but also on very great attention to the cooperation project on the part of the management of the company to which you came for the first time in your life.

The structure of such a presentation may look in general as follows (given that the participants in your presentation already know you):

- GENERAL OVERVIEW OF THE ORGANIZATION;
- THE EXACT NAME OF THE PROPOSED PROJECT;
- OBJECTIVE OF THE PROJECT;
- EXPECTED RESULTS IN COMPARISON WITH EXISTING ONES, INCLUDING THOSE OF REAL AND POTENTIAL COMPETITORS;
- THE MAIN STAGES OF THE PROJECT;
- RESOURCE REQUIREMENTS OF VARIOUS KINDS (FOR EACH STAGE AND FOR THE PROJECT AS A WHOLE);
- THE COST OF THE PROJECT (FOR EACH STAGE AND FOR THE PROJECT AS A WHOLE);
- TIME FRAME OF THE PROJECT;
- EXPECTED FORMS AND CONTENT OF PARTICIPATION OF FOREIGN PARTNERS (BY WORK AND STAGES);
- PROSPECTIVE FINANCIAL PARTICIPATION OF FOREIGN PARTNERS;
- JOINT CONTROL OVER THE IMPLEMENTATION OF THE PROJECT;
- EXPECTED RESULTS AND THEIR DIVISION.



*"If you don't know what you want to achieve in your presentation your audience never will."*

Harvey Diamond

During and after the intention, you will repeatedly present the results of your work. Thus, you will have both presentations of intermediate results and final achievements. The presentations will take place in front of different audiences, which will determine their goals.

### PRESENTATION OF INTERMEDIATE RESULTS OF INTENTION IN A FOREIGN COMPANY

**The audience:** the staff of the host German firm.

**Objectives** presentations:

encourage the employees of the foreign company to help you in solving the problems that have arisen;

inform employees about the results achieved and plans for the further period of the intention.

As a rule, you will not need to introduce yourself at the beginning of the presentation, because the employees present will already know you. However, if your presentation includes people you do not know from the firm, a brief introduction will be appropriate.

For example, the following structure of a "problem" presentation is possible:

- PRESENTATION OF THE PURPOSE OF YOUR INTENTION;
- PRESENTATION OF THE EXISTING INTENTION PLAN (WITH TERMS);
- PRESENTATION OF COMPLETED WORKS;
- PRESENTATION OF THE WORK TO BE DONE;
- PRESENTING A PROBLEM PREVENTING THE IMPLEMENTATION OF THE INTENTION PLAN;
- PRESENTATION OF YOUR VISION OF POSSIBLE WAYS OF SOLVING PROBLEMS.

The structure of the "non-problem" presentation can be even simpler and limited to the first four positions of the "problem" presentation.

## PRESENTATION OF THE RESULTS OF THE INTENTION

### **The audience:**

- EMPLOYEES OF A GERMAN COMPANY THAT HOSTED YOU AND / AND EMPLOYEES OF A FOREIGN EDUCATIONAL INSTITUTION;
- MANAGERS AND EMPLOYEES OF YOUR ORGANIZATION.

### **Objectives:**

in the first case: inform about the final results of the intention and the prospects for their use in your organization; in the second case: to convince of the necessity of using the results of the intention in your organization.

In the first case, the structure of the presentation will resemble the structure of the "non- problem" presentation of the intermediate results of the intention;

- PRESENTATION OF THE OBJECTIVES OF THE COMPLETED INTENTION;
- PRESENTATION OF THE INTENTION PLAN;
- PRESENTATION OF COMPLETED WORKS;
- PRESENTATION OF OUTSTANDING WORK AND THE REASONS FOR THEIR FAILURE;
- PRESENTATION OF POSSIBLE ADDITIONAL (UNPLANNED) RESULTS OF THE INTENTION;
- PRESENTATION OF THE PROSPECTS FOR USING THE RESULTS OF THE INTENTION IN YOUR ORGANIZATION.

There is a possibility that the host company management will be present at your presentation. In this case, do not forget to start your presentation with a short presentation

(the management may have forgotten you), as well as information about which department of the company and under whose leadership you took the intention.

Of course, you will not forget to express your gratitude to the company that hosted you and the training institute.

The presentation of the results of the intention at your National company may have a different structure:

- PRESENTATION OF THE MAIN OBJECTIVES THAT WERE FORMULATED IN YOUR ASSIGNMENT FOR THE INTENTION;
- A BRIEF DESCRIPTION OF THE MAIN STAGES OF THE INTENTION;
- REPRESENTATION OF A FOREIGN EDUCATIONAL INSTITUTION AND, IN MORE DETAIL, A COMPANY THAT HOSTED YOU;
- PRESENTATION OF THE MAIN RESULTS OF THE INTENTION IN ACCORDANCE WITH THE TASK;
- PRESENTATION OF ADDITIONAL, NOT PREVIOUSLY PLANNED, RESULTS OF THE INTENTION;
- PRESENTATION OF UNSOLVED TASKS DURING THE INTENTION AND THE REASONS FOR THEIR FAILURE;
- SUBMISSION OF A PLAN FOR THE IMPLEMENTATION OF THE RESULTS OF THE INTENTION IN YOUR COMPANY.

*“Best way to conquer stage fright is to know what you’re talking about.”*

Michael H Mescon

It is impossible to describe all possible situations that require your self-presentation due to their variety. Let's just note that your oral presentations will be the most frequent. At the same time, in some cases, a written self-presentation may also be required.

- **ORAL SELF-PRESENTATION** : Oral presentation accompanies almost any of your presentation. Most often it is a short presentation. The main characteristics of short and extended oral presentations are given in table. 7.1.
  
- **ADDITIONAL RECOMMENDATIONS:** In Western European countries, for example in Germany, it is rare to find a top-level leader (CEO, financial or commercial director, etc.) of a young age. To reach the top hierarchical level, one must have a long work experience and accumulate considerable experience. Employees of, for example, German firms are very sensitive to the hierarchy of work, titles and ranks - both to their own and to their contact partners. On the other hand, there is a certain tendency in National business culture to use nice-sounding job titles. This can lead not only to simple embarrassment, but also to complete disorientation of your German colleagues.

*For example, when a 26-year-old president of a National company arrives for an intention at a German company, the employees of the company will have doubts about their ability to teach the **PRESIDENT HERSELF!***

We recommend using the least sumptuous titles as possible when defining your position and more accurately defining the scope of job responsibilities.

**Table 7.1 Comparison of the main types of oral self-presentation**

Main characteristics	Brief oral self-presentation	Expanded oral self- presentation
Situations in which there is a need for oral self-presentation	Any performance before one of the target audiences.	When defining the objectives of your intention at its initial stage. During an intention in specialized departments of the company
Self-presentation goals	Introduce the key areas of your job competency. Introduce yourself as a leader in charge of a specific area of work in your organization.	Introduce yourself as a specialist performing certain functions in your organization. Determine the range of issues considered during the intention in this division of the company. · Help foreign colleagues to find the appropriate contact persons from the firm.
Recommended duration	1 - 3 minutes	5-15 minutes

<b>Main content</b>	·Last name, first name.	· Last name, first name.
	·Specialty	Specialty
	Position and, in short, main functions.	Work experience Available knowledge and skills.
		·Place of work (name, profile and location of your company).
		·Position and main functions.
		·Areas in which you have knowledge gaps.
		·Problems that you would like to solve with the help of foreign colleagues.
<b>Major mistakes</b>	<p>Too long self- presentation (more than 3 minutes).</p> <p>Emphasis on personal moments (family, hobbies, etc.)</p> <p>Distraction on other topics.</p>	<p>Unclear wording of your problems.</p> <p>Reluctance to admit gaps in your knowledge.</p> <p>Seeking to embellish the situation in your organization or in your department.</p> <p>Unreasonably negative assessment of the situation at your company, derogatory attitude towards your company or its employees.</p>



*“The success of your presentation will be judged not by the knowledge you send but by what the listener receives.”*

Lilly Walters

### CHECK YOURSELF

Tomorrow you have a presentation for which you have been preparing for a long time. There is a plan, slides prepared, texts printed ...

However, we recommend that you check everything again:

- You have recorded your PowerPoint presentation on multiple media (flash card, disk, floppy disk, cloud storage).
- The order of the slides follows the logic of your presentation.
- Check each copy of the duplicated texts. The number of copies of the text of the speech is sufficient, the order of the pages is correct.
- Get yourself a cheat sheet. The best thing is a thin A5 card, on which you can write down the main positions of the speech in a large and readable manner with the corresponding references to the slides, etc.
- Think again with what words you are going to open the presentation (3-4 sentences by heart).
- Check your clothes.
- Your outfit should be appropriate for the event. No one expects you to appear in a tailcoat, but jeans will be inappropriate. A regular business suit will do just fine. A tie is required. You should look well-groomed, so your pants should be ironed and your shirt fresh.
- Women should not distract participants with overly fashionable or overly revealing clothing. Bright clothes and large print are also distracting.
- The strong smell of even the most fashionable perfume or cologne may not be pleasant to all participants.

Keep in stock, even on the day of the performance, not only a handkerchief (a very necessary thing - it is so convenient for them to wipe the sweat from their foreheads at the first presentation!). Men may need a spare tie, and women may need tights (for some reason, it is these toilet items that are especially often dirty and torn at the most inopportune moment!). We do not recommend wearing completely new clothes - you will feel uncomfortable in them.

## CHECKING THE ROOM

Create a "secret advantage" for yourself by carefully and calmly examining the area where your presentation will take place.

- *Premises.* Usually it is known in advance in which of the premises of the company you will be making a presentation. Nevertheless, we advise you to examine it again: if something has appeared that will interfere with the presentation (for example, repairs have begun nearby and it will be very noisy).
- If possible, remove the interference or replace the room. If you have the opportunity to choose a new room, then we recommend not striving to get a very large room: "in cramped quarters, but not offended" is to a certain extent better than five people in the assembly hall.
- Decide WHAT, WHO and WHERE will be located and FROM WHERE it will be possible to get what you may need.
- *Location of participants.* Remember fig. 3.1 and define your own location during the presentation. In this place, next to you, there should be a table on which you will place your materials and how you will manage the presentation during the show.
- *Technical means.* Technical means are subject to mandatory verification.
- *Additional funds.* Check for all sorts of additional tools you may need: a pointer, markers, cards and pins for pinwad, scissors, glue, etc.
- *Arrangement of tables.* If you find that you are not comfortable with the order of the participants, then rearrange the tables and chairs in the order that suits you. This should be done on the eve or, in any case, before the presentation of the participants in the room.
- *Other.* It is generally accepted to place on the tables opposite each participant thick cards (on stands or just a "house"), on which the participants will write their names. If such cards are available to you, then arrange them - you will not have to remember the names of those who asked questions and it will be easier to address any of those present. Place some thick participant markers on the tables.

It is also best to put your speech texts, brochures of your company and other materials on the tables in front of each participant. If the participants are still unfamiliar to you, then you can spread out your business cards on the tables. You can write the topic of your talk in advance on a whiteboard or flipchart.

## THE AUDIENCE

When preparing your presentation, you targeted a specific audience of participants. Can you be sure that on the day of the presentation, you will meet exactly with the audience you need?

We encourage you to take some initiative in advance. When preparing your first presentation, discuss with your intention facilitator the list of potential participants. You will not yet have a good idea of who should be invited.

Preparing a written invitation for each participant can be a good step. On the eve of the presentation, you need to once again clarify the composition of its participants.

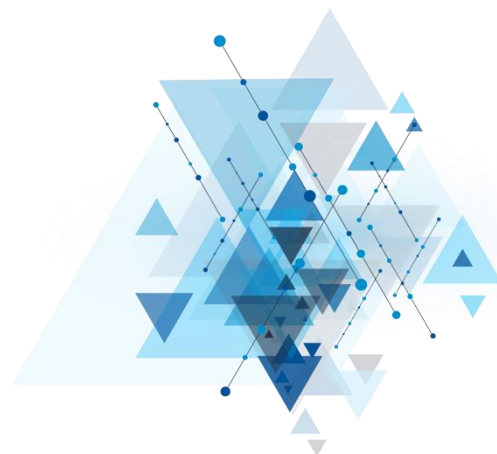


*"Your best teacher is your last mistake."*

Ralph Nader

The following main parts of a full-scale presentation can be distinguished:

- OPENING;
- YOUR PERFORMANCE;
- ANSWERS TO QUESTIONS FROM PARTICIPANTS;
- DISCUSSION;
- CONCLUSION.



#### SPEECH AT THE PRESENTATION OPENING

The opening of the presentation is usually done by your host. In other cases, you will have to start your performance on your own.

#### INTRODUCTION

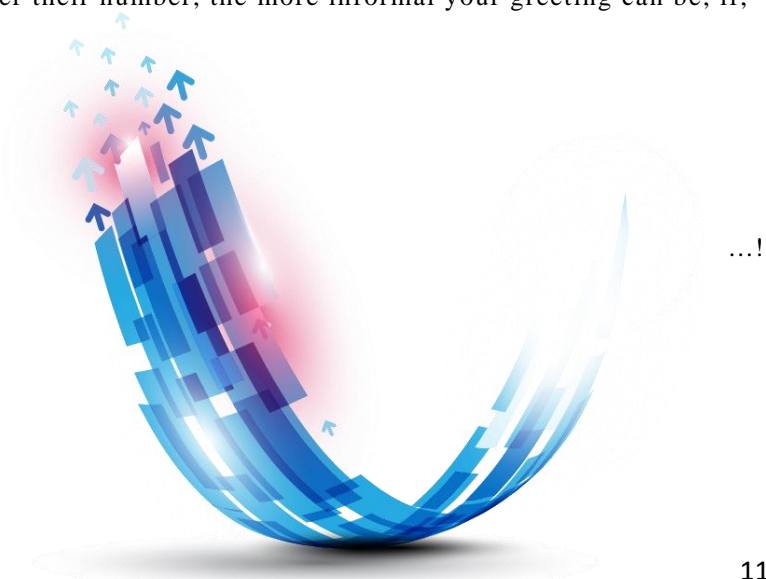
##### ▪ **Step 1. Welcome**

Any presentation starts with a greeting from the participants. It can be businesslike or rather informal.

The nature of the greeting is determined depending on the circle of participants: the official level, the degree of your acquaintance, the presence of unfamiliar participants, including those who are not employees of the company, the number of participants (the smaller their number, the more informal your greeting can be, if, of course, it is not about top management).

Common calls can be used, for example:

- Ladies and gentlemen!
- Dear colleagues!
- Dear sir ... / dear madam ...! Dear doctor



## ▪ Step 2. Purpose

The second step in opening a presentation is to present Reason; Topics; the purpose of the event, even if you believe that it is already known to those present. •

**For example:** "The topic of my speech is the quality system at our organization. I would like to present the existing problems and get your support in ... "

"Today I would like to introduce our company. I believe that familiarization with its experience and production potential is very important for the possible establishment of our cooperation in the future."

## ▪ Step 3. How to work

Next, you announce a kind of "route of movement" so that the participants in the presentation can imagine the "goal of the route". To do this, you present: the main structural elements of the presentation; breakdown by time; information about what additional materials the participants will receive (if necessary).

For example: "My speech will consist of three parts: a description of the personnel potential of our organization, the existing system of personnel motivation and problems in this area. I believe it will take up to 20 minutes. After that I will be happy to answer any possible questions. If you are interested, I will be ready to give you additional materials on the topic of my speech. I hope that, together with the discussion, we will work no more than one hour, and if this time is not enough, then we will agree about the next meeting. "

## ▪ Step 4. Collaboration

You need to set up participants to actively collaborate during the presentation. This is achieved if you :

- ✓ Ask questions to the participants during the presentation.
- ✓ Create personal ownership of the participants.
- ✓ Show direct benefits to participants.
- ✓ "provoke" the participants. A "provocation" can be, for example, the advancement of a curious, paradoxical, bold thesis ...

## ▪ Additional chapter for entry

- ✓ Set yourself up positive - think about something pleasant.
- ✓ Before you start speaking, make eye contact with the audience. Your listeners will perceive this as an appeal to them.
- ✓ Then stop looking at someone you already know. This will give you extra confidence. However, do not try to "hypnotize" one person - include the entire circle of participants in your scope.
- ✓ Start speaking loudly and clearly (greeting, introduction, topic ...).
- ✓ Try to avoid stuttering and especially parasitic phrases. For example, the phrase: "i'm kind of a marketing director" will plunge the foreign audience into complete bewilderment about understanding who they are actually meeting with.

Table 9.1

Potential interference with entry

Hindrances	Your reaction
Some of the participants enter the audience without a medical mask.	Do not be nervous! Just be sure the ventilation in the room is enough.
The most senior member is late	Ask the next in rank if you should start speaking.
Some of the participants got up and left the audience.	Don't panic! Continue your brilliant performance.
Someone was called from the audience	It's not your problem at all. Really.
Some of the participants asks a question (s)	You are lucky – your presentation has sparked out some lively interest. If the questions relate to the order of the presentation, topic, understanding of the content, then take them for granted! Questions help us to construct knowledge!
Some questions distracting to you or seem out of place	You can, in a calm and friendly manner, invite you to discuss them later outside of the presentation. Pretend you note this questions in your papers. Thus, you will extinguish aggression and claims related to such issues.
It seems to you that someone is acting provocatively	Do not try to make sarcastic remarks about this participant or make fun of his questions — the sympathy of your colleagues will not be on your side ... Do not lose your cool and calmly continue your speech. At long last it is better than the entire snoring audience

## MAIN PART

### Structure

Of course, only you yourself can and should determine the content of the main part of your speech. It is important, however, to disclose the topic of the presentation not only with sufficient completeness, but also in a systematic manner.

We recommend breaking the content of the main part of the speech into logically related main points and sub-points. At the same time, think about how much material your audience will be able to absorb in your scheduled presentation time.

### Recommendations for the main part of the speech

Try to speak fluently, even if the foreign language is not your “forte”. However, there should be no obvious memorization in your speech - you will be led astray by the first intermediate question. The only way out is training.

Start by presenting the structure of the main body (give an overview or visualize the structure on a flipchart or slide).

Use the power of your voice in a targeted manner. Vary its strength, tonality and tempo of speech in order to highlight essential points, pay attention to logical connections, and focus the listeners' attention.

Build short, clear sentences with targeted pauses, especially if you are giving a presentation in a foreign language.

Handle professional jargon with extreme caution: as a rule, its direct translation into a foreign language is impossible! Specially study the necessary terms in a foreign language.

Don't try to hide your lack of confidence in the use of a foreign language. Don't be afraid to misspell if you are not fluent in the language. Feel free to ask again if you don't understand the question.

- SPEAK IN A PERSONAL WAY ("I").
- DON'T HOLD BACK YOUR GESTURES. ACTIVATE YOUR GESTURES AS NEEDED.
- DON'T STAND STILL. HOWEVER, DO NOT PLAY WITH A PENCIL, POINTER, OR OTHER OBJECTS. USE THEM ONLY FOR WORK.

**Table 9.2**

**Possible interference in the main body**

Hindrance	Your reaction
You forgot a prepared phrase	Describe in other words what you intended to say. Probably you will invent something outstanding.
You suddenly realize you made a mistake.	Keep talking or correct yourself, but don't apologize. Sometimes mistake is a new path.
There is a breakdown Of the technical device/blackout.	Try to stop using it. If it is not possible, take a short break to troubleshoot. And always, no ALWAYS, be ready with the "plan B".

**CONCLUSION**

In conclusion, briefly summarize again the most significant points of your presentation. Avoid non-speaking concluding statements such as: "This is where I end," "This is where we end," and so on. Express your personal gratitude to the audience for their participation.

If, after the presentation, a discussion is planned and an employee of the receiving party has been assigned who is entrusted with its conduct (the so-called moderator), then give him the floor.

**RECOMMENDATIONS FOR THE HANDLING OF TECHNICAL EQUIPMENT**

Be sure to show only the content that is currently in question.

Make sure that, if possible, everyone present can see the subject of the show. When explaining, turn to face the participants, not the board.

Point with your hand (not your finger). Do not obscure the image.

**DISCUSSION AND ANSWERS TO QUESTIONS** How to behave during a discussion

Questions or discussions about your presentation do not indicate a failure. On the contrary, it is confirmation that your presentation did not leave its participants indifferent, i.e. is successful.

In order for the discussion to be successful, it must be positive and substantive in nature, be an objective and thorough discussion of positions leading to a solution to the problem. A clash of ambitions with mutual claims, reproaches and grievances of the parties is unacceptable. It is impossible to replace an objective discussion of the subject with a subjective clarification of the interpersonal relations of opponents. The confrontational course of the discussion leads to conflicts and enmity of the participants, and most importantly - to the preservation and sometimes exacerbation of the problem.

Some practical tips:

More often stand in place of the opposite side.

Make concessions on non-principled issues and be firm in upholding positions of principle. Demonstrate an open mind in assessing the opinions and positions of opponents.· Show flexibility in your approach in assessing the opinions and positions of opponents.· Pay tribute to the good parts of the speech and the arguments of the opponent.

In no case is it permissible to replace the discussion of the subject of discussion with clarification of interpersonal relations with opponents - criticism, insults, reproaches, bickering.

Speak in a language that everyone understands or use the services of an interpreter. The use of a normative language: words and expressions presented in well-known national dictionaries. Often, even such seemingly widespread expressions as "costs", "social benefits", "subsidiary", "branch", "joint venture" require additional coordination, since in the national legislation of different countries behind them lies mismatched content.

Body and body language:

- Do not get too close to the interlocutor;
- Stand in front of the audience straight, slightly tilting your body forward;
- Make eye contact with the audience;
- Do not wave your arms and do not fuss during the performance;
- Keep your hands free, do not put them in your pockets, show the audience your palms (openness), not their backs.

## QUESTIONS AND ANSWERS

The most important and decisive part of the discussion is, as a rule, questions and answers, following the statement of the positions of each of the parties.

Questions allow you to accomplish the following tasks:

- Identify or clarify in a benevolent form, the needs and motives of the participants;
- Adjust your own position;
- Gently and conflict-free adjust the opponent's position in accordance with your position; involve partner in an active discussion of the problem, make him an accomplice in its solution;
- Create an atmosphere of trust, because your partner feels you want to meet him halfway; gain
- The sympathy of your opponent (people like to talk about themselves).



## SECTION 10.CREATE A POWERPOINT PRESENTATION

(yes, even in 2021 many people still use it)

*PowerPoint presentations have long been the standard in various aspects of business life. This program allows you to independently compose an accompaniment to your speech, report without the help of expensive specialists. Any user working with Microsoft Office can master the program.*

### Creating presentations

The process of creating a presentation in Microsoft PowerPoint consists of such actions as choosing a general design, adding new slides and their content, selecting markup slides, change, if necessary, the design of the slides, change color scheme, application of various design templates and creating effects such as slide show animation effects.

Start Microsoft PowerPoint. To save your presentation, select the Save As command from the File menu, specify the name of the presentation and specify the folder where to save the presentation, click Save.

To open a saved presentation, there are two options: start Microsoft PowerPoint, select the Open command from the File menu, find the required presentation and click the Open button.

Microsoft PowerPoint offers several options for creating a presentation:

- Create. Slides have a minimum of design elements and colors are not applied to them.
- Create from an existing presentation.The presentation is created on the basis of an existing presentation with the specified design. A copy of an existing presentation is created, allowing you to create a new presentation by modifying the look and feel of the original presentation.
- Create with a template. The presentation is based on an existing Microsoft PowerPoint template that contains basic design elements, fonts, and a color scheme.
- Templates with suggested content.You use the Auto Content Wizard to apply a design template that includes suggested text for your slides. Then the necessary changes are made to the proposed text.

The fastest and easiest way to create presentations is with auto content. To do this, in the View menu, select Toolbars, Standard and Task Pane. An area appears on the right, in the Create Presentation area, select Auto Content Wizards.

### Working with slides

A slide is the main element of the presentation, a worksheet on which text, diagrams, tables, pictures are placed. To insert a new slide on toolbars choose New, or on the Insert menu, choose New Slide.

**Duplicate slides within a presentation...** Duplicate slides are inserted immediately after the selected slides.

In the Outline pane or in the Normal View Slides pane, select the slides you want to duplicate. (If you want to select multiple adjacent slides, SHIFT-click the first and last of the row. To select slides out of order, CTRL-click each one.)

On the Insert menu, choose Duplicate Slide.

To change the order of the slides, do one of the following:

·In the Outline pane, in normal view, select one or more slide icons and drag the selected icons to a new location.

In the Slides area, in Normal view, select one or more slide thumbnails and drag the selected thumbnails to a new location.

In slide sorter view, select one or more slide thumbnails and drag the selected thumbnails to a new location.

To select multiple slides from the same row, SHIFT-click their icons or thumbnails. To delete a slide: On the Edit menu, select Delete Slide.

To insert text, a chart, a table into a slide, you need to go to the Format menu, select the Slide Layout command. From the Layouts on the right, choose the one that suits your content:

- title;
- two columns of text;
- blank slide;
- picture;
- table;
- diagram;
- organizational chart, etc.



Start a presentation slide show

Click the Slide Show button in the lower-left corner of the Microsoft PowerPoint window, or on the Slide Show menu, click Start Show, or press F5.



While viewing your slides, use the following commands:

- Move to next slide using the left mouse button or press the SPACEBAR or ENTER.
- Go to the previous slide using the BACKSPACE key or right-click and select Back from the context menu.
- End Slide Show can be done by right-clicking and selecting the Exit command.

Add body or heading text

Click in the text frame and enter text or paste from the clipboard. If the text does not fit in the frame, its font size and line spacing will decrease when adding text so that the text fits in the frame.

### Presentation font

When choosing fonts, you should be guided by the following principles:

- The font chosen determines the impact of the message on listeners. For a conservative audience and serious messages, choose a stricter font (eg Times New Roman); for happy messages, choose a "fun" font (eg Comic Sans MS).
- Serif fonts such as Times New Roman and Bookman are easy to read, so they are used when printing large amounts of text. Sans serif fonts like Arial and Verdana are simpler; they look better in headers and footers.
- To improve readability, the text color should be in sufficient contrast to the background color. Use bold and italic type only for emphasis - frequent use weakens their effectiveness.
- It is recommended to use no more than 3-4 different fonts in your presentation.

Changing the font of an individual paragraph can be done by selecting the desired text with the mouse. To change the font of all text in a frame, either select all of the text with the mouse or select the frame with text. To select a frame, first click the text. The border of the frame will be highlighted. Position the pointer over the border and click it. The border lines become thicker and appear with dots. The frame is now selected. On the Formatting toolbar, in the Font field, select the font you want. You can also use the Font dialog box from the Format menu to change the font for the text. In addition, this dialog box allows you to specify other formatting options such as font size, bold or italic, and color

### Presentation style

Microsoft PowerPoint gives you the ability to create presentation styles using **design templates** that can be used in a presentation to give it a finished, professional look.

Task area The Slide Builder allows you to preview and apply templates while designing your presentation. The selected template can be applied to all slides or only to certain of them. In addition, multiple types of templates can be used to design the same presentation.

**Color schemes** also make your presentation brighter. The color scheme consists of eight colors used in slide design to highlight the background, text or individual lines, drop shadows, title text, fills, accents, and hyperlinks. The presentation color scheme is set in the applied design template...

To view the color scheme of a slide, select it and then display it on the screen task area Slide Design - Color Schemes. The color scheme of the current slide will appear highlighted in the task pane.

The color scheme can be changed. For example, if you often use the same design template and want to change the design slightly, change the accent or background color. You can also replace the presentation colors with colors that are appropriate for the event being described, such as a trade show.

To change the background, select the slides you want while in normal view. Otherwise, the change will be applied to all slides that follow the first one selected in design template... On the Format menu, choose Background. To the right of the Background fill box, click the arrow button and do one of the following:

#### *Notes area*

Notes are important for the presenter, they allow you to leave comments, explanations for individual slides. You enter and format the text in your notes as usual. To preview the appearance of the printed notes and the formatting applied (such as color fonts), switch top review... You can also check and edit the headers and footers in preview mode.

Presentation slide notes can be printed as notes and use them both for reference during the presentation and for distributing them to the audience if the notes are intended for them, as a supplement to the slides being shown.

To enlarge, reposition, or format the slide placement area or note area, go to Notes Pages view and make the desired changes.

Thus, PowerPoint is specially designed to create a quick, bright and impressive presentation of your project.

#### **And now two types of motivational videos (with subtitles)**

First one is highly serious and rationale, some would even call it dry and technical but if you present this type of person, please have a look<sup>[1]</sup>:

[1] <https://www.youtube.com/watch?v=N1fVL4AQEW8>



# OBSERVATIONAL METHODS AND CHECKLISTS FOR THE EVALUATION OF PUBLIC SPEAKING



# OBSERVATIONAL METHODS AND CHECKLISTS

## FOR THE EVALUATION OF PUBLIC SPEAKING

### INTRODUCTION

Through this chapter we will contribute to the teaching of observation techniques for the evaluation of trainers by the directors of the training centers. We aim that after completing this chapter, beneficiaries will be able to identify the strengths and weaknesses of trainers, so that you can develop a personalized training plan based on the needs identified in order to improve skills and ability to speak in public.

Through the material developed in this chapter, the coordinators of the training centers will learn strategies for working with the trainers so that they can capitalize on their potential and improve their qualities as speakers when organizing public presentations. The creation of this course, addressable to the managers of the training centers, represents an important effort in balancing the competencies, subjects and implementation strategies. We consider that the experts who supervise the training activities within the specialized centers, should be very good in terms of evaluating the trainers through the method of observation in order to improve the final result.

So, we have developed a series of methods and examples of checklists that you can find below: Feel free to select one of these specific goals:



- Designing training courses;
- Evaluation of trainers;
- To understand your strengths and weaknesses;
- Fool the content of this chapter to develop a training of trainers;
- *Methods of application of observation techniques*

When you intend to use the observation technique to assess the behaviors and skills of trainers, it is necessary to select an observation sample. The best way is to be physically present at the course because you will understand through your experience how the course takes place being in the position of the participant. You will be able to complete the checklist presented in this chapter, which will help you to intervene with suggestions to trainers to improve the professional act.

It should be mentioned that the option presented above is not always applicable, it depends on the context in which the course takes place, so you can also consider the following options as related advantages:

Ask the trainer to record the course you are taking, so that you will be able to analyze your video even if it is a longer procedure that does not allow interaction with the trainer, you have the advantage of watching several sequences that interest you, relevant in the evaluation process;

Another method to analyze the trainers' discourse is to observe them in other contexts, namely: interviews, presentations published on different social channels, etc .;

You can also use as a method to engage in a free discussion with the trainer; in this discussion you can offer him different situational scenarios and depending on the answers offered by him you will understand how the instructor reacts to the critical situations in the class, how he makes a quality and accessible presentation of the material;

Another method would be to develop a role play in which the trainer will put himself in your situation and must develop an intervention plan for the development of teaching and oratory skills as a result of the strengths and weaknesses he has identified in your; it will be a good and relevant method of awareness of the improvement of one's own competencies on the part of the trainer to sustain a quality course;

In conclusion, you can use the following trainer observation strategies:

- By participating in the course;
- By analyzing the video recording of a course;
- By analyzing other educational contents and even in different contexts;
- Through the interview without questions that would put him in difficulty;
- By creating a situation that determines the importance of developing a quality course, awareness and remedying weaknesses (role play);



We proposed that in this chapter we focus as much as possible on behavioral and observable indicators taking into account verbal and non-verbal communication. In this way you will be able to clearly understand the elements that you need to observe and that need to be improved.

### What is the vocal key that the trainer should use?

The trainer's voice is very important when presenting the course material in order to capture and maintain the public's attention. There are different aspects that we can consider when making an assessment of how he uses the voice, the trainer. It is a good idea to suggest trainers to train their voice before giving a public speech:



### Indicator - vocal volume

Apparently, when we refer to the volume of the voice, it is a trivial aspect, but it is one of the main elements to keep the students' attention. This does not mean that a high tone should be used, which would bother those around you; it is recommended that the tone of the speaker's voice be constant, to avoid monotony, making sure that it is heard by the people in the last row.

- *Voice volume indicators and checklist:*
- In the presentation of the trainer's course he must have a clear voice, audible at the class level;
- The trainer will make sure that the audio system is adequate to present his course;
- The tone of voice is proportional to the audiovisual materials presented in class;

### Indicator - pause

The breaks in speech when presenting the didactic material have the role of facilitating the understanding of the content, being also a way to get feedback from the participants. Presenting the content too quickly does not adequately contribute to the development of participants' knowledge. They cannot properly store the new information transmitted due to the "speed of information" transmitted by the trainer.

The trainer can use the breaks during the speech to separate the concepts and contribute to the sedimentation of the knowledge from the students. When certain notions, less used and complex terms are introduced, it is good to use pause and make sure that the participants have understood your message (possibly intervene through additional explanations if there are requests from students or if you notice that they are confused) . This will help participants focus on the technical term and ask reasonable questions about that element.

- The checklist for the "pause" item is:
- The trainer will use breaks to differentiate the concepts;
- At the time of the speech, the presenter will take a break after presenting a complex topic;
- The speaker will use breaks when he wants to stimulate the audience;

## Indicator - the rhythm of the voice

The use of pauses during speech helps to facilitate the understanding of the content, which in case it would be played too fast will not help to acquire knowledge properly. With the help of breaks, students can make good acquisitions to interact with the trainer, to express their opinions, impressions, opinions and to ask reasonable questions such as: What is the meaning of this message / term Why is it used in this context, etc.

- *Idea Rhythm Checklist:*
- The speaker uses inflections of the voice to attract the participants' attention;
- Each time a complex topic is approached, the trainer will take a short break during the presentation;
- In the participatory involvement of the students, the speaker will take a break and will provoke in the debate of the respective topic, obtaining at the same time feedback;

## Indicator - voice expressiveness

Another important aspect through which the speaker draws attention through the voice is the inflections of the tone. In the literature it is recommended that for the correct use of the voice there is a frequency of tonality. The tone during the speech is an effective way to emphasize certain elements of speech and also to add emotional charge to the content, the message transmitted. You can train the participants in discussions on this topic, you can encourage humor and express what you set out to do.

By using a monotonous tone there is a great possibility to annoy the participants, the material you present even if it is prepared with a professional approach, but a monotonous and unattractive presentation reduces the level of understanding of the content.

## Checklist of positive indicators regarding voice expressiveness:

- In the presentations during the courses, the speaker will use a varied tone of voice;
- It must be taken into account that the tone of voice helps to understand the content of the material presented;
- The tone of the speaker's voice is congruent with the verbal content;

## Indicator - Use of facial expressions and gestures

Gestures often help people better understand the content of communication. Gestures help people better understand what you want to express, they can show a certain nervousness of the speaker, nervousness that he can convey to the audience.

### Gesture indicators:

- The gestures used by the speaker illustrate the content of the speech;
- Gestures are synchronous with speech;
- The speaker uses open and symmetrical gestures;
- The speaker does not use space-constrained gestures;

In order to properly understand the mentioned indicators, we will present a short description of each one.



### Illustrative gestures:

They are produced during verbal communication and are used to illustrate what the speaker is saying. There are conscious gestures that vary greatly depending on the culture. Illustrative gestures "serve the word" do not explain it, accentuate it, emphasize it or impose a rhythm on it that a word unsupported by gestures would not have.

Example of an illustrative gesture: moving your hands from top to bottom to indicate "more" or "further"

It is advisable for the speaker to use these gestures to draw attention to the speech.

By using synchronous gestures, speech is an element that communicates certainty to one's statements. In general, this perception is transferable to the public, through a firm but not rigid posture, you will transmit an extra security. It is good to have a critical thinking towards your own statements, which will help you, to pay full attention to the public in order to capture and keep the attention.

The use of unusual gestures (clapping / snapping of the fingers) brings a new unattractive thing if: it does not create contradictions, it is not ostentatious or offensive. However, the use of uncertain communication can reduce the speaker's perception of credibility. We recommend that you do not use self-contact gestures, these are gestures that may suggest tension and anxiety that you may have at the time of speech. Excessive use of these gestures can reduce the speaker's credibility with the audience so it is recommended to avoid them.

It is necessary to keep in mind that self-contact gestures can have the following meaning:

Arms crossed or covering the body - may transmit the refusal to communicate or for many may represent convenience; but if you want to convey confidence it is necessary to keep your arms as open as possible;

Nervous gestures - most often transmit insecurity, fear and stress through repetitive movements of the hands and feet; nervous tics (breaking hands, playing with jewelry, arranging hair, etc.) betray your distrust, so we recommend that when you speak in public to limit these gestures;

Hands in your pocket or hands behind your back can mean that you are hiding something and you are not honest enough, which does not have a positive impact on the public; you can for example keep a hand in your pocket while walking in front of the audience, this gesture can convey familiarity to the audience and establish empathic relationships, but keep in mind that you cannot keep a hand in the whole duration of the presentation pocket;

The index finger directed at the audience - may urge action or may even mean aggression if at the time of making the presentation you do not control your vocal tone; you may risk causing negative reactions from the auditing public; for example, you can lift your index finger when presenting an important aspect of the course support;

If when you make a presentation in public you hold your hand in front of your mouth most of the time it represents insincerity, that is why we recommend that the speaker does not cover his mouth with his hand because he risks immediately losing the public's trust, it is a gesture that can be interpreted as negative;



It is important that when you make a public presentation to be honest, communicative, open to use broad gestures to the audience, this will help you easily connect with the audience.

Symmetry of gestures contributes to improving communicative effectiveness. We generally use asymmetrical gestures in situations of uncertainty. That is why asymmetrical gestures should be reduced in front of the public.

*Indicators that do not allow us to understand the asymmetry of gestures:*

- the speaker holds a microphone in his hand, which does not allow him to gesture with both hands;
- the speaker holds his hand on a desk, desk, etc .;
- the speaker uses a hand (symbolic, descriptive gestures) to indicate something;

As we know, gestures appeared before words and cannot exist without their nonverbal expression. Hands can speak if we let them do that, make sure your hands are always in sight, in front, and your gestures are positive, symbolic gestures - in harmony with your speech. If a speaker wants to have a memorable speech, he must understand that everything he does on stage is with and about the audience. The public is always waiting to receive something from him, to acquire new knowledge and experiences from the trainer.

Indicator-use of the presentation

Visual stimuli can be used to understand the informational content of the presentation by the public. Before each speech, check that you have integrated visual elements into the content of the material you want to present. These visual elements help the public to more easily understand the information you want to convey.

When developing a material for a presentation you must keep in mind that the public's attention is limited so you do not have to overload the presentations with information. For effective communication you need to keep in mind that there can be many obstacles to attention:

- the time allocated for the presentation of the speech; sometimes it is difficult to hold the public's attention for a few hours; inadequate audio system; the space where the meeting is organized;
- participants who do not show interest and / or speak at the time of presentation; Indicators for achieving an effective presentation:
- the material you make (for example in PPT format - be careful not to contain too much information each slide or video - with attractive content for a few minutes);
- the content of the materials (PPT or video) have the role of completing and explaining what the speaker wants to express in words;

we recommend that you integrate a long content only in the situation where it is necessary to focus on some important definitions;

referring to the visual impact, make sure that the text and color contrast;

the images in the presented material have an important role as they help to transmit information that cannot be expressed in words; as I mentioned before, don't forget to include audiovisual presentations;

in order to capture and maintain the public's attention, we recommend you to alternate in the distribution of information through (PPT / audiovisual presentations / text content, etc.);

the content of the materials presented PPT / video must not be the equivalent of the presentation of the speech by the speaker;

Use emotion, tell stories, respect your audience!

The story helps us appeal to emotion to capture the audience's attention and convey the content in an innovative way. Stories have the role of stimulating our imagination, so that what you manage to easily capture the listener's attention. That is why we recommend that you identify with the protagonist, stimulate the practical activities through rhetorical questions (such as the person acting "X" in a certain state).

When you present a training course you will see that the story can appear in a short time in several ways: stories, jokes, presentation of the personal experiences of the speaker, relevant quotes on the topic addressed, etc.

We recommend that during the course you alternate between these modalities, and keep in mind that the presentation should not be just a collection of previous experiences of the speaker.

But the story should not be used to present the entire content of the course so it is necessary to follow some rules:

- the content of the story to have an instructive-educational role for the audience; to find the utility at the end of the story;



- the content of the story should be sprinkled with small jokes so that you will provoke a positive emotional response;

- the content of the course must be well balanced and not consist only of stories, jokes ... quotes;

through stories you will easily be able to explain a definition;

the story includes relevant examples for the listener, because as I mentioned before it is a stimulus of the imagination;

the story helps the listener to identify as the main protagonist (we have an audience of psychologists and the protagonist of the story is psychologists).

The positioning of the speaker in front of the audience is very important for the good development of a presentation or a course. The speaker at the time of presentation is in the center of attention from the audience so it is very important where it is positioned to have a positive impact. Thus, it is recommended that the speaker before the presentation respect the verification track depending on the physical context in which he is:

- the speaker will limit his positioning only if the physical context requires it (behind the desk or on the podium, etc.);
- the speaker will have a balanced attitude, he does not release his tension with small steps, he approaches a body posture through which he communicates confidence and self-confidence; it should be remembered that people associate the curved back, the hands next to the body, the head bent towards the body as a lack of confidence both in oneself and in what one says;
- the speaker moves when he wants to capture the public's attention; he advances when he wants to receive an answer from the public, especially in the important moments of the presentation;
- when the speaker makes a presentation he does not have to position himself in front, he sits next to the presentation to illustrate the content;
- the speaker does not turn his back on the audience; in the situation where it has a significant number of participants, it will be positioned alternately in different points of the audience so as not to be far from a part of the participants.
- the speaker uses efficiently the methods and means that he intends to use during the presentation;



### Indicator-use of the flipchart

the written content must be clear, legible, the size of the characters must be adequate so that the participants in the last row can see;

we recommend that you use the flipchart only if it is necessary to represent the content; this content can be variable and therefore cannot be pre-planned to be projected on the screen;

or in the situation where it is necessary to write down certain mentions coming from the public or to make a chart, etc .;

we do not recommend you to write long texts because you will waste a lot of time and risk that the listener will lose interest; make short presentations and write down keywords relevant to the topic;**Indicators to adapt the content of the material to the public:**

A good speaker must know how to adapt the content for the audience.

That's why we recommend that you create a custom PowerPoint presentation, which you can adapt to make a good presentation for a different audience. Use a custom exposure to present only certain slides in the presentation, or to create a hyperlink to a group of slides in the presentation.

When creating the content of the presentation, keep in mind that the repetition of simple expressive sentences contributes to the success of a public speech, but you must be careful and integrate these sentences properly in the context of the presentation. The content of the sentences should not be left out of the thoughts that should be conveyed to the public.

To prepare the content of a speech you must consider the following aspects:

- introduction of 5-7% of the time allocated to the speech;
- the main part of the presentation 80-90% of the allotted time;
- conclusions about 5-10% of the time;

When delivering your content, try to connect personally with your audience. If possible, you should maintain a cheerful facial expression while maintaining eye contact with members of the audience. Looking into the eyes of members of the public gives you a sense of control, which in turn improves confidence. Avoid keeping your face down as it behaves insecurely.

Indicator-answer to questions

Many speakers use questions to connect with the audience. Remember one rule: never ask a question if you don't know the answer to it. Only by predicting the reaction of the public can you prepare and make the most of the question.

### Indicator-importance of integrating humor in our speech

A good speaker when he speaks in public, he does not give the public facts and figures, he has the role to "give life" to the things he presents, to add emotion and change mentalities.

When we talk about the benefits of humor in public speaking, we catch the following aspects:

- using humor in a presentation helps you connect with the audience, often humor helps people relax and empathize more with you;
- humor can help you emphasize more ideas in your speech and the audience will more easily retain the information you convey;
- the humor used for the audience is also an "element" of thawing, as you may find yourself in front of a hostile audience but the right use of humor in the right context can attract sympathy;
- It is noteworthy that a good speaker does not use humor specifically to tell jokes, he uses humor in an effective way to highlight the message he wants to convey to the public.

Some suggestions on how you can integrate humor when speaking in public:

- self-irony-it is recommended that when you want to laugh at someone is to do it about yourself in a subtle and elegant way; people will appreciate when you manage to easily integrate the autorones into your speech;
- anecdotes you can use a funny story you lived or a story that inspired or amused you and that you can spice up with a little humor;
- quotes or metaphors can be used as comparisons that will often make the public smile, they are very useful to get past the audience;

Integrating humor into public speaking should not be misinterpreted. Humor will bring the audience a smile and will help you highlight your message, but that does not mean you will have: speech / joke / speech / joke. You have to keep in mind that you are a public speaker and not a comedian. Humor will help you shape the information you want to convey to your audience.

### Program structure indicator



To develop the content of a quality presentation it is necessary to focus on the following aspects:

- the content to be organized according to the established program;
  - the speaker must dose his time so as to approach all the topics he has proposed and to respect each part of the program;
  - the program will reflect the conditions of participation and also the objectives of the course;
  - the program will define the benefits of participating in the course and the promised benefits;
- the program will be designed to focus on practical and relevant implications for auditors;

### Indicator - tips / games and activities

Public speaking is a skill you need to practice, you certainly don't have a room full of an auditor but that shouldn't stop you from practicing. So, we will present you a series of games and activities that will contribute to the development of your public speaking skills.

*Aberrate* as studies are considered that in a quality presentation 38% represent your voice, 55% nonverbal communication and 7% content. So, content delivery matters more than what you say so you can approach the following exercise: take a paragraph in a foreign language that you don't understand and write a few lines that make no sense and read the text allowed as how would you present a very important speech. You also have to pay attention to the tone, the inflections of the voice to create more interest, you have to keep in mind that you give meaning to the words.

*Analyze professionals* search the internet for speeches of professionals who have influenced people and generations since ancient Greece and until today. Choose a speech that interests you and analyze the

narrative structure, what is the way of transmitting the message and how the visual elements improve speech and other aspects that contribute to the presentation of an extraordinary speech.

*The interruptions* (aaaa / so ... hmmm) will negatively influence the speech, it will be difficult for the listener to listen to, they will make you seem less prepared and in control of the situation. We recommend that for this exercise you register speaking (no matter the subject) for about 30 seconds and be careful not to use the filler words exemplified above. Listen to the recording and if you notice that you repeat certain words, expressions, have a verbal tic, a diction defect or pause, try to fix it by resuming the exercise (it is advisable to do this at least 10 times). This way you will have a fluent speech without interruptions.

*The Olympic test* for this exercise we recommend you to set the timer for one minute and you will register presenting an improvised speech. Remember that the only and most important rule is not to prepare in advance. This will help you speak more comfortably and reduce your anxiety and fear that you will have nothing to say.

*Photography* for public involvement we recommend you to use the story. For example, to practice developing stories, we recommend that you find an interesting photo online and register when you tell a story about this photo. It shows what you think photography means, who the people are and their dreams and motivations, and other aspects that generate a compelling story.

*The dictionary*, regardless of the topic you approach, must convey to the public a sense of security regarding the knowledge you have in the approached topic. Thus, we recommend that you do the following exercise: choose a word that you do not know how to define and register by saying what you think it means. Also pay attention to the tone of voice and the flow of ideas.

*The expert* in anything for this exercise is good to seek the help of a friend. We recommend that you choose a topic you don't know much about, then ask your friend to invent something about this topic and ask you as many questions as possible. We recommend that your answers be safe as if they belonged to the best expert. You have to show that

you know what you're talking about. This will help you show that you know what you are talking about and will help you overcome any uncertain situation in which you do not know exactly what to say.

*Loves me, Loves Me Not!*

If you want your audience to be enthusiastic about the topic, you will have to show enthusiasm for it.

Exercise: we recommend that you choose an object that you are indifferent to or do not like and develop a speech talking enthusiastically about it. Be careful that you will have to use your voice, your belt, your body language so that it looks like the most interesting meadow in the universe.

Advertising

We meet presentations that refer to the sale of a product so you will have to practice to be the best. Choose an object around you and advertise it for about a minute. Register and describe what makes it special and how it contributes to improving the lives of those around you and why others need to have it.

Good speech-good diction

For a good speech, the ideational rhythm is important, but we must also have an impeccable diction. Which requires a lot of listening time and effort? Diction is considered to be your business card that requires respect, so we recommend that you practice your speech at home and correct yourself or ask a friend for help.

 REFERENCES:



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# EXERCISES FOR THE IMPROVEMENT OF PUBLIC SPEAKING







### ❖ EXERCISES-THE INFORMATIVE WAY

This type of public speaking focuses on explaining a concept or idea to the public. Informative speakers tend to focus on specific topics, such as people, events, places, stories, etc. Examples could include a university professor giving a lecture on a particular topic, or a senior executive from a company giving a presentation on last year's sales. Instead of making arguments or appealing to the emotions of listeners, try to make objective statements that clearly describe your subject. This means that you need to follow a step-by-step progression with informative, not argumentative, language.

- ❖ **This exercise consists of writing and training in the presentation using the principles of the informative technique. Choose a theme you know well or want to learn about - then find various reliable sources to support your words. Formulate the purpose of the speech, present it concisely. The presentation of your speech serves to make it clear what the main theme will be and must be as precise as possible. Inform instead of persuading. Remember that the purpose of an informative speech is not to try to convince the public that you are right.**

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**NEED : A SPEECH**

**TIME : 5-15 MN**

**TARGET : ORATOR MAIN SKILLS**



### ❖ EXERCISES- THE PERSUASION WAY

It is the heart of public speaking and presentations; indeed, it is widely perceived as the power to speak in public. Persuasive talk is about convincing members of your audience to do something, based on their agreement with your point of view. In this technique, the spectrum of persuasion is wide: you can get members of your audience to agree to buy a product, adopt a new lifestyle, or even conform to a particular political opinion. Lawyers, politicians, and vendors all use this technique to their advantage, and if you want to persuade your audience to do something.

- ❖ **This exercise consists of writing a speech using persuasion techniques. Choose, if possible, a theme that you like or an idea that you want to defend. Depending on the topic and your audience, there are many ways to try to convince people to take your point of view.**

*Since ancient Greece, speakers have relied on three main methods of persuasion :*

**Ethos.** You're trying to touch the ethics or morals of your audience. For example: "Recycling is a fair thing, we can no longer continue to waste our limited resources and deprive future generations of them, it is immoral."

**Pathos.** You try to touch the emotions of your audience. For example: "Think about those poor animals that lose their habitat every day because we cut their trees. If you recycled more, we could save these beautiful forests. »

**Logos.** You're trying to touch the logic or intellect of your audience. For example: "We all know that our natural resources are limited. It is possible to make them last longer by recycling them. »

You can use one or combine several.



**NEED : A SPEECH**  
**TIME : 5-15 MN**  
**TARGET : ORATOR MAIN SKILLS**

❖ EXERCISES- THE DEMONSTRATIVE WAY

This one is a bit questionable because it focuses more on the actions omitted during a speech or presentation rather than on the words spoken. Still, it's worth talking about. Demonstrative speeches are those where the speaker performs actions and clearly explains those actions in the process. The idea is to involve the public in verbal and non-verbal methods of communication. In doing so, the speaker has a better chance of getting the message across to the audience.



Have you ever witnessed an advertorial about a nerdy product?

You know, the ones where the host talks indefinitely about a product and shows you all the features?

A barker always exaggerates the quality of his products, otherwise he would just be a seller... This is part of the "theatrical" part that make this profession.



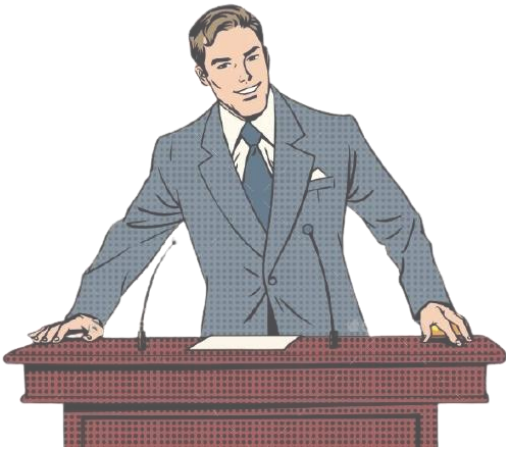
NEED : A SPEECH

TIME : 5-15 MN

TARGET : ORATOR MAIN SKILLS

- ❖ **This exercise consists of selling a miraculous product and listing its functions during a demonstration. The goal is not to learn to lie but to have an engaging discourse leading to a potential sale without setting limits in the arguments used. Take your vacuum cleaner [any somewhat technical object with functions] and demonstrate these incredible performances until you convince the wariest of buyers. Do not hesitate to add more and involve the audience, real or not.**
- ❖ **From the hardened steel hull of the Urals, initially planned for Ariane III, to its suction power "equivalent to the thrust of thirty Arabian thoroughbreds" nothing is too beautiful when one must convince with style. The variant in public can be performed during a meal with friends, choose an object on the table, a fork or the bottle of ketchup no matter what, and argue until you convince the audience to buy it from you. Consider that this exercise usually requires speaking louder and requires a significant outpouring of energy.**

❖ EXERCISES - THE CEREMONIAL WAY



Ceremonial speeches consist of delivering speeches on special occasions (such as weddings, birthdays, graduations, etc.). The purpose of the ceremonial speech is to trigger an emotional response from an audience. It's about fostering an emotional connection with the people who take the time to listen to you. If you take this approach, talk about the things that will bring you and your audience closer together in a way that unites everyone in the room.

- ❖ **"Habilitation" is the highest academic qualification a person can receive, and you are part of the last accepted class. In front of a crowd committed to your cause, it is time to make a speech. This one must be impactful and last 1 to 2 minutes without downtime. All the components of the rhetoric can be included here, so your tone can go from "solemn" at the time of thanks to "relaxed" by evoking the anecdotes of your best time at university.**

**NEED : A SPEECH**  
**TIME : 5-15 MN**  
**TARGET :** ORATOR MAIN SKILLS

- ❖ **Your best friend is celebrating his 60th birthday. You've known each other for over 40 years and have lived tons of amazing stories together. You are designated for the opening speech of the birthday party. This one will include funny, moving, dramatic passages but you will never be interrupted. It is up to you to use your rhetorical arsenal to**

**make a mark.**

- ❖ **It's your retirement "pot of departure." After forty years in this company, you are about to leave your colleagues. Your speech will retrace your career in the company, from the internship to the mail department instead of CFO. Your speech will be emotional and will attract kindness and compassion from your audience.**



The mastery of diction is one of the fundamentals of the art of oratory. Indeed, articulation and pronunciation allow a fluid speech and facilitate the good understanding. Good speech greatly influences listening to the audience who get tired easily when they have to make efforts to understand you. The impact of your public or camera-facing speech depends directly on your diction.

To be effective sustainably, your training must be regular and constant. As do actors or singers, so that their diction becomes reflex. Just like them, your voice is one of your tools. It is up to you to master its use and maintenance.

Take this moment as a time for yourself, an appointment with yourself. I even invite you to put it on your agenda, so that this beneficial ritual is anchored in your organization.

It is also "for you" that you work your diction. I mean, not just for your professional, student or school life but also to be "comfortable" in your personal life. Because knowing how to express yourself well means knowing how to highlight your abilities, your talents and your vision of the world. It is to be able to be oneself among others and to know how to say it. By performing the following exercises, you will be able, in a fun way, to improve in all the necessary skills.

- ❖ **For this exercise, you have to practice chewing a few syllables silently, slowly and elastically, as if you had an imaginary chewing gum in your mouth. By taking each syllable of a text, then we chew this text but gently, without exaggerating. Then, we must address ourselves as if we were writing a letter to ourselves, half-heartedly. Then we address a person, real or virtual, by carrying his voice on the horizon"**
- ❖ **For this exercise, it is necessary to train repeat diction sentences. We can also repeat a few sentences of diction. A very simple one where it is necessary to overarticulate. Each language has a panel of diction sentences, but it is better to choose a large classical prose text, emphasize it and try to interpret it. In the end, large classical texts or complicated sentences make it easy to acquire a perfect diction.**
  - How much wood would a woodchuck chuck if a woodchuck could chuck wood? Which witch switched the Swiss wristwatches?
  - She sells seashells by the seashore
  - Can you can a can as a canner can can a can?



**NEED :** SENTENCES FOR DICTION

**TIME :** 1- 5 MN

**TARGET :** IMPROVE DICTION



### SPEAKING SPEED REGULATION

One of the important reasons why our message is not fully delivered is the error in our speaking speed. Some people talk too fast, causing words to be incomprehensible or delayed, while others talk too slowly, distracting the listeners or not being able to get the subject into their minds. Neither type of speaker is successful. They produce stress on the listeners. With practice, this can be changed.

### ❖ EXERCISES SPEAKING SPEED REGULATION

Read any text as fast as possible, paying attention to the pronunciation of the words. Read any text slowly, paying attention to the pronunciation of the words and strengthening the emphasis.

Gaining a Voice Timbre : The beauty of the voice depends on it being comfortable without forcing it. Therefore, relaxation of all vocal organs will beautify our voice and give it timbre. Also, trying to make our voices resonate more while speaking will increase the taste and develop a more expressive tone.



**NEED : A TEXT**

**TIME : 2-10 MN**

**TARGET :** SPEAKING SPEED REGULATION

**TRAINING OF VOICE ORGANS : Breathing:** Often people breathe in the wrong way. For correct breathing, the lower lobes of the lungs should be important, not the upper ones. Proper breathing is done by the diaphragm muscle, not by the movement of the rib cage. When diaphragmatic breathing is done, the efficiency of the lower lobes of the lungs will increase and at least 50% more oxygen will be taken. The inability of the speaker to breathe while speaking is the result of incorrect breathing.



**NEED : A BOOK**

**TIME : 2-5 MN**

**TARGET :** IMPROVE BREATH AND BREATHING

❖ **EXERCISES FOR BREATHING** : For Correct Diaphragm Breathing, your shoulders and upper rib cage should not move while you breathe deeply, but your stomach should move. This habit should be gained in continuous breathing.

- Participants who have difficulty in diaphragmatic breathing should lie on their back on a flat surface and try to breathe through the diaphragm.
- Practice deep breathing by formulating inhalation, holding and exhalation times with 1-4-2.
- After taking a deep breath, practice exhaling by blowing the least amount of air while exhaling. While exhaling in the form of blowing, try to feel that you are blowing in the lowest dimension by placing your hand in front of your mouth.
- To learn to use your breath economically, exhale with the consonant (s), increasing its duration each time. ssssssss / s-s-s-s-s / sssss-s-s-s-sssss / ssss-s / s-S-s-s-s
- Do dog breathing.

❖ **EXERCISES FOR BREATHING 2** : This exercise consists of lying on your back, legs folded with the heels near the buttocks. It is then necessary to inhale and exhale slowly until you feel the regularity of your own breathing. Then, you have to put a book on your abdominal wall and inhale deeply and then exhale, making sure that the work remains in place.

Stand, feet parallel to the alignment of his body, and to bring his gaze to the height of the horizon. At this moment, it is necessary to introduce a "fff" without squeezing the throat. "The air is thus put under pressure in the body, it is the phonatory energy that will be used for the sung or spoken production"

Ventral breathing allows you to manage your emotions, reduce your heart rate and lower your body temperature when you have jitters. "You have to have in mind the image of a bellows for fire. When you press the bellows, it expels the air and when you release it the air enters alone. Then blow the entire air through the mouth, imagining that the navel joins the spine. Then we stay two seconds in apnea, and we slowly release the abdominals.

EXERCISES FOR TONGUE, JAW AND LIP



- For language: Chew your tongue as quickly as chewing gum in your mouth. Roll out your tongue. Move your tongue around your mouth in circular motions. Try to reach the extreme directions by using your tongue exaggeratedly.
- For the chin: Put your hand on your lower jaw and push your chin up so that you shout, "fuck it". The muscles that push your chin down will become stronger. By massaging your cheeks with the inner sides of both hands, pull your palms down and open your chin down. Open and close your chin quickly and exaggeratedly. Move your chin quickly back and forth and left and right. Rotate your chin in circular motions.
- For the lip: Try to make a motor sound with your lips and make a "snap". Move your lips back and forth, left and right and circularly. Hold a pencil horizontally to your lips and read the following sentences: "My hometown", "There is a me inside me" Repeat the following words repeatedly and exaggeratedly:

"momumi" – "pepe" – "baba" – "roru" – "body language" – "feve" – "lalalâlâ"

❖ EXERCISE - VOWELS

- This exercise allows you to warm your voice by making vocalizations and trying your hand on the vowels. It is necessary to start from the most serious "a" to go to the treble in a single exhalation. Then we inhale and we go in the opposite direction, from the treble to the bass. An exercise that is carried out on the first five vowels and that allows us to access all the intonations of our voice. It is necessary to do ten bass and ten different treble. It takes five minutes, just before you go on stage.
- Same principle for this exercise but taking a word like "Antoine", for example, starting from the medium and then going up to the bass by taking air each time. By regularly practicing these exercises, you do not need to spend much time there on D-Day.





❖ EXERCISE - AMERICAN-STYLE PREACHER

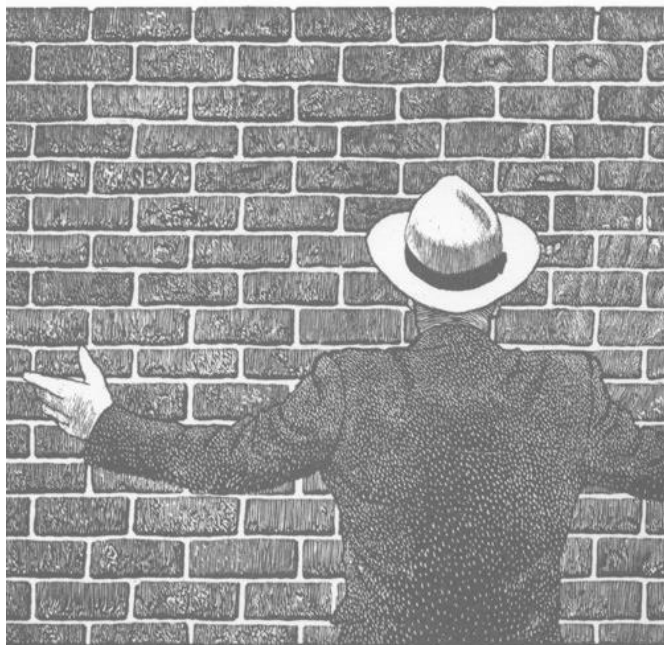
- His job is to convince, to recruit, some will say to manipulate. And he uses everything possible: his body, his face, his voice and his words. It is very theatrical, in fact tons, makes mimics, varies the tone, creates silences ... And you say to yourself, "He's doing too much." You are right! And yet you should seek to imitate it. Find yourself a futile cause, some amusing principles and expressed them with the conviction that makes these speakers that are the preachers.



**NEED : A SPEECH**  
**TIME : 5-15 MN**  
**TARGET : ORATOR MAIN SKILLS**

❖ WATCH VIDEOS OF SPEECHES AND SPEAKERS

- Public speaking is an art form and as such some have become masters in the discipline. Many famous speeches owe their popularity both to their content and to the person who gave them. As with many disciplines, drawing inspiration from excellence remains a guaranteed way to progress; Go to the web. Look at other professional speakers or famous speeches. Make a list, as precise as possible, of what makes the strength of the speech. Through each example, find positive points to integrate into your skill palette.

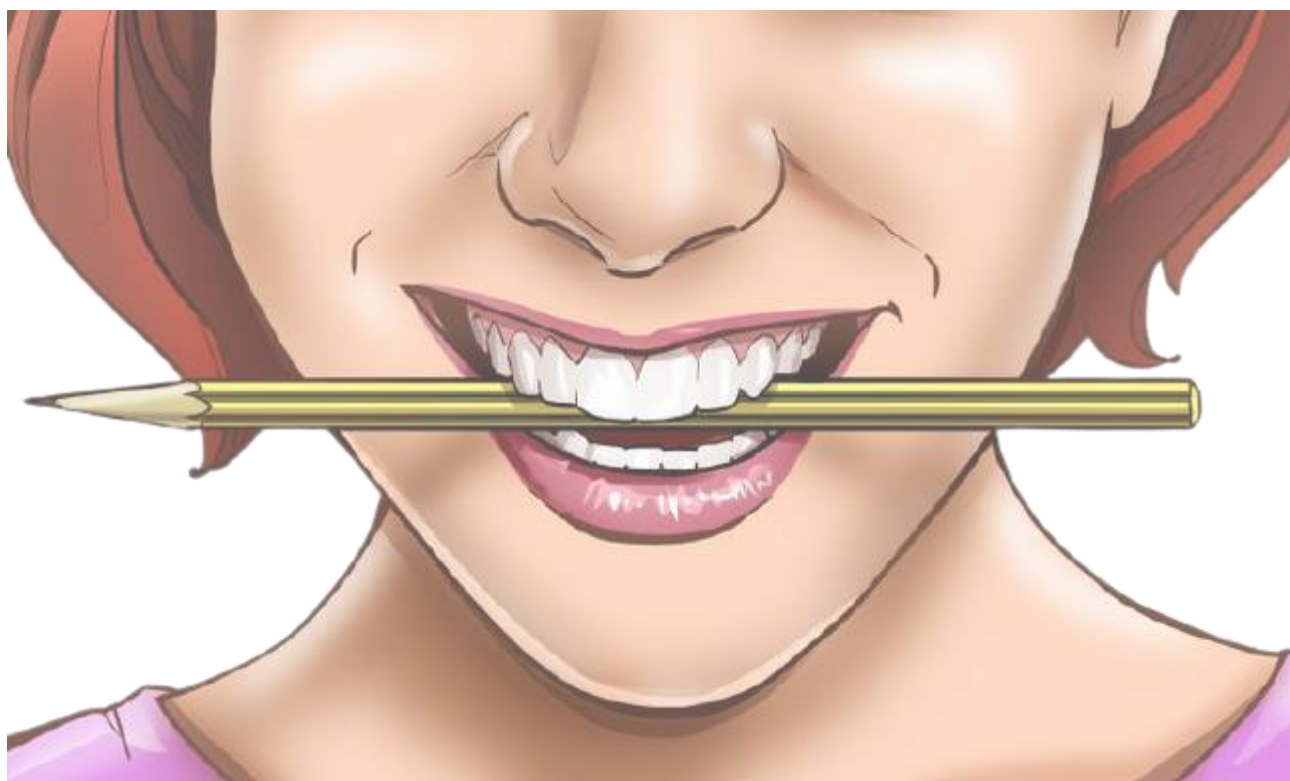


❖ EXERCISE - TALKING TO A WALL

○ Challenge yourself to talk to a wall for at least two minutes in a row. What for? One of the main factors that instantly lowers your level of confidence and energy when addressing an audience are facial expressions and reactions. If you can practice holding a conversation or part of your presentation with the same level of energy and volume, you will be able to carry out a presentation or speech, even if the audience does not smile at you.

❖ EXERCISE BITING A PEN

- To be successful in speaking in public, the flow must be clear and articulated. In other words, it is better to avoid blundering at the risk of seeing its credibility take a hit. Here is an original exercise popular with theater actors who must obviously have an impeccable diction. Stand straight and exaggerating the joint, read sentences such as the potato taps, the hood escapes, tapioca strips, the wishes of Nikita and Anita: pancetta in her habitat. Then do the exercise with a pencil between the teeth. Your speeches will automatically become more fluid...



❖ EXERCISE AN EMOTIONAL KIT

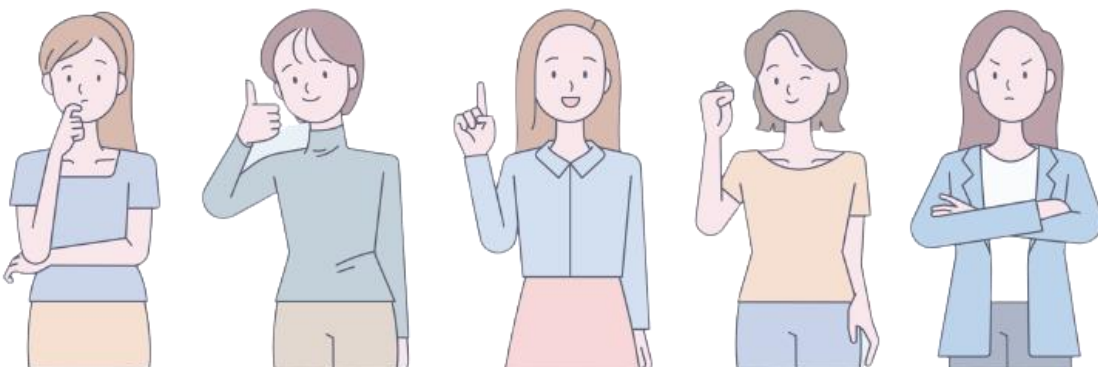
You can say interesting things with a perfect voice, if the tone used is not the right one or if your facial expressions are not appropriate your presentation will not be successful. Here is an exercise that will allow you to review your range of emotions and the expressions that accompany them.

- Choose short articles in a daily newspaper or on an online news site. Generally, the "news items" are well suited to this exercise because there are articles triggering all possible emotions. Then rephrase each of them "in front of the camera" as if it aroused your anger, surprise, or enthusiasm. Remember to insist on your intonation and mark facial expressions as much as possible. Based on the video, then improve these points.



- Farès and his colleagues live in southern Yemen. Last February, they found the carcass of a sperm whale floating on the surface of the water, sailors do not yet know that in the bowels of the cetacean, hides a treasure. They bring the animal back to shore and find ambergris, a substance usually rejected by sperm whales and very popular in luxury perfumery. The piece of ambergris weighed 127 kilograms; the fishermen immediately sold it for the modest sum of 1.2 million euros!

- Texas' Republican governor on Wednesday signed into law a law allowing the carrying of a firearm in public without a license. The new legislation allows anyone 21 years of age or older to wear one in public without a permit. The text considers that the constitutions of the United States and Texas allow citizens to carry a firearm and that, therefore, there should be fewer obstacles in this regard. The governor plans to preside over a ceremony to promulgate the bill next Thursday.
- "Become a Youtuber for yourself or your company": this is the name of the new training that will be launched on September 28th. It is aimed at people who want to develop their YouTube channel or become a corporate Youtuber in order to produce corporate content. Through this new training we intend to break the codes by allowing job seekers without much academic background to exercise a function in the making in digital marketing.



### ❖ EXERCISE JUST 1 MINUTE

This is a technical exercise to practice public speaking. It is designed to focus a presenter's mind on a specific goal when delivering a speech so that it is delivered without pause. Exercise also helps to avoid mental blockages or the awful feeling of suddenly not knowing what to say or how to continue. The exercise is loosely based on "Just a Minute", a radio comedy and a BBC Radio 4 panel show.

- The purpose of the exercise is to speak for sixty seconds on a given subject without repetition, hesitation or deviation. You need to choose a set of topics according to your needs. Register and then antify your performance with this series of questions:
  - Was it difficult to follow the rules?
  - What seems to be the biggest problem for you? Can you stay in the topic?
  - Do you tend to take breaks too often?
  - Do you tend to repeat yourself or a particular word too often?
  - What would you do differently if you had the opportunity to present again?



### ❖ EXERCISE STORYTELLING

Use this storytelling exercise to encourage creative and spontaneous thinking. This exercise is ideal for public presentation and speaking techniques, as well as anyone who wants to benefit from storytelling skills such as improving personal impact.

Tell a story based on an object you choose from a hat while continuing the story others have told so far.

You must place all the objects in the hat so that participants can easily choose one at random. As a result, the objects cannot be large. The choice of objects allows you to control the meaning of the story and exercise so choose according to your training needs. In some cases the objects can be replaced by photos of objects. This exercise, although more interesting in a group, can be practiced on its own.

Find on the internet a series of unrelated images. Create a Patchwork and integrate all its images into a story that holds up and has a common thread. This exercise significantly improves one's oral abilities. A less technical version is to randomly use words found in the dictionary. This exercise will also improve creativity. Here is one of the many sites to find random images. [www.unsplash.com](http://www.unsplash.com)

### TIPS FOR BODY LANGUAGE AND GESTURES IMPROVEMENT

Your body language says a lot about yourself, often determines the opinion that others have of you, and therefore your ability to interest and convince them. In other words, your ability to achieve or not the pro and personal success to which you can aspire. Studies show, in fact, that people who seem more confident have a higher propensity for success. Are listened to and admired more, than their pairs who are less so.

**KEEP YOUR HEAD UP :** To appear more confident you must keep your head up in all circumstances (in the first sense of the word). Indeed, a study shows that people who emanate more confidence rarely look down, the table, the floor or their shoes, as we all sometimes do by instinct. The council therefore involves keeping your head high as possible, and you will then realize very quickly that by simulating trust through this exercise, you will succeed in creating a virtuous circle. The more confident you appear, the more you will be able to generate more confidence in yourself.

**MAINTAIN A GOOD POSTURE :** Your posture necessarily influences the way those around you perceive you. Staying upright generally emanates more from trust, authority and legitimacy, whereas, conversely, a curved posture naturally refers us to a less professional and motivated attitude. These are obviously codes of body language and can sometimes send back a false image of the people on whom we make this judgment. But until proven otherwise, be aware that our brain uses this type of shortcut to guide us on a daily basis in our social interactions. So think about it and make sure you take advantage of it, as much as possible.



**TALK WITH YOUR HANDS :** It is indeed the best way to appear more confident and authentic, when you communicate orally. Without falling into caricature, always remember to illustrate your words with your hands. By pinching your thumb and indicator to emphasize a precision, by making a pendulum movement to illustrate a comparison or by keeping the palms of the hands facing upwards to emphasize your authenticity and good intentions

**KEEP EYE CONTACT :** The "eye-contact" is surely one of the most reliable indicators of the levels of confidence that people have in themselves as well as in what they tell, when they are in front of someone else. We often have the habit of interrupting eye contact, when we feel uncomfortable, when we lie or when we are more shy or embarrassed. It is therefore logical that to appear naturally confident it is important to always maintain a constant look towards your interlocutors. To do this, and if you feel uncomfortable continually looking someone in the eye, I advise you to use the 2-second technique. Stare at the person's eyes for two seconds, then their nose for another two seconds, their mouth, then their entire face, and so on.

**REDUCE YOUR VERBAL HESITATIONS :** While our body language says a lot about each of us, the people around us also gauge the trust we have in ourselves according to our way of speaking, our vocabulary and our mannerisms. Our advice therefore involves inviting you to reduce as much as possible the hesitations as well as the verbal tics of your term, especially to articulate each word while reducing your speech rate. Indeed, the latter element is often an indicator of lack of confidence. So take the time to speak, being precise in what you say, as if everyone was drinking your words. This is surely the best way to provoke the same reaction.

**BE MORE INTERESTED THAN INTERESTING :** Just look around you to realize very quickly that it is not always the most interesting people who captivate the most those around them. While it is naturally useful to be cultured and interesting to generate more enthusiasm, the best way to appear more confident and to delight your interlocutors will always be the interest you have in them. So be interested in what they do, what they think, ask them questions and you will then realize very quickly, that beyond teaching people around you, it will have the benefit of generating a positive hegemony around the image that others have of yourself.

**TAKE YOUR HANDS OUT OF YOUR POCKETS KEEP THEM CLEARLY VISIBLE :** This seems logical after reading point 4, but it is nevertheless a mistake that is often observed around us. Keeping your hands in your pockets is one of the worst things you can do if you want to look confident. The human being by nature has the habit of hiding his hands when he feels hesitant or embarrassed. In the same way, that he crosses his arms when he feels less receptive. So strive to keep your hands always visible and your arms open. This is the best way not to make mistakes.

While some of these tips may seem to be based primarily on form rather than substance, be aware that human beings rely primarily on cultural codes of appearance to define their first impressions. It's a way for us to guide ourselves and simplify our social interactions. To influence the opinion that others make of yourself, you must therefore know these codes and learn to master them. Strive to use them to your advantage, and one day you will find that your trust will speak for itself. By doing the following exercises you will improve all these skills but also become aware of the micro-expressions of your face.

❖ EXERCISE TALKING TO THE MIRROR



Our facial expressions say a lot about our emotions. They also have a significant impact on the quality of the message broadcast. We are often unaware of our attitudes and micro-expressions that are perceptible to the public. This exercise will allow a first step of improvement.

- Pretend to have a conversation or make a one-minute speech about what you ate at lunch. Focus on your facial expressions. Adapt your facial expressions to the tone of your speech so that it helps get your message across and get your audience's attention.

❖ EXERCISE WE DO THE MIME

You can say interesting things with a perfect voice, if your arms remain dangling or placed on a table, your presentation will not be successful as body language plays a key role. If you are in this case, practice pantomime (a piece mimicked by an actor).

- Choose a technical and boring text on Wikipedia. Read it aloud while mimicking it, almost word by word. Don't worry about doing too much. This exercise aims to familiarize you with your hands in order to be ready on D-Day.



**❖ EXERCISE I TALK TO MY STUFFED ANIMALS**

- Some children have fun playing role-playing games such as the teacher. In this case, they often speak in front of a class made up of soft toys or empty chairs. A good way to learn to speak in public that adults prone to jitters can copy. Training to express yourself in front of a "ghost audience" can improve your diction, your flow, your look...



**❖ EXERCISE A REAL MOVIE**

- One of the quickest ways to spot what needs to change is to watch yourself talk. Turn on the camera and record yourself talking for a few minutes. When you iron it, don't judge yourself and instead start writing a list of the improvements you can make to your body language as well as the nervous tics you have.

**❖ EXERCISE WRITING WITH GESTURES**

- The purpose of this exercise is to reflect on body language and gestures and to observe how such signals can be decisive during communication. The training exercise illustrates the importance of communication without the use of words and how a social context can help us understand what is happening in a given situation. The exercise also helps to unleash the creativity of writing, so it is also ideal as an exercise in storytelling and creative writing.

Write a short story where all communications are done through body language

For history, consider the following rules:

- It must consist of a conversation between two or more people.
- There should be no "words" in these conversations. Instead, all communication should take place using body language.
- You need to explain what's going on by describing the body language of the characters in the story.
- Narration can be in the third person or in the first person
- Groups should aim to cover gestures, manners, facial expressions, tone of voice and body states associated with various emotions such as crying.



**NEED : A SPEECH**  
**TIME : 5 MN**  
**TARGET : BODY LANGUAGE**



❖ EXERCISE GUESSING THE INITIAL MOOD

- This exercise illustrates an important point about body language. As soon as we see a person, we quickly read their body language to establish their mood and we can be quite good in this area. The problem is that the mood of the interaction is then defined from this point and it can be contagious. This emotional contagion can then work against us because we can react with the same negative emotions even when there is no reason for it

**Adopt attitudes related to a mood, a state of mind and ask a friend to observe the body language and guess the emotion represented**

- Confident
- Happy
- Angry
- Nervous
- Stressed
- Talkative
- Bored
- Frustrated
- Cynical
- Victims
- Depressed



**NEED : EMOTIONS**  
**TIME : 5 MN**  
**TARGET : BODY LANGUAGE**

❖ EXERCISE THE SPEAKER AND THE IMITATOR

Some people talk fast. They like to talk with the same speed they think. During the process, people who speak quickly end up muttering a lot, shortening sentences, rounding parts and skipping words. Their diction is poor and therefore they are difficult to understand. The problem is that fast speakers usually have a lot to say, which is why they are in a hurry to express themselves and more often than not what they want to share is actually useful. However, if no one understands what they have to say or if they mix it with all kinds of irrelevant data or too often move away from the tangent, then listeners quickly get bored or misunderstand them.



- **This exercise helps these people train to slow down their speech rate and improve their diction. The exercise also helps to practice listening skills as delegates must pay full attention to what has been said.**

The goal of the exercise is to tell a short story at an ideal speed to allow your partner to express what you are saying using body language gestures. To do this, it is necessary to divide the roles, a speaker and an imitator.

Speakers must choose a topic and tell a story about it. It can be a recent experience at work, something that went wrong during a sport or a hobby or even a vacation. While speakers tell their stories, imitators must replay what speakers say in silence using gestures.

This forces the imitator to listen carefully to understand what has been said so that they can play it accordingly. Reverse roles



**NEED : NOTHING**  
**TIME : 5 MN**  
**TARGET : BODY LANGUAGE**



Everyday life situations are opportunities to improve our public speaking skills. Often, without even realizing it, we used techniques to capture a look or attract the attention of an audience. These tips and exercises, sometimes original, will be very useful to you to complete your speaker skills and improve your presence in general.

**Make the first good impression :** We all tend to remember the first few times. For example, the first time we meet someone. The first impression is therefore extremely important and especially because we only have one opportunity to make it. You need to make others feel that you are similar to them. We feel more comfortable with those who behave and appear like us because we assume that we have things in common such as a past, an education, or values. It has been shown that we are seeking to reaffirm our first impression rather than revisit it.

**Have presence :** It's about being aware of what's going on at every moment, being fully with others and listening to them carefully. This will build trust and create a better relationship with others.

**Work your charisma :** To be a respected speaker you will have to acquire a minimum of charisma. Not everyone is charismatic in the same way.

As a reminder There are 4 different styles of charisma:

- The Focus charisma makes you appear to be entirely present like Bill Clinton
- The kindness charisma lowers in others certain psychological defense barriers like Dalai Lama.
- The authority charisma that makes others feel like you have the power to change their lives like Bill Gates
- The Visionary charisma inspires others and gives them the faith to believe in something great like Steve Jobs

### EXERCISE AN EMBARRASSING STORY

Emotional people have an unfortunate tendency to blush when speaking in public. These redness shows in the open that you are in a situation of stress or that you are very shy. Here is an exercise to help you fight this evil

- List everything that can make you uncomfortable: undressing at the doctor's, announcing your rates, receiving a compliment, talking in front of strangers... Imagine a story that embarrasses you, and then tell it to loved ones. According to the authors it is necessary to "describe the worst of the worst of what could happen to you by striving to really live it". This will allow you to practice controlling your emotions. To be more effective in real situations.



**❖ EXERCISE A PLEASANT CUSTOMER**

In restaurants and many other shops and services, we maintain an ephemeral contact with a waiter or a salesman. Each interaction with a service staff is an opportunity to establish a form of "tone" and atmosphere with the person.

- This exercise will give you the opportunity to improve in the feeling that you refer to the first contact.

Find a café near you that allows interaction with the staff. Show yourself as smiling and pleasant as possible and observe if the person is stuck on your mood and tone. You will be able to renew the experience is also to see if the quality of the service and the attention that has brought you is growing.

Often the interactions are short, so you have to convince very quickly.

**❖ EXERCISE MY FRIEND IS WAITING FOR ME**

Stealthily capturing the gaze of strangers is an important skill in public speaking. This exercise, very well known, will allow you to train easily.

- Your mission is to enter the café as if you had an appointment with a friend. As soon as you enter the café, stop two or three steps from the door and walk your gaze from table to table (as if you were looking for the person you have an appointment with) randomly, trying to establish the visual connection with a person each time: have your face open, rather smiling and carefully observe how many glances you have captured.

**❖ EXERCISE A FRIENDLY PASSERBY**

The way of greeting people, both verbally and gesturally, is usually the first opportunity to attract interest and benevolence from others. This is the first ingredient a speaker needs.

- It has probably already happened to you to be greeted in the street by a smiling stranger, although positive the approach surprised you because ... he is a stranger!!! Look no further, this person was in the process of implementing this exercise. Go for a walk, and when the opportunity arises, greet strangers with your best smile. The mission will be to count the number of greetings and the number of smiles "in return". Try to improve your score with time and experience.

## ❖ EXERCISE INTRODUCE YOURSELF BRIEFLY

It is much easier to introduce another person, a friend, than oneself.

We tend to value the journey of others more and to underestimate, even depreciate, our own. Giving yourself value without making tons of them requires a little tact. Here is an exercise that should help you do this. We suggest you choose a photo of yourself. The one on your ID card will do, but you can take a larger one so that it is clearly visible.

- Stand at the end of the table and drop your photo on the other side right in front of you. Take a good look at the lovely guy, the nice girl you see there. To all guests, present the portrait in front of you.

Talking in the third person, it's simpler, at first. Insert the following:

name; • function; • training; • experience; • strengths; • achievements; • anecdote; • plans for the future.

Express yourself with images, think about your gaze and your beautiful gestures.



## ✚ REFERENCES:

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# EVALUATION FORMS



## PUBLIC SPEAKING SELF-ASSESSMENT FORM

### I plan a beginning, middle, and end.



1. still learning



2. sometimes



3. almost always



### I use pictures, drawings, and props.



1. still learning



2. sometimes



3. almost always



### I look at my audience.



1. still learning



2. sometimes



3. almost always



### I speak loudly and clearly.



1. still learning



2. sometimes



3. almost always



### I answer questions from the audience.



1. still learning



2. sometimes



3. almost always



# PUBLIC SPEAKING EVALUATION FORM

Rate the speaker's performance on each item in the left column by circling one of the numbers in the right column following that item. The ratings proceed from 1—lowest—to 5—highest.

## TOPIC CHOICE

Suitable to the assignment	1	2	3	4	5
Suitable to the time limit	1	2	3	4	5

## INTRODUCTION OF THE SPEECH

Attention-getting device	1	2	3	4	5
Delivery of the attention-getter	1	2	3	4	5
Purpose statement	1	2	3	4	5

## BODY OF THE SPEECH

Selection of main ideas	1	2	3	4	5
Development of main ideas	1	2	3	4	5
Organization using a persuasive method	1	2	3	4	5
Supporting reasons for main ideas	1	2	3	4	5
Transitions between ideas	1	2	3	4	5
Quality of research	1	2	3	4	5
Variety of sources used	1	2	3	4	5
Citation of sources	1	2	3	4	5
Effective use of language	1	2	3	4	5
Use of evidence (quotations, statistics, etc.)	1	2	3	4	5

## CONCLUSION OF THE SPEECH

Summary of ideas	1	2	3	4	5
Closing statement	1	2	3	4	5

## DELIVERY OF THE SPEECH

Eye contact	1	2	3	4	5
Volume	1	2	3	4	5
Facial expression	1	2	3	4	5
Rate of speaking	1	2	3	4	5
Vocal expression/tone	1	2	3	4	5
Vocal pauses ( <i>um, like, and-a, uh</i> , etc.)	1	2	3	4	5
Pronunciation/Articulation	1	2	3	4	5

## SPECIFIC COMMENTS:



# PUBLIC SPEAKING EVALUATION FORM

## TOPIC CHOICE

Suitable to the assignment	Yes	No	Marginal
Suitable to the time limit	Yes	No	

## INTRODUCTION OF THE SPEECH

Attention-getting device	High-interest	Average	Weak
Delivery of the attention-getter	Direct	Impersonal	
Purpose statement	Complete	Lacks preview	None

## BODY OF THE SPEECH

Selection of main ideas	Interesting	Adequate	Dull
Development of main ideas	Convincing	Adequate	Weak
Supporting reasons for main ideas	Convincing	Adequate	Weak
Transitions between ideas	Smooth	Adequate	Weak      None
Quality of research	Thorough	Adequate	Weak
Variety of sources used	Well-chosen	Adequate	Weak
Citation of sources	Adequate	Incomplete	
Effective use of language	Vivid	Adequate	Weak
Use of evidence (quotations, statistics, etc.)	Convincing	Adequate	Weak

## CONCLUSION OF THE SPEECH

Summary of ideas	Creative	Adequate	Lacking
Closing statement	Related to introduction		Weak

## DELIVERY OF THE SPEECH

Eye contact	Effective	Limited	Insufficient
Volume	Normal	Loud	Soft
Facial expression	Complementary	Average	Blank
Rate of speaking	Normal	Fast	Slow
Vocal expression/tone	Expressive	Average	Monotone
Vocal pauses ( <i>um, like, and-a, uh</i> , etc.)	None	Few	Several      Many
Pronunciation/Articulation	Clear	Careless	Unclear

### SPECIFIC COMMENTS:

Name: \_\_\_\_\_ Date: \_\_\_\_\_



# ORAL PRESENTATION

	Excellent	Proficient	Needs Improvement
Content			
Structure & Organization			
Time & Pacing			
Posture			
Eye Contact			
Clear & Audible Voice			
Visual Aid			

Comments:

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