



higher education  
& training

Department:  
Higher Education and Training  
REPUBLIC OF SOUTH AFRICA



**SUBJECT: COMMUNICATION**

**LEVEL: N5**

**MODULE/CHAPTER NO: PRESENTATION COMMUNICATION**

# Presentation

- **External presentation-** public relation presentation eg speech after a dinner party.
- Marketing presentation- presenting or demonstrating a new product eg virgin active aerobics done at a mall entrance
- **Internal presentation-** address meeting when making proposal
- Introduce guest speaker
- Make a speech at a farewell party

# Elements of communication in presentation

- Sender is the person delivering the speech
- Receivers are people listening to the speech
- Message is what ever the speech is about
- Noise/barrier can be psychological where the speaker is nervous or physical which is noise or unfavourable weather, it can also be semantic when the speaker use unfamiliar words
- Feedback can be verbally- asking questions or non- verbally when listeners are nodding or clapping.

# Purpose of presentation

- To interest or amuse subjective method eg after birth day speech
- To inform or teach objective method eg workshop or briefing
- To impress- subjective an objective eg introduce a guest speaker
- To motivate- subjective eg speech for grade 12 learners
- To persuade- subjective- political rally

# Factors to consider when preparing a speech

## The aim of your speech

- What is your reason for making that speech
- Can be determined by the purpose

## The audience

- Who am making the presentation to
- Know size, age, educational level, occupation, social background, gender and level of knowledge on the subject for the audience



## Occasion

- Where are you delivering the speech and for what

## Physical surroundings

- Venue of the speech
- Indoor or outdoor
- Need for extra equipment

# Preparing the speech

- You need
- **Introduction** to grab attention and must have connection to ur speech
- **Body** for illustration and examples, use facts that you can get via research
  - Write facts you already know about the topic, ask other peoples input, interview experts and look for articles on magazines,
  - When you are done arrange the facts logically, using time, difficulty, importance
- **Conclusion** to make them remember what you said
  - Can be done by summarising main points briefly
  - Point out importance of the speech
  - Give suggestions of actions to be taken by audience

# Language usage

- Make sure your language usage is correct, clear and applicable to the audience.



# Choice of words

## Relevant terminology

- Special words that applies to the specific subject should be used
- Eg proxemics will only be understood by people who did communication

## Identify incorrect/ unnecessary words

- Tautology- repetition of ideas
- Repetition of words or phrases
- Ambiguity is a word or sentence that may have two meanings eg she was walking with a friend wearing a yellow cap.

# Choice of words

## Clear and coherent ideas

- The connection between words makes idea comes through clearly

## Enthusiasm and liveliness

- Be confident, show interest and eagerness