(Technical) Communication Problems

1) Overuse of jargon (Experts vs. Non-experts)
2) Verbosity (Why saying it in five words if you can use 5000?)
3) Illiteracy (Loss in basic language skills: grammar, spelling, writing, reading and speaking)
4) Carelessness (Think about the audience)
5) Lack of technical skills or knowledge (Do not be afraid of making a course)
Documents, Reports, Pamphlets: Always

1) Identify and write for a specific audience
2) Set a length limit and stick to it
3) Have a non-expert proofread what you have written
4) Strive for simplicity, brevity, and clarity
5) Keep a dictionary on hand (and use it!)
6) Use graphics and examples to support or clarify ideas
7) Summarize the highlights of what you have written and place the summary at the beginning of the report.

Documents, Reports, Pamphlets: Never

1) Use jargon, but if you must, clearly define the terms you use
2) Write more than can reasonably be expected to be read and understood
3) “Embellish” what you've written with irrelevant and nonessential information to prove "productivity"
4) Allow your thinking and work to become sloppy and unprofessional
5) Employ graphics that do not clearly support ideas explained in the written text
6) Take your writing skills for granted ("Oh, the secretary will fix the grammatical and spelling errors")
Presentations on Meetings: Always

1) Identify and speak to a specific audience
2) Keep presentations short, and focus only on highlights
3) Leave more time for questions and discussion than was used for the presentation
4) If possible, practice the presentation ahead of time
5) Be a good listener, giving each person who speaks your careful attention
6) Anticipate likely questions and prepare answers ahead of time
7) Prepare and distribute an out-line of what you are going to say
8) Check the working condition of slide projectors, etc., and keep spare equipment on hand.

Presentations on Meetings: Never

1) Speak longer than about an hour without a break
2) Read notes, but rather use them only for reference and to organize ideas
3) Speak so long that not enough time is left for a full discussion
4) Act defensively, search for excuses, or give circuitous answers to questions. Lies / fabrication hardly ever goes unnoticed
THE PRINCIPLES OF ORAL COMMUNICATION

- Participation
- Empathy
- Synthesis
- Concretize
- Attitude
PARTICIPATION

- **Rhetorical** questions

- **Direct** questions (i.e. with answer by public)

- **Activities** (exercise, problem, idea, criticism, etc.)

EMPATHY

- Before the presentation, think about the **needs** and **interests** of the audience.

- Throughout the presentation, interpret non-verbal **signs by the audience**, e.g. expressing tiredness, doubt, surprise, fatigue, discomfort, etc.
**PE S C A**

**SYNTHESIS**

- Recognize **principal ideas**
- Choose ideas **interesting** for the audience
- Organize the chosen ideas according to a **scheme**
- **Repeat** principal ideas to fix them (**repetitive techniques**)  

*The secret of boring people lies in telling them everything* (Voltaire)

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**PE S C A**

**CONCRETIZE**

- Data
- Examples
- Simple language
P E S C A

ATTITUDE

• Self-confidence

• Positive attitude towards audience

• Share your knowledge

Advanced Masters in Structural Analysis of Monuments and Historical Constructions

HOW TO

SPEAK IN PUBLIC
HOW TO SPEAK IN PUBLIC

COMMUNICATION

VOICE

BODY

LANGUAGE

<table>
<thead>
<tr>
<th>Volume</th>
<th>Speed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pronunciation</td>
<td>Intonation</td>
</tr>
<tr>
<td>Respiration</td>
<td>Silence</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Eye contact</th>
<th>Smile</th>
</tr>
</thead>
<tbody>
<tr>
<td>Body posture</td>
<td>Gestures</td>
</tr>
</tbody>
</table>

Voice: 1) VOLUME

Attract audience’s attention. Self-confidence.

The first man on moon was Neil Armstrong

The first man on moon was Neil Armstrong
Voice: 2) SPEED

New concepts: speak slower.

3) PRONUNCIATION

Lack of clarity: less value to speech, less credibility.

Voice: 4) INTONATION

The NATO troops entered Kosovo yesterday. They discovered many cities destroyed. There were groups of Kosovans screaming desperately. The soldiers did not care about it and they just paid attention to achieve their goals. The public opinion is asking if they did well. Perhaps a receptive attitude by the troops would have been more appropriate.
Voice: 4) INTONATION

The NATO troops entered Kosovo yesterday. They discovered many cities destroyed. There were groups of Kosovans everywhere. They were screaming, desperately! The soldiers did not care about it and they just paid attention to achieve their goals. “Did they do well?” one wonders, “Wouldn’t a receptive attitude by the troops have been more appropriate?”
Voice: 5) RESPIRATION

- Bad respiration → State of agitation
- Lack of pauses → Long sentences

Good respiration → Relax
- Enough pauses → SHORT sentences
**Voice: 6) SILENCE**

*Only silence is great; everything else is weakness (Alfred de Vigny)*

The speaker, using silence correctly:
- shows he is **not nervous**;
- **breathes** better;
- measures **forces**;
- can announce effectively an important **message**, separate different **parts** of the speech, attract **audience’s attention**.

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**Body Language: 1) EYE CONTACT**

It is the basic way of information exchange.

The eye contact also shows **self-confidence**.
Body Language: 2) SMILE

The best way to start a speech.

Audience loves smiling speakers.

When we smile we look likeable, friendly, we implicitly say “I am glad to stay with you and to share my ideas with you.”

Body Language: 3) POSTURE

- **WRONG postures:**

  MEN: *combat* posture (feet apart, stretched knees, chest out and shoulders back)

  WOMEN: *closed* posture (arms and legs crossed and head slightly bent)
Body Language: 3) POSTURE

- **Equilibrium posture** *(Sandy Liver)*
  stand up (do not be seated), shoulders relaxed, feet steady and aligned with armpits, arms downwards along the sides.

- It is the **basic** one, to be complemented with gestures.

Some helpful advices:
- Show the **whole body** → confidence, calmness, sincerity
- **Move** sometimes (not too much)
- **No cyclic movements** → agitation, insecurity
- Do not **cross arms** (defensiveness) or **legs** (insecurity)
Body Language: 4) GESTURES

1) Gesticulate naturally

2) Spontaneous gestures

3) According to speakers’s personality

4) Do not exaggerate!

Some helpful advices:

- Show always your hands

- Avoid tics (e.g. do not play with objects, do not touch your hair or your ear, etc.)

- Prefer expansive movements with all the arm instead of moving just the forearm

- Slow and entire movements, avoid sudden interruptions
## CONCLUSIONS

### P E S C A

<table>
<thead>
<tr>
<th>Name</th>
<th>1. Rock in the sea</th>
<th>Presence</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. To measure forces</td>
<td></td>
<td>First silence</td>
</tr>
<tr>
<td>3. Abraham Lincoln</td>
<td></td>
<td>Initial questions</td>
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<tr>
<td>4. Tamer</td>
<td>To look at / observe public</td>
<td></td>
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<tr>
<td></td>
<td>To dominate with silence</td>
<td></td>
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<tr>
<td>5. Enthusiasm</td>
<td>Impulse, dynamics, fire, anger (voice tone)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Gestures</td>
<td></td>
</tr>
<tr>
<td>6. Implication</td>
<td>Itinerary questions</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Form “we”</td>
<td></td>
</tr>
<tr>
<td></td>
<td>To incite to an action (Objective)</td>
<td></td>
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<tr>
<td>7. To leave a print</td>
<td>Say four times</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Comparison image</td>
<td></td>
</tr>
<tr>
<td>8. Moderate debate</td>
<td>Acknowledge of receipt</td>
<td></td>
</tr>
<tr>
<td></td>
<td>“Yes” (Listener)</td>
<td></td>
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</tbody>
</table>
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