

# Effective Communication Practices

IACRAO 2024

# Evolving Art of Public Speaking

## ▶ Public Speaking:

### ▶ Has a long history

- ▶ Dates back to Aristotle and is still the basics of what Public Speaking is today.
- ▶ Ethos, Pathos, Logos

### ▶ Is Audience-Centered

- ▶ No audience = No speech
- ▶ We consider the audience before, during, and after a speech.

### ▶ Has many contexts

- ▶ Classrooms, workplace, communities, social events, online

# Confidence!

- ▶ With an “!” not a “?”
- ▶ Public Speaking comes with Speaking Anxiety
  - ▶ Anxiety = Chemically based physiological response.
    - ▶ Adrenaline
    - ▶ Confidence will eliminate uncertainty and anxiety
- ▶ Spotlight Effect
  - ▶ Feeling that the audience is judging us more harshly than they actually are.
  - ▶ “Oh s\*\*\*”
  - ▶ <https://www.youtube.com/watch?v=8j3UjqaxrPI>

# It's not Digiorno, it's Delivery!

## ▶ Delivery

- ▶ All about managing voice, body, and audience during a presentation.
- ▶ [https://www.youtube.com/watch?v=JOQJiZ\\_g3Ho](https://www.youtube.com/watch?v=JOQJiZ_g3Ho)

## ▶ Nonverbal Communication

- ▶ Deliberate- eye contact, gestures, appearance
- ▶ Unintentional (related to anxiety)- playing with hair, shifting weight, gripping podium

## ▶ Helpful tips

- ▶ Avoid verbal fillers, Increase eye contact, Increase vocal variety
- ▶ Don't do this: [https://www.youtube.com/watch?v=nd\\_JAo5cfdg](https://www.youtube.com/watch?v=nd_JAo5cfdg)

# Public Speaking Challenges

- ▶ Engaging your Audience
  - ▶ Provide “take-away” information that the audience would be most interested in.
  - ▶ Don’t be boring- Use engaging and dynamic delivery.
- ▶ Making Information Relevant
  - ▶ Use translating skills to turn facts into relevant examples.
  - ▶ Use proxemic information
- ▶ Avoid Information Overload
  - ▶ 30/70 principle
  - ▶ Repetition and Redundancy
  - ▶ Keep it simple

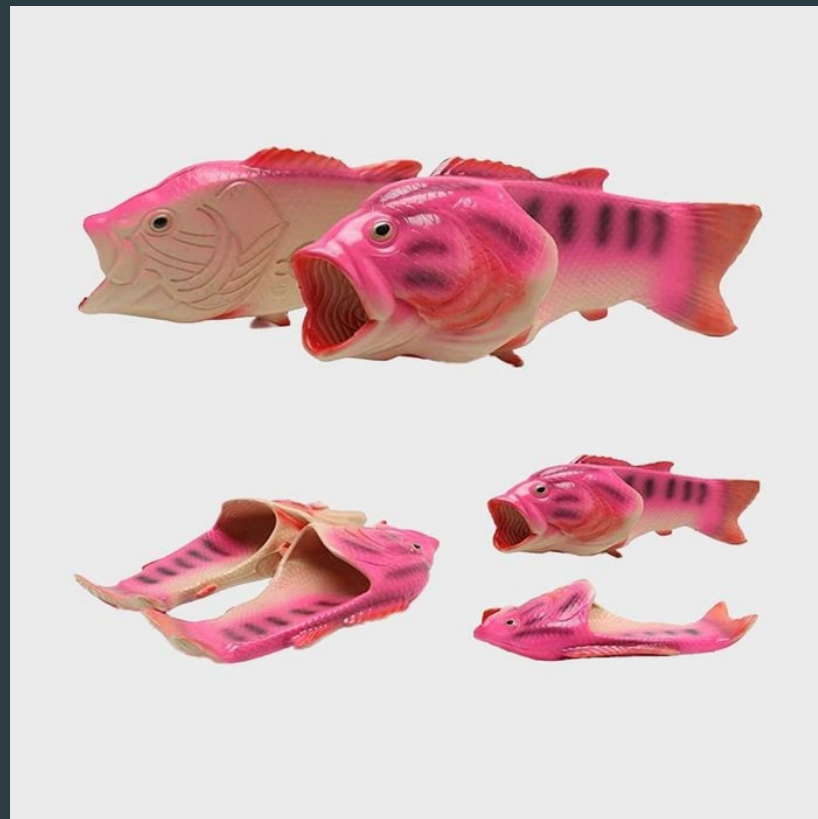
# Audience Analysis

- ▶ Audience Diversity
- ▶ Demographics vs. Psychographics
  - ▶ How might knowing these be useful to you?
- ▶ Adapting
  - ▶ Setting (Location, Captive or Voluntary Audience, Time)
  - ▶ Artifacts and Identity
- ▶ Credibility as a Speaker

# Activity

- ▶ **Impromptu Game!**
  - ▶ Anyone can name a topic and you speak on it for one minute. Then that person is given a topic.
- ▶ **Oink Substitution!**
  - ▶ Guess the word that is replaced with “oink”
- ▶ **Sales Pitch!**
  - ▶ Sell me the product that you see!

# Fish Flip-Flops





# Toilet Timer



# Nicholas Cage Pillowcase



# Rubber Chicken Purse



# Cat Butt Tissue Dispenser

