

UNIT 2

PUBLIC SPEAKING

INTRODUCTION:

Speech: A speech is a talk given to a large gathering. It is rendered on a social or official occasion such as an anniversary, an inauguration, a farewell or some such event. Its purpose is usually to inform, encourage, appreciate, congratulate or entertain; it is followed by applause from the audience. The tone of such speeches is cheerful and congratulatory.

PRINCIPLES OF EFFECTIVE SPEECH

- **Be Natural:** People want to listen to someone who is comfortable, relaxed and interesting. We focus too much on our self and on making a great impression.
- **Make it personal:** Audiences respond best when a speaker personalises the communication, no matter what the subject may be. Include a personal interest element in your speech. This can help greatly to make you feel comfortable besides winning over the audience.
- **Visualise and practice:** Imagining the situation and seeing and hearing you making the speech, practicing it in your mind helps to overcome some of the anxiety.
- **Well sequenced:** Sequence the speech in a manner that it makes sense and follows a logical flow of thought. Don't switch between ideas / topics that may confuse the audience.
- **7 C's are taken care of:** Ensure that the speech adheres to the principles of effective communication and / or the 7 C's of communication.
- **Be confident:** Even an experienced speaker might make a slip sometimes. Usually no one notices, except you. If you make a mistake, just keep going. People do not expect perfection from the speaker, they relate better to a person who is human and sincere
- **Serve the audience:** The objective of your speech is not to benefit yourself, but to benefit the audience and the occasion, through informing, motivating, teaching, encouraging or entertaining.
- **Never waste time:** In a public speech, keep strictly within your time. It is better to leave your listeners wishing you had spoken for just a few more minutes than fidgeting in their seats waiting for your speech to end.

Essential Qualities of a Public Speaker:

- ✓ Has a neat and presentable personal appearance
- ✓ Is enthusiastic and energetic
- ✓ Has clarity of thought and speech
- ✓ Is confident

- ✓ Is audience friendly
- ✓ Exhibits positive body language

SPEECH PREPARATION:

1. Finding out about the surroundings

- **The venue:** Be familiar with the physical environment.
- **The Occasion:** It is important to know the occasion. It may be an anniversary, or a celebration or an inauguration or a farewell. You will have to refer to it in your speech. The tone and style of your speech must be suitable to the occasion.
- **Time available:** Always check before hand, the time that has been allotted to you. Preparation work depends on the given time.
- **The Organisers:** Find out everything possible about the organisers; name of the organisation, names of the president, the secretary, office bearers and any other important persons who will be sitting on the dais.
- **The Audience:** Knowledge of the audience is the most important for any speaker. The speech must be in a form and style that suits and interests the audience. The content and the tone of the speech depend on the nature of audience.
 - Factors to be taken into account are
 - Size of audience
 - Age group
 - Status

2. Preparing the text

- The most important thing is to decide exactly what to say find out the required information and give it a proper shape.
- It must have a smooth flow from one point to the next.
- For *beginners*, it is advisable to write down the whole speech, including the address, the opening sentences and the ending sentences.
- *Style:* A talk must sound like conversation not like a written text. Speaking style is different from writing style. In speaking use simple common words and short sentences to enable the audience to grasp them at once.
- *Humour:* Humour makes a speech more interesting and personal; it engages the audience, but it is not easy to be humorous. Use humour only if you are definitely good at it and can tell it in your natural style without feeling nervous or self-conscious.

- *Style of addressing:* A speech is presented at an organised meeting; the meeting has a chairperson who must be addressed first; other members of the organization who are seated on the platform are addressed next, in order of their seniority.

3. Composition of Speech

The content of the speech must be carefully prepared. Preparation of a draft and correction of the same is essential. Find a general theme suitable to the occasion; this enables the speaker to focus and give a good body to the speech.

- **Opening of Speech:** Your first words are: greeting, self-introduction and expression of pleasure for the opportunity to speak. You have 10 seconds in which to make a good starting impression. Smiling helps. Don't start with a joke; it can back fire. Don't begin with apologies for anything
- **Focus attention on the central theme of the talk.** This may be done by making statements of facts and figures, quotations and proverbs, telling a story / anecdote.
- **Body of the speech:** The main text depends on the occasion and the objective of the speech. The objective of an inaugural or annual function is to encourage and felicitate; the speech may mention the highlights of the achievements, elaborate on the value of the effort and express faith in the participations' ability to do even better.
- **Conclusion:** The closing must leave a clear message. For a speech of encouragement, a good conclusion is to express confidence in further achievement.

Speaker's Appearance and Voice

- Oral communication comes with the speaker. Once physical appearance and personality make an important impact.
- Your body language is noticed by the audience before you begin to speak.

Suggestions for taking care of Body language while making a speech

- **Comfortable posture:** While standing, balance your weight on both feet. Standing with your weight on one foot, leaning on the table or the podium, or constantly shifting the weight from one foot to the other, look uncomfortable. Never put your hands in your pockets while speaking; it is considered bad manners.
- **Eye contact:** Eye contact is important for creating rapport with audience. Hold eye contact, for a second, with a person in one corner of audience, then move your eyes to the opposite corner of the

audience, taking in the whole audience as you move your eyes making brief eye contact with as many persons as possible.

- **Movements:** Too much movements or walking around distracts the audience's attention. Movements must be natural and only as much as needed for establishing lively rapport with the audience.
- **Facial Expressions and gestures:** We all naturally make gestures and have expression on our face while speaking. While making a speech, gestures and expression should be natural and friendly.
- **Voice:** If there is a mike, speak as you would to a person sitting across the table, keeping the mike 6 inches away from the mouth.
- **Pauses:** Speak at a comfortable speed. Fast speech, without pauses, overloads the listeners. A short silence before making an important points helps to emphasise it. A pause after making an important point gives the listeners' time to absorb it.
- **Health:** Health affects body language. If you are in good health your speech has energy and confidence. Your state of health also affects your voice.

4. Practicing Delivery of the speech

- No matter how much time and care you have spent on preparing the text, the delivery is largely responsible for the success of speech.
- One has to practice and rehearse till they are "conversationally comfortable" with the material.
- Never learn the speech by heart or attempt to memorize it; it creates dependence and if you forget even a single word it can cause you great confusion.

TYPES / CLASSIFICATION OF SPEECHES:

On Basis of Expression & Delivery:

- Impromptu
- Extemporaneous
- Manuscript
- Memorized

On Basis of Technicality:

- Technical &
- Non Technical

On Basis of Occasion / Commemoration / Commemorative Speeches

Commemorative or Occasional speeches delivered on specific occasion such as anniversary, farewell function, annual celebration or any occasion.

Speeches for different occasions have different requirements; a few types of commemorative speeches are listed below

- Welcome Speech
- Inaugural Speech
- Vote of Thanks
- Farewell and Send off
- Condolence Speech

BUSINESS PRESENTATIONS

A presentation is a talk on serious topic; its purpose is to inform, to explain, to present a point of view or to persuade the audience. Presentation skills can be cultivated and developed with some knowledge of the formal aspects and practice.

Elements of a Presentation

- Each of the elements need attention and preparation.
- The human elements include: the organiser or host, the audience and any other invited speakers.
- The venue, the equipment, the arrangements, the occasion and the time.
- The manner in which the speaker handles questions from the audience, the personality and style of the speaker and the competence of the delivery.

Designing a Presentation

- *Finding out about the environment* in which the presentation is to be made- The venue, the organisers, the time allotted, other speakers on the occasion must be acknowledged, The audience needs and interest and speaker's relationship with audience.
- *Preparing text and visuals*- Includes length of presentation, style of talk, humour
- *Composition of presentation*-A presentation has five parts and the composition of the same takes the longest time, as material has to be collected, organised and formatted. The five parts of a presentation are:
 - Opening/introduction: Greeting, introduction of self, statements of facts and figures, appropriate quotation or proverb to draw the attention of the audience.

- Preview of the presentation
- Body/Main part of presentation
- Summary – A brief summing up of all that has been presented
- Conclusion- thanking the audience, inviting questions from audience

Visual aids for presentation:

Visual aids may be used to make a greater impact on the audience. The visual aid can be Posters, Charts, OHP sheets and PowerPoint Presentations

Making a power point presentation

It is most commonly used for sophisticated presentations. It is easy to use but requires equipments for projection. A presentation must have simple slides that support the oral presentation. Visuals must fit well into the presentations.

Guidelines for preparing effective power point presentations

- Never put up entire paragraphs on the slide, keep the text to the minimum.
 - Use good font types, size and font colours to enable the presentation to be audience friendly.
 - All letters in UPPERCASE are difficult to read on the screen.
 - Use graphs and pictures to communicate, but ensure that they are self explanatory to an extent.
 - Avoid garish colour schemes, backgrounds and templates that serve to distract or irritate the audience.
- *Speaker's appearance and Posture-* Be formally dressed, Practice standing comfortably, decide what to do with your hands (but never in pockets), eye contact with audience is very important, keep movements and gestures to the minimum, and speak audibly so that your voice reaches those sitting at the back, use pauses where ever required.
- *Delivering the presentation:* Content is what you say, deliver is how you say it. No matter how much time and care you have spent on preparing the text, the success of the preparation depends on the delivery. Reading out aloud is not enough. Only actually delivering the presentation to an audience will show whether the words are natural and comfortable in speech. Practicing delivery of the talk is essential.
- **Handling Questions from the Audience:** When a question is asked, repeat it for the entire audience. You can also rephrase it. Wait for the questioner to complete asking the question before beginning to answer. Take a moment to reflect on the question before answering it.

Keep your answer short and to the point. When you have finished answering a question, ask the person who asked that question whether your answer has been sufficient. This shows respect for the questioner's concern and demonstrates your genuine interest in taking up audience issues.

Questions

Section A (2 Marks)

1. What are the elements of a presentation?
2. What do you mean by business presentation?

Section B (6 Marks)

1. Explain the principles of effective speech.
2. Explain the suggestions for taking care of body language while making speech.

Section C (14 Marks)

1. Explain the preparations needed for composing and delivering a speech.
2. Explain in detail the designing of presentation and how to handle questions from audience.

UNIT 3

INTERVIEWS

Meaning

An interview is a formal meeting in which a person or group of persons question, consult, or evaluate another person or group of persons. It is usually an oral face-to-face communication, sometimes might be telephonic or video based.

A person who conducts the interview is called the “interviewer” while the person who is being interviewed is called the “interviewee”.

Types of Interviews

Interviews may be classified into many types on basis of different attributes, they are:

On Basis of Structure: Structured and Unstructured, In-depth Interview

Structured interviews are the ones where all the details are decided upon previously, from the list of questions to be asked to the exact order in which the interview has to be conducted and the questions asked. These types of interviews are also called standardised, patterned, directed or guided interviews as they are very consistent and have minimum bias involved.

Unstructured interviews are also known as non-directed interviews, wherein preparations for the interview are done in a more flexible manner. The questions are not decided in advance. The questions posed are meant to gather more information and to facilitate in depth understanding of the candidate and his/her skills, competencies and behavioural tendencies.

In-depth interviews are semi structured interviews where candidates are asked specific questions so that detailed information about their background, subject area expertise maybe understood by the interviewer. This is more time consuming and requires for the interviewer to have a good understanding of human behaviour.

On Basis of Formality: Formal and Informal Interviews

Formal interviews are held in a formal atmosphere and manner, usually conducted in offices only. These are usually planned and structured.

Informal interviews are interviews which take place in a more informal setup. The questions are not sequenced or pre-planned. Informal interviews may take place in restaurants, coffee shops etc.

On basis of Number of Interviewers; Individual and Panel Interviews

An individual interview is a one on one conversation between the interviewer and the interviewee. The purpose of this interview is to understand the competitiveness of the candidate and his/her suitability for the job.

Panel interviews involve three to five members who maybe a part of the selection committee that is appointed for interviewing the candidates. The panel may consist of experts from different backgrounds who will need to collectively judge and evaluate the candidates.

On Basis of Interview Objectives:

1. Employment interview
2. Promotion interview
3. Grievance interview
4. Appraisal or Assessment interview
5. Problem interview
6. Reprimand interview
7. Exit interview

1. Employment interview:-

The most important objective of employment interview is to assess the suitability of the candidates for specific jobs. The interview is the basis for important decisions for both, the employer and the candidate. The interviewer has to decide whether the candidate is the right fit for the job position and should be appointed. The candidate has to decide whether he will accept the job as this decision will influence his/her career.

Employment interviews are usually conducted as part of the selection process. A candidate may have to face multiple rounds of interviews, either taken by individuals or by a panel of interviewers, before being offered a job.

2. Promotion interview:-

The persons due for promotion are interviewed. The interview is likely to be informal and serves as induction into a new team, with new responsibilities.

Clarifications about nature of duties and responsibilities and expectations are made during promotional interview. If there is a competition for promotion, the interview helps in the selection process.

3. Grievance Interview:-

Employees who have a grievance or feel they have suffered injustice may make a written representation to the authorities or ask for a personal meeting. The purpose of interview is to understand the problem and find a solution. Usually, grievance interviews are taken by the HR Manager.

3. Appraisal or Assessment Interview

An appraisal interview is one of the methods of periodical assessment of employees. An annual appraisal interview is the best method for judging employees attitude. The interview is more like a discussion rather than question –answer based interaction.

4. . Reprimand Interview

When an employee does not behave and work according to the requirements the supervisor first tries to correct the employee by speaking to him/ her. This is called reprimand interview. It is taken for the purpose of warning an erring employee.

5. Exit Interview

An exit interview is conducted for an employee who has resigned, usually on the last day of their tenure. Several things can be accomplished in an exit interview

1. Find out the precise reason for the employees decision to leave.
2. Get feedback or opinion of the employee on organisation and specific job.
3. Give the final pay cheque or information when it will be ready.
4. Give information about PF, group insurance etc.
5. Check if all books, manuals, tools & equipment which were issued to the employee have been returned / handed over to the concerned person.

6. Problem Interview

A problem interview is a meeting with a problem employee. An employee whose performance or behaviour is unsatisfactory in spite of warning represents a problem.

The Interview can be used for giving a clear understanding of what is expected and what will be the consequences of unacceptable conduct.

Methods / Techniques of Interview

Telephonic Interviews

Telephonic interviews are initially done as a screening test for employment interviews. This interview method serves to conserve the time and energies of all involved, especially if the candidate and job location are distant from one another.

Video Interviews

Video interviews are also known as video conferencing and are one step ahead of telephonic interviews. The advantage of this method is that it has a more personal touch to it and allows for better interactions as the non-verbal cues are better understood and evaluated by both the interviewer and interviewee.

Traditional face-to-face Interviews

This is the same as either an individual or panel interview that serves to evaluate the interviewee.

Group Interviews

They are also known as group discussions wherein informal groups of 8 to 15 candidates are formed. Each group is given a topic and a timeline to discuss the given topic. The interviewers focus on how the candidates interact with others in the group and how they put across their views in the presence of others and how well they influence others.

Stress Interview

It puts the candidate into difficult situations in order to test his/her reaction to stress. This method is used for selection for positions in which the person must be able to face difficult situations.

Several Methods are used to stress the candidate. Rapid fire question on several topics, cross question, arguing, disputing the candidate's statements etc. The candidate must be informed at the end that it was a stress interview.

Preparation for Interviews

Preparation for Interview – Interviewee's Perspective:

The candidate must be physically, mentally and psychologically prepared for the interview because it is not only the information & knowledge of the candidate that is assessed at an interview, the whole personality is assessed.

Physical Preparation

The interviewee needs to groom oneself well prior to the interview. Clean and well cut nails, appropriately styled hair and general personal hygiene are important. Well fitting clothes, neat footwear and a suitable handbag or briefcase are required for appearing formal.

The candidate has to physically keep ready the following things before the interview:

- Personal identification – which serves to identify themselves at the venue security.
- Directions to the venue of the interview
- Names and details of contacts
- E-mail confirmation / interview call letter
- Notepad and two pens – to help one fill out any paper work to be done or to write down any information collected
- Copies of resume
- A few passport and stamp sized photographs – to be furnished if required

Mental Preparation

- For new job seekers, it is necessary to revise subjects studied for the completed courses; knowledge in the field of specialization must be up-to-date.
- Current events and affairs of the country and across the world will be the subjects in the interview.
- Information about interviewing company, its'history and profile, details of owners, top management, products and services, branches and presence across the globe etc.

Psychological Preparations

Several situations or question during an interview can cause discomfort or embarrassment to the candidate. Balance of mind is needed to deal with discouraging situations.

- Honesty in answering questions is the best policy.
- Inability to discuss a topic makes a bad impression. Preparation to talk of anything that maybe asked is required to be done.
- Salary is a topic that must be discussed at the interview, without appearing to be bargaining or being defensive. Having prior information about industry standards for the job being applied and ones qualifications, together with ones honest self assessment is the psychological preparation needed by the candidate to be confident to negotiate the compensation package.
- Having clarity of purpose and seeking information about the nature of responsibilities, future prospects, other benefits and any other information must be sort in an interview. Being psychologically prepared to ask the questions is important.

Self – Assessment

Knowing of one's own strong points & weaknesses is very useful in gaining self- confidence. Self – assessment takes time and needs to be done carefully and patiently. The help of family and friends can be taken to perform the self – assessment. A SWOT analysis of the same maybe prepared; while strengths and weaknesses are mostly internal and within one's control, opportunities and threats are in the external environment.

Structure of the Interview (Facing The Interview)

An interview can be considered as having four parts all of which must be properly performed.

1. Pre-Entry – Arrival and Waiting

The candidate should arrive at the place of the interview at least 10minutes before the scheduled time.The candidate is expected to be properly groomed and formally dressed, well laundered and well fitting clothes, neat foot wear etc.

The way a candidate carries oneself while standing, walking & sitting reveals a good deal about him/her, self confidence, nervousness or over confidence are reflected in the posture & bearing of the candidate.Good manners and conduct are necessary

2. Entry

The candidate walks into an unfamiliar room. He or she must be able to adjust quickly to the size and appearance of the room, style of opening and closing of the door, walking greeting, and taking the chair will show whether the candidate is clumsy, nervous, and well mannered.

Guidelines:

- ✓ Do not offer to shake hands unless it is offered by the interviewer.
- ✓ Do not sit until you are asked to sit down, if you are not asked to sit, ask for permission to sit.
- ✓ Take care while handling the chair, it should not be dragged.
- ✓ Either put your bag or briefcase on your lap or on the floor depending on its size.
- ✓ Do not place elbows or hands on the table.

3. Answering the Questions

The questions range from details about education and experience, family background and circumstances. The questions are meant to test the candidates' information and knowledge as well as personal qualities, character, attitude to work and life.Maintain comfortable posture throughout the interview

4. Leaving

The interviewers generally indicated when the interview is over. They may say something like, 'Thank you', we'll get in touch with you later. Like the entry, leaving takes a very short time, but can be confusing and uncomfortable for an inexperienced candidate. Leave taking should be responsive to the interviewer.

- ✓ Thank all the interviewers.
- ✓ Collect and pack all papers and files.
- ✓ Get up gracefully, without scraping the chair.
- ✓ Wish them good day.
- ✓ Put the chair back in its place.
- ✓ Walk away with good bearing.
- ✓ Shut the door carefully and noiselessly.

Interviewer's Function

Interviews have the dual role of attracting candidates and selecting candidates. In order to make an interview fruitful, the interviewer must be adequately prepared. The interviewer must have a clear idea of the qualities and skills required for the particular job must be kept in mind.

The candidates should be neatly received with proper welcome and directions to go to the right room. The scheduled time must be followed, else it makes a negative impression. The environment where the candidates wait and the room in which they are interviewed must be pleasant.

The interview must be a well-organized process, clear information of job description, required qualification, previous employment details, organizations mission, goal and other organizational information readily available. The candidates should be given feedback on the result of the interview as soon as possible, so that they are not kept waiting.

Preparation to Conduct an Interview

- Preparation for conducting an interview has to be made well in advance. An interviewer / a panel of interviewers are to be selected on the basis of requirements of the job and assessment which has to be made at the interview.
- The candidates' names and other details are tabulated for use during the interview. A copy of the tabulation sheets are made available to the interview panel.

- On the day of the interview, the room in which the interview is to be conducted is suitably arranged. A waiting room for the interviewees to be seated before the interview is also identified and kept ready.
- The interviewer must see all the conditions suitable for the assessment of candidates so that the purpose of the interview is fulfilled.

Preparing Questions

Besides these physical preparations, each panel member has to examine the resume of the candidates and prepare questions based on the position being hired for.

Conducting the Interview

The interviewer requires several social and interpersonal communication skills.

1. Welcoming

The interviewers must welcome the candidate when he enters, offer him a chair and make him feel comfortable. A nervous and uncomfortable candidate is difficult to assess, suitable conditions of assessment must be created in order to not waste time and the opportunity of finding suitable staff, a relaxed atmosphere can be created by having a brief conversation unrelated to the interview and by using the candidate's name.

2. Asking questions

It is the most important and longest part of the interview. The interviewers must take care to see that the candidate speaks the most. It is important not to be sarcastic and the candidate must never be humiliated. If the candidate is subjected to 'stress' interview to judge his stress balance, the candidate should be told at the end of the interview. Giving information the candidate needs about the job, the organization. If the information cannot be given the candidate should be told so.

3. Concluding

When all required information has been satisfactorily exchanged, the interviewer must conclude the interview with a suitable remark to indicate the candidate's interview is over. The most direct way to end the interview is, "well, is there anything more you'd like to say or ask?"

If the candidate is to be called for a second interview after clearing the first round, mention that the person would be called in the next couple of days and the second round would be scheduled. If he has not cleared the first round, tell that interviews will take up next few weeks and that all the candidates will be contacted at the end of the process, or just say we'll get back to you regarding the interview.

4. Assessment

It is a continuous process during the interview. The assessment and grading is constantly reviewed as more candidates are assessed. At the end, a final ranking is made.