



Chapter 3

Communication techniques

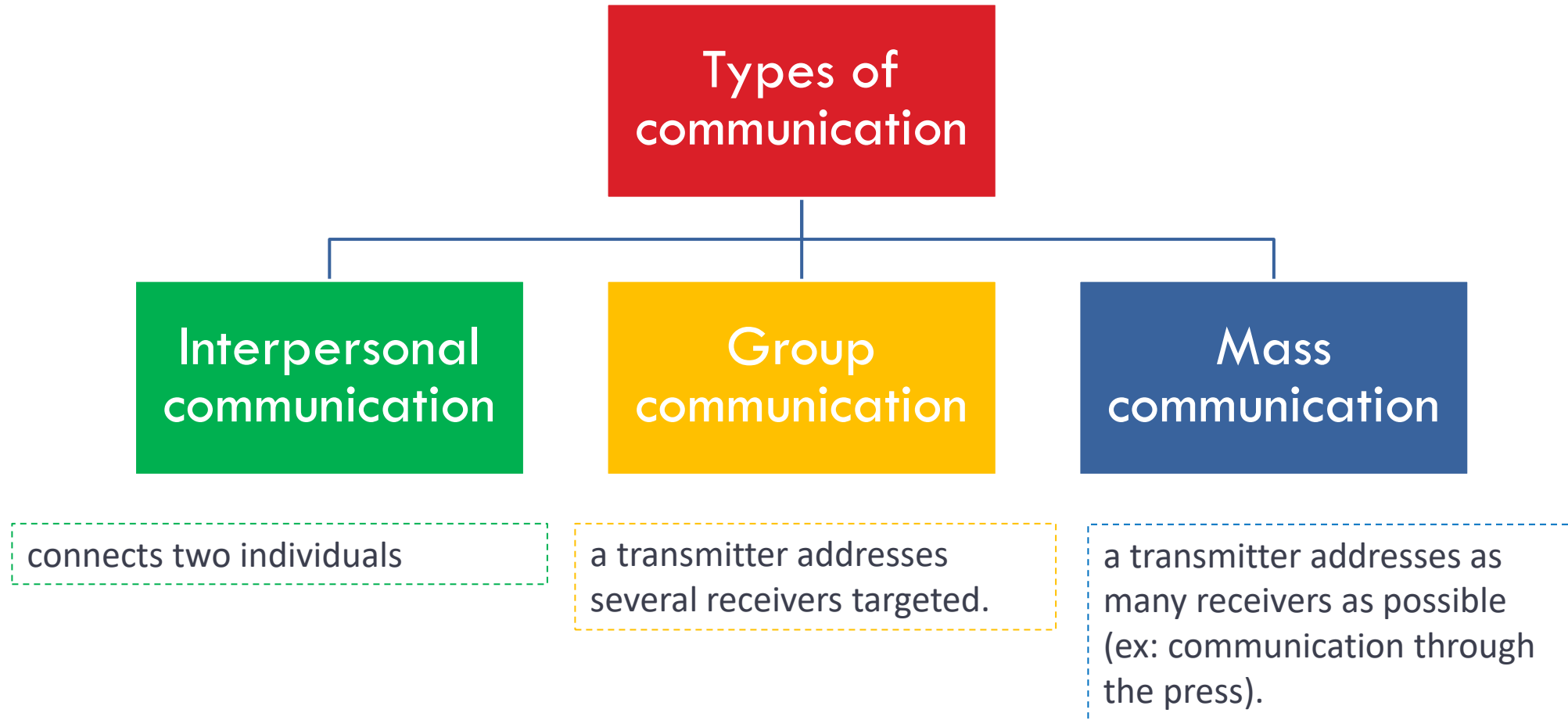
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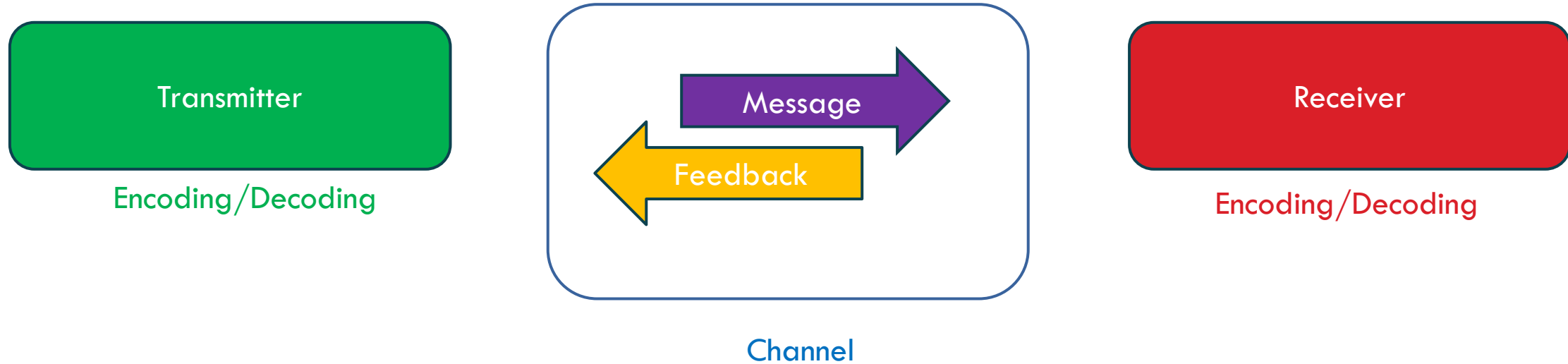
What are the types of communication?

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Communication diagram

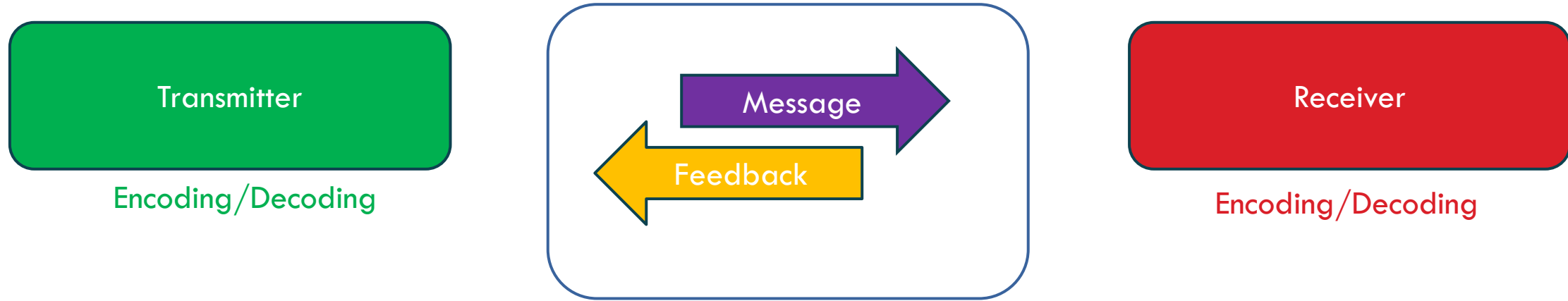
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- ❑ The transmitter: the one who transmits a message;
- ❑ The receiver: the one who receives the message;
- ❑ The message: it is the information transmitted during a communication.
- ❑ The channel: this is the means used by the transmitter to transmit information (face-to-face, telephone, mail, etc).

Communication diagram

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- ❑ The channel: this is the means used by the transmitter to transmit information (face-to-face, telephone, mail, etc).
- ❑ Feedback: the receiver can become a transmitter by sending back a signal;
- ❑ The code: the message is coded by the transmitter and decoded by the receiver, it is necessary to know the code to understand the message.

Different ways of communication

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- We communicate in 3 different ways to transmit a message, a thought, an idea, and a point of view.
 - ▣ Verbal communication :(content, words)
 - Vocabulary is essential, choosing your words carefully is important to give the desired meaning (ex: speech).
 - ▣ Para-verbal communication: (tone, rhythms)
 - Para-verbal communication is the flow of spoken words (ex: music).
 - ▣ Non-verbal communication: (body language = gestural language)
 - Non-verbal communication is the language of the body (ex: a gesture).

Oral presentation

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- Many of us dread the moment of public speaking.
- How can we effectively convey our message?
 - ▣ Good oral communication means getting the messages across
 - Using chosen language
 - By adopting an appropriate tone
 - By playing on emotions
 - By using your body intelligently so that the audience understands, accepts, and adheres to the message



Oral presentation

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□ A successful oral presentation:

- Succeeding in an oral presentation therefore includes parameters that go far beyond the presentation itself.
- Mastering a communication situation depends as much on “know-how” (technical) as on soft skills (ease and self-confidence).

□ Before the presentation:

- Whatever the theme of your presentation, you will approach it differently depending on the composition of the audience, the time allocated, or the layout of the room.
- These questions should be considered in advance.

Before the presentation : The background

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▣ Background:

- To understand the context in which you will be speaking, ask yourself the following questions:
 - How much speaking time do I have?
 - Who are my contacts: age, level of training, etc.?
 - How is the room laid out and equipped: size, the possibility of using a projector, presence of a projection screen, etc.?
 - What are the social constraints: what is allowed, what are known public prerequisites, ...?

Before the presentation

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▣ Preparation:

- Write concise and clear notes: they will be useful if you lose the thread of your ideas.
- Repeat your presentation out loud several times, if necessary in front of a mirror: you don't speak like you write.

▣ Material:

- For slides, respect the rule 7 lines of 7 words of 7 mm (font size = +/-20).
- Visually, a graph is more meaningful than a table

Before the presentation : The material

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▣ The material

Example to follow



Service public fédéral
Personnel et Organisation

II. Les valeurs de l'administration fédérale

- l'intégrité
- l'orientation client
- le professionnalisme
- le travail en équipe
- l'espace pour le talent
- la transparence



Before the presentation: The material

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■ The material

Example of what not to do



This slide is unreadable:

- It contains complete sentences, not keywords.
- The characters are too small.



Service public fédéral
Personnel et Organisation

Approche

Méthodologie appliquée et contenu

- Le point de départ pour la rédaction des présents Plan de Management et Plan Opérationnel est la "Méthodologie pour la mise en place d'un Plan de Management et d'un Plan Opérationnel" rédigée par le SPF B&CG.
- Mission → Objectifs Stratégiques → Objectifs Opérationnels → Projets & Actions
- Exercices existants en matière de vision/mission, tels qu'ils ont déjà été exécutés pour le SPF P&O et SELOR, ont été affinés et élaborés selon la philosophie de cette méthodologie existante.
- Du point de vue de la cohérence, un exercice en matière de vision/mission a été clôturé en première instance pour l'IFA, tout comme pour le SPF P&O et SELOR en vue de poursuivre l'élaboration selon la philosophie de la méthodologie existante.
- Plan financier, plan du personnel et plan d'investissement
- Une approche en vue de donner un contenu à ces aspects dans les prochains plans de management et plans opérationnels a été décrite sur base des notes conceptuelles, des circulaires et des interprétations des différents acteurs.
- Gestion des risques.
- Conformément à l'approche existante, élaborée au sein du SPF B&CG, une méthode plus détaillée a été appliquée pour déterminer et classer par priorité les risques et pour déterminer des actions pouvant les minimiser.



Before the presentation: Clothing

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▣ Clothing:

- If you **tend to blush** when speaking in public, wear red clothing.
- If you tend to go pale, wear light-colored clothing.
- If your neck becomes red or blotchy, wear a high-collared shirt, turtleneck, or scarf.
- If your hands become sweaty, place a tissue in your pocket to dry them



During the presentation

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▣ Succeed in your oral presentation:

- If you are **very nervous**, think of positive past experiences, and successes you have achieved to strengthen your self-confidence and regain your calm.
- **Take** a deep **breath** before approaching the stage, take one another just before starting to speak.

During the presentation

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- ▣ Succeed in your oral presentation:
 - Using Microsoft PowerPoint which is a presentation software published by Microsoft.
 - The rule of 10, 20, 30
 - 10 slides maximum
 - 20 minutes to present
 - 30 for the text size of your presentation



PowerPoint

During the presentation

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- ▣ Succeed in your oral presentation with PowerPoint:
 - a. Homogeneity
 - Slides should look similar
 - The “sentences” must have the same structure
 - b. Parsimony
 - Too many words: worse than not enough.
 - Rule of 36: 6 words per line, 6 lines
 - c. Movement
 - The reading direction of the slide should be easy to detect

The four rules of the text

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▣ Succeed in your oral presentation with PowerPoint:

The four rules of the text

- a. Lowercase
 - Lowercase letters are more readable than uppercase letters
 - Example: Philosophy vs PHILOSOPHY

- b. Character font
 - For texts: San-Serif font (sans serif)
 - Example: Arial, Verdana
 - No more than 2 fonts on the same slide

The four rules of the text

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▣ Succeed in your oral presentation with PowerPoint:

The four rules of the text

■ c. Size

- Choose sizes 32 to 44 for titles
- Choose sizes 18 to 28 for texts

■ d. Shape

- Bold, Italic, Underline, or Shaded styles must be used with discernment.
- Styles should be used on words, not sentences

The rule of color games

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▣ Succeed in your oral presentation with PowerPoint:

The rule of color games

- **Marriage** of text and background colors (ex: Strong contrasts allow better reading).
- **Dark background** for a light room
- **Light background** for a dark room

Advice for the content

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▣ Succeed in your oral presentation with PowerPoint:

Advice for content

- Write a little text on the screen
- Develop in detail orally
- Limit yourself to one main idea per screen
- Highlight keywords
- Make the information more graphic than textual
- Use images or animations only to: Improve understanding of the message and attract the attention of spectators;
- Never write anything on the slide that you do not understand.