

## PRESENTATION SKILLS

The key to the success of many political leaders, industrialists, businessmen, and salesmen lies in their capability of making an effective speech. In the present commercial world, a salesmen has to make hundreds of mini speeches a day to persuade his customers to buy certain goods.

Whether you are a student, a teacher, an administrator, a parent, or a leader, you must speak with effectiveness and confidence.

### FOUR MAJOR GOALS IN EVERY TALK

- a) Persuade or get attention
- b) Inform
- c) Impress and convince
- d) Entertain

### TYPES OF SPEECH

#### I. Argumentative Speeches

Argumentative speeches are made to present an opinion which either favors or disagrees with a controversial topic. The speaker of the argument must prove his/her viewpoint by supporting it with convincing facts and evidences from the reliable sources.

#### II. Descriptive Speeches

A descriptive speech gives the detailed description about a topic like person, place, or any incident.

#### III. Narrative Speeches

A narrative speech is used to narrate or tell a course events. We can share our experiences by means of the speech.

#### IV. Persuasive Speeches

Persuasive speeches are used the speaker to convince the readers to believe in his opinion.

#### V. Expository Speeches.

Expository speeches are simply speeches that explain something with facts, as opposed to opinion. Example of expository speeches include: a speech that explain how to do something.

**NOTE:** Yet, in really speech event, it is difficult to use only one type of speech; in actual reality varieties of speech can be used although one variety may be more prominent.

## FUNDAMENTALS OF EFFECTIVE SPEAKING/PRESENTATION

The following are 6 principle categories of effective speaking that when followed can make you speak a perfect speaker.

1. The pre-delivery stage
2. Presentation techniques
3. Mannerism and Tone
4. Phonology and Grammar
5. Vocabulary and Supporting aids
6. Posture and Attire

## 1. THE PRE-DELIVERY STAGE

Before you make a speech/presentation consider the following guidelines.

- i. Keep your goal before you

You must be clear of what you talk about. This will help to build in your self-confidence and the ability to talk more comfortably and effectively.

- ii. Expect a certain amount of stage fright

Naturally, we sometimes meet various challenges in our environment. If your pulse beating is faster and your respiration is speeding up, do not be alarmed. Your body ever alert to external stimuli and is getting ready to go into action. This situation will occur only at the initial part of your speech. Take up a deep breath and relax.

- iii. Assemble and arrange your ideas before hand

Put all of your ideas down on scraps of paper, you will find it easier to arrange and organize these loose bits when you come to get your material in order. Prepare in the order way.

- iv. Never memorize a talk word for word.

The man who writes out and memorizes his talks is wasting a time and energy, and is courting disaster. Put the key point on an outline format.

- v. Rehearse your talk with your friends

No speaker is perfect without practice.

## 2. DURING PRESANTATION SESSION

While making your speech, the following stylistic strategies will assist you:

- i. Start your speech with a bing bang! For example, you can begin your speech with a good quotation or a moving joke if you are good at jokes. Mind you, some jokes can be provocative and offensive!

- ii. Regularly sweep your eyes left-center-right and back and front-middle-rear and back so that you engage all members of your audience.
- iii. Do not talk your talk with apology: listeners will not take you seriously if you started your talk by saying “*I’m sorry that I don’t have much to say about this subject*”
- iv. Act confidently: say to yourself that you are more qualified than any member of the audience. Action seems to follow feeling, but really action and feelings go together.
- v. Organize your talk: use transitional markers to show how your speech is organized. E.g. May I begin by speech by.....My second point is.....May I conclude by saying that.....
- vi. Limit your subject: state out the area you want to cover and stay strictly within those limits. Restrict your subject to fit the time at your disposal: Don’t go beyond the specific time.
- vii. Talk in terms of your listeners’ interests: You must know the background of your audience. The way you will talk to Machinga is not the same way how you will talk to police officers.

During presentation also check the following:

### 1. Pronunciation and Grammar

Under pronunciation and grammar, the following should be observed:

#### i. Clear pronunciation

Words should be pronounced clearly and correctly. There are some Tanzanians who say *loli* instead of *lori*, (lorry) or *ditamain* instead of *deteemin* (determine). Such a speaker will not only be misunderstood but also undermined.

#### ii. Correct grammar

Make sure that you have worked out with all grammatical problems you might face before standing your audience. For example what is the past tense of *cost*, *lay* or *lie*. The answers to these problems should be sought beforehand.

### 2. Vocabulary and Supporting Aids.

#### i. Avoid technical terms:

If you must use technical terms, elaborate. Because technical terms always used with a certain group of people of a certain field that is not possible to be well familiar by others who are not part of that field.

#### ii. If necessary, use VISUAL AIDS to support your words.

### 3. Mannerisms and Tone

Mannerism means one's characteristics or ways of behaving. Tone means one's attitude towards his audience in relation to what type of words s/he chooses. Under mannerism, the following must therefore be observed:

- i. Be careful with your body language: Body language includes things like: posture, hand motions, physical movements, twinkling of the eyes, frowning, twisting the lips, (facial expressions). This form of language has more communicative power than words, so watch out.

#### 4. Postures and attire

Bad choice of certain kind of clothing, hair style, lipstick, glasses, perfume, jewellery, shoes etc, can make the audience categorize you wrongly! **Remember not:**

- a) Overdress b) underdress c) use strong perfume d) wear shiny clothes.

On posture try to:-

- i. Position yourself where everybody can see you.
- ii. Try to look directly to the audience when speaking.
- iii. Avoid to read from your papers continuously.