

Becoming a great speaker



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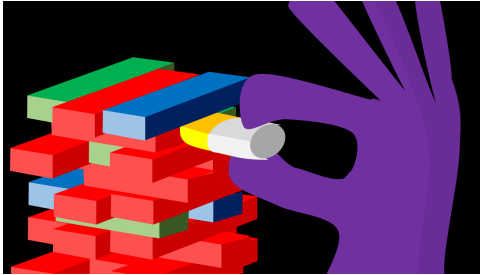
We live in a noisy world



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The information and data age



- lots of information & data
- easily accessible

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Communication today

- Crucial for your success
 - personal
 - professional



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Having good communication skills

competitive advantage

- for yourself
- for your company
- for the people you work with

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Our success depends largely on our ability to communicate effectively in this busy, noisy and information-dense world

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2 issues

- How do we make sure that people want to **listen to ME**?
- How do we make sure that **MY** message is clear and easy to understand?

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1. Develop the ability to say something that can be

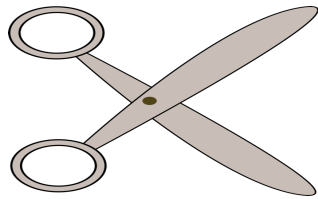
- Heard
- Remembered



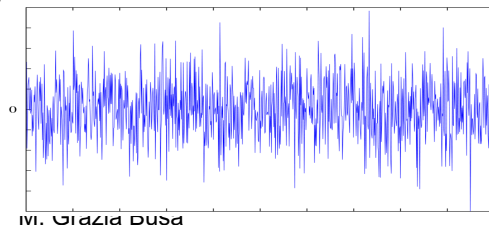
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2. Develop the ability to cut above the noise



- Compete with other voices



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How can you do that?

- Add value
- Brevity
- Clarity
- Simplicity
- Well-crafted



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Aims of this lesson

Explore ways in which you can become **more competitive** in your communication skills

- verbal strategies
- non verbal strategies

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Breaking the ice

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Can we all become great speakers?

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Some people are born with that...



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But you can train yourself
to become a good speaker !

“All the great
speakers were
bad speakers at
first.”

- Ralph Waldo
Emerson



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Aims of this lab

Explore ways in which we can
give our best when we are
giving a presentation

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The first steps

- Understand the basics of communication
- Learn a few communication strategies
- Learn how to structure your presentation

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For you to do **during** and **after** this course

- Apply these strategies
- Practice
- Practice
- Practice

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Outline

- **Introduction: What is communication?**
- The importance of non-verbal language
- How do we communicate: Examples
- Strategies for an effective communication

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A basic tenet of human communication

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Communication is multimodal

- **involves both the brain and the senses**

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People think that words (oral and written) are the preferential (only) communication channel



But this is just an effect of our literacy!!

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**Communication is not just made
of words**

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**Communication is both
verbal and non-verbal**

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Communication is verbal and non-verbal

	ORAL	NON ORAL
VERBAL	Spoken word	Written word
NON VERBAL	Voice intonation, voice volume, tones...	Movements of face and body gestures

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What else is there?

discourse practices

smell

outfit

touch

color

light

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Is verbal or non-verbal
more important?

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A well-known, not
uncontroversial,
theory

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- In **non-factual, emotive** communication, meaning is only partially transmitted through words (about **7%**)
- **38%** of communication occurs **through tones and intonation**
- **55 %** of communication is non-verbal, occurs through **body language**

Source: Mehrabian, A. (1972). *Non-verbal communication*. Chicago, Illinois: Aldine-Atherton.

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Why is that?

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Remember who we are...

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Senses are an important part of our communication system

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How important is the verbal component?

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Words are important

- Knowledge & Science
- Business & Finance
- Law
- Written texts
- ...
- ...

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**However,
look at the following
examples**

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Grammar: An example from a real day-to-day business exchange

From: "XXXXX" <xxx@xxxx.co.kr>
> Date: November 29, 2017 2:19:35 AM PST
> To: "Xxxxx Xxxxx" <xxxx@xxxx.com>
> Subject: RE: software X license.

Is communication affected?

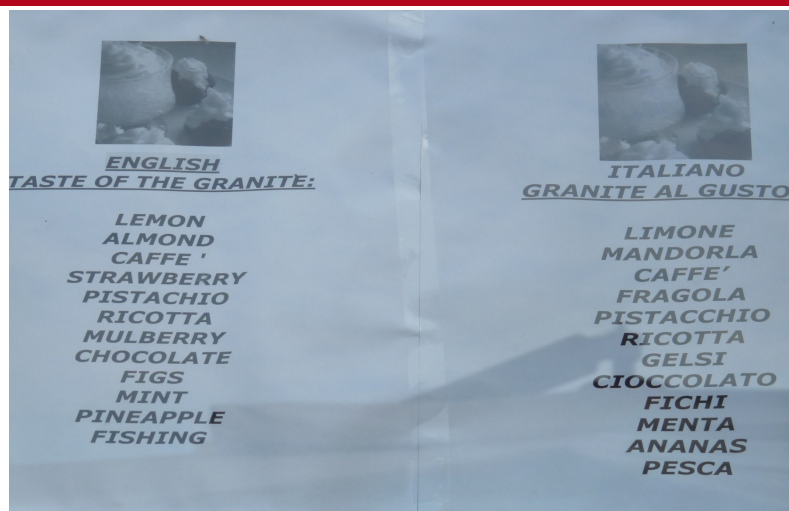
>
> Dr. xxxxxx,
> You **seems to be don't need** to concern about software X.
> As Mr. Xu's checked, the existing problems and output file are still running and updated in spite of applying your recommendation into xxx.tcl
> What he wants is **the below**.
> 1. to stop the **exisiting** xxx running process
> 2. it should not be affected about the current converted output file
> Also, they have **a several queues** including test and obsolete queues after checking with '%xxxxxx list'. [...]
> If you're available **at** tomorrow morning (my time), let's go forward.

> Best Regards,
> XXX

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Lexicon... A greater hindrance to comprehension?

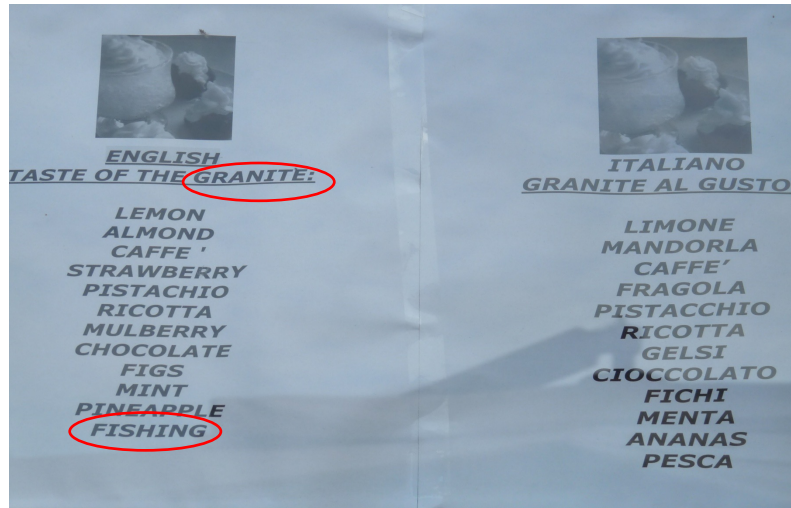


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Lexicon...

A greater hindrance to comprehension?



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Linguistically and Culturally-'flavored' lexicon may be absolutely uncomprehensible

- If you do not know Italian, you have NO CLUE as to what the people in that ice-cream shop are talking about...
- Granite (rock) ← granita
- Fishing ← pesca

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A speaker's willingness
to understand an
'incomprehensible'
verbal message
depends on
the situation/the individual....

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How about the
non-verbal messages?

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The non-verbal components contributing meaning in communication

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Discourse practices

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For example, small talk...



You will find that the topics used during small-talk

What is small talk and how does its use differ in our country?

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Another example, presentation styles...



https://www.youtube.com/watch?v=o_WzMDj7Wsl
(1.50-2.22)

How does this man's presentation differ from the way a presentation would take place in your country?

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The meanings conveyed by paralanguage and gesture

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How about pronunciation?



So, was the crow
hungry or angry?

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More dramatic cases

<https://www.youtube.com/watch?v=yR0IWICH3rY>

So, did he manage to cause the ship to sink in the end?

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Use of gestures

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In general...

All of our hands movements have a meaning that we may not be aware of...



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'Universal' vs cultural gestures

- Some gestures are shared by human beings:
- **Smiling** as a sign of happiness or pleasure.
- Some widely-used **gestures may not mean the same in every culture**
 - pointing, waving, shaking or nodding the head

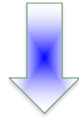


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Culture-specific gestures

Many non-verbal gestures are 'culture specific'



can cause misunderstandings between people from different backgrounds

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An example: Nodding head in India

- In most cultures, nodding head is used to mean 'no'
- In India, people nod their heads to show agreement → may give rise to misunderstanding in intercultural communication

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An example: Nodding head in India



<https://www.youtube.com/watch?v=BrmDo52NnTY>

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while in most cultures nodding is used to mean 'no', in India it can mean 'yes'

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Hand gestures may be culture-specific

Gestures may be very culturally-bound and people may be completely unaware of their meaning in a foreign language

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Hand Gestures may be culture-specific

- Gestures may be very culturally-bound and people may be completely unaware of their meaning in a foreign language



Is she aware of the meaning her gesture can have?

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The meaning of Italian Gestures

Italians are well known internationally for using their hands a lot when they speak

Italians assume that the meaning of their gestures is also understood by other language speakers. However, most Italian gestures are meaningless to a non-Italian, or carry a completely different meaning in another language.



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The meaning of Italian Gestures



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How about overall body language?



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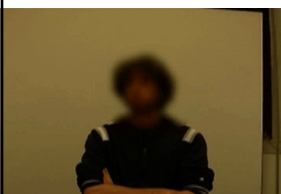
How about overall body language?



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How about overall body language?



- The speakers' body may be communicating too little /too much
- In either case, the body is not really interacting with the audience

Are these speakers really communicating?

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Reflect on the effects of intonation...



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Cultural differences



<https://www.youtube.com/watch?v=YFN3qbiV4RI>

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compare...



<https://www.youtube.com/watch?v=OH8vZGg3KVc>

4:13 – 5.15

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In conclusion....

Learning to be a good speaker is not easy

- Requires the acquisition of skills at very many levels



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Can it be learnt and how?

Awareness of the many levels at which communication takes place

- Lectures, Videos from the Internet, Observations



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Can it learnt and how?

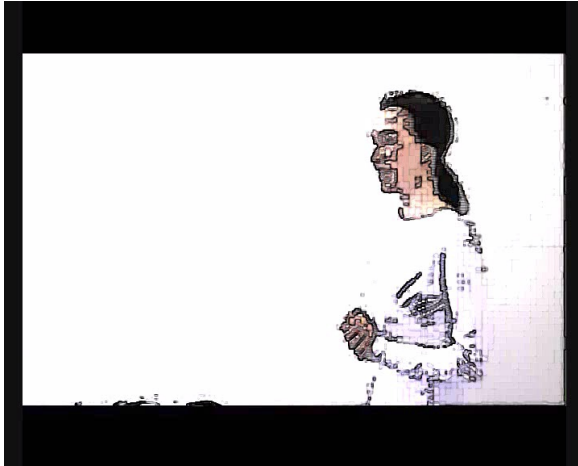
- Practice
 - **Try out**
 - **Don't be ashamed**
 - Rehearsing in front of the mirror
 - Videorecording onself...



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An example from my classes



Good results
can be
obtained

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