EFFECTIVE ORAL COMMUNICATION
UHB 3052

FUNDAMENTALS OF ORAL COMMUNICATION

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Synopsis:
The course focuses on the techniques of producing good spoken discourse which include public communication such as impromptu and public speeches, group discussion and negotiation. Aspects of sound and speech production will be introduced to improve intelligibility and communicability. Basic principles of oral communication and the importance of non-verbal communication will be introduced for effective communication.
TYPES OF ORAL COMMUNICATION

- Public Speech
- Impromptu Speech
- Interpersonal Communication
- Discussion
- Negotiation
- Oral presentation
- Pronunciation
FUNDAMENTALS OF ORAL COMMUNICATION

ORAL COMMUNICATION PROCESS

Speaker ➔ Message ➔ Channel ➔ Feedback ➔ Listener

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<tr>
<th>Speaker</th>
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<tr>
<td>Message</td>
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A Good Speaker Requires:

- Skills of gathering information
- Skills of organising information
- Skills of using appropriate language to convey information
- Skills of delivering information
SKILLS OF GATHERING INFORMATION

FORMS OF INFORMATION

- Viewpoints
- Statistics
- Historical records
- True statements
- Ideas
- Opinions
SKILLS OF GATHERING INFORMATION

WAYS TO GATHER INFORMATION

READING

SURFING THE INTERNET

DISCUSSING

OBSERVING
SKILLS OF ORGANISING INFORMATION

PARTS OF THE SPEECH:

- Introduction
- Body
- Conclusion
1. Introduction
   • What is the topic
   • What are the main points

2. Body
   • Main part the speech
   • Ideas are organised
   • Ideas are elaborated and expanded

3. Conclusion
   • Summary

Skills of Organising Information

Outlining the Speech:

• Chronologically
• Spatially
• Topically
SKILLS OF DELIVERING INFORMATION

CONTENT OF THE INTRODUCTION:

**Purpose** – to grab the listeners’ attention

**Strategy** – keep it short

Ways to grab attention in the Introduction:

- Use Anecdotes
- Use Statistics or Statements
- Ask Rhetorical Questions
- Cite a quotation
- Relay Good Jokes
- Preview Main Points
S K I L L S  O F  D E L I V E R I N G
I N F O R M A T I O N

C O N T E N T  O F  T H E  B O D Y:

**Purpose** – to inform/ share inform/ to persuade

**Strategy**
- Elaborate and expand each key point
- Use examples to support
  - Testimonials of an authoritative figure
  - Comparison and contrast
  - Statistics

**Reminder** – avoid having too many points in a speech
SKILLS OF DELIVERING INFORMATION

CONTENT OF THE CONCLUSION:

**Purpose** – to summarise/to remind audience of the main points/to leave audience with something to ponder upon

**Strategy**
- Keep it short
- List the main points again

**Reminder** – avoid introducing new points
SKILLS OF DELIVERING INFORMATION

“Good speaker are NOT BORN, they are MADE.”

- Good Delivery includes:
  - Voice projection
  - (Hand) gestures, postures
  - Facial expressions
  - Understanding verbal and non-verbal signals (from audience)
  - Eye-contact
“The best speaker speaks the language of his audience”

When preparing and delivering your speech

1. consider the audience’s:
   - Background knowledge
   - Purpose
   - Interest

2. choose a language
   - that matches audiences age, level of proficiency

3. use appropriate body language