



How To Make Your Presentation Persuasive

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ABSTRACT

The article provides the importance of non – verbal communication skills in public speeches and presentations. Connection between body language, emotions, actions and speech is reflected and explained here.

KEYWORDS

Non-verbal communication, body language, facial expressions, stance, body posture, emotional state, hand gestures.

INTRODUCTION

Public speeches or presentations are given mostly in the case of informing people about something, introducing a new kind of a product or informing about some results of research carried out etc. While a presenter is performing in front of the audience, he or she must remember that there is something except their words, which may spread different information to the listeners. It is called non – verbal communication (body language) that is expressed through our body posture, gestures, movement, eye contact and facial expressions. In order to make the audience follow the presenter`s non – verbal information must also be the same what he or

she is saying. Our action can send more information that is important to listeners. Actrice Mae West once said about this: “Often, what you say makes less of an impact than how you act. Your movement, gestures, and voice send out an important message! “

THE MAIN FINDINGS AND RESULTS

Body language can make your presentation and speech more valuable and memorable. Furthermore, it is a part of your explanation, which makes your audience easy to catch. Body language contains presenter`s hand gestures, head movement, facial expressions, voice, eye contact, and body posture.

1. Hand gestures

In most cases, your hands can explain clearly than your words. They should be kept aside freely to make them easy to move them according to your information. They explain your words twice. You can use your finger to count your important points, which enables your audience to remember them well. Hands can be used to express forbidding or encouraging actions by crossing your arms or showing "OK" by your fingers.

Using your hands suitably to your message shows you confident and sure enough for your information. It does not allow your audience to feel boredom or exhaust. Twisting your hands or keeping them behind the podium shows your fear and inconfidence in front of your listeners and makes you more stressed and confused, too. Using your hand gestures helps you to feel comfortable and adapt the atmosphere easily and faster. It can serve as a foundation to use other features of your body language without any hesitation and problem.

2. Head movements

Head movements can indicate both positive and negative expressions. If a presenter does not control it, negative vibes can be expressed like nodding inappropriately to your words or looking up, which looks you are avoiding to keep eye contact with your listeners. Moving your head respectively to your speech lets your listeners that you just pointed an essential point and you strongly believe in it.

3. Facial expressions

Facial gestures are the most powerful one to persuade your audience to follow you as they show your emotions towards your thoughts and makes the audience sure that you are confident what you are saying. On the other hand, they insert your emotions into your

audience and make them feel what you are feeling and also, saying. Just your sparkling eyes, frowned eyebrows or widely opened mouth can show what you are feeling and can affect those who are watching your performance. Smiling on your face is another essential part of your facial gestures as it improves people's mood around, which is useful to catch important points and listen carefully without feeling boredom. Therefore, face your audience with smile to make them feel comfortable and yourself, also. This ensures the value of your presentation for other people. In some cases, presenter's facial emotion expresses opposite of what they are saying like no smile or joy on his or her face but speaking something enjoyable or no frowned brows or other facial muscles movement but speaking about something unpleasant or disgusting. This case puts negative impression on other people both about you and your presentation or speech since the audience lose their attention and desire to listen to you.

4. Voice

While giving a speech or presentation, speak loudly, clearly, confidently and interestingly. To make sure your audience understand you, loud and clear speech is required. Stuttering or mumbling may make your listeners nervous or angry. Moreover, it shows your fear and stress obviously. Make some pauses consciously not for fear. Stopping when you say something important or before giving answer for the question, you just said, catches people attention and makes them interested in your next information. Additionally, take breathe frequently to keep clearness and speed of your speech. Breathing on time enables you pause where it is necessary and speak louder or slower where it is essential, which shows your perfect speaking skills and ensures your audience that you are telling what you believe in. Besides that, breathing can help to concentrate more and think about

your next messages as it helps to refresh and relax your brain with air.

5. Eye contact

Controlling your audience by looking at them keeps them attentive and careful during your presentation. It is not necessary stare at each member of your audience, just keep your eyes on them rather than looking behind, up or only at your presentation or notes, which irritates people and makes them lose attention towards you. Do not avoid looking at your audience to make them sure that you are confident enough what you are giving them as brave eyes can determine your self-confidence. To be able to do this during your presentation in front of people before real performance a number of practice methods are available to acquire this skill. For instance, practicing in front of mirror or videoing yourself are advised. In addition, a presenter can practice with some people such as colleagues or relatives or just friends beforehand to make sure that they are ready to keep eye contact in front of their real audience without any doubt.

6. Body posture

Body posture and stance can say before any emotions or gestures

about you. The audience “read” this information as soon as they see you without any words or emotions. Slouched shoulder or rigid back is enough for audience to realize your fear. Moreover, your stance also speaks. If you stand in front of your audience a bit forward, it shows that you are eager to engage with your audience and make them interact with you. Leaning on one side or podium as well as hiding behind podium spreads information about your fear or means that you are not caring about what you are sharing.

CONCLUSION

Following body language can make every presenter successful and their speech or presentation persuasive. A presenter’s or speaker’s gestures, emotions, movement or actions can speak about him or her before they open their mouth. As a saying, “a picture is worth 1000 words”, visual explanation and feelings can explain more clearly but also twice with your words as effective movement supports to the message that you are giving and makes the audience to respond best. Listeners also value meaningful movement.

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