

Focus on **body language (3)**

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How can I use movement and gestures to be effective in my presentation?

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1. Effective Movements and Gestures for Public Speaking

- **N**eutral
- **O**pen
- **D**efined
- **S**trong

3

Neutral

- **B**egin in a neutral position
 - hands at your sides

4

Open

- Let the influence flow freely in both directions

5

Defined

- "clean" hand movements

6

Strong

- Look in control

7

Which

- An...
and...
from... is not.

Clear thought comes with clear gestures
Unorganized thought is reflected in gestures

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Which gestures?

- Any movement that reinforces or amplifies your message is good, and any movement that detracts from your message is not
- **Use gestures with a purpose!!**

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Culture-Specific gestures

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Many non-verbal gestures are 'culture specific'



can cause misunderstandings between people
from different backgrounds

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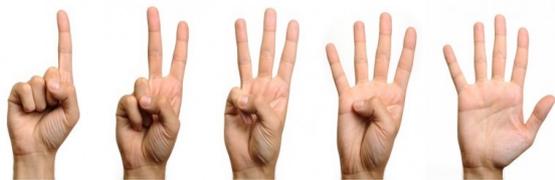
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But careful of intercultural variations!

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Example: Numbers

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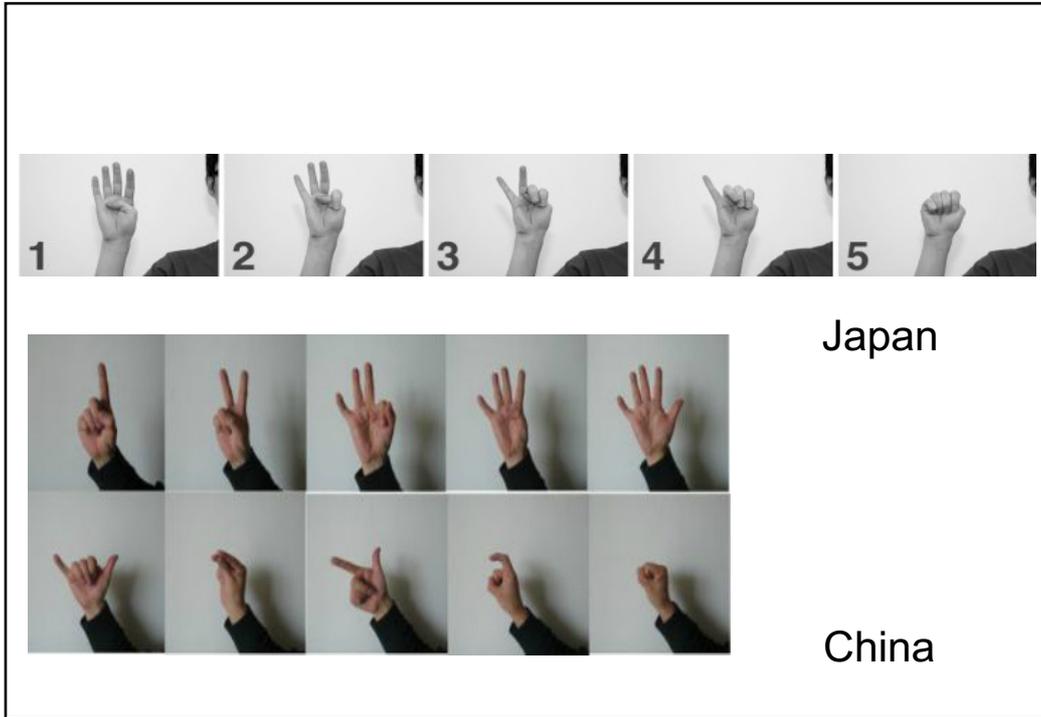


the US and the UK



Western Europe

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Emblems

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- Culture-specific gestures may not mean the same in every culture
 - Emblems



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Emblems

- ◆ Convey meanings without words
- ◆ Can stand in place of words
- ◆ Are culture specific



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Come here



The image shows two hand gestures for 'Come here'. On the left, a hand is shown with the index finger pointing towards the viewer. A green arrow points from the text below to this gesture. On the right, a hand is shown with the palm facing the viewer and the index finger pointing towards the viewer. To the right of these gestures is a black and white photograph of a man in a suit pointing his index finger towards the viewer.

- An offensive sign in many cultures

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Thumb up



The image shows a hand giving a thumbs up gesture, with the thumb pointing upwards and the other fingers curled into a fist.

- Sign of approval in the West
- Highly offensive in the Middle east

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The 'Horn', USA



- **Rockers:** a sign of approval, rock on!
- **Texas:** the slogan and hand signal of the University of Texas at Austin



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The 'Horn', Mediterranean, Latin countries



- Your spouse is cheating on you



Is Berlusconi a Longhorns fan?

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The V sign



- **In the US:** sign for victory and success, or for peace
- **In Britain and the Commonwealth:**
 - with the palm turned outward, it is a sign for victory and success, or for peace
 - With the palm turned inward, it is an offensive sign, very similar to flipping the finger.
- **In Europe:** can be used to mean 2...

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Careful how you count in English!!

She's saying 'two' but....



Is she aware of the meaning her gesture can have?

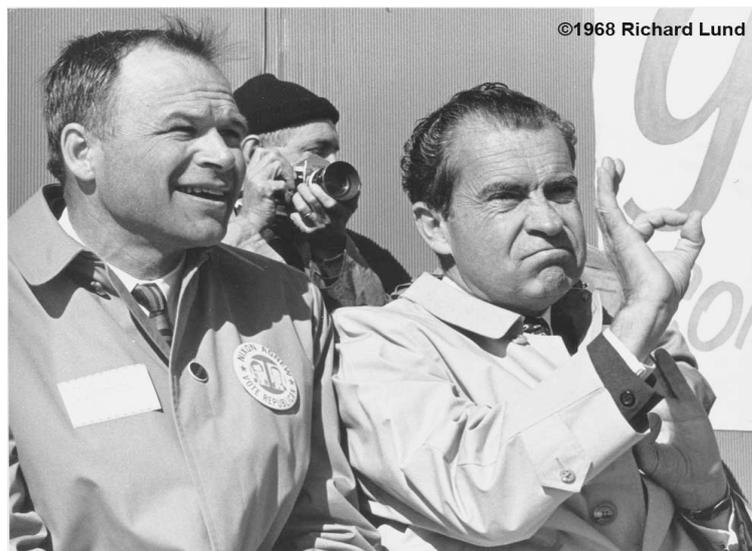
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The A-Ok sign

- In America, the UK and many countries:
 - All is 'great', absolutely fine
- In Europe:
 - can be used to mean 'zero'
- In Brazil
 - Rude gesture

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Richard Nixon in Brazil

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Italian Gestures

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Italians use a lot of gestures!

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

The meaning of Italian gestures is not understood by people that have not been in touch with the Italian language and culture



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The Italian gestures
**DO NOT MEAN ANYTHING IN
ENGLISH!!**

So, do not expect people to
understand them when you're
speaking English...

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However...
watch the following video

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Careful when you use gestures
that may not be interpreted in the
same way in another culture

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You may not agree with this, but this
is a way to start...

- <https://www.youtube.com/watch?v=cFLjudWTuGQ&t=19s>

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Task 1

- Using one of the texts you have written so far give a short presentation to the class

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