

ORAL COMMUNICATION



ME 482 Senior Design II

Spring 2022

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modified from an original presentation by Dr. Zhuoyuan Song

Why is Oral

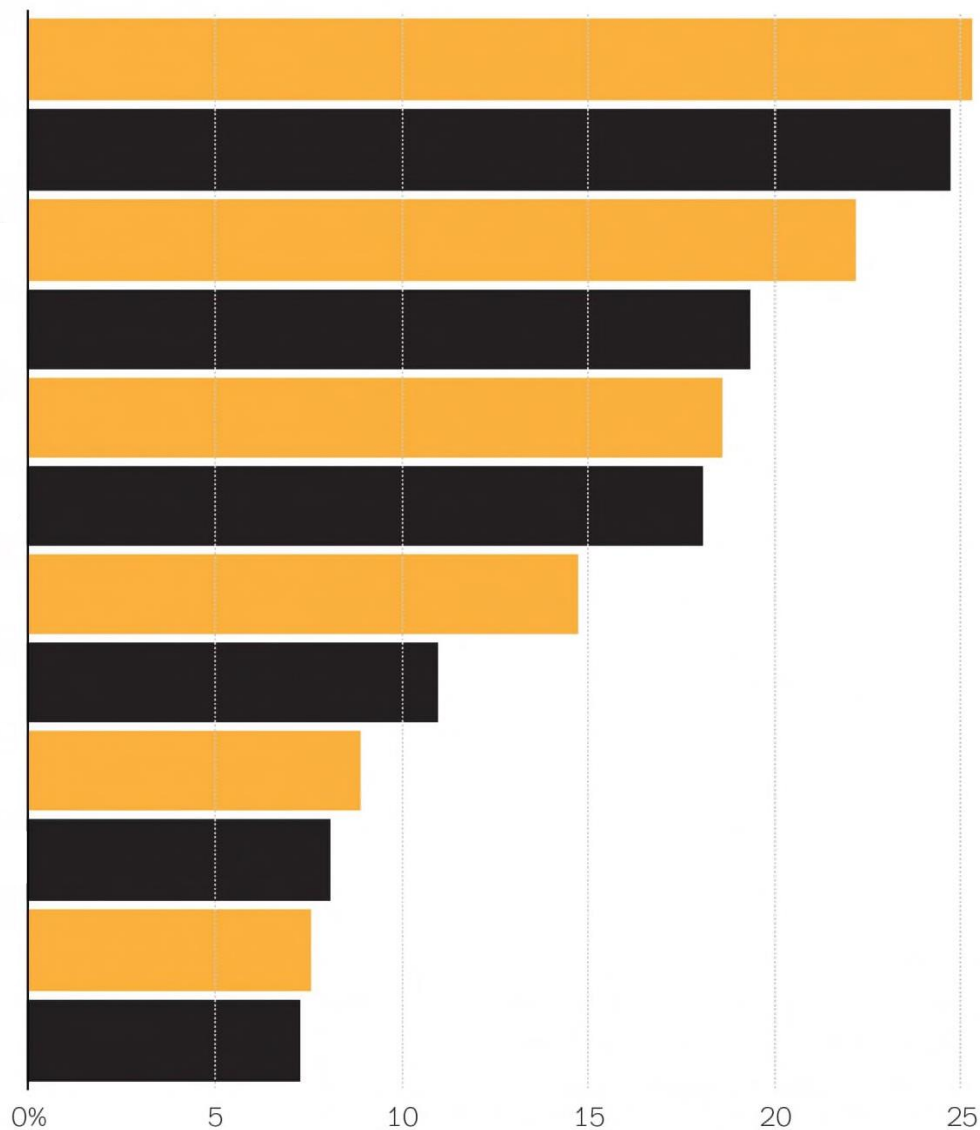
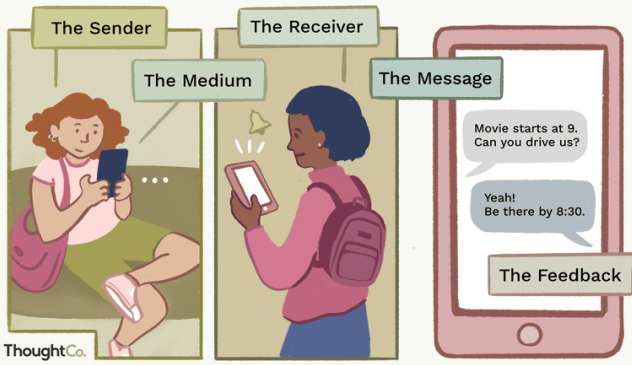
What are you so afraid of?

2014

% of Americans who say they fear...



Elements of the Communication Process



Quiz

- What is the MCM of communication?



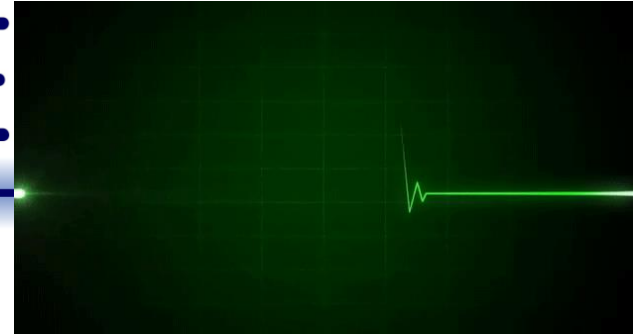
Hopefully this image is from pre-COVID-19!

en.wikipedia.org

Objective

Keep Your Audience

ALIVE



transitionschiropractic.com

Outline

- What does “alive” mean?
- How to keep them “alive”?
- What if...?

What does an 'alive audience' mean?

- Literally
 - Safety comes first!
- Metaphorically
 - Don't bore them to “death”
 - Keep the audience enticed
- More importantly...
 - Make their time well spent



thesamba.com



dorothydalton.com

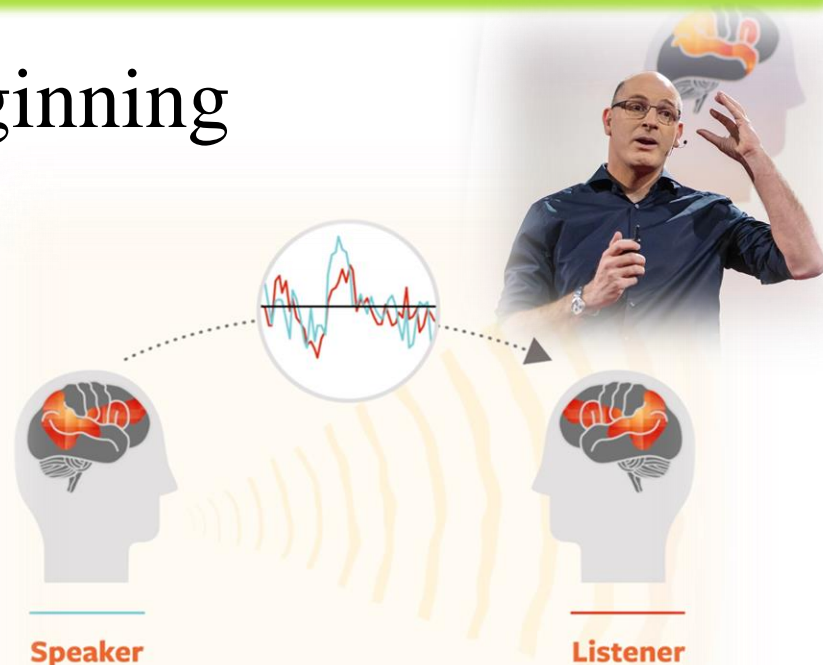


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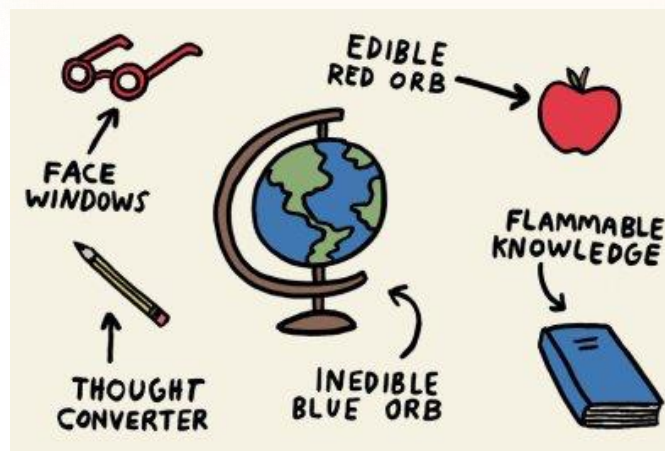
johnlund.com

Why are the audience lost?

- Not interested from the beginning
 - Unrelatable topic
 - Lack of useful information
- Speech hard to follow
 - Jargons / abbreviations
 - Missing information
 - Uncomfortable pace



Dr. U. Hasson, Princeton



npr.org

How to keep your audience “alive”?

Steps to effective oral communication (GenEd):

- Step 1. Determine general purpose
- Step 2. Analyze the audience
- Step 3. Determine the specific purpose
- Step 4. Research the presentation
- Step 5. Organize and outline the presentation
- Step 6. Prepare visual aids
- Step 7. Rehearse the presentation
- Step 8. Deliver the presentation to the class
- Step 9. Self assess the presentation

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Step 2: Analyze the audience

- Audiences are **egocentric**
 - Must relate your message to an audience's **existing** interests/concerns, knowledge, and beliefs.
- Examine the demographic traits of the audience
 - Age
 - gender/sex
 - racial, ethnic, or cultural background
 - religious views
 - group membership
 - occupation, education, intelligence
- E.g. Quantum computing explained by Dr. Talia Gershon



Step 3. Determine the specific purpose

- Understand the nature of the presentation
 - Design review
 - Sales pitch
 - Demonstration
- Translate the purpose of your speech to what the audience care about
 - Practice: Summarize your project with one question that will entice most of the audience.
 - e.g. “How to keep your audience ‘alive’?”

Step 5. Organize and outline the presentation

THE HITCHHIKER'S GUIDE TO PUBLIC PRESENTATIONS



Oral Communication

- General Presentation Information
 - Presentation Evaluation Criteria
 - Presentation Grade Sheet
 - General Presentation Development Resources
 - Oral Communication Lecture (01 Oct 2018)



- What?
- Why?
- How?

- What?
- So what?
- Then what?

Step 5. Organize and outline the presentation

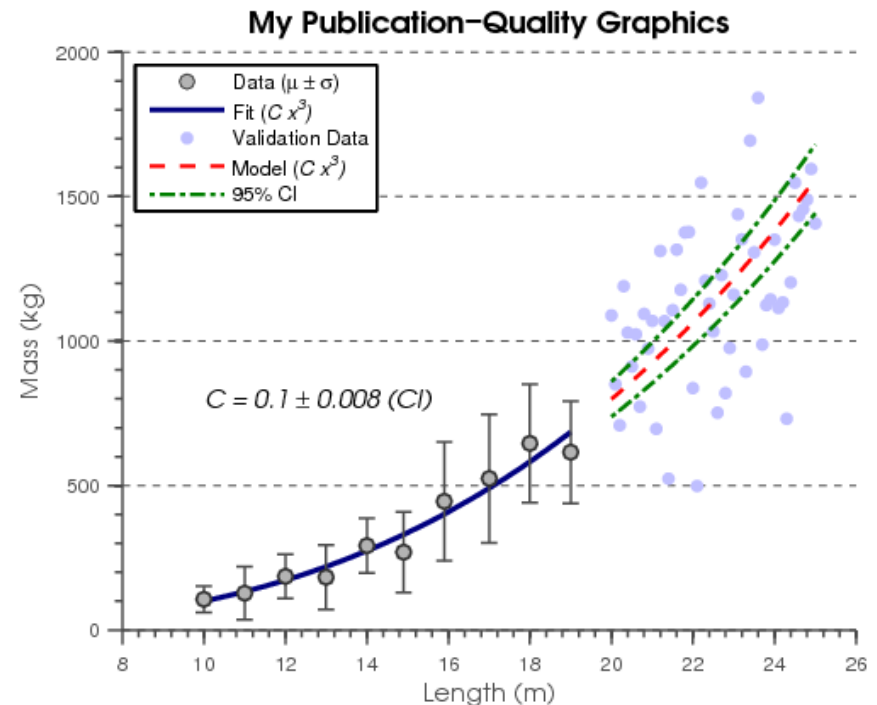
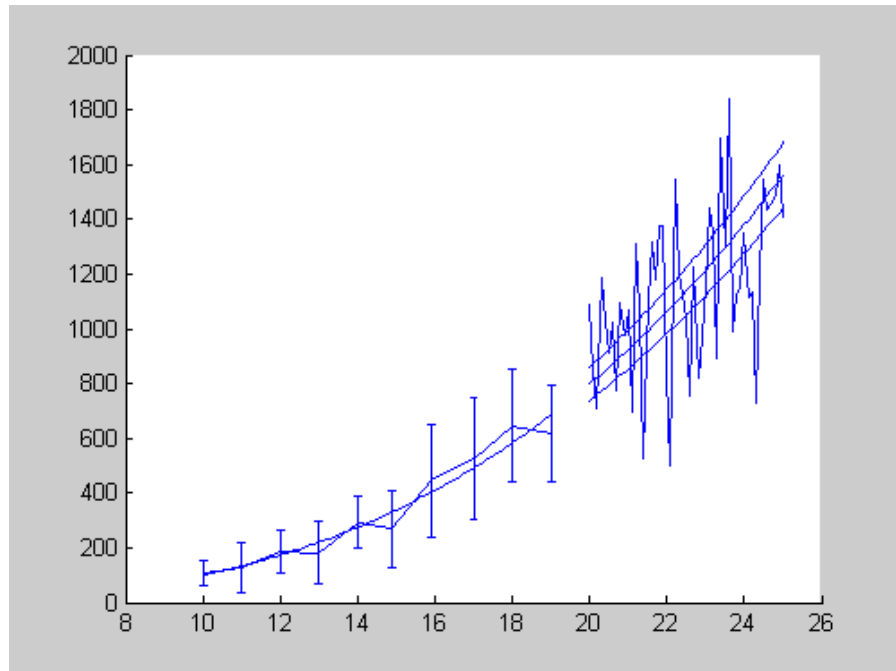
What does “alive” mean?



How to keep them “alive”?

How to revive them?

Step 6. Prepare visual aids



Loren Shure, MathWorks

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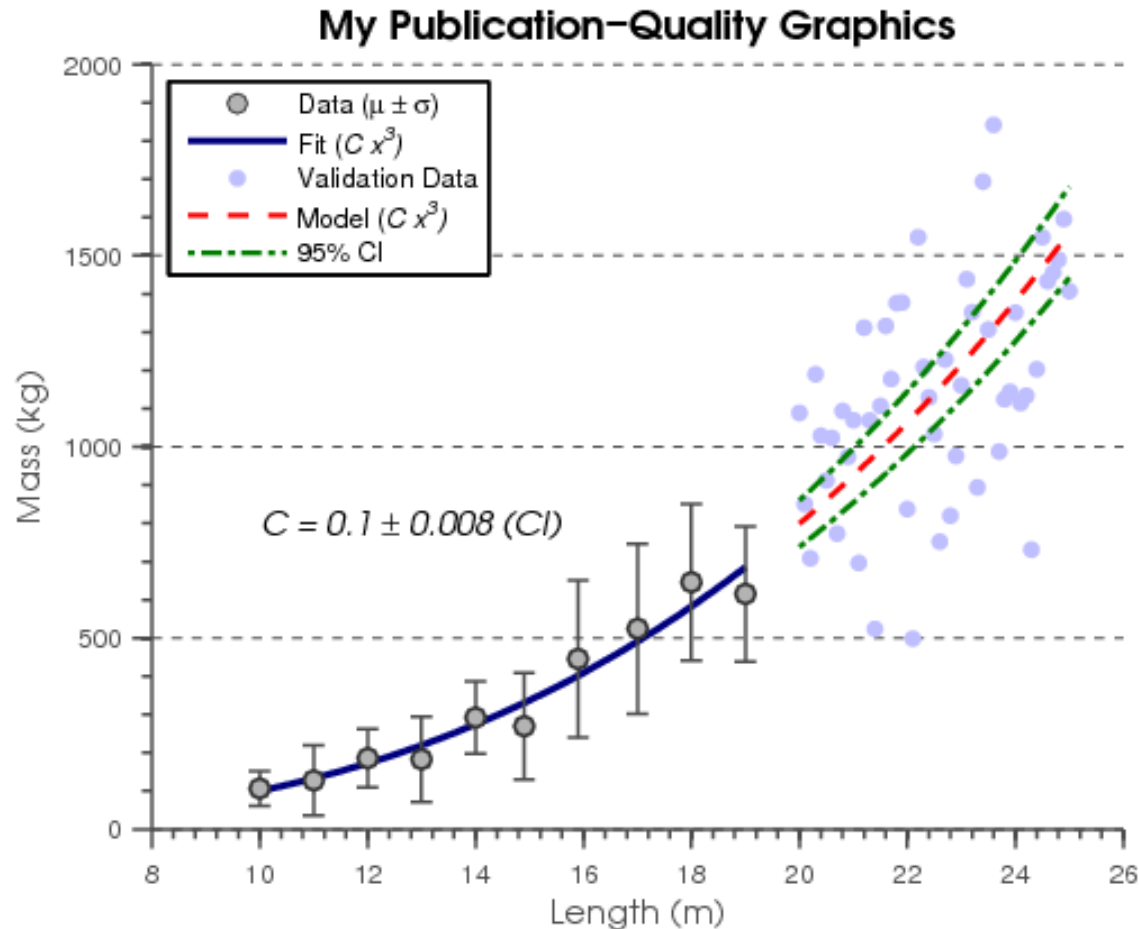
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- Visual aids should be easily seen by the audience

Step 6. Prepare visual aids

- Visual aids should be **substantive**
- Visual aids should be **easily seen** by the audience
- Speakers should **not obstruct** the audience's view of the visual aids
- Maintain **eye contact** while using the visual aids



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Loren Shure, MathWorks

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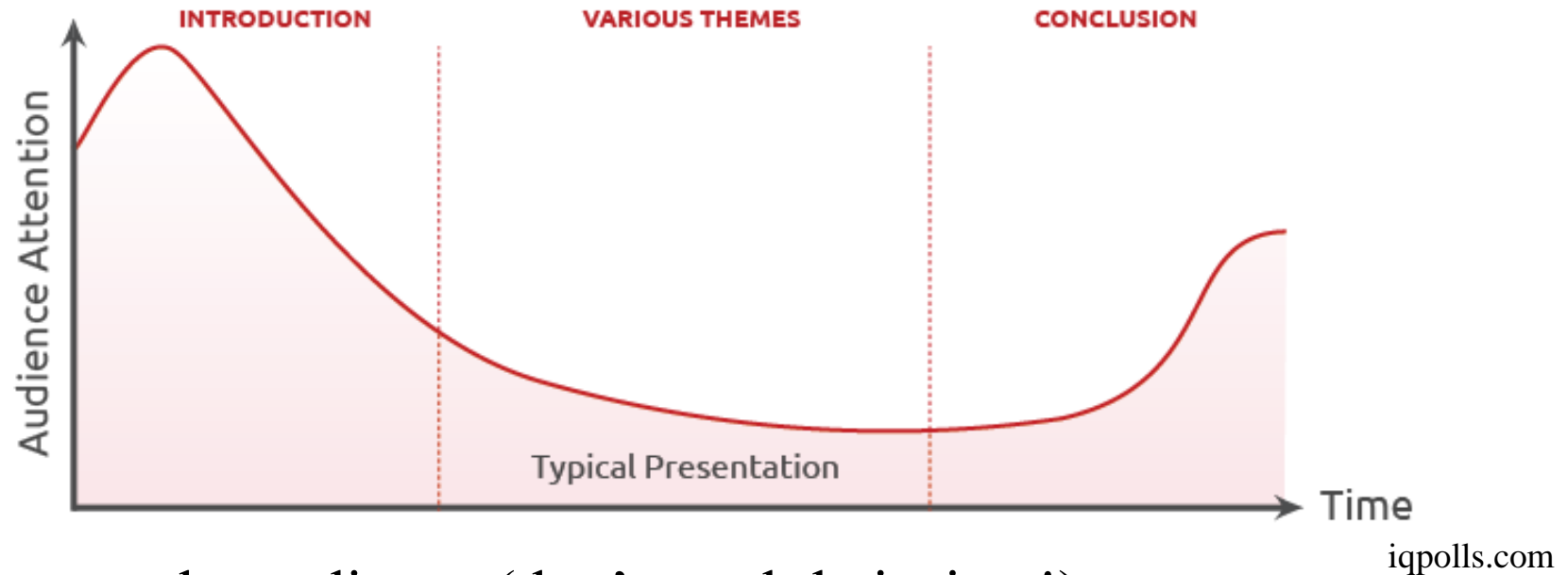
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- Visual aids should be **easily seen** by the audience
- Speakers should **not obstruct** the audience's view of the visual aids
- Maintain **eye contact** while using the visual aids
- **Explain** the visual aids
- **Practice** the presentation **WITH** the visual aids

Step 8. Deliver the presentation

- Gestures and movement
- Vocal variety
- Avoid using filled pauses such as "um," "uh," "like," and "you know."
- Eye contact and facial expression
- Stage Fright?
 - Practice, practice, and practice more!

Be ON TIME!

- Average adults' attention span: 20 min



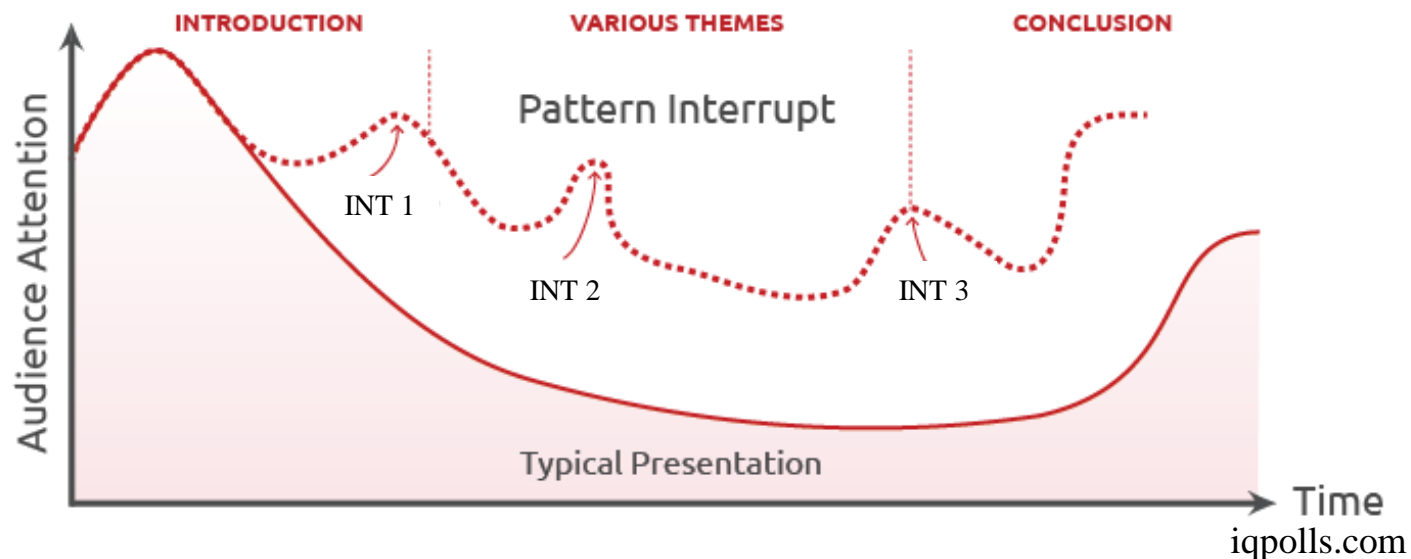
- Respect the audience (don't steal their time!)
- Conclusion:
 - Signal the end of the speech
 - Reinforce the audience's understanding of, or commitment to, the central idea
 - Over-time conclusion = @!#\$!*&(!

How to “revive” your audience?

- Don’t count on it!
- Try with interruptions:
 - Interactive sessions
 - Examples / anecdotes
 - Recap and transit
- **Best bet: Conclusions**



tenor.com



Two final secrets for good presentations

1. Know your material thoroughly

- Audience can tell when you're hesitant about what you're saying and not sure of the material

2. Show enthusiasm for your topic

- Enthusiasm is contagious – audience won't be enthusiastic about your topic if you aren't
- If you're enthusiastic, the audience will wonder why and pay more attention to find out

In Conclusion

- Study the audience
- Start with an enticing theme (or question)
- Design the presentation around the audience
- **Keep your audience alive**
- Revive the audience if needed
- Be on time!