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Technical Presentation Strategies for Formal Communicators

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Abstract

Communication skills include a professional's ability to make a good presentation. It is either the team leader or the most effective speaker that would be chosen to do this job in an institution or corporate body. The success of a project, which is the occasion of the presentation, will depend on the performance of the speaker. We, therefore, have to learn presentation strategies.

Keywords: formal Communicators, language, presentations, professionals.

The purpose of presentation must be clearly defined before we start the presentation. It may be to provide information with some implicit goal; it may be to promote a new product for business; it may be to highlight the finding of some research, whatever it is, our effort will be to convince the audience with all those supporting material or manners that are at our disposal. Data, illustrations, visuals (slides, transparencies charts, etc.) body language, voice modulation- all these factors are designed and molded to reach the target defined by the purpose of presentation.

Audience and locale:- It helps if we know about the mental level and cultural background of the audience beforehand. Level of understanding naturally varies from one section of audience to another. By having some prior information and plan his presentation techniques, for example, what kind of visual aids are likely to be more effective with the sort of audience we have to address.

The relationship between the speaker and the audience can also affect presentation strategies. We may be facing a prejudiced peer team; in which case, some harassing reaction can be anticipated, and we should go prepared for it.

Interpersonal style can be defined as how we exchange with others. Our style and behavior is impacted by our personalities, our values and the environment we live and work in, and the styles of those we interact with.

What we term interpersonal style has historically been referred to as temperament. The Greek physician Hippocrates (370 BC) identified four temperaments: Sanguine (Social and pleasure-seeking, choleric ambitious and

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leader like) melancholic (analytical and thoughtful), and phlegmatic (relaxed and quit), which he incorporated into his medical theories.

It is important to remember that a successful presentation depends on a number of factors. For our purpose we can boil them down to three main factors: the environment, the presenter and the audience. The presenter is key to a successful presentation. The speaker must have planned the presentation to be engaging and easy to follow and then must deliver it well to be clearly understood.

Voice, body language, coherent structure enthusiasm, expertise, and practice are ingredients that can make a successful speech or presentation.

Methods: Some speakers are born with the skill, while others have to cultivate it. In the presentation nobody would like to hear a badly delivered speech. Your best material, would be wasted if the art of delivery has not been mastered. There are four methods of delivery which can be used for making presentations:-

1. **Manuscript**
2. **Memorized**
3. **Impromptu**
4. **Extemporaneous**

1. Manuscript Method: In manuscript method the material is written out and you are supposed to read it. A manuscript presentation is

delivered with a written text and it is read by the speaker word by word. There are so many occasions when a manuscript deliver is appropriate such as when presenting testimony or delivering a major policy statement before a large audience. It is a permanent and accurate record of whatever you have to say.

2. Memorized Delivery Method: The memorized method also requires that the presenter writes out the contents but rather than reading it word by word before the audience the presenter memorizes it in advance and then recites it. It is not easier for all. Probably only a skilled person can memorize an entire speech this type of deliver stands somewhere between extemporaneous and manuscript presentation.

3. Impromptu Method: The impromptu method is unprepared and spontaneous. The word impromptu denotes the meaning done without planning. Impromptu presentations are justified only by necessity. For example you are asked unexpectedly by your boss at meeting to give a briefing on some problem or a status report on some project. Such impromptu speeches of formal mode should be avoided.

4. Extemporaneous Method: Extemporaneous delivery is the

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most popular and effective method of presentation. It enjoys the advantages of keeping the speaker free from the restraint imposed by the script. The goal of extemporaneous speaking is to be conversational you appear to be conversing with the audience in a neutral and spontaneous manner.

Some tips for effective presentation strategies

As we know that presentation strategy is constant step-by-step Process. Good planning is the backbone of good presentation. Constantly think about your audience, his/her aims, expectations, the surrounding and what type of presentation you are going to give/ participate and so on. There are following points:

1. Presenter aim should be cleared it means that the presentation would be for information, inspiration or entertainment.
2. Presentation should be purpose oriented.
3. A presenter should make his/her lecture style according to the need of the audience, so that presentation would be more interesting and appealing. A presentation is not restricted to spoken and visual words- Don't try to write the presentation in details until you have decided on the content you need created a rough structure from

your random collected ideas and materials.

4. Rehearse presentation. Review and record the timings. Amend and refine the presentation accordingly. Practice at this stage is essential to build your competence and confidence.

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