

EFFECTIVE ORAL COMMUNICATION

UHB 3052

FUNDAMENTALS OF ORAL COMMUNICATION

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EFFECTIVE 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

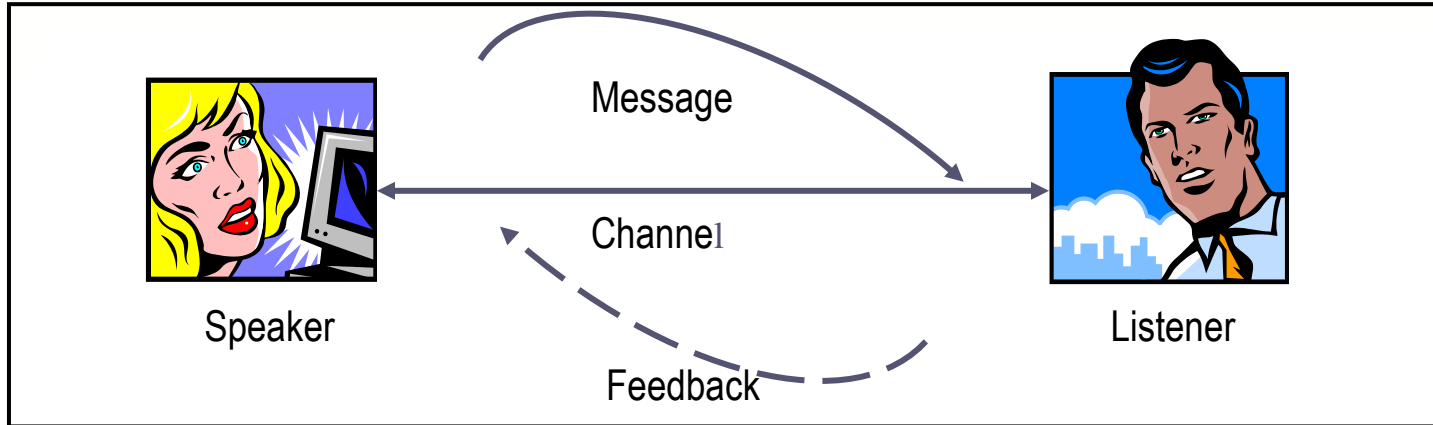
Negotiation

Oral presentation

Pronunciation

FUNDAMENTALS OF ORAL COMMUNICATION

ORAL COMMUNICATION PROCESS



@ Speaker	@ Listener
@ Message	@ Channel
@ Feedback	@ Interference
@ Situation	

CRITERIA OF A GOOD SPEAKER

A Good Speaker Requires:



Skills of gathering information



Skills of organising information



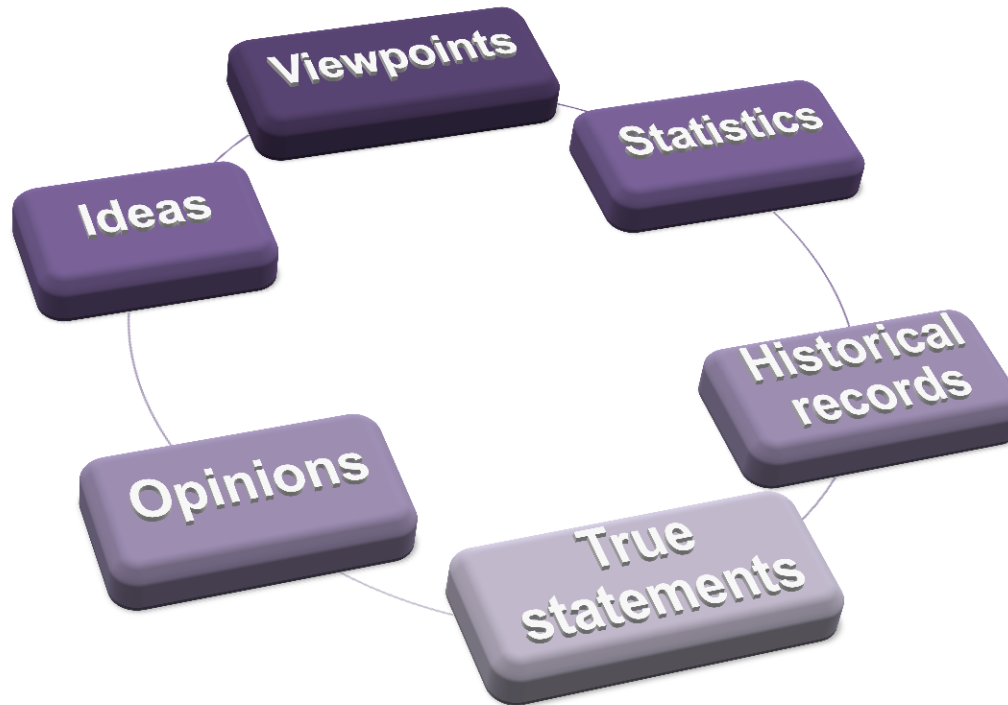
Skills of using appropriate language to convey information



Skills of delivering information

SKILLS OF GATHERING INFORMATION

FORMS OF INFORMATION



SKILLS OF GATHERING INFORMATION

WAYS TO GATHER INFORMATION



SKILLS OF ORGANISING INFORMATION

PARTS OF THE SPEECH:

Introduction

Body

Conclusion

SKILLS OF ORGANISING INFORMATION

OUTLINING THE SPEECH:

1. Introduction

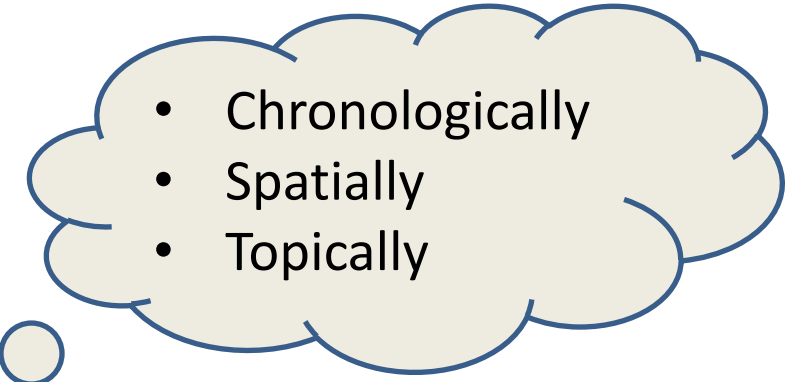
- What is the topic
- What are the main points

2. Body

- Main part the speech
- Ideas are organised
- Ideas are elaborated and expanded

3. Conclusion

- Summary

- 
- 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

SKILLS OF DELIVERING INFORMATION

CONTENT OF THE **BODY**:

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

SKILLS OF USING APPROPRIATE LANGUAGE

“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

Reference

1. **Metcalfe, S. (2004). Building a Speech. Belmont, USA. Thomson Learning**
2. **Sahirah Marzuki, Abdul Halim Abdul Raof, Fatimah Puteh, Haliza Jaafar, Noor Zainab Abdul Razak (2006). Towards Effective Oral Communication. Pearson-Prentice Hall.**