

## **EFFECTIVE PRESENTATION STRATEGIES AND UNDERSTANDING NUANCES OF DELIVERY**

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### **Abstract**

Effective communication is made possible by the use of language, which is a well-known truth. You don't have to be a linguist to learn how to communicate effectively. A fundamental understanding of language theory, on the other hand, can undoubtedly aid you in comprehending the complexities of writing and speaking correctly. When we think of rhetoric in terms of language, we typically consider the nature and aims of the human communication systems. A rhetorical device is a linguistic tool that uses a specific sentence structure, sound, or pattern of meaning to elicit a specific response from the audience. Using linguistic methods, this study discusses "Effective Presentation Strategies and Understanding Nuances of Delivery." One of the most crucial skills to develop for a successful job is the ability to provide an excellent and memorable oral presentation. The key to mastering this skill is consistent practice. This study focuses on the question, "What is it about the presentation that keeps the audience's attention and interest?" It also emphasizes delivery style, vocal inflections, well timed pauses, facial emotions, and gestures. Before giving a presentation, one must be aware of the intricacies of delivery. Because, most listeners appreciate delivery that blends a degree of formality with the best qualities of effective conversation—directness and spontaneity, animation, verbal, and facial expressions, as well as a vibrant sense of communication. As a result, this paper examines some of the positive and negative features of this form of presenting in depth.

### **Key words**

**Communication, language, presentation, nuances, proxemics, extemporaneous, kinesics, paralinguistics**

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### Introduction

"Language is a compilation of thousands upon thousands of individual intuitions," says the author (Sapir 1921, 246). When we think of rhetoric in terms of language, we normally think of the nature and purposes of the communication systems that humans have employed throughout history and in various parts of the world. Rhetoricians, as well as philosophers, were among the earliest major theoreticians of language.

Rhetoric has always been a tough concept to define because it has so many different meanings and connotations. Rhetoric is most commonly defined as the effective use of language to persuade or the study of the components of style and structure in writing or speaking, according to dictionary definitions. Typical definitions of rhetoric, as understood for much of the previous 2,500 years, plainly point to a dualistic character of rhetoric: "rhetoric is the process of using words to organise experience and express it to others." It's also the study of how people organise and transmit their experiences through language. As I understand it, the term refers to both a separate human activity and the science involved with comprehending that behaviour. Because they naturally conceive and convey their knowledge of the world through conversation, all humans are 'rhetors'" (Knoblauch 1985, 29).

It is critical to analyse the role of natural language use and human communication mechanisms in moulding and reflecting human thinking processes in order to comprehend the dynamic and complicated relationship between rhetoric and language. This relationship can be investigated on three levels: (1) semiotic-evolutionary (the role of natural language in enabling distinctively human forms of thinking and communicating); (2) structural comparative (the role of specific language codes in shaping habitual thought – the "linguistic relativity" of experience); and (3) functional-discursive (the role of natural language in enabling distinctively human forms of thinking and communicating effectively) (the role of linguistic conventions, specialised discursive practices, and particular ideologies in cultivating specialised forms of thought for various situations and purposes).

There is a substantial relationship between language systems and thinking patterns from a semiotic-evolutionary standpoint. Languages are systems of symbols developed for the goal of communication, which is one of their most important characteristics. It is difficult to develop meaningful thinking without the use of words. The reason for this is that when we formulate an idea, we require a specific code to represent it, as well as a network of meaning relations to enable message transfer. Language reflects and shapes socially and culturally agreed meaning because it is both an instrument of cognition and a means of expression. This explains why, in comparison

to other communication systems, one of the most distinguishing features of language is its flexibility and diversity.

Effective communication is made possible by the use of language, which is a well-known truth. You don't have to be a linguist to learn how to communicate effectively. A fundamental understanding of language theory, on the other hand, can undoubtedly aid you in comprehending the complexities of writing and speaking correctly. Language is used to give shape to people's experiences. Because language isn't always precise, it frequently leads to misunderstandings. Understanding the fundamental properties of language can help us better grasp it and communicate more efficiently.

The four talents of the English language enable a man to communicate effectively. Speaking plays a significant function in demonstrating that the candidate is an expert presenter. The more successful we become in our careers, the more we will be required to give presentations to a range of audiences and scenarios. The aim of the presentation influences not just the substance and style of the presentation, but also the extent of audience participation. When the speaker's goal is to encourage individuals to take a specific action, work with them to solve a problem, or make a decision, on the other hand, the engagement will be more. However, this would necessitate a great deal of "on-the-spot" thinking and a thorough understanding of the subject. The art of giving a presentation has its own peculiarities. Many people have witnessed presentations that were done well but effectively put the audience to sleep as the presenter droned on and on. Let us have a look. In this paper, we will look at some basic nuances of professional presentations that will assist presenters in becoming more effective presenters.

### **Effective Presentation strategies**

Getting your message through requires the ability to present information clearly and effectively. Presentation abilities are now essential in almost every sector, and most of us will be forced to give presentations at some point in our careers. While some people are unfazed by this, others find it quite difficult. With a little effort, though, you can improve your presentation skills.

Pauses, interactions with the audience, and changes in delivery techniques can all help to underline the structure of a presentation. Visual aids can also be used effectively by the presenter to keep the audience's attention and increase understanding. Set aside sometime before the presentation to chat with those who may be affected if the speaker is going to speak about anything contentious or if you have to break the terrible news. This will assist you in:

- Gaining support
- Be aware of potential issues.
- Think about your options.

Testing the waters ahead of time, so to speak, will aid the presenter in fine-tuning his or her approach. Speak with conviction and confidence. Make your thoughts crystal clear and simple to

comprehend. Maintain a vigilant and confident demeanour. Encourage audience members to ask questions. Any misunderstandings can be cleared up with the help of the audience.

The materials, such as the introduction, major body, and conclusions, are always organised by a professional presenter. A speaker must also have an outline of his topic and presentation before giving a presentation, as well as be prepared with a variety of visual aids to make his or her presentation stand out.

### **Organizing Contents**

People's capacity to talk confidently in public varies. When a presenter stands in front of an audience, he or she should expect to be apprehensive. Take a couple of deep breaths before starting to speak. The presenter's first words will be louder and more assured. The extra oxygen will also aid concentration for the speaker. The presenter will feel calmer if he or she maintains eye contact and smiles on their face. Divide the contents of the speaker's presentation into three parts: the introduction, the main body, and the conclusion. "Say what you want to say; say it; then say what you've already said," in other words.

A good presentation also requires planning an outline and incorporating visual aids. It's a mechanical framework into which the presentation material's many components are fitted. It is used as a guide to show the correct path or the presentation of a speaker. As a result, investing effort in creating an outline is never a waste of time. In truth, the speaker should utilise an outline as a screenplay, but be prepared to modify based on input from the audience. Spoken words are fleeting; they vanish into the air as soon as they leave our mouth. Speeches frequently require substantial visual accompaniment, such as handouts, chalkboards, flip charts, overheads, slides, computers, charts, tables, graphs, and so on, because of this constraint. A picture will transmit its message more precisely and rapidly than a verbal explanation provided it is straightforward, clear, and suited to its purpose and audience. Select visual aids that are appropriate for the presentation's style and substance. Make sure it's well-designed and produced by a professional.

### **A good presentation begins with a solid introduction**

The porch, or opening statement, the goal, and the layout make up the introduction. The porch can be a question, a genuine greeting, or a statement to begin with. This grabs the audience's attention and gets them ready to listen to the rest of the presentation. To draw the audience's attention, the speaker can utilise a question, a quotation, a statement, or even an anecdote, depending on the topic. For example, if a speaker is giving a presentation on the topic of 'Internet Search Engines: Demystified,' he or she could begin by asking a question like this: "Imagine a big library without a catalogue or a motorway without a route map." What would you do in this situation? What will you do? How will you find out a book that you badly need, or how would you locate a place that you are looking for?"

After the porch, clarify the presentation's aim simply and accurately. For example, it could say something like this: 'one reason brings me here today; to inform you about Internet Search

Engines.' And then there's the introduction, which includes a summary or road map of the presentation. Make sure the presenter transitions smoothly to the main body of the speech after delivering a preview. "Let me start with the most significant highlight, which is the information on the Internet Search."

### **The Main Body**

The main body, often known as the conversation or text part, comes after the introduction and supports the speaker or specified objective. The main ideas raised by the speaker in the introduction will be expanded upon here. The speaker can organise the main body of the speech using any of the following patterns, depending on the topic and the introduction.

#### **• Chronological**

This pattern can be used by the speaker to organise the details, which he or she can arrange in sequential order. The entire presentation can be arranged in order of appearance. This strategy is useful for topics such as "your institute's profile," "the changing face of the world," and "sports history."

#### **• Categorical**

For many themes, this is one of the simplest and most widely used patterns. The entire presentation can be broken down into different subjects and sub-topics that are placed in order of subordination and coordination. This can be utilised for subjects such as "the value of professional presentation," "the role of advertising," "environmental protection," and so on.

#### **• The relationship between cause and effect**

This strategy can be used by the presenter anytime there is a cause-and-effect relationship. The speaker must first exhibit and explain the situation's causes before moving on to the effects. It is appropriate for topics such as "the impact of film on children," "the internet - a blessing or a harm," "smoking in children," and so forth.

#### **• The issue – the solution**

The speaker breaks the presentation into two sections in this section. The first section describes and analyses the problem's cause and consequence. Following the analysis, the speaker moves on to the presentation's main goal, which is to recommend or propose a solution to the problem. It's a really useful and successful technique for persuasion. This strategy can be used for issues such as "population expansion."

The speaker must determine how to connect the ideas so that the presentation flows smoothly from one segment to the next. Transitional terms such as hence, since, in addition to, separate from that, on the other hand, next, etc. must be used by the speaker.

### **Conclusions of an effective presentation**

The presenter can wrap up the presentation by going through the important points once more. Use a signal like 'to summarise, to conclude, to review.' As the speaker wraps up, remind the audience of the presentation's aim, which could be either to persuade or to inform them. According to the presentation, tell them what the speaker wants them to do, think, or remember. Avoid the urge to rush through this section of the speech or to add something new.

Frequently, presentations are followed by a question and answer period. Questions provide critical feedback to the speaker on the concepts that have been presented in the presentation. As a result, planning for questions is just as crucial as preparing for your presentation. How does a presenter handle tough questions? This is every presenter's worst dread, yet it's one that even the most experienced speakers must conquer in order to emerge more secure and self-assured. Maintain a pleasant but firm demeanour if a questioner tries to stump the speaker with a difficult question. Do not show your irritation; instead, switch your attention to other members of the audience as soon as possible.

It's also crucial for the speaker to understand how to quickly redirect irrelevant queries in order to prevent wasting everyone's time. If someone in the crowd tries to monopolise question time, the presenter must learn to deal with it by expressing that each questioner must be given an equal opportunity.

### **Getting a Glimpse of Delivery Nuances**

An expert delivery includes the manner of presentation, verbal inflections, facial expressions, timings, and gestures. Even a dull and drab subject can become more appealing if presented correctly, conversely, a truly fascinating subject can become dull due to bad delivery. As a result, one thing becomes clear: having something to say isn't enough; you also need to know how to express it. A good presentation does not draw attention to itself. It communicates ideas in a straightforward, entertaining, and non-distracting manner. The majority of listeners prefer a delivery that blends formality with the best qualities of successful conversation — directness, spontaneity, animation, vocal and facial expressiveness, and a vivid feeling of communication.

There are four modes of delivery which can be used for making presentations:

1. Extemporaneous
2. Manuscript
3. Impromptu
4. Memorization

### **Extemporaneous**

When carefully prepared, extemporaneous presenting is by far the most popular and effective way. The presenter must prepare notes and rehearse the material before speaking extempore. There's no need to memorise every single word and line. The audience will perceive the presentation as rather

spontaneous, as the presenter is speaking while thinking after extensive preparation. This is the consequence of painstaking planning and practice, in which the presenter meticulously collects and organises the content. Let's have a look at some of the advantages and disadvantages of this manner of presentation.

### **Advantages**

1. Because the presenter has plenty of time to prepare for the presentation, he or she should focus on the theme or primary point. He or she is capable of presenting the theme in the most organised manner imaginable.
2. Thorough preparation on the side of the presenter, which makes him/her feel confident and allows him/her to carry out his/her responsibilities with ease. If the necessity arises, adaptation is also possible. In other words, the presenter is not bound by the language of any written text. The presenter can employ language in a variety of ways.
3. The accompanying material aids in the presentation of the ideas and gives weight to the agreement. The presenter can verify his or her position by using appropriate quotations, images, statistics, and so on.
  1. The delivery sounds natural and spontaneous to the audience as it allows the presenter to establish a rapport with the audience through more eye contact.
  2. It enables one to move freely with ease.

### **Disadvantages**

1. If preparation is inadequate, the presenter can get lost and find uncomfortable.
2. If the presenter relies too much on note cards and starts reading out from them instead of just consulting them for reference, then the speech will lose its spontaneity.

### **Manuscript**

The information for a manuscript presentation is written out, and you are expected to read it aloud verbatim. The presenters are not expected to memorise and then recite the speech. It's right in front of him/her for him/her to read. However, the presenter should refrain from reading a speech until he or she has mastered the skill of reading. Unfortunately, the majority of speakers are poor readers. They make it unappealing by reading in a monotone and boring manner. The presenter, on the other hand, can overcome this issue if he or she works hard enough. They could practise with a friend or coworker.

The presenter should have gone through the content multiple times before using this mode to ensure that he or she is completely comfortable with the text. The presenter should make every

effort to select material that will help the audience understand. Develop a familiarity with speech and text. The presenter should be aware of what is written and where it is published.

### **Advantages**

1. It keeps a permanent and exact record of whatever the presenter says.
2. There is no way to mess with the data and facts.
3. The information is organised in a logical manner. Keep in mind how the major points evolve in a step-by-step fashion.
4. The presenter can compose and modify the topic until he or she is pleased on all counts, polishing the language.

### **Disadvantages**

1. Because the presenter will be reading from a manuscript, he or she will have less time to make effective eye contact, which is critical for feeling the audience's pulse.
2. The presenter is unable to speak to the audience because he or she is reading to them. There isn't much room for nonverbal communication either.
3. If the need arises to give the presentation content a different spin, adaptation is difficult.
4. The presenter fumbles over words, loses rhythm, and misses punctuation marks, among other things, because he or she lacks effective reading skills. This results in a boring speech and a loss of listener interest.
5. Vocal inflection and conversational character take a back seat here, which is a fantastic benefit for the presenter as a speaker.

### **Impromptu**

This impromptu approach is used by the presenter when he or she must deliver an informal speech without prior preparation. At a formal dinner party, for example, the presenter may be asked to give a vote of appreciation. Don't freak out and start talking in a haphazard manner. Instead, convey your issue quietly before previewing the points the presenter will make. Support his or her views using any examples, quotes, or anecdotes that come to mind at the time. Then, with a smile, briefly summarise or restate the ideas. Remember, it's not difficult for the presenter to predict situations in which he or she may be requested to say a few words. During the impromptu presentations, keep it as brief as feasible.

### **Advantages**

1. The presenter appears natural because he or she does not have enough time to prepare.

2. The presenter is given the opportunity to voice his or her opinions regardless of what others believe or say about the subject.
3. The presenter is unscripted, saying what he or she feels rather than what they should say.

### **Disadvantages**

1. Due to a lack of time, the presentation lacks an organised development of concepts.
2. There is no further information to back up the speech.
3. There's a good chance you'll ramble. Various points could be dangling.
4. The usage of vocalised pauses is common.
5. If the presenter does not have appropriate skills in the language used, the presentation may be a failure.

Keep in mind that developing a reputation as a skilled impromptu speaker can help you advance in your job. There is a link between communication effectiveness and upward mobility, according to research.

### **Memorization**

For most of us, this form of presentation is quite tough. Only a few presenters are likely to be able to memorise a complete speech. Typically, the presenter memorises only the most important sections of the presentation and keeps track of essential terms on index cards to assist you during the presentation. If the presenter wishes to quote someone or tell a story or a joke, it is sometimes preferable to memorise these for the presentation.

This style of presenting is a cross between extemporaneous and written delivery. The speech is first written down, then committed to memory, and then spoken from memory.

### **Advantages**

1. Maintaining eye contact with the audience is quite easy for such presenters throughout the presentation.
2. The speaker can easily move around the room and use appropriate nonverbal communication to enhance the discourse.
3. The speech can be completed in the allocated time.

### **Disadvantages**

1. Memorization takes an excessive amount of time.

2. Because the presenter follows exactly what he or she has memorised, there is a risk of it becoming uninteresting and monotonous.
3. Even the presenter's memory skills will fail him or her if he or she has not thoroughly rehearsed.
4. During the speech, there is no room for flexibility or adaptation.
5. If the speaker forgets a word, a sentence, or an entire paragraph, he or she becomes flustered.

Extemporaneous delivery is the best of the four modes of communication because of its flexibility and efficacy. As a result, if you want to make your presentations more alive, effective, and memorable, you should always employ this mode.

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