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COMMUNICATION SKILLS

UNIT 4

TOPIC :

- **Giving Presentations** : Dealing with Fears, Planning your Presentation, Structuring Your Presentation, Delivering Your Presentation, Techniques of Delivery



Giving Presentations

- A presentation is a method of communicating information, ideas, or proposals to an audience using spoken words, visuals, and gestures. Good presentation skills are essential in academic, business, and professional environments.

Dealing with Fears

- ❖ Fear of public speaking (also known as glossophobia) is one of the most common fears. It can cause nervousness, sweating, shaking, and even mental blocks during a presentation.

Techniques to Overcome Fear

1. **Preparation is key** – Being well-prepared increases confidence.
2. **Practice repeatedly** – Rehearse alone or in front of a small group.
3. **Visualize success** – Imagine yourself delivering a perfect presentation.
4. **Positive self-talk** – Replace negative thoughts with encouraging affirmations.
5. **Breathing exercises** – Deep, slow breathing calms the mind and body.
6. **Start with a smile** – It relaxes you and makes the audience more receptive.
7. **Know your material** – The better you know the topic, the less you'll worry.
8. **Engage with the audience** – Make eye contact and treat it like a conversation.

Planning Your Presentation

- Planning a presentation means organizing your ideas, content, audience approach, and delivery method before you begin speaking. It is the foundation of an effective and impactful presentation.
- Good planning ensures that your presentation is clear, focused, time-efficient, and relevant to the audience.

Why Planning Is Important

- Prevents confusion and rambling
- Helps in managing time effectively
- Increases speaker's confidence
- Enhances audience understanding and engagement
- Makes the content well-structured and goal-oriented

Key Steps in Planning Your Presentation

1. Define the Purpose of Your Presentation

Ask yourself

- Am I informing, persuading, educating, or motivating?

Examples

- **Informative:** Explaining a topic (e.g., new product features)
- **Persuasive:** Convincing someone to support an idea or proposal
- **Instructional:** Teaching a process or method
- **Motivational:** Inspiring people to act or change behavior

2. Analyze and Understand Your Audience

Tailor your message according to

- Age group and profession

- Educational background or technical knowledge
- Interest level in the topic
- Language and cultural sensitivity
- Expectations or needs from your talk

Benefits

- Helps choose the right examples, language, and tone
- Increases relevance and engagement
- Prevents misunderstandings or disinterest

3. Research and Gather Content

Collect

- Accurate facts and figures
- Real-life examples or case studies
- Visual materials (charts, graphs, images)
- Quotes or expert opinions

Tips

- Use reliable sources (books, official websites, journals)
- Avoid outdated or irrelevant data
- Keep your content focused on the objective

4. Select Key Points to Present

Limit your message to 3–5 main points

- Prevents overloading the audience
- Allows enough time for each point
- Makes the presentation more memorable

Use the Rule of Three

- People remember information better when it's delivered in groups of three (e.g., Introduction – Body – Conclusion)

5. Organize Your Content Logically

Structure your presentation into three parts:

1. Introduction

- Greet the audience
- State the topic and purpose
- Give an overview of what you'll cover

2. Body

- Present key points in a logical order
- Use facts, examples, visuals
- Connect each idea with transitions (e.g., "Now let's move to...")

3. Conclusion

- Summarize the main points
- Restate the purpose or call to action
- Thank the audience

6. Choose Supporting Aids

Use visual or audio tools to enhance understanding

- PowerPoint slides
- Charts and graphs
- Short videos or animations
- Props or models

Guidelines

- Slides should be simple, readable, and not overcrowded
- Use images and bullet points, not long paragraphs
- Make sure visuals support your speech, not replace it

7. Time Management

Set time limits for each part

- Introduction: 10% of time
- Body: 70–75% of time
- Conclusion: 15–20% of time

Practice your presentation:

- Time yourself
- Identify areas where you are too fast or too slow
- Make adjustments if needed

8. Prepare for Questions (Q&A)

- Think of possible questions the audience might ask
- Prepare short, clear answers
- Stay calm and respectful even if asked tough or challenging questions



Structuring Your Presentation

- Structuring your presentation means organizing your content in a clear, logical, and audience-friendly format. A well-structured presentation helps your audience understand, retain, and respond positively to your message.
- A good structure follows a beginning (Introduction), a middle (Body), and an end (Conclusion) — just like a good story.

Why Structure Is Important

- Gives clarity and flow to your message
- Keeps the audience engaged and oriented
- Makes the content easier to follow and remember
- Helps manage time effectively

Standard Structure

1. Introduction (10%)

- Greet the audience.
- Introduce yourself and the topic.
- State the purpose and what the audience will learn.
- Capture attention with a quote, question, or interesting fact.

2. Body (70%)

- Present key points in logical order.
- Use examples, stories, or statistics to support each point.
- Transition smoothly between sections.

3. Conclusion (20%)

- Summarize the main ideas.
- Reinforce the message or call to action.
- End confidently and thank the audience.

Delivering Your Presentation

➤ Delivering your presentation effectively requires a combination of good speaking skills, confident body language, audience engagement, and proper use of visuals. The goal is to ensure your audience understands your message and stays engaged throughout. With preparation and practice, anyone can become a powerful and memorable presenter.

Aspects of Effective Delivery

1. Voice Modulation

- Speak clearly, loudly enough, and vary your tone.
- Avoid a monotone voice; emphasize key words.

2. Body Language

- Use natural gestures.
- Maintain eye contact with the audience.
- Stand straight, don't slouch or cross arms.

3. Confidence

- Believe in your topic and yourself.
- Smile and show enthusiasm.

4. Interaction

- Ask questions or invite opinions.
- Respond politely to questions.

5. Time Management

- Stick to the allocated time.
- Avoid rushing or dragging the presentation.

Techniques of Delivery in Presentations

- Techniques of delivery refer to the different methods or styles a speaker uses to present their message to an audience. The choice of delivery method can impact how well the message is received and how confident and natural the speaker appears.
- Each technique is suited for different situations depending on the audience, formality, topic complexity, and the speaker's comfort level.

1. Manuscript Delivery

- In this method, the speaker reads the entire speech word-for-word from a written script or document.

When to Use

- Formal occasions
- Legal or official announcements
- Speeches that must be precise, such as political addresses, policy statements, or scientific presentations

Advantages

- ✓ Ensures accuracy and completeness
- ✓ Useful when exact wording is critical
- ✓ Good for nervous speakers

Disadvantages

- ▲ May sound monotonous or robotic
- ▲ Lack of eye contact with the audience
- ▲ Limits natural gestures and flexibility

2. Memorized Delivery

- The entire speech is memorized word-for-word, without the use of any notes or scripts during delivery.

When to Use

- Short ceremonial speeches (e.g., wedding toast, awards speech)
- Drama, performance-based presentations
- Reciting poems or dramatic monologues

Advantages

- ✓ Allows direct eye contact
- ✓ No need for notes or props
- ✓ Looks confident and well-prepared

Disadvantages

- ▲ Risk of forgetting lines and getting stuck
- ▲ Sounds rehearsed or unnatural
- ▲ Increases pressure on speaker

3. Extemporaneous Delivery (Most Recommended)

➤ The speaker uses a prepared outline or brief notes, but the speech is delivered in a conversational and natural tone. It is not memorized or read word-for-word.

When to Use

- Class presentations
- Business meetings
- Interviews or seminars
- Public speaking competitions

Advantages

- ✓ Sounds natural and engaging
- ✓ Encourages audience interaction
- ✓ Allows flexibility and spontaneity
- ✓ Makes the speaker look confident and in control

Disadvantages

- ▲ Requires thorough preparation
- ▲ Not ideal for very formal or technical content that needs exact wording

4. Impromptu Delivery

- In this method, the speaker delivers the speech without any prior preparation. It is completely spontaneous and often used in informal settings.

When to Use

- Group discussions
- Q&A sessions
- Debates or verbal assessments
- Speaking “on the spot” in class or meetings

Advantages

- ✓ Shows quick thinking and confidence
- ✓ Encourages natural speaking style
- ✓ Useful in emergencies or sudden invitations to speak

Disadvantages

- ▲ Risk of rambling or going off-topic
- ▲ May lack structure or clarity
- ▲ Not ideal for nervous or inexperienced speakers