

PERSUASIVE COMMUNICATION

MODULE I

HANDOUT










Components of Module 1

- History of communication + Theories of persuasion
- Importance of oral communication in academic & professional setting
- Overcoming glossophobia
- 4 steps of confidence
- Non-verbal communication

Social Media

Challenges of communicating over Social Media

-  audience is very well aware
-  audience will have a strong opinion
-  mediums and channels are changing
-  information is spreading faster
-  spread of fake information
-  reduction in attention span
-  overwhelming choices for everyone

Theories of Communication



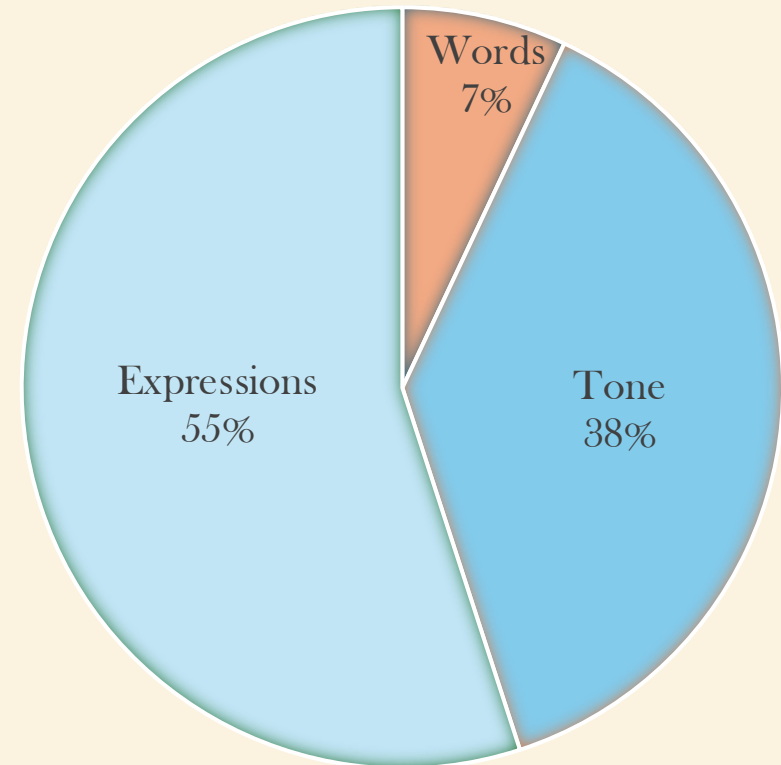
Three views on Communication

- Communication [Share]
- Persuasion [Change]
- Leadership [Lead]

ALBERT MEHRABIAN RULE

Non-verbals we focus on:

- Facial expressions
- Pauses
- Vocal variety
- Hand gestures
- Body movements



How to use voice effectively



Breathing:

Take deep breaths

Learn to project your voice

Practice diaphragm breathing

Pronunciation:

Getting the phoneme right

Stressing on the right words

Articulate well

Phonemes are the basic units of sound in any language.

Different languages have different sets of phonemes.

How to use voice effectively

Enunciation

- Speak every syllable to the fullest.
- Give space for every word
- Don't be in a hurry

Intonation:

the rise and fall of the voice in speaking.

Speed:

Try to speak at about 120 words/minute

Volume:

Increase the volume to gain attention

Decrease the volume to create drama

Pausing:

Helps to capture the attention of the audience

How to use Body Language effectively



Elements of Body Language

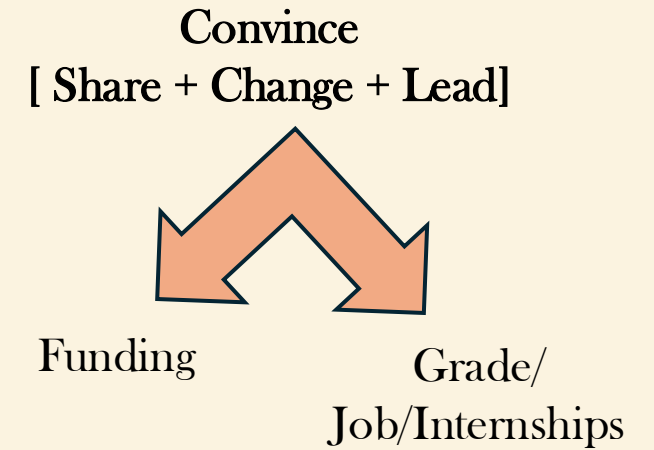
- Posture
- Gesture
- Appearance

Aim of a presentation

Advantages of communicating well:

- Better support from audience
- Staying ahead of audience
- Strengthen foundation as professional

Objective of Presentation :



Aim of a presentation

A basic presentation process:

1. Analyze your **audience**
2. Identify an **objective**/purpose of the communication
3. Prepare your communication **script**
4. Understand and choose the best **medium** - offline or online
5. Deliver your **message**
6. Wait for a **response**

What is a Presentation?

- An audio-visual interaction
- Contains expository material
- Often persuasive
- Involves the use of graphics and audio-visual equipment

What is a successful presentation?

Response of the audience

=

Objective of the presentation

Good presentation

=Style + Substance

Verbal & Non-verbal elements in a presentation

Substance shared by the presenter

(Verbal elements)

- Flow of words
- Relevance of topic
- Clarity of words and language
- Strength of arguments
- Authenticity of the presenter

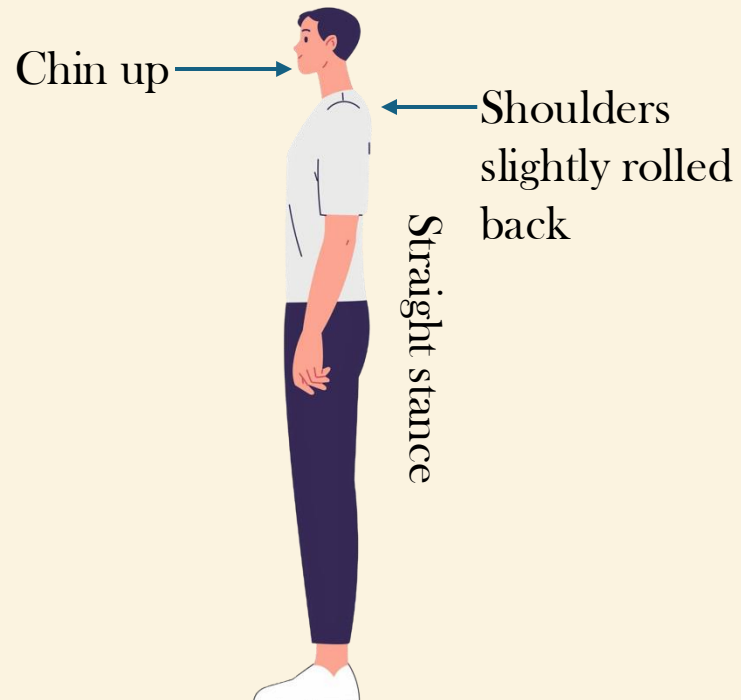
Style of the presenter

(Non-Verbal Elements)

- Face
- Smile
- Confidence
- Eye Contact
- Tone
- Gestures
- Posture

The four step confidence framework

Step 1: Posture



Step 2: Facial expressions



Relaxed face
Subtle smile

The four step confidence framework

Step 3: Eye contact



Step 4: Energy



Tips to win audience

- Win the audience in the first 15 seconds
- The audience is unaware of your anxiety unless you exude it
- Follow the 4 step framework to confidence

Overcoming Glossophobia and Social Anxiety



Sources of discomfort in front of audience

-Social Judgement

-Phobia of audience(glossophobia)





Glossophobia

-fear of public speaking or presenting to an audience





Greek: glossa(tongue) + phobia(fear)

Overcoming Glossophobia and Social Anxiety

Psychological reaction to fear:

-  Shut down of mind
-  Forgetfulness
-  Blank out of mind
-  Brain goes into overdrive

Physiological reactions to fear:

-  Sweating
-  Shivering
-  Coldness in fingers and spine
-  Collapsing

Overcoming Glossophobia and Social Anxiety

Steps to minimize panic:

Step 1:

Take deep breaths
[about 3-5 times]

Step 2:

Think of happy thoughts

Step 3:

Stay strong through the panic attack
and complete the presentation

Why communication fails

Why a speaker fails to communicate effectively

Reason 1:

Expecting the audience to know what they themselves do.

Reason 2:

Lack of preparation

Reason 3:

Glossophobia

Reason 4:

Lack of creative thinking

Reason 5:

Not knowing the audience