

# ORAL COMMUNICATION



**ME 482 Senior Design II**

**Spring 2024**

**Dr. Trevor C. Sorensen**

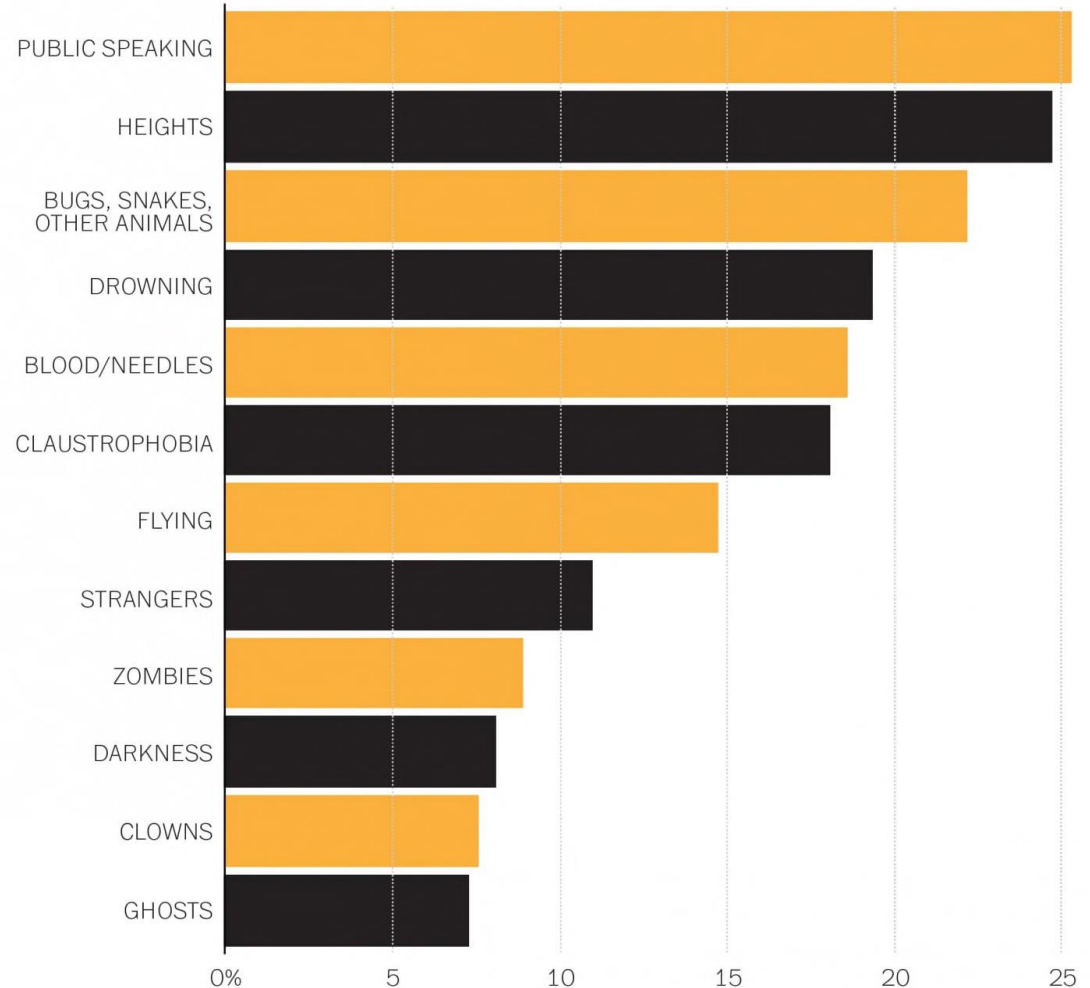
modified from an original presentation by Dr. Zhuoyuan Song

# Why is Oral Communication Difficult?

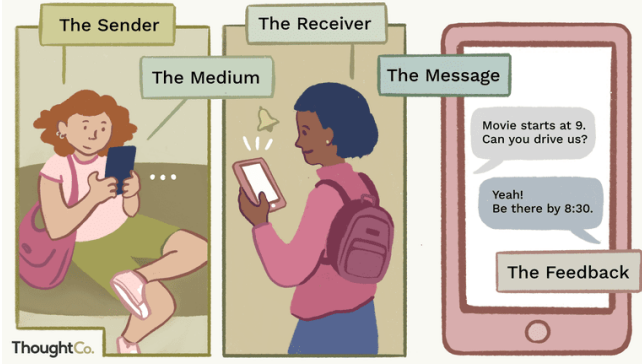
What are you so afraid of?

2014

% of Americans who say they fear...



## Elements of the Communication Process



# Quiz

- What is the MCM of communication?



[en.wikipedia.org](https://en.wikipedia.org)

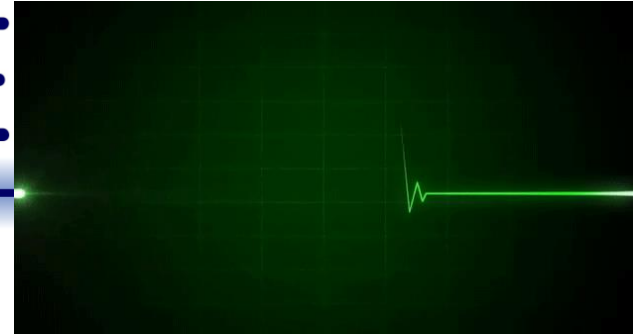
# Objective

---

## Keep Your Audience

# ALIVE

---



[transitionschiropractic.com](http://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

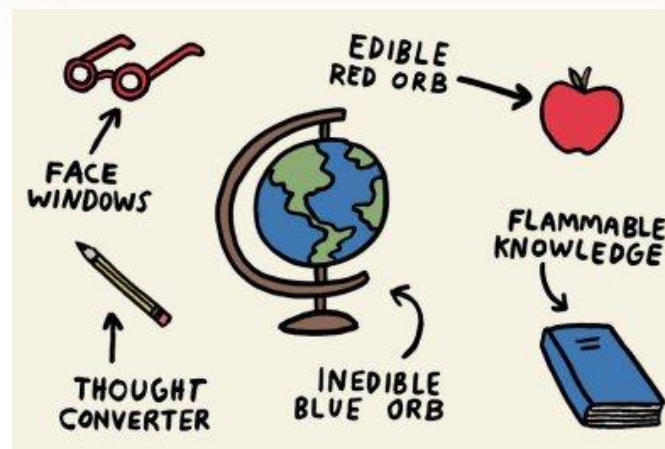
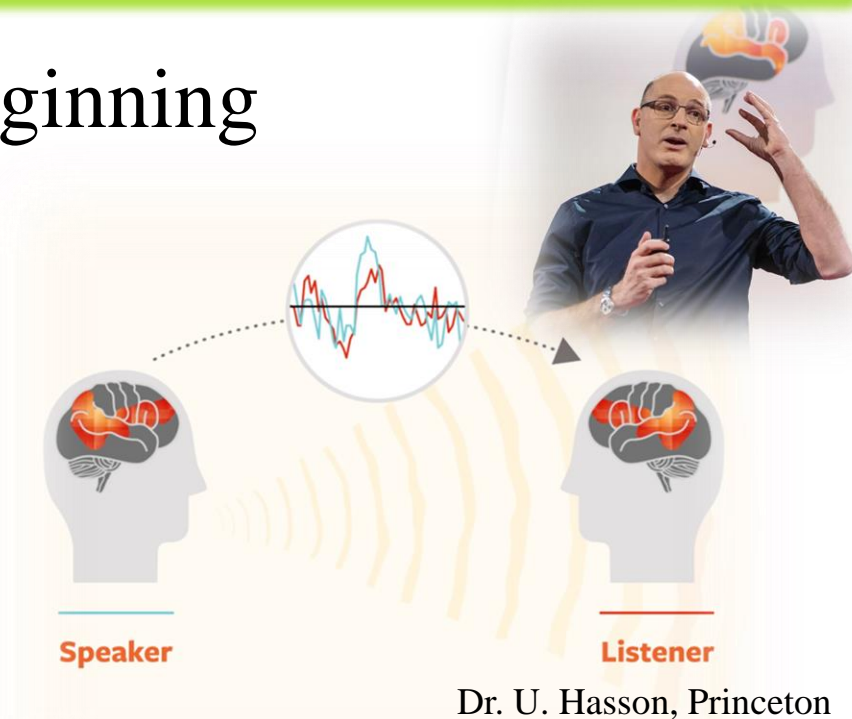


©johnlund.com

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



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

# 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



# 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

---

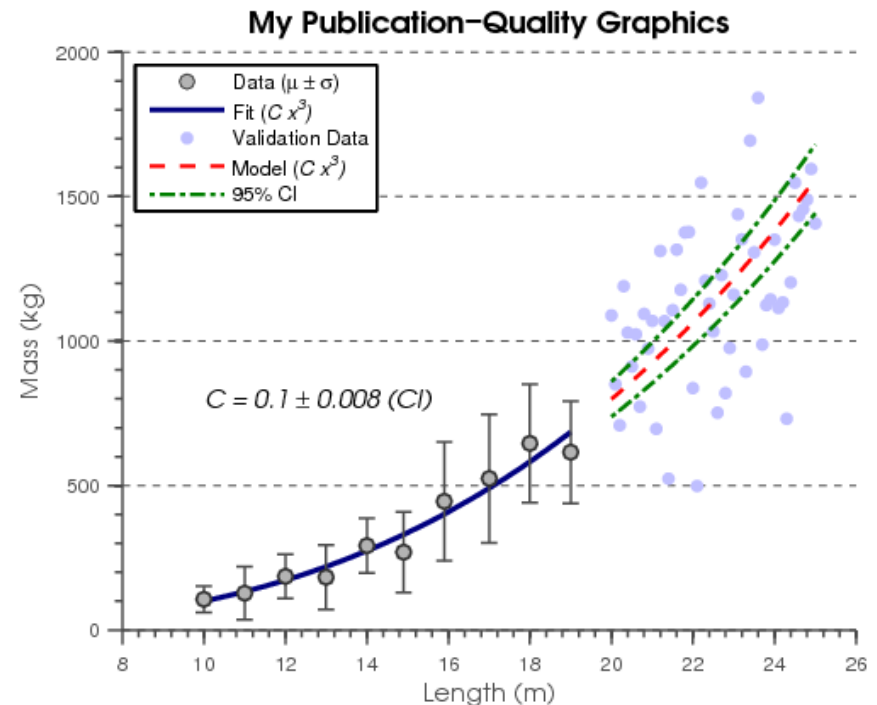
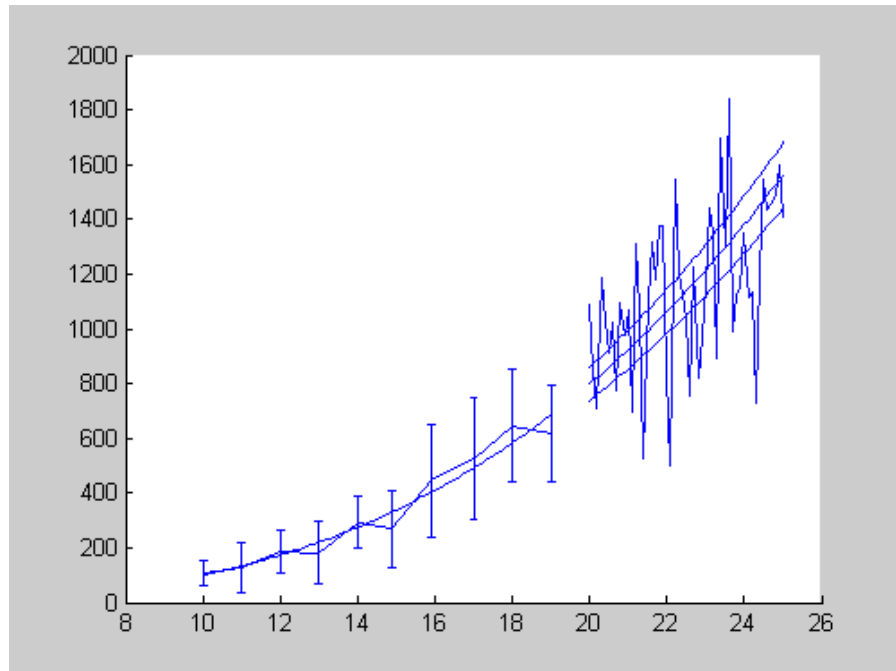
What does “alive” mean?



How to keep them “alive”?

How to revive them?

# Step 6. Prepare visual aids



Loren Shure, MathWorks



# Step 6. Prepare visual aids

---

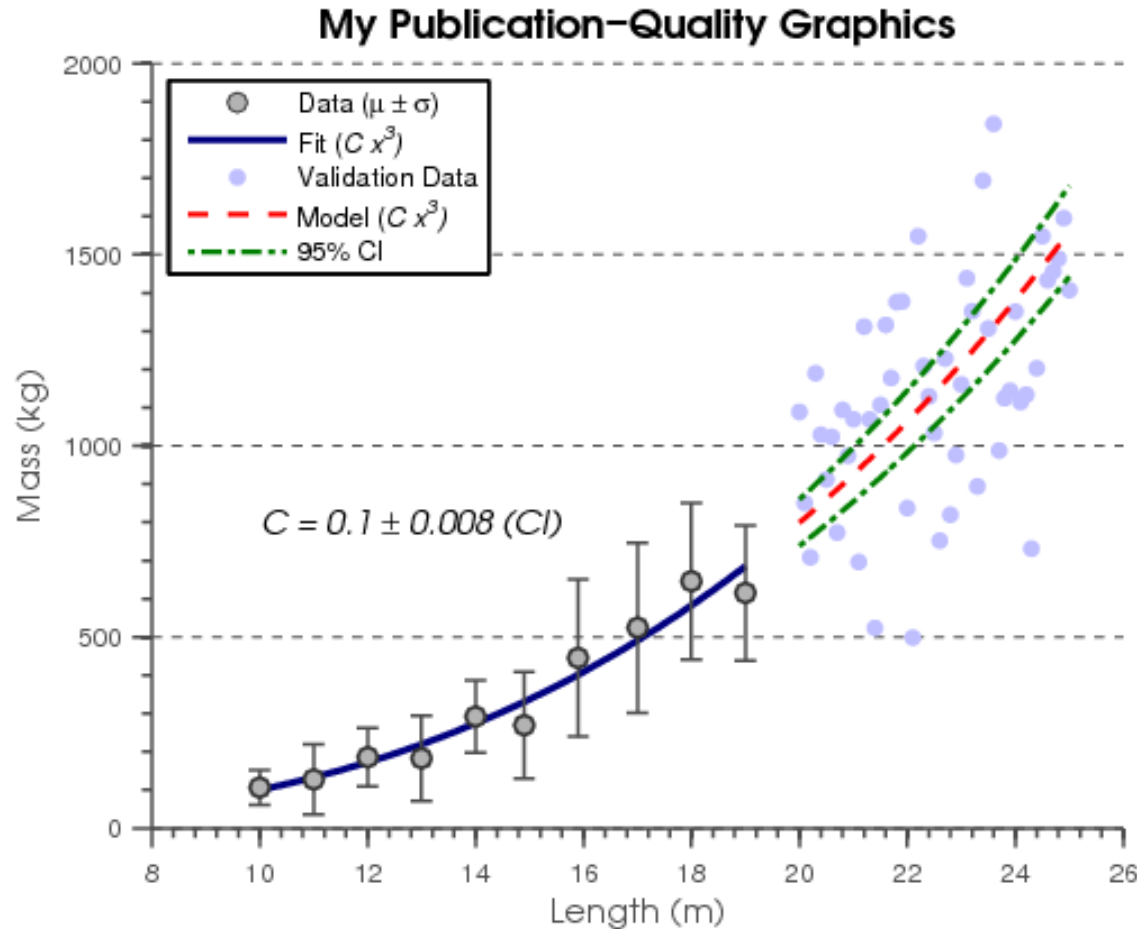
- Visual aids should be substantive
- Visual aids should be easily seen by the audience

# 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



# Step 6. Prepare visual aids



Loren Shure, MathWorks

# 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
- **Explain** the visual aids
- **Practice** the presentation **WITH** the visual aids

# Step 8. Deliver the presentation

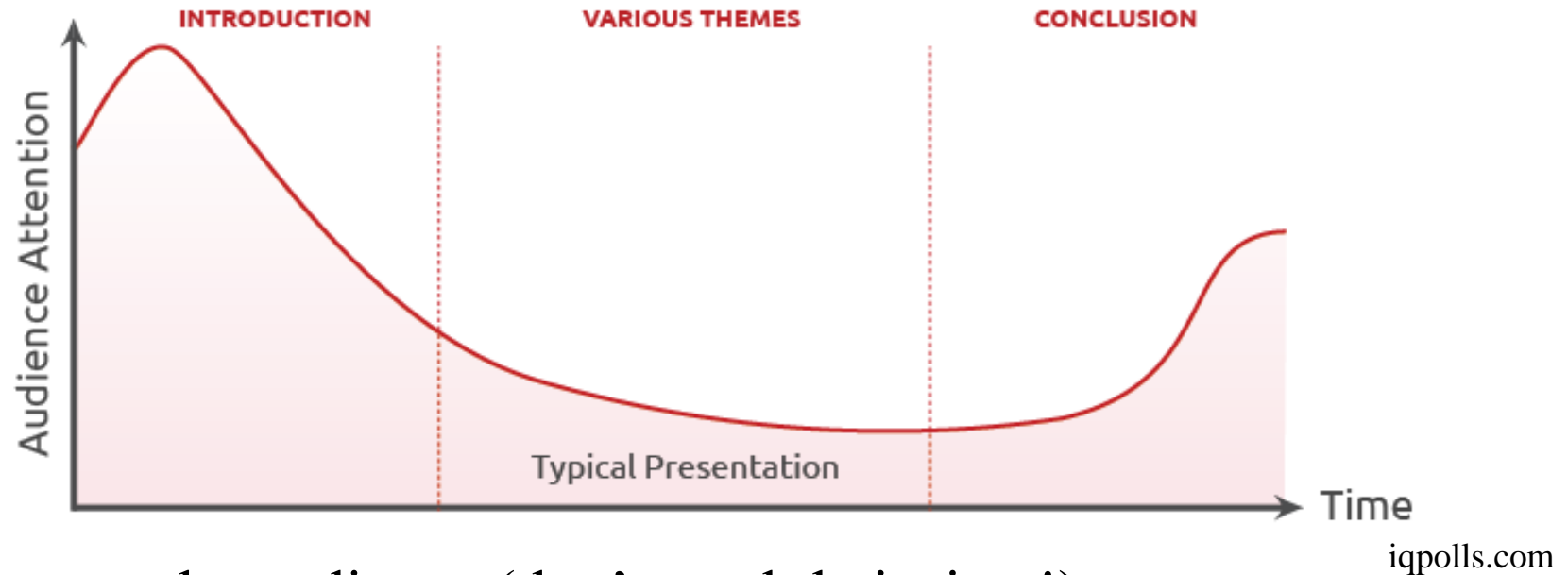
---

- 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



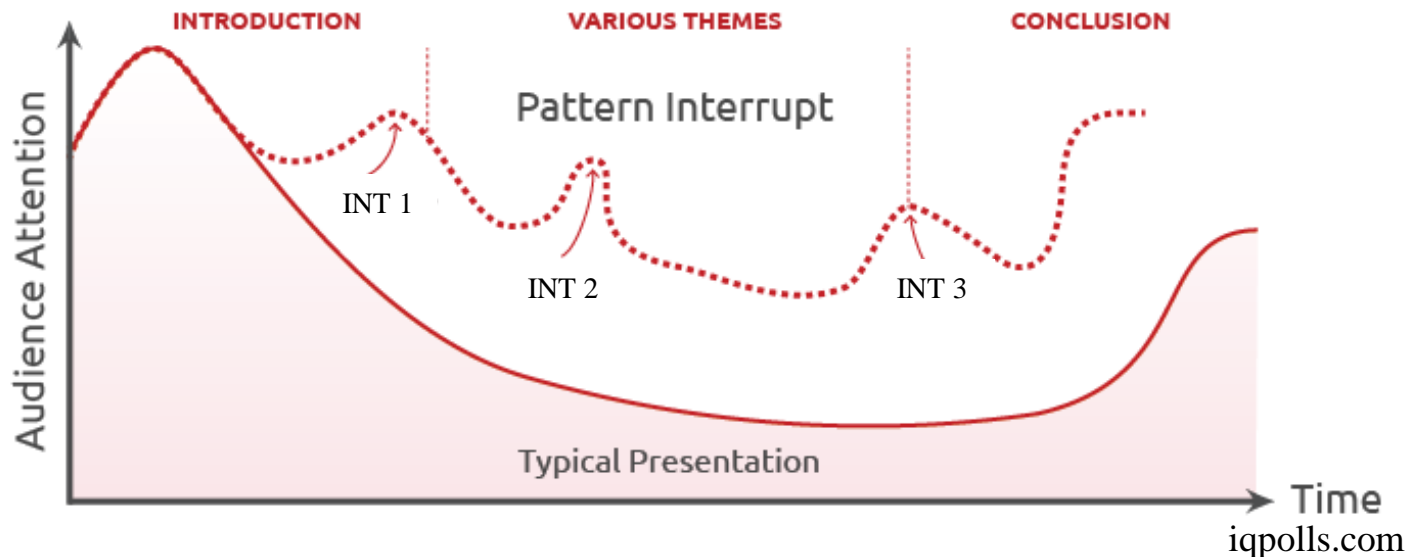
- Respect the audience (don't steal their time!)
- Conclusion:
  - Signal the end of the speech
  - Reinforce the audience's understanding of, or commitment to, the central idea
  - Over-time conclusion = @!#\$!\*&(!

# 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



iqpolls.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!