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**PRINCIPLES OF EFFECTIVE COMMUNICATION IN  
BUSINESS PRESENTATIONS**

**IEDARBĪGAS KOMUNIKĀCIJAS PRINCIPI LIETIŠĶAJĀS  
PREZENTĀCIJĀS**

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## **Anotācija**

Efektīvas biznesa prezentācijas var veicināt uzņēmuma izaugsmi. Lai nodrošinātu iedarbīgu komunikāciju prezentācijās, ir jāievēro vairāki principi. Tādēļ pētījumā tiek iekļauta ne tikai teorija, bet arī zināšanas un praktiski piemēri no dzīves. Pētījuma mērķis ir noteikt iedarbīgas komunikācijas principu atbilstību pielietojumā praksē. Pētījumā tiek pētīta teorija un izmantota kvalitatīvās pētniecības metode, kas iekļauj intervijas un vērojumu ar kvantitatīvās pētniecības metodes elementiem. Pēc pētījuma tiek secināts, ka iedarbīgu komunikācijas procesu biznesa prezentācijās nodrošina iedarbīga valoda, pareiza runas uzbūve, runātāja ķermeņa valoda, vizuālais tēls un vizuālie uzskates materiāli. Tomēr pastāv arī vairāki citi svarīgi principi tālākai izpētei.

**Atslēgvārdi:** komunikācija, biznesa prezentācijas, runa, ķermeņa valoda, vizuālie uzskates materiāli, intervijas

## **Abstract**

Effective business presentations can bring success to a company. However, to communicate effectively, a number of principles should be considered. Therefore, research requires not only the theory, but also the knowledge of practice and real life examples. The purpose of the research is to establish the relevance of effective business presentations principles in real life application. The methods used are study and summative analysis of the theories and qualitative research, involving interviews and observation with elements of quantitative research method. The main conclusions are that emphatic language, speech structure, body language, visual appearance of the speaker and visual aids are important in business presentations to ensure effective communication. However, a number of other principles should be further explored.

**Key words:** communication, business presentations, speech, body language, visual aids, interviews

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## INTRODUCTION

Communication is one of the most important aspects of civilization. Without communication people could not develop, create a society, countries, organizations and businesses. In a business field communication is the main aspect which makes it possible for companies to operate. Every action of the business can be made only by communicating in written or oral format. As one of the most demanded forms of communication in business is presentations. Business presentations play a crucial part in the daily life of a company. Usually, business presentations are made to deliver a certain message and to achieve a definite result. Most often the presentations are delivered to attract a new investors' or clients' attention, to get cooperation with a business partner or to inform and to communicate between the members of the company.

Communication between the presenter and the audience defines whether the presentation is successful or not. The aim of the presentation can only be achieved if the speaker knows how to persuade and connect with the audience. Effective presentation skills not only allow the company to gain success in a certain field, but also allow for a person to have a greater value as a professional. That is why principles of effective communication in business presentations should be researched more deeply. There are numerous principles that are important for the communication in business presentations, so not only the theory is important for the research, but also the knowledge of practice and real life examples. For this reason the **goal** of the research is to establish the relevance of effective business presentations principles in real life applications. To achieve the goal of the research, enabling objectives are:

- to read and analyse the theory available on principles of effective communication in business presentations;
- to prepare questions for the interviews;
- to interview professionals about principles of effective communication in business presentations;
- to analyse responses of interviews and compare them with the theoretical information;
- to select five video format business presentations for analysis from Internet resources;
- to analyse and apply the theory to the selected business presentations;
- to draw relevant conclusions.

As the author of the research has developed researches earlier about business presentations, it has been established that theory informs that the basic principles of effective business presentations are language, body language and appearance of the speaker, structure of the speech and visual aids. That is why the research questions were set to investigate these principles in greater detail and analysed these principles in real life application.

The **research questions** are:

1. What is the role of powerful language and speech structure in effective communication in business presentations?
2. What is the role of body language and visual appearance of the speaker in effective communication in business presentations?
3. What is the role of visual aids in effective communication in business presentations?

The research method for the theoretical part is a study and contrastive analysis of the theories of effective communication principles in business presentations. Qualitative research method is used for the empirical part, involving interviews with open questions and observation with elements of quantitative research method. The interviews are conducted with professionals from different business fields about effective communication principles in business presentations. The results are analyzed and compared with the provided theory. In addition, the empirical part includes five business presentations analysis regarding effective communication principles in business presentations. Three business presentations are randomly selected from the video portal *YouTube* and two are selected from *Ted Talks* presentations with a business related topic.

The theory of the research is based on following authors John V. Till , Courtland V. Bovee and Ava Cross, Martin John Yate and Peter Sander, Alice Oshima and Ann Hogue, Elaina Pounder, Ulla Fix, Andreas Gardt and Joachin Knape , Ilya Galperin, Cindy Griffin, Berit Engoy Henriksen, Geoff Ribbens and Richard Thompson, Sri Jin Kushal and Sunitti Ahuja, Arina Nikitina.

The research consists of four main chapters. The first chapter discusses communication in business and the processes of communication. The second chapter describes the basic principles of effective communication in business presentations such as speech structure, emphatic language, body language and visual aids, while, the third chapter is the analysis of the interview results. The final chapter contains the analysis of the selected business presentations.

# 1. COMMUNICATION IN BUSINESS

Communication plays a crucial role in business. It is one of the most essential factors for the organization and development of business. This chapter discusses the definitions of the concept of communication and its importance in the business environment.

## 1.1. Defining Communication

Mary Munter in the book “Business Communication Strategy and Skills” explains that communication is one of the main aspects that helped to develop a civilized society. Communication is a process that helps people to share knowledge with each other, and transmit it further to other generations. The author points out that without communication it would not be possible for social organizations and businesses to exist. (Munter, 1987:2) As Herta A. Murphy and Herbert W. Hildebrandt describe in the book “Effective Business Communication”, communication is the ‘life blood’ of every organization and enterprise. (Murphy and Hildebrandt, 1984:4) Enterprise is a group of people who have joined efforts to realize a business. The activities required for making a business work is the process of human interaction and reaction, or, in other words - to communicate (ibid.)

To sustain further discussion about communication in business, it is important to understand the term ‘communication’. Shirley Taylor in the book “Communication for Business: a Practical Approach” defines communication as ‘giving, receiving or exchanging information, opinions or ideas by writing, speech or visual means, so that the message communicated is completely understood by the recipient(s).’ (Taylor, 2005: 4) A similar definition is given in the book “Essentials of Business Communication” by its authors Mary Ellen Guffey and Dana Loewy. They explain that communication is ‘the transmission of information and meaning from one individual or group to another.’ (Guffey and Loewy, 2013:7) In addition, Munter refers to communication as ‘the process of sharing by which messages produce responses.’ (Munter, 1987: 9) Munter explains that the main aim of communication in business is to influence and control the audience responses in the way the speaker has intended, so that communicator can fulfill certain aims for himself and the represented organization.’ (ibid.)

To conclude, communication is an important aspect of society in general and a vital aspect of entrepreneurship. Communication is a complicated process which includes not only talking and listening, but also thinking, reacting, body movements and other processes. However, in business the most important aspect of communication is to reach a certain aim for business interests. That is why it is important to explore the process of communication, in greater detail.

## **1.2.The Process of Communication**

To research further which are the most effective ways of communication in business to achieve a certain aim, the communication process has to be explored in greater details. Understanding the nature of communication should give a comprehensive idea of its adequate organization.

A.C. Krizan, P. Merrier, J. P. Logan and K. S. Williams in the book “Business Communication” offer the idea that the most efficient way how to look at a communication process is by using a model. The communication model operates in an environment which consists of the sender, the message, the receiver, feedback and communication barriers. Communication environment is all the signals that the participants perceive through their senses. In addition, communication includes various factors which communicators should overcome to have successful communication. For example, the communicators need to recognize that each organization has its own culture, different personalities that affect the communication environment and the way the communication process is taking place. (Krizan et al., 2007: 10)

The authors continue to describe the model in which each of the participants has their own role. The sender initiates the message, and it can be presented in written or oral form, or through body language. The authors emphasize that communication can be verbal and nonverbal. Verbal communication can be oral or written, while nonverbal communication includes body language, eye contact, gestures etc. In the communication process the message travels through channels of which one is a written form. In business it can be letters, e-mails, reports, diagrams, tables, newsletters etc. The other communication channel is oral communication, for example, face-to-face conversation, meetings, audio conferences, telephone calls etc. In the communication process the sender has a bigger responsibility for the communication to be successful (ibid.) The communication can be distracted by communication barriers or, as defined by Krizan, Merrier, Logan and Williams, ‘any factor that interferes with the success of communication process.’ (Krizan et al., 2007: 15) Communication barriers can be wrong words which are too difficult or could be misunderstood, grammar mistakes, inappropriate visual appearance of the sender, wrong communication channel, inappropriate environment or the receiver has ineffective listening skills etc. (Krizan et al., 2007: 16-18)

Further, the next communication stage, according to Raymond V. Lesikar, John D. Petit, Marie E. Flatley in the book “Basic Business Communication” is when the sender delivers the message and it comes into the receivers’ ‘sensory world’. The receiver gets the message through senses, but different factors can disturb the full understanding.

Next, during the filtering process, the message goes through the contents of the receiver's mind. The contents consist of the receiver's background knowledge, experience, emotions etc. As for each person these factors differ. Krizan, Merrier, Logan and Williams emphasize that the sender needs to take into consideration the 'you-viewpoint'. The authors explain that 'the you-viewpoint' means that the sender gives primary consideration to the receiver's point of view when composing and sending message.' (Krizan et al., 2007: 11) This is an essential aspect in business communication, 'the key to achieving common understanding.' (ibid.)

Finally, Lesikar, Petit and Flatley describe the last stage in the communication process is formation and sending of the response or feedback by the receiver. The message can be sent in several ways – words, gestures, movements, facial expressions, written format etc. (Lesikar et al., 1993 :12)

To sum up, the process of communication is complex, with different kinds of obstacles. Both the sender and the receiver need to be open and need to concentrate for successful communication. However, the most important responsibility rests with the sender. By sending the message one needs to know the receiver, overcome the communication barriers and choose the most effective way of communication. In business a misunderstood message can bring a loss, which is why it is important to know how to communicate effectively in business.

### **1.3.Effective Communication in Business**

In business environment it is important not only to communicate, but to do it effectively so as to achieve the intended goal, save time and avoid misunderstanding of the message. This subchapter deals with effective communication in business.

F. Stanford Wayne and David P. Dauwalder in the book "Communicating in Business, an Action-Oriented Approach" provide guidelines for effective business communication. As the first aspect of effective business communication the authors name clarity of the message. As Wayne and Dauwalder define, clarity 'means the sender has taken every effort to make sure that the recipient will understand the message as intended.' (Dauwalder and Wayne, 1994: 49)

The second aspect of effective communication is the conciseness of the message. With this concept authors mean that the sender of the message needs to evaluate the amount of the information for the receiver to understand the message. (ibid.) In a similar manner John V. Till and Courtland V. Bovee in the book "Excellence in Business Communication" emphasize that the sender needs to highlight in the message only the most important information because most of business professionals deal daily with a huge amount of information. Moreover, in business

communication the message should consist of facts rather than impressions. Messages that are condensed and clear are the most effective ones. (Bovee and Till, 2007: 7)

The third factor stipulates that the message needs to be sent considerately. In this case, the sender needs to consider the message, so that it is adjusted to the receiver's knowledge and the general situation. (Dauwalder and Wayne: 1994: 49) Till and Bovee add that the message should state precise responsibilities or other kind of reaction the sender is expecting from the receiver. ( Bovee and Till,2007: 7)

The last guideline for effective communication is to give the message correctly. If the message is sent with mistakes, it could create misunderstanding, distract the recipients from the intended message and affect the credibility of the sender. (Dauwalder and Wayne, 1994: 49)

To conclude, to communicate effectively the sender needs to consider the clarity and condense the message. Moreover, the sender should adjust the message to the sender and send it without mistakes. These are the basic principles that are effective in all the channels in business communication. However, each channel has its own specifics and in our further research communication in business presentations will be explored in more details.

## **2. EFFECTIVE COMMUNICATION PRINCIPLES IN BUSINESS PRESENTATIONS**

The previous chapter treated on effective communication and its channels in business. Thus, this chapter will investigate more deeply a certain communication channel – oral speaking in business or business presentations. Effective business presentation skills nowadays are one of the most crucial aspects for building a successful career or creating a company image. To deliver an effective presentation, numerous aspects should be taken into consideration. The speaker needs to invest time to prepare the presentation and also during the presentation there are numerous principles to follow. Therefore, in the present research principles of effective business presentations will be explored.

### **2.1. The Preparation Process to Delivering Effective Business Presentation**

One of the most important keys to success in business presentations is a well prepared speaker. Knowledge of the topic, of the audience and the situation as whole not only ensure a well-prepared presentation, but also help the speaker to reduce stress and in that way reach the audience for the intended goal of the message.

Before any presentation it is important to analyse the situation. By the situation John V. Till, Courtland V. Bovee and Ava Cross in the book “Excellence of Business Communication” mean defining the purpose of the presentation and the audience profile. (Till et al., 2009: 445) The authors point out that purposes of the presentation can be several, but the two most typical for business environment are to inform or to persuade. Rarely the purpose of the business presentation is to entertain (ibid.)

However, the purpose of the presentation depends also on the audience, which is why the speaker needs to know the audience. Martin John Yate and Peter Sander in the book “The Ultimate Business Presentations Book: Make a Great Impression Every Time” claim that ‘[...] you will not reach your goal unless you understand the people that you want to influence.’ (Yate and Sander, 2003: 10) The authors continue by stressing that the speaker needs to know the composition of the audience which includes ‘shape’ and ‘size’ (ibid.) By shape the authors consider whether the audience is internal, e.g. employees of the speaker’s company, or external (clients, other companies etc.). The size of the audience is also important as it could vary from one individual, a small group to a large assembly (ibid.) The assessment of the audience demographics, taste and position is helpful for developing the audience profile. Yate and Sander

say that marketing specialists build stereotypical models of the needs of the customers. The same refers to presenters, especially with an unfamiliar audience. Before every presentation the presenter should create a stereotypical profile, for example, find out the audience age range, profession, preferences, interests, goals etc. But the most important aspect is to identify the needs of the audience to know how to approach them and how to meet their needs (ibid.: 12) Moreover, Yate and Sander advise that the presenter should find out what is the audience's knowledge about the topic that will be discussed in the presentation. So the speaker is prepared for any kind of questions and can be confident in front of the audience (ibid.)

After the speaker has analyzed the audience, the next step is to analyze the situation. Bovee and Thill in "Excellence in Business Communication" encourage analysing specific circumstances in which the presentation will take place. The presenter should find out the size of the room, the available equipment for the presentation, presence of the listeners in the room or connection of the participants via the Internet etc. All these factors can affect not only the style of the presentation, but also its content. (Bovee and Thill, 2007: 464)

To conclude, the preparation process of the presentation is one of the most important steps for an effective business presentation. It is important to know the audience and their needs, so that these needs are met in the presentation and the intended goal is reached. In addition, it is important to know the situation in which the presentation will take place because these factors affect the style and content of the presentation.

## **2.2.Speech Structure of Business Presentations**

After the analysis of the situation and the audience, the speaker needs to compose the message to deliver. The message not only has to be meaningful in content, but it also should be represented in a logical and understandable way so that the audience can comprehend it and the speaker can achieve a greater effect. The standard structure of the speech includes introduction, body and conclusions.

### **2.2.1. The Introduction of the Speech**

Every message in any format begins with an introduction. However, the introduction of the presentation is not just a formality. In the 'Presentation Skills for Students' Joan van Emden and Lucinda Becker state that it is the most important part of the presentation because at this point the audience has the highest level of concentration. (Emden and Becker, 2004: 87) Monippally describes that the introduction of the presentation should arouse the listeners' interest, establish

the credibility of the speaker, motivate the audience to listen and introduce the information to follow. (Monippally, 2001: 111)

Bovee and Thill describe that one way how to arouse the attention of the audience is to ‘appeal to human nature and encourage people to take the subject personally.’ (Bovee and Thill, 2007: 471) In other words, to show how the issue will affect the audience individually. A way to achieve this is by highlighting ideas of the presentation and encouraging the audience to comment these ideas (ibid.) Depending on the situation which the presenter wants to establish, one can start with a rhetorical question, an interesting anecdote, a provocative quote, a joke, an statement of the importance of the theme etc. (Monippally, 2001: 111)

The speaker should also create an atmosphere of credibility by introducing short information on the speaker’s background, accomplishments and position. (Bovee and Thill, 2007: 472) In addition, the beginning part of the speech should include the introduction with the structural parts of the presentation. The speaker should summarize the main ideas, identify major support points and indicate the order in which the issues will be tackled. In that way the speaker can make sure that the audience will understand and follow the major points and relate them to the overall topic. (ibid: 473)

To summarize, the introduction is the most important part of the presentation because it makes the audience to decide whether the presentation is worth listening. The speaker should arouse the audience’s interest in the topic, create credibility and introduce the audience structure of the talk.

### **2.2.2. The Body of the Speech**

The next part of the speech structure, after the introduction, is body. The body provides all the general information about the topic. To make this information comprehensive, the speaker needs to organize the ideas in a logical order so that the listeners could follow. In addition, the speaker should also hold the audience’s attention so that the listeners would meaningfully engage in the major points.

The body consists of major ideas that the speaker wants to outline, presented in a logical division to make the speech coherent. Alice Oshima and Ann Hogue explain that the choice of logical order depends on the purpose and topic of the message. The presenter needs to keep in mind that the ideas have to be in an order that is logical and understandable for the audience. There are four most common ways of ordering ideas – *chronological order*, *logical division of ideas* and *contrast/comparison*. (Oshima and Hogue, 2006:34)

*Chronological order*, as Oshima and Hogue explain, is the order of time – the steps in process or sequence of events. (Oshima and Hogue, 2006:34) Elaina Pounder in Internet source “Writing with Coherence” argues that it is not only an ideal structure of representing the step-by-step process, but also presenting historical data and other information where clarity can be gained with a sequential order. (Pounder, 2009)

*Logical arrangement* of ideas is a structure when several ideas are presented one at a time in their entirety. (Pounder, 2009)

*Comparison and contrast* paragraphs, as Oshima and Hogue hold, are ‘similarities and/or differences between two or more items that are discussed’ (ibid.) Pounder explains when similarities and differences are grouped logically; it allows the audience to identify the arguments clearly. (Pounder, 2009)

In addition, there are other ways how to order the ideas, as described in ‘Creative Business Presentations: Inventive Ideas for Making an Instant Impact’ by Eleri Sampson, from *big picture to detail, geographic order, macro to micro, specific to general, problem-solution order* etc. (Sampson, 2003:57) However, Monippally discusses that the logical order alone cannot guarantee that the presentation will be successful. It is necessary to add an emotional proportions and start with the most acceptable key point for the audience so that listeners find common ground with the speaker. In that way the least acceptable arguments will be alleviated and the speaker will gain the attention of listeners/readers and a positive attitude of the audience will be achieved. (Monippally, 2001: 111)

Nevertheless, to make the body of the speech/presentation effective it will not be enough to just order the ideas logically. During the main part of the speech, it is easy for the audience to lose attention. The speaker needs to make sure that the audience is paying attention to the message. Bovee and Thill describe that one of the ways how to keep the audience’s attention is to relate the subject to the audience’s needs. The authors emphasize that people are interested in the issues that affect them personally. Therefore, the speaker should try to show the issue in a light that would address the audience’s needs and values. (Bovee and Thill, 2007: 473) Another way how to attract the attention of the audience is to show the relationship between the topic discussed in the presentation and the existing familiar ideas. It means that the speaker should show that the presented ideas are related to the ideas that the audience members already understand. In that way the audience will not only pay attention to the message, but also memorize it. (ibid: 474) In addition, occasionally during the main part of the speech the speaker

can ask for questions or comments. This helps the speaker to control if the audience understands the message and helps to involve the audience in the presentation (ibid.)

To finalize, the body of the speech is the part where the speaker develops all the main ideas of the overall message. These ideas should be ordered logically so that the audience could follow the information. The most common ordering ways are chronological order, logical division of ideas and contrast/ comparison principle. However, in this part of the speech the audience can lose the attention easily. That is why the speaker should pay attention to the audience's reaction and involve them in the presentation.

### **2.2.3. Conclusion of the Speech**

Conclusion is the final part of the presentation and it has a critical role. It is the last chance to persuade the audience and help them to remember the most important information of the presentation. In this part the speaker emphasizes or reiterates the most important points and makes a call for action.

Bovee and Thill explain that in the conclusion of the speech, the audience will listen carefully as they wait for the end of the presentation and they will leave with the 'final words ringing in their ears.' (Bovee and Thill, 2007: 474) That is why the presenter should announce that this is the end part of presentation to heighten the audience's attention. Once the attention is gathered, the speaker should emphasize the desired actions and results that the audience should aim at after the presentation and stress the main factors that will encourage them to act in the intended way ( ibid.) One of the ways how to encourage the audience to take action is to tell about the benefits of the idea or product. (Monippally, 2001: 113) Also, the speaker should briefly summarize the main ideas of the presentation. The final words of the conclusion part should be 'upbeat and memorable.' (Bovee and Thill, 2007: 75) After the summary part, the speaker should end the presentation with a quote, a call for action or encouraging words. The speaker can also end with a question or statement that will make the audience think about the raised issues in the presentation. However, the most important thing is to end with a positive note even if the body of the presentation has contained negative information (ibid.)

To conclude, an effective ending of the speech is essential for the presentation to be successful. The presenter needs to emphasize the end of the presentation, make a short summary of the most important ideas and make a call for action. Always the ending should be memorable and impressive. That is why the usage of correct wording is important.

### **2.3. Effective Language Usage in Business Presentations**

To ensure effective communication in business presentations, proper preparation process and a well-built speech is not enough. It needs to be expressed in appropriate language that affects and persuades the audience. That is why it is important to use *emphatic* or *powerful language* in business presentations.

*Emphatic language* refers to the language means which make the speech or the text powerful, determined and emphasize certain ideas. Ulla Fix, Andreas Gardt and Joachin Knape in the “International Handbook of Historical and Systematic Research, Rhetoric and Stylistics” in the chapter “Style and Persuasion” write about a researched made by O’Barr and his associates of power of speech style. This research was made in a court where O’Barr reveals that those who are high in power had a different speaking style than others. So he classified two types of speech styles. People who were high in power had a *powerful speech style*, while people who were not so successful had a *powerless speech style*. (Gardt et al., 2008:1123) Fix, Gardt and Knape define that powerful speech ‘consists of language that expresses the speaker’s confidence in his or her position.’ (ibid: 698) For contrast, these authors consider powerless speech which conveys uncertainty. Powerless style of speech has weaker persuasion qualities and creates negative impressions of the speaker’s competence and trustworthiness. In contrast, powerful style of speeches has greater advantage in persuasion and credibility (ibid.) Thus, there is language means that empower the verbal message, make it powerful and in that way the speaker is more persuasive. It is to be concluded that there are certain language means which should be either avoided or actively involved in business presentations. The next two subchapters will treat on these language means.

#### **2.3.1. Powerless Speech Style**

Powerless speech style refers the cases when speakers create an untrustworthy and uninteresting effect. With this kind of speech style, the audience can easily lose attention to the speaker. In that way communication barriers are created and the presentation will not achieve the intended result. To eliminate these communication barriers, there are several language means that should be avoided in the verbal message of business presentations.

According to Fix, Gardt and Knape, *hedges* lower the power of speech and the speaker is considered by the audience less authoritative. (Gardt et al., 2008:1125) George Yule in the book “The study of language” defines hedges as ‘words or phrases used to indicate that we are not really sure that what we are saying is sufficiently correct or complete.’ (Yule, 2010: 148) The

author names examples such as *sort of* or *kind of* or expressions that people put in front of the sentence *As far as I know, Now correct me if I am wrong, I am not absolutely sure* etc. In addition, words *think* and *feel* are used when a person is not sure about the statement. (ibid.)

Way how to the presenter indicates the uncertainty of message is by filling the empathy pauses with sound or words. These language means are called *hesitations* and *fillers*. Anna Esposito describes hesitations in the book “Fundamentals of Verbal and Nonverbal Communication and the Biometric Issue”:

Hesitations can result in different vocalic realizations, varying from simple events such as silent or filled pauses, and word lengthening, to more complex phenomena involving repetitions and speech repairs. (Esposito 2006: 141)

Most often the speaker uses these pauses because they need an extra time to think to choose a message, formulate an expression or correct mistakes. Words that fill the hesitation pauses are fillers. Hesitations and fillers usually are sounds such as *em, uh, well, umm, sorry, like* etc. These sounds and words make the impression of the speaker as being unconfident and lacking in knowledge.

A typical powerless means is to use *tag questions* at the end of a statement. Mandy J. Egle defines tag questions as ‘created adding a grammatical question at the end of the statement’ (Egle, n.d.: 82) For example.. *don’t you think so?/ .. isn’t it?* According to the author, these questions are used to lead the listener into agreement. However, overuse of these questions may signalize uncertainty in the speech.

Further, powerless speech style can include *disclaimers*. Joanne B. Ciulla explains disclaimers as ‘statements such as “I haven’t thought about this a lot, but... and “You probably know more about this than me, but...” called as disclaimers suggest that speaker’s comments are preliminary and may not be valid.’ (Ciulla, 2008: 205) Just like *tag questions*, *disclaimers* indicate that the speaker is not sure about the delivered message.

*Intensifiers* should also be avoided in effective communication. In the book “Exploring the Lexis-Grammar Interface” Ute Römer and Rainer Schulze claim that intensifiers have an expressive meaning which is the speaker’s personal evaluation. The intensifiers express the degree upwards (upgrades/ amplifiers like *so, absolutely, very*) or downwards (like *a bit, little, rather*). Especially intensifiers are “emotional modelizers”, which means that ‘they are evaluative words which introduce a modification that cannot be measured objectively.’ (Schulze and Römer, 2009: 231) With these words the speaker shows his emotions, mood and feelings. Intensifiers could be used in the speech, but the overuse can lower the authority of the speaker.

To conclude, to have a powerful speech the speaker should avoid or not overuse stylistic variations such as hedges, hesitations, fillers, tag questions, disclaimers and intensifiers. However, the use of these language means would not completely damage the persuasion process, but the speaker should not overuse them.

### 2.3.2. Powerful speech style

Previous subchapter discusses the language means that should be avoided in powerful speech style. However, to create a powerful speech not only certain linguistic means should be avoided, but some others should be exploited to make the speech more persuasive and more interesting for the audience to listen. This effect can be achieved by involving *stylistic devices, intense and diverse language*.

To make the speech more memorable and powerful, the speaker should use *figurative language*, also called *stylistic devices*. The stylistic devices used in speeches create powerful images for the audience. Moreover, these tools make the speech more interesting, appealing and memorable. Stylistic devices are the means that create the language more colorful and saturated. Ilya Galperin defines stylistic devices as 'the special media of language which secure the desirable effect of the utterance'. (Galperin, 1977: 9)

One of the most often used stylistic devices for persuasion is *metaphors*. Galperin states that metaphor 'means transference of some quality from one object to another.' (Galperin, 1977:139) Metaphor becomes a stylistic device when two phenomena have some common properties in one's mind. That is why metaphors create a powerful image in one's mind. By using metaphors in presentations the speaker makes the speech more powerful, interesting and persuasive.

Similar effect is created by *simile* in the speech. Katie Wales defines simile as 'a figure of speech whereby two concepts are imaginatively and descriptively compared.' (Wales, 2001: 358) Further she explains that the most common similes are constructed with *like* and *as* (Wales, 2001: 358). Cindy Griffin explains that simile compares two objects and they are similar in a way that we want to highlight to make a specific point. (Griffin, 2014:174) Like metaphors, simile used in speeches creates powerful images and helps to highlight ideas.

Another stylistic device to make the speech more powerful is *parallelism*. As stated by Galperin '*parallel constructions* are an identical or similar, syntactical structure in two or more sentences or parts of a sentence in close succession.' (Galperin, 1977: 208) Berit Engoy Henriksen explains that similar structure of two statements means that they are understood in

relation to each other. This structure can be also used to contrast ideas. These contrastive pairs help to emphasize the positive aspect of the idea and show that the issue can be simply resolved into two contrasting ways. (Henriksen 2011:52) In addition, Griffin points out that parallelism helps the audience to remember a statement because of its rhythm and symmetry. (Griffin, 2014:175)

A powerful tool for making the speech more memorable is *repetition*. Griffin defines repetition as ‘repeated keywords or phrases at the beginnings or endings of the sentences or clauses to create a rhythm.’ (Griffin, 2014:175) This is an effective tool to help the audience to memorize the main idea of the presentation and emphasize certain aspects.

In addition to *stylistic devices*, *lexical diversity* is a very important part of persuasion in speech. Fix, Gardt and Knape define that ‘lexical diversity refers to the vocabulary richness or vocabulary range a speaker exhibit.’ (Gardt et al., 2008:1122) James Price Dillard and Professor Michael W. Pfau argue that *lexical diversity* affects listener’s judgment through a principle of “preference complexity”. In other words, listeners prefer diversity of lexis because it is more interesting to listen. (Dillard and Pfau, 2002: 375) Moreover, a powerful speech includes *intense language*. Dillard and Pfau explain that intense language can be emotionally colorful words such as *horrible* or *excellent*, or specific graphic language such as *astronomical* and *completely*. Intense language is defined as ‘reflecting the extremity of a source point of issue.’ (Dillard and Pfau, 2002: 376) Fix, Gardt and Knape outline that by using emotionally rich language the speaker has a greater persuasive effect on the audience. It also enhances the clarity and understanding of the message. Moreover, intense language makes the speaker more trustworthy and, in that way, more persuasive. (Gardt et al., 2008:1122)

To conclude, powerful speech style consists of a language that allows the audience to involve their imagination and that is interesting to listen to. That is why stylistic devices are used in powerful speech style. Metaphors and similes create images in the listeners’ mind; repetition emphasizes ideas, and parallel constructions help to highlight ideas. In addition, intense and powerful language makes the speech more interesting and grabs the listeners’ attention. With these lexical means effective communication can be achieved and communication barriers can be reduced.

#### **2.4. Effective Body Language in Business Presentations**

Communication process in business presentations does not only include words (chapter ‘1.1. Communication process’) but it also includes the person’s visual appearance and body movement.

Personal visual appearance of the presenter is a part of the delivered message and it should be appropriate to the situation and the audience which includes the clothing and the accessories. A part of the appearance is body language. It is a non-verbal communication which is the most basic and natural form of interaction between people. Geoff Ribbens and Richard Thompson in the book “Understanding Body Language” explain that ‘ninety percent of what we communicate is expressed non-verbally.’ (Ribbens & Thompson, 2000: 48) It means that the most significant part of the presentation relies upon the person’s presence, not the words, visual aids or technical support. As the authors emphasize, nothing is as visually persuasive as the person who speaks. (Ribbens & Thompson, 2000: 48)

#### **2.4.1. Posture of the Speaker in Business Presentations**

The posture of the body is the first thing that the audience notices. Eunice Lawton in the book “Body Language and the First Line Manager” says that the posture of the speaker should signalize confidence and authority so that the audience assumes it is worth listening. (Lawton, 2006: 40)

First, the speaker should stand up in front of the audience. Sri Jin Kushal and Sunitti Ahuja in the book “Business Communication” suggest that presenters should ‘keep body erected without appearing stiff, and comfortable without appearing limp.’ (Kushal and Ahuja, 2009: 121) In that way the posture signalizes the importance and credibility of the speaker.

Another important aspect for the speaker is not just to stay at one place during the presentation, but also move around the stage. Lawton describes that standing still may bore the audience, that is why a combination of appropriate body language and natural movements may arouse attention. (Lawton, 2006: 40) In addition, by putting a step forward or aside, the speaker can emphasize a certain ideas. However, this movement should be with confidence, otherwise it will appear clumsy and create a negative effect.

To conclude, the posture of the speaker signalizes the confidence of the presented ideas to the audience. That is why it is important for the speaker to stand confident and straight up. For a greater effect the speaker should move around by using these movements as a way to emphasize ideas. The main aspect regarding communication with the posture is to be natural.

#### **2.4.2. Gestures of the Speaker in Business Presentations**

Gestures are one of the most crucial parts of non-verbal communication. As defined by Nick Skellon in the article “Hand Gesture: What to do with your hands when presenting”, a gesture is

‘a specific body movement that reinforces a verbal message or conveys a particular thought or emotion.’ (Nick Skellon, 2014) Kushal and Ahuja inform that it is important that the gesture is synchronized with the words and delivers the same message. (Kushal & Ahuja, 2009: 121)

Gestures can enhance the speech in many ways – it can clarify and support the words, dramatize ideas, emphasize the words, function as a visual aid and stimulate the audience’s response. (Nick Skellon, 2014) There are numerous variations of gestures and they are grouped in four types according to internet source manual “Gestures: Your Body Speaks” which outlines effective presentation principles. *The descriptive* gestures help the audience to understand the contrasts, size, function and comparison. They are usually used to clarify the idea. For example, *the precision grip* when the presenter wants to explain the finer details or minutiae of an argument. (Online 1) *Emphatic gestures* underscore what’s being said. They indicate earnestness and conviction. For example, a *clenched fist* symbolizes strong feelings, such as anger, or *the palm back* which brings the audience closer to the speaker’s point of view. (Online 1) Another type is *suggestive gestures* which are symbols of ideas or emotions. For example, an open palm is a symbol for giving or receiving. Finally, there are *prompting gestures*; they are used to evoke the desire for the audience to participate. (Online 1) For example, if the speaker wants the audience to applaud, he will do it himself first. (Nick Skellon, 2014) (See Appendix 1)

To conclude, with gestures the presenter adds power to the sent message and reinforces the ideas. Gestures, like posture, contribute to the message and, by using gestures in combination with the right words, the presenter can communicate more effectively.

#### **2.4.3. Eye Contact with the Audience in Business Presentations**

Eye contact is the way how the presenter can keep the contact with audience. By maintaining eye contact with the audience the speaker will be considered as interested in the audience and their opinion. However, if the presenter does not maintain eye contact, the audience may lose interest and consider the speaker as untrustworthy.

In the “Gestures: Your Body speaks” manual it is stated that eye contact can help as a control device. By looking at the audience the speaker can influence the listeners’ concentration. Otherwise, if the speaker does not look at the audience, the audience will lose interest in the speaker. In addition, by seeing the reaction of audience, the speaker can adjust to the listeners and present the information more effectively. (Online 1)

The best way how to establish eye contact with the audience is to focus on individuals. The speaker needs to create a person-to-person relationship. A way how to achieve the bond with the

audience is to look at one person for approximately ten seconds until the speaker can feel the bond with the listener, then switch to another person and continue the same. In a small audience it is easier to maintain eye contact with individuals than in a large audience. The best way to handle a big number of listeners is to choose one or two persons in each section and make an eye contact with them. Then each person will have the impression that the speaker is connecting to him or her directly. (Online 1)

To conclude, eye contact creates the bond with the audience and the speaker. It is the best way for the presenter to interest the audience as individuals in the topic and also control the reaction. By analyzing how the audience is responding to the information, the speaker can control the situation and make the communication process more effective.

## **2.5. Effective Visual Aids in Business Presentations**

Visual aids in business presentations create a professional impression about the speaker and help the audience to comprehend the message. Bovee, Thill and Cross in the book “Excellence in Business Communication” explain that visual aids help to create interest of the audience and help to describe points that are difficult to explain in words. (Bovee et al., 2009: 458) Leanne Eline, in the book “How to Prepare and Use Visual Aids”, describes a research which compares a presentation with visual aids and without them. The presentation which was delivered only verbally had seven percent comprehension rate, but the presentation with visual aids had eighty seven percent comprehension rates. (Eline, 2007: 1) In addition Bovee, Thill and Cross stress that with visual aids the speaker appears to the audience more knowledgeable, better prepared and trustworthy. (Bovee et al., 2009: 458) Thus, Arina Nikitina in the book “Successful Public Speaking” emphasizes that it is important for the presentation to find appropriate visual aids for a certain audience without overusing them. Too many visual aids can divert the audience’s attention from the message. (Nikitina, 2011: 30) According to Bovee, Thill and Cross, the most popular visual aids are overhead transparencies, electronic presentations, flip charts and others. (Bovee et al., 2009: 458-459)

One of the simplest visual aid is a *flip chart*. Nikitina describes that it is used for small and more informal groups. A flip chart is a large pad of paper on an easel which allows the speaker to illustrate or to write down their ideas and then simply flip the used sheet and start a new one. (Nikitina, 2011: 30) Bovee, Thill and Cross say that flip charts are effective for writing down comments and questions during the presentation. Also they are effective for keeping track of ideas during brainstorming sessions. (Bovee et al., 2009: 459)

The most frequently used visual aid nowadays is *electronic presentations* or *slide shows*. Nikitina claims that with the programs like *Microsoft PowerPoint* or *Apple Keynote* it is possible to make qualitative and professional slide presentations in a short period of time. (Nikitina, 2011: 30) Bovee, Thill and Cross claim that the advantages of electronic presentations are that they are easy to edit and to update. The slides can include videos, photos, animations, sounds and they can be incorporated into online meetings, webcasts and webinars. However, there are several disadvantages as well. For electronic presentations specific equipment is needed and there is a risk that certain software will not show the slide show at the presentation time. (Bovee et al., 2009: 459) Milagro Garcia in the Internet source “Different Types of Visual Aids” explains that visual aid is to reinforce the oral message and to sell the product or idea. If the slides are created professionally, then can make a notable impact; however, created poorly can lead to the opposite effect. (Garcia, 2014) The slides should be with a simple background and large fonts. The less the information is on the slide, the better it is to comprehend it. In addition, there could be included animations, but if it is too much, then it can become distracting. (Garcia, 2014) The presenter has to make sure that all the information on the slides is easy to see and read.

In addition to the previous mentioned visual aids, there are numerous other possibilities to use during the presentation. The presenter should not limit the presentation with just one option. Alternative options are *props*. Nikitina defines props as objects used during the presentation to illustrate or reinforce a point. These visual aids are to attract attention, to surprise the audience and to help people recall the aim of the presentation weeks after it. (Nikitina, 2011: 30) Props can also include a prototype of a product or type of materials for a product. *Handouts* could be also given to the audience during the presentation. Usually, these are ‘printed copies of slides and notes given to the listeners during or after the presentation.’ (Nikitina, 2011: 30) Handouts help the audience to follow the presentation.

To sum up, visual aids are an effective way to make the presentation more interesting and effective way to communicate with the audience. There are numerous possibilities of visual aids to be used during the presentation. The presenter needs to adjust these possibilities to the situation and to the audience. However, visual aids should not be overused during the presentation; they should work parallel with the presenter’s delivered message.

### **3. ANALYSIS OF THE INTERVIEWS**

The theoretical part of thesis treated on the main aspects that ensure effective communication in business presentations. However, this chapter reports the thoughts and opinions of business professionals in effective business presentations. Ten respondents from different business fields have been interviewed. Each respondent replied to four questions, these answers were recorded and afterwards transcribed for the analysis. (See Appendix 2) These interviews help to understand the real life situations in business presentations and compare them with the theory explored above. To preserve the respondents' anonymity and yet to refer to individual answers, in this research they are referred to by their job positions.

#### **3.1. Analysis of the First Question**

The first question asked if the respondents knew that there are different kinds of structures for business presentations and which of them are the most effective ones.

To the first question all the answers were very similar. All the respondents confirmed that the structure should include introduction, where you should outline the presentation content. The respondent who was working as Marketing Manager emphasized that the structure also depends on the type of the presentation, for example, if it is a sales presentation then the introduction should include a surprise for the audience and the uniqueness of the product. Also other respondents such as Analyst and Liaison Officer agreed that the introduction should attract the listener's attention and it may include a joke, a quote or some "ice breakers". After the introduction comes the main part. The content and structure of the main part differ for each position. For example, Marketing Manager said that in the main part the description of the product or overview of the competitors is included. For Tax Consultant the main part includes theory about changes in regulations regarding the taxes. But for Project Manager the main part includes information about the main tasks for each person of the group. All respondents answered that at the end of the presentation there should be conclusions. Most of the respondents approved that the conclusions should include emphasizes of the main points and a summary allowing the audience to remember the information. Three of the respondents such as Bank Specialist, Analyst and Tax Consultant emphasized that the information flow should be comprehensive and easy to follow during the whole presentation. In addition, Tax Consultant, Bank Specialist, Liaison Officer explained that people find the structure of the speech more appealing if examples from life are given during the presentation. Also Sales Engineer said that during the presentation the speaker can ask questions to the audience, to involve them in the process of the presentation.

To summarize, all the respondents said that the structure of the speech should include introduction, body and conclusion. This matches with the theory in subchapter 2.2.” Structure of Speech in Business Presentations”. Introduction should include information about the following presentation, body differs depending on the topic, and conclusions should contain a summary of the main points in the presentation. Similar as mentioned in subchapter 2.2., some of the respondents think that the presentation is more interesting if examples from personal experience are mentioned and questions are asked to the audience. This information also matches with the theory provided in subchapter 2.2. However, no one talked about logical division of ideas in the body of the presentation.

### **3.2. Analysis of the Second Question**

The interview’s second question was about the language means that should be used or should be avoided to communicate effectively in business presentations.

Similarly to the first question, all the respondents had the same opinion. Most of them said that the language of the presenter should be adjusted to the audience. For example, if there are professionals sitting in the audience, then the speaker should use specific vocabulary. But if they are clients or general audience, then the language should be simple and easy to comprehend. People who were related to sales field, Sales Specialist and Marketing Manager, explained that there should not be any pauses in the speech, because it indicates the uncertainty of the speaker. Moreover, the speaker should not repeat himself all the time. Project Manager said that the speaker should use correct grammar, wide vocabulary and should avoid inappropriate words. Also, the Customer Service Specialist emphasized that the speaker should take into consideration what the audience want to hear and then adjust the language to them.

To conclude, the respondents agreed that the language should be adjusted to the audience. It has to be simple and comprehensive. However, only one of the respondents mentioned the characteristics that would be typical for a powerful speech style (see subchapter 2.3. “Effective Language Usage in Business Presentations”), but two respondents mentioned silent pauses that are typical of powerless speech style and that should be avoided.

### **3.3. Analysis of the Third Question**

The third question was about the effect of visual appearance and body language in business presentations.

Similarly to the two previous questions, the respondents' opinions were quite similar. All of the respondents emphasized that visual appearance is important in business presentations, because people judge the speaker from the first impression and it is hard to change it. All of the respondents agreed that visual appearance has to be appropriate for the situation. If it is a formal presentation, the clothing should also be in formal style. If it is casual, then the presenter can also wear more casual clothing. Bank Specialist explained that the clothing should be neutral without bright colours and big accessories which would make the audience pay attention to the visual look of the speaker, not to the content of the presentation. However, opinions about body language differed. Respondents agreed that body language should be used. However, Tax Consultant and Project Manager in translations explained that too much of gestures should not be used because it distracts the attention of the audience. Others said that body language can attract the attention; the speaker should not stand still and speak in a slow and monotonous voice. Project Manager, Sales Specialist and Bank Specialist said that the speaker should use open gestures and should avoid standing with crossed arms. Sales Engineer and Marketing Manager said that a person should move around with a couple of steps one way or another. Sales Specialist, Customer Service Specialist, and Liaison Officer, mentioned that the most important thing is to move freely and not to show any signs of stress.

To sum up, the respondents agreed that the visual appearance is important for the speaker and it has to be adjusted to the situation. Also opinions about the body language were similar to theory laid out in subchapter 2.4. "Effective Body Language in Business Presentations". It is important that the speaker uses gestures and moves around the place. However, none of the respondents notes that eye contact is important, but more emphasis was put on the importance of the voice.

### **3.4. Analysis of the Fourth Question**

The last question was to report the impact of visual aids in business presentations. The provided answers differed depending on the job position of the respondent. All the interviewed persons agreed that visual aids are important for persuasion and communication in business presentations. The respondents mentioned that the most frequently used visual aid is electronic presentations. Four respondents said that handouts are also useful for business presentations. However, Sales Specialists and Marketing Manager emphasized that in sales presentations the most persuasive and effective visual aid is the product that you are selling or a sample of it. Marketing Manager emphasized that experience shows that clients like to see, touch, feel and smell the product, and it

is the most effective way to sell it. Regarding the style of electronic presentations, answers could be categorized according to the field. Banking specialist and Tax Consultant said that the presentations should not be too colourful, with pictures and animations. They should be simple and comprehensive. However, other respondents such as Project Manager, Sales Engineer, Customer Service Specialist and Analyst outline that the presentation should be interesting and creative. Most of the respondents agreed that the slides should not be overloaded with text, but just outline the main information. Sales Engineer said that there should be short sentences or words on the slides and the speaker should comment each point in more detail. Project Manager expressed a view that the most effective way to communicate with the audience is to use symbols or simple numbers on the slides. In that way the audience will memorize the information better. In addition, some of the respondents noted that electronic presentations are not just made for the audience, but can also help the speaker to memorize the most important information.

To sum up, the respondents answers confirmed the provided information in subchapter 2.5. “Effective Visual Aids in Business Presentations” about visual aids being important part of communication process in business presentations. Also, the most often used visual aids are electronic presentations and handouts, but for the sales presentations - product examples or props. The respondents’ views regarding the slides differed, because some said that there should be pictures, effects and entertaining features, but some said that the slides need to be neutral. It depends on the business field and the situation for which the slides are created.

## 4. ANALYSIS OF BUSINESS PRESENTATIONS

For the empirical part of the research analysis of five business presentations is provided. The analysis shows which principles of effective communication are used in real presentations and which are not used; how it effects the overall impression of the presentation and the speaker. Three of five business presentations were randomly selected in the video portal *YouTube*. These presentations are from different competitions of business plans presentation, where the winner wins a prize to develop the business idea. However, two presentations were selected from the famous non-profit organization *TED Talks* conference. In these conferences short form of talks about different subjects are usually delivered. In these presentations professionals speak, having been specially prepared for the certain presentation. These two presentations were chosen to compare and see the difference between a professional delivering a presentation and people who probably are beginners in business field.

### 4.1. Analysis of “Fundzi” Business Presentation

“Fundzi” business presentation (2012) takes place in a business plan competition in George Washington University in the United States. The name of the business plan competition is “Gwbusiness Plan Competition”. The presenter’s name is Dylan Fox and he is presenting an idea about an online fund raising platform “Fundzi”, which gives the opportunity for small organizations to offer their supporters incentives that are usually only offered by large organizations. The aim of the presentation is to persuade the jury about validity of the business idea and to win the main prize. In the competition the “Fundzi” business idea received the third place.

The speech structure of the presentation consists of three main parts – introduction, body and conclusions. In the introduction, the speaker starts with thanking everyone for being present and introduces himself. There are no special quotes, jokes or any other ways to attract the attention of the audience. Then he continues and introduces the online platform “Fundzi”, how it looks, how can it be used and why this platform is unique. (0:15 – 2:00) After the introduction comes the body of the speech and the speaker shows the transition between these parts with a phrase ‘But before I go on and tell you more about “Fundzi”, I would like to first talk to you about ...’ (2:00 – 2:05) Then he continues the main part and uses problem-solution way of ordering the ideas. First, he introduces the current problems that small organizations and individuals face in fund raising and what the problems are with other fund raising platforms.

Then the speaker gives examples from life situations and continues with how “Fundzi” can solve all these problems. Also, in the main part the speaker mentions the way how “Fundzi” earns money, compares “Fundzi” with other competitors, clients attraction, introduces the team of the “Fundzi” and future plans. (2:05 – 11:20) Afterwards comes the conclusion part. The speaker starts with the phrase ‘Now I have shown you exactly what “Fundzi” does and how we work.’ In the conclusion part he emphasizes all the most important points of the body, each of the points beginning with the phrase ‘I have shown you ...’ (11:20 – 11:52) At the very end the presenter tells what the company will do with the money if it gets the prize money. Then he ends the presentation with the phrase ‘I’m extremely excited about the “Fundzi” future and hope that you are excited as well’ to show his belief in the business idea. (11:52 – 12:22) Also he mentions how the audience can become potential users of the platform and shows how useful the business idea could also be for the audience. From time to time, he uses rhetorical questions such as ‘How do you make any money on this platform?’ or ‘How are these businesses going to partner with you and why?’, to attract the listeners’ attention. The whole speech is very well structured and it is easy to follow the information flow. In addition, to make the speech more interesting, the presenter includes examples.

The presenter uses emphatic language in the presentation. During the whole presentation only a few language means are found that are typical of powerless speech style. Only once the speaker uses a tag question ‘But obviously there is some competition in the market place, right?’(8:06) and only once there is a pause for switching the slides. (10:50) Also he uses intensifiers in the beginning and end of the speech such as two times ‘unique’, three times ‘extremely’, four times ‘great’, one time ‘amazing’ and one time ‘strongly’. However, in this case these intensifiers are not overused and do not create a powerless speech style effect, but contributed to a more powerful speech style which includes the intensity of language. The speech flow is easy to follow without any unnecessary pauses. It creates a very convincing effect. The speech contains powerful speech style elements - stylistic devices such as repetition and parallel constructions. Regarding repetitions, the most often repeated words are ‘platform’ (22 times), “Fundzi” (19 times), ‘users’ (12 times), ‘fund raising’ (10 times), ‘fund raisers’ (9 times) ‘businesses’ (9 times) and ‘discounts’ (8 times). All these words are semantically related to the business field that the company is operating in and, by repetition; the speaker helps the audience to memorize the business plan idea better. Also, the presenter repeats phrases which are of a parallel construction. The first phrase that he repeats three times is, ‘There is no platform out

there that ... ' By this phrase the presenter emphasizes the uniqueness of the "Fundzi" platform. Also he repeats three times parallel construction '[...] small organizations, student organization, youth sports team and individual fund raiser...' (0:53-0:56; 8:20-8:24; 8:30-8:33) to emphasize the main customers who can use the "Fundzi" platform. In addition, there are other examples of parallel constructions such as in the end of the speech the speaker makes the conclusions as parallel constructions. Four main key points are emphasized and each of these four ideas started with the phrase 'I have shown you...' (11:22 – 11:52). Mostly parallel constructions are used to emphasize certain ideas. However, there are no examples found of metaphors or similes which could increase the language diversity, still, the speech style is persuasive and powerful.

The visual appearance of the speaker is adjusted to the situation. As it is a business plan competition, the participants need to show themselves as professionals, that is why the speaker is wearing a formal suit. The posture of the speaker is relaxed and does not indicate any stress signs. However, he is moving during the whole presentation from one side to another, which is distracting the attention from the content of the speech and may indicate that the speaker is nervous. Also, the speaker does not use different hand gestures. In the first part of the presentation, he is holding one hand in the pocket and with the other hand he is holding the remote for switching the slides. All the time he articulates with the hand and emphasizes things that he is presenting verbally. Then, in the other part of the speech (starting from 6:10 till the end) the speaker takes his hand out of the pocket and articulates by both hands using the side palm gesture. This gesture is used to persuade the audience. The speaker does not maintain eye contact with the audience during the whole presentation. From time to time he is looking at the slides on the big screen, which is distracting as well. All in all, the visual appearance is professional, but the body language is quite limited, which reduces the persuasion effect.

In the presentation, the only visual aid that is used is a *PowerPoint* presentation, which is designed quite neutral with minimal amount of texts, few graphs and few pictures. The presenter is commenting the information that is written on the slides, and the slides are like complementary material for the verbal information. The *PowerPoint* presentation in this case is properly created and yields a professional impression.

To conclude, the "Fundzi" business presentation has almost all the principles that ensure effective communication in business presentations. The speech is well structured, with a powerful language style and the speaker includes examples to make the speech more appealing to the audience and uses rhetorical questions to attract the attention. The visual appearance and

PowerPoint presentation creates professional image. However, the body language was limited and the movement from one side to another indicated that the speaker was a nervous. Despite that, the presentation was interesting to listen and appealing.

#### **4.2. Analysis of “BioLum” Business Presentation**

“BioLum” (2015) is a business idea in a competition called “14th Annual SMU Cox/ Lye Business Plan Competition”. It is organized by the Southern Methodist University. The presenter introduces the audience with his business idea “BioLum”, which is a technical device that helps to diagnose asthma in a simple way. The aim of the presentation is similar to the previous one. It is to persuade the jury about his business idea to win the prize money to develop the business idea. In this case, “BioLum” was awarded with the first place in the competition.

The structure of the speech in the business presentation consists of introduction and body. In the introduction the speaker attracts the audience’s attention by sharing an experience from his own personal life and his first experience with asthma. It is a successful example of how to arouse the audience’s interest to the presentation and its topic. (0:11-0:45) In the body of the speech the presenter speaks about different problematic facts related to asthma and the costs that the people face dealing with this disease, by presenting facts and figures. Then the presenter introduces the business idea “BioLum”, which is a smartphone-based device for diagnosing and treating asthma. He mentions his own life experience to explain how painful and difficult old diagnosing methods of asthma are and explains how ‘revolutionary’ “BioLum” is. It means that the speaker is ordering the ideas according to the problem-solution pattern. Then the presenter continues with the advantages of the device, implementation, marketing strategies, potential competitors and he also introduces the team behind the idea, to create credibility to the audience. Then he tells about the product development, income statement, expenses and potential investors. But at the end of the speech, the presenter does not include any conclusions or summary, he just says ‘Thank you!’ and ends the presentation. (7:37) It creates an incomplete image of the message and the sudden ending without a summary or any similar element looks unprofessional.

The language of the speaker is easy to follow, clear and understandable. Only once the speaker uses terms of illnesses which may not be understood by the audience (4:28 – 4:31), otherwise the speech is comprehensive. During the speech any language means that would classify as powerless speech style are not found. There are no examples of hedges, tag questions or disclaimers. Only a few times between slides there are silent pauses (3:40), but this does not affect the impression of the whole speech. He uses intensifiers a few times such as three times

‘revolutionary’, two times ‘amazing’ and once ‘the best’ to describe the product. However, it does not affect the speech style negatively and could be considered as a language means more typical of powerful speech style. Intensity is one of the means that are typical for powerful speech style and that is why as the intensifiers are not overused, they are creating a more powerful effect. Another typical language means for powerful speech style are stylistic devices. The presenter does not use similes and only once he uses a metaphor ‘We will be recognized as the gold standard.’ (4:40). In this case, the presenter with the metaphor wants to emphasize what their success will be when the product enters the market. There are a lot more cases of repetitions and parallel constructions found. The repeated words are mostly connected with the product usage field and the product so that the audience would remember it. The most often repeated words are: ‘BioLum’ (7 times), ‘diagnosis’ (7 times), ‘asthma’ (5 times), ‘device’ (4 times) and ‘imagining system’ (3 times). He also repeats the word ‘revolutionary’ (3 times) and ‘amazing investor opportunities’ (2 times) to describe uniqueness and opportunities of the product. Regarding parallel constructions, he mostly uses them to numerate things or order procedures, for example, ‘[...] into four things which are ER staffing costs, unnecessary patient visits, late stage diagnosis for adults and misdiagnosis or incorrect medications’ (1:10-1:18), ‘[...] you place the test tube in our device, our device records the action and then transmits the data to the phone’ (3:31 – 3:37) or ‘Then we will reach out to other doctors, pediatricians, nurses, public schools, homes and eventually to third world countries.’ (4:41 – 4:47) The language of the speaker consists of the means that are typical for powerful speech style; however, it misses the language diversity and wider usage of stylistic devices.

The speaker creates a professional and confident image by wearing a suit in the presentation. The suit is simple and elegant and does not distract the attention to the message. The body language of the speaker is simple and he does not overuse it. He maintains eye contact with the first row of the audience, where probably the jury sits. However, sometimes he looks at the slide show and speaks while looking at it, which disturbs the contact with the audience. The posture of the speaker creates an impression that he is relaxed and confident. In the beginning of the speech the presenter moves from one side to another on the stage to come closer and enforce the verbal message. (0:23 – 0:42) Also, during the presentation, occasionally he walks one step forward or one step back to enforce the message. Mostly he uses the side palm gesture and articulates with it to emphasize the verbal message. He also uses his forefinger to point out some ideas on the slide show. (0:59) However, the range of the gestures is limited; the message would

be more effective if the speaker would use a wider range of gestures. All in all, the visual appearance and body language creates a professional image and indicates that the speaker is confident about the presented idea.

The only visual aid that is used during the presentation is electronic slide show. It is designed with a white background and consists mostly of pictures, numbers and graphs. The speaker explains the information on the slide verbally and it is a successful complementary visual material for the presentation. It complements the presentation and with it the speaker emphasizes his ideas.

To conclude, the presentation of the “BioLum” is persuasive and convincing. The speaker’s visual appearance and body language complement the presentation and create a trustworthy and professional impression. Also, the visual aid is prepared according to the situation and is a simple, but effective visual material. The speaker does not demonstrate any signs of stress in language means and has powerful speech style, which is persuasive. However, the positive impression about the presentation is weakened by the fact that the message has no conclusions that would emphasize the main points. The communication between the speaker and the audience is suddenly stopped, which in the end affects negatively the whole image.

### **4.3. Analysis of “Polish Pop” Business Presentation**

“Polish Pop” (2015) is a business idea in a competition called “14th Annual SMU Cox/ Lye Business Plan Competition” organized by the Southern Methodist University. The presenter introduces the jury with her business idea “Polish Pop”, which is an automated service that provides women with nail polish. The aim of the presentation is the same as the two previous ones, to persuade the audience about the business idea and to win the prize money for developing the business.

The structure of the presentation consists of a short introduction, body and short conclusions. The presentation starts with the presenter introducing herself and with a short introduction of the business idea. (0:10 – 0:20) Then she continues with the body part and starts with the actuality and popularity of the nail polishing industry nowadays. Then she introduces the problems that women face regarding nail polishing and she complements the message with figures and numbers of a survey that has been made and shows quotes from these surveys. In that way the presenter makes the presentation more interesting and the information more credible. Also, she mentions examples from *Instagram*, where women’s opinions about problems connected with nail polish can be found. Then she emphasizes that women need this “Polish Pop”

station and tells about the process of the station services. The presentation keeps to the problem-solution order of ideas, to show that the product is really useful. Further in the body of the speech she continues with the information about target customers, competitors, distribution channels, strategies and financial plan. In addition, she tells about the team of the business idea to create credibility for the jury that people behind the business plans are professionals. The end of the presentation consists of very short conclusion part. The speaker ends the presentation with the sentence 'So now that you know a little bit about our product and team, you have been *polished!*' (8:05 – 8:08) Although it is one sentence, it is attractive and is an effective way for the audience to memorize the idea. The example of the "Polish Pop" presentation speech structure indicated that not always there has to be a long introduction and long conclusions to make the speech coherent and memorable.

The language of the presenter is quite casual, using terms and brands that are familiar for women, but probably unfamiliar with men. That is why, when the presenter introduces brands or techniques of the nail polishing industry, she also explains what the name or the techniques mean because there are also male representatives in the audience. The flow of the speech is easy and comprehensive. Also, the speech is more powerful than powerless. From all the language means that are typical of powerless speech style, the speaker only uses fillers. When introducing a new idea, she uses the filler 'emm', for example, '[...] emm... You can also go to...' ( 1:48) , '[...] emm... CVS recently launched a new...' (4:40) or in between the sentences to fill the time while thinking what to say further 'Women currently..emm.. has to repolish their nails...'. All together she uses this filler eighteen times, which is quite a lot, but it does not affect the overall speech style because the speaker is using the means that are typical of powerful speech style. The speaker uses stylistic devices in the speech which make it more persuasive and interesting to listen to. There are metaphors in the speech such as ' [...] *explosion* in the popularity of nail polish' (0:26) and ' [...] *explosion* in the nail care industry' (4:30). These are used to emphasize how important now the nail care industry is. Also, she uses the phrase at the end of the speech '[...] you have been *polished!*', which is a metaphor connected to the "Polish Pop" business field and characterizes its services. There was a simile ' [...] seems like a walk in the park' to indicate how simple it is. (7:53) In the speech there are also repetitions, words and phrases connected with the semantic field of the "Polish Pop" business field such as 'women' (14 times), 'nail polish' (9 times), 'nail salons' (7 times), 'Polish Pop' (6 times) and 'station' (5 times). Also, the speaker twice repeats a parallel construction phrase '[...] fast, convenient, cost effective option...' to

emphasize the advantages of the product. More cases of parallel constructions are found to emphasize ideas such as 'As you can see ... and you can see...' ( 0:50 – 0:54) and 'I compare this to a shoe shine salon, I compare it to a hair salon and to an average nail care salon.' (6:42 – 6:48) Stylistic devices make the language intense; however, comparing with two previous business presentations, the speaker does not use intensifiers and the language was not diverse. The absence of these means does not make a complete by powerful speech style.

The visual appearance of the speaker was appropriate to the situation. She is wearing a neutral black dress, without any visible or disturbing accessories and bright colors. However, the speaker looks casual and, comparing to the audience who are dressed formal, the clothing should be also more formal. The body language of the speaker during the presentation is limited. She is standing on one place, not moving around the room, just leaning forwards or backwards. Also the gestures are missing because with one hand the speaker is holding the microphone and with other hand the remote for switching the slides of the presentation. She is articulating just with the one hand which is holding the remote. The speaker would be more persuasive, if she had the opportunity to use her hands to articulate more during the speech. The presenter is not using any specific gestures as descriptive or emphatic, she is just articulating. However, the posture of the speaker was relaxed and there were no visual signs of stress or being nervous. This aspect showed her as credible and professional.

Like the previous two analyzed presentations, this presentation has also only one visual aid, which is an electronic presentation. It has a white background, images, numbers and text. However, some slides have too much information, with small font size and were hard to read. This influenced the communication between the audience and the speaker and does not fully help as a complementary material, rather describing things that the speaker was already telling. It does affect the complete impression about the presentation.

To conclude, the "Pop Polish" presentation is a good example how to build a speech that has a short, but effective introduction and conclusions of the speech. The speech style can be described as powerful speech style, because the language had more typical means that make for powerful speech style rather than powerless. The communication process in the presentation influences the overload of information on the electronic presentation slide show and the fact that the speaker did not use body language due to her occupied hands.

#### **4.4. Analysis of “What Consumers Want” Business Presentation**

The presentation of “What Consumers Want” is from a well-known organization TED conference. The aim of the organization is to spread ideas in the world with the help of professionals who give short and powerful talks. The videos where people can see the presentations are called *Ted Talks*. “What Consumers Want” is a *Ted Talk* by the writer Joseph Pine, who is also known as a consultant for businesses to help create products and services offering authentic experiences to consumers. The presentation aim is to entertain and also to inform entrepreneurs in the audience how to be authentic and how to create this authenticity so that the consumers want to purchase it. (Pine, 2004)

The speech structure is well-organized with an introductory part, body and conclusions. In the introduction the presenter starts with the sentence ‘I’m going to talk about a very fundamental change that is going on in the very fabric of the modern economy.’ (0:11-0:14), which attracts the audience’s attention. Then he continues in the introductory part to speak about the commodities and how the purchase preferences have changed during the years. During the speech he provides examples for each stage of the commodity changes so that people would understand better the provided information. Then for the body of the speech the speaker starts with a sentence that introduces what will follow in the main part of the presentation. ‘So we’re shifting to an experience economy, where experiences are becoming the predominant economic offering.’ (2:15 – 2:17) He continues with examples that explain which are the well-known experiences that people are purchasing. Further the speaker tells experience from his personal life and with this example he introduces an idea that every experience is authentic for us as human beings, because each senses it differently. The speaker continues with a quote from Shakespeare’s play “Hamlet” and with this quote he introduces the next idea about two principles of authenticity. One is being true to yourself, which is very self-directed, and the other is being other-directed or being what you say you are to others. Then from this principle he creates phrases that business can be ‘real real’, ‘fake fake’, ‘fake real’ and ‘real fake’. He explains each of these phrases more deeply and provides examples from real companies. The ideas of the body are ordered logically, starting with informing the audience with the actuality of the theme and through examples providing the main ideas of the presentation. In addition, some of the examples are humorous anecdotes and make the message more appealing. In the conclusion part, the speaker makes a short summary of the main ideas of the presentation that should be memorized by the entrepreneurs in the audience and one idea that should be memorized by the consumers in the audience. (13:30 -14:13)

The language of the presentation is persuasive and attractive. The speech style of the presenter has only a few language means that are typical for powerless speech style. During the speech he often uses tag questions. The speaker regularly uses the question 'Right?' when finishing an idea, for example, 'Rendering authenticity and the keyword is "rendering." *Right?* Rendering, because you have to get your consumers as business people to perceive your offerings as authentic.' (5:59) In some places the speaker even overuses this word, for example, '*Right?* Coffee, at its core, is what? *Right?* It's beans; *right?*'(12:26) Together he uses during the speech eighteen times the word 'right' and this affects the quality of the speech. Moreover, there are other forms of tag questions like '*All right?* Anybody else like that, *no?*' (7:49) , '[...] that's not too much jargon, *is it?*' (11:00) However, most of the times he uses these tag questions to attract the attention of the audience, rather than seeking for approval. In addition, these questions are sometimes used as a joke because the audience's laughter can be heard after them, for example, after '*All right?* Anybody else like that, *no?*' (7:49) Another characteristics that is typical to powerless speech style two examples of fillers were found such as '[...] and then I always finish off...*eee*...by talking about...' (4:34) and 'It is...*aaa*... you see behind it all...' (9:45) However, these two cases does not affect the style of the speech. The speech style is typical of powerful speech style. It contains many stylistic devices and the most often used are parallel constructions to emphasize ideas and make the ideas more appealing to the audience. For example, 'I'm going to talk about a very fundamental change ... And to talk about that, I'm going to go back ... '(0:11 – 0:18), 'Commodities are things that you grow in the ground, raise on the ground or pull out of the ground: basically, animal, mineral, vegetable. '(0:18 – 0:21). In addition, all the conclusions of the speech are made involving parallel constructions 'Let me summarize it, for the business people in the audience, with three rules, three basic rules. One, don't say you're authentic unless you really are authentic. Two, it's easier to be authentic if you don't say you're authentic. And three, if you say you're authentic, you better be authentic.' (13:30 – 13:54) Moreover, the text of the presentation message contains many metaphors. For example, 'The *experience capital in the world* of conferences. '(2:55), 'Now, the other *two sides of the coin* are: being a real fake.' (8:42), 'Now the easiest way to *fall down in this*...' (10:22), 'then you have that *disconnect*.' (12:05) 'But *surround the brewing* of that coffee *with the ambiance of a Starbucks*, with the *authentic cedar* that goes inside of there...' (13:12). The whole main idea of the presentation is in a metaphorical meaning. The author speaks about being 'true to yourself' and being 'real real' (8:14) or being 'fake fake' or 'value for fake' (8:21) or being a 'real fake' company (8:42). Companies

cannot 'supply the fake' (8: 24) that is why the main message of the speech is rendered metaphorical; to make the speech more appealing and interesting for the audience to listen. The speaker uses repetition to connect the ideas and to make the speech more memorable, such as, 'experience' (27 times), 'true' ( 16 times) in combinations of 'true to itself' (7 times) and 'true to yourself' (5 times) , 'authentic' (16 times), 'authenticity' (12 times), 'economy' (14 times) and 'business' (9 times). The language of the speaker is very diverse and intense. Although, he is not using any intensifiers, but with the appropriate wording and message the language is powerful and appealing.

The speaker is dressed casually with black trousers and a dress shirt, which is appropriate to the situation as it is not a formal business presentation. He uses a wide range of body language and moves freely on the stage. The posture of the speaker is relaxed and looks like he is having a daily conversation, which creates a positive effect. During the speech he is occasionally moving from one side to another and filling the space that is allotted for the presenter on the stage. The speaker maintains eye contact with the audience all the time, looking from one side to another and creating a personal contact. The presenter even looks at the audience when he is pointing out something written on the slides. The gestures of the speaker are diverse and interesting to watch. He holds a remote in one hand to switch the slides, and in the other a small folder. Thus, he manages to gesture with both hands by holding both objects in one hand or by moving hands while holding the objects. The presenter uses descriptive gestures for making the message more clear and interesting. For example, when the speaker numbers some facts, he shows the numbers with fingers (1:08) or, when he is talking about a place, company or a person, he shows with one hand to a place next to him, as if it was next to him (3:08). In addition, when the speaker is talking about something, he indicates or shows the object, for example, when he talks about shoes, he shows his shoes (4:20) or when he is telling a direct speech as someone else would say , he is showing the emotions of the person with gestures (4:50). Also, he uses the open palm gesture to get closer to the audience (3:15) and the side palm to emphasize things (9:45). In addition, when he is showing with one hand to the slides, he is watching the audience, which creates a strong bond with the audience and credibility in what the speaker is telling.

The speaker is mostly using only electronic presentation which is with white background and black text indicating only the main phrases that the speaker is telling. The main accent in this presentation is put on the message rather than the visual aid. The speech is so appealing that the presentation plays only a secondary role, and even without it, the presentation would still be

appealing. However, with the presentation the speaker illustrates the ideas and helps the audience to understand the main message. During the whole presentation, next to him stands a small table with a take-away coffee cup. At the end of the presentation, when he is telling about *Starbucks*, he shows this cup of coffee from *Starbucks*. (12:40) Then he continues that it is just a coffee from beans; he takes coffee beans and shows them to the audience. (12:44) This could be a visual aid to emphasize the idea, thus, it could also be hidden advertisement for *Starbucks*.

To conclude, the presentation “What Consumers Want” is completely different from the previously analyzed business presentations. It is made to entertain the audience and inform the entrepreneurs. It is obvious that the speaker is a professional in public speaking and that he has worked with the way how to perform and communicate with the audience. The speech is powerful with a diverse and intensive language and the speaker moves freely in front of the audience and uses different gestures. In addition, he uses several visual aids to emphasize ideas, thus, without them the presentation would be successful as well. This is a perfect example of how entertaining business presentations should look like.

#### **4.5. Analysis of “Wearing Nothing New” Business Presentation**

“Wearing Nothing New” is a presentation by Jessi Arrington, a designer from the United States, Brooklyn. Like the presentation above “What Consumers Want”, this presentation is from *Ted Talks* conference. The speaker is presenting idea in the field of consumerism and how to purchase clothing that is conscious decision and feel good about the consumption. The aim of the presentation this time is to inform not the businesses and entrepreneurs, but consumers as part of the economic system. (Arrington, 2014)

The presentation itself is informal and is not quite a typical business presentation; however, the structure of the speech still contains three main parts. In the introduction, the speaker introduces herself and starts with a sentence that immediately attracts attention and creates interest what will follow after this statement ‘I’m Jessi, and this is my suitcase. But before I show you what I’ve got inside, I’m going to make a very public confession, and that is, I’m outfit-obsessed.’ (0:11 – 0:16) Then at the body part of the speech, she presents outfits for each day that she has found in the second-hand shops, the total costs of the outfit and with every example the speaker introduces new ideas about consumerism and other ideas that the presenter has gain trough life experience. (2:14 – 4:34) In the conclusions the speaker does not make a summary, but emphasizes the main idea of the presentation so that it would be memorable. The speaker says that after the TED conference she is going to donate all the bought clothes, because they are just

goods and consumers should not get attached to things. (4:34 – 5:02) The speech is very attractive and the speaker herself is a charismatic and interesting personality. In the end she receives loud applause and the audience even stands up.

The language of the speech is informal, with a lot of words used that would be typical for informal conversations. However, the speech is persuasive and interesting to listen to. The speech contains no language means that are typical for powerless speech style. The flow of the language is easy; the speaker does not use any hedges, fillers, disclaimers or tag questions. Thus, she does use some intensifiers such as 'very', 'phenomenal', 'unique' (2 times), 'really' (2 times) and 'great' (2 times), but it does not affect the speech style as the speech was informal. The speech is characterized by powerful speech style. The speaker uses many stylistic devices during the speech, such as, parallel constructions to emphasize ideas and to put them in logical sequence, 'I love finding, wearing, and more recently, photographing and blogging a different, colorful, crazy outfit for every single occasion.' (0:25), '[...] the right people, they will not only get it, they will appreciate it.' (3:05), 'If you think you look good in something, you almost certainly do. And if you don't think you look good in something, you're also probably right.' (3:28) In addition, the presenter uses metaphors to create images and make the speech more appealing, for example, 'Embrace your inner child.' (3:11), and 'We should be able to rock anything we want to rock.' (4:00) One example of simile is also found in the speech such as '[...] shopping like my own personal treasure hunt.' (0:59) Thus, the speaker does not use repetition as stylistic device. The language is intense; however, it could be more diverse to sound more professional. However, in this case the speech is powerful because of the personality who delivers the presentation and because of the content.

The speaker's visual appearance is very unusual for a business presentation. She is wearing a violet dress and expressive accessories. However, as she is a designer and she is telling about colorful clothing which people can purchase in second-hand shops, the attire was appropriate for the situation. The posture of the speaker is very relaxed as well as the body movements. The presenter moves periodically from one side of the stage to another while keeping eye contact with all the audience. It creates a personal bond between the audience and the speaker. The gestures of the speaker are freely used, in one hand she has the remote to switch the electronic presentation and other hand is free. Thus, she uses both hands to articulate and complement what she is saying. Most of the time, the presenter uses descriptive gestures to help the audience to understand the

contrasts, size, function and comparison of ideas. Moreover, the speaker uses the open palm gesture to show the honesty and openness to the audience.

The only visual aid that the presenter uses is an electronic presentation. The presentation is very simple, but at the same time interesting because there are only pictures of her and the outfits that the designer bought in a second-hand shop. In that way, it is appropriate complementary material to the delivered message to make it more interesting. In this case, the presentation would not be so attractive if the pictures were not shown to the audience.

To conclude, the presentation “Wearing Nothing New” is not a typical business presentation as it is informal and the presenter is a clothing designer. She is a creative personality, which makes the language less formal, the visual appearance and visual aid different from the usual standards in business presentations. However, the structure of the speech is well-organized, she uses powerful speech style, a wide range of body language and the speaker is relaxed in front of audience. In this case the presentation is interesting and persuasive because of the personality and content of the message.

#### **4.6. Conclusions of Business Presentations Analysis**

After the analysis of five business presentations, there are several conclusions that can be made regarding emphatic language, speech structure, body language, visual appearance of the speaker and visual aids in effective business communication.

Almost all of the presentations except “BioLum” had a certain structure for the speech – introduction, body and conclusions. It means that the structure of the speech is important to explain the idea in a meaningful and logical way. Only “BioLumn” did not have any conclusion part and it effects the communication with the audience negatively. The most successful presentations were those which started with some interesting fact, joke or statement. The body of the presentation differs depending on the type of presentation. All three presentations that were participants in a business plan competition used *problem-solution* ordering of ideas. However, two *Ted Talks* presentations had no concrete type of ordering ideas in the body part. The most typical way how to end a presentation is to make a summary in the conclusion or emphasize the main idea. All the presentations used examples from personal experience to make the presentation more appealing. Also jokes were a typical way, especially in *Ted Talks* presentations, of how to enforce the communication with the audience.

The language of the speaker plays a great role in communication. All the presentations had a powerful speech style; however, those whose language means were typical for powerless

speech style appeared more nervous and unconfident about what they were saying. A great role in powerful speech style is played by language diversity and intensity. *Ted Talks* presentations had a more powerful language than other three presentations because of wide usage of stylistic devices and wording diversity. It made the presentations more appealing and interesting to listen. In addition, during the analysis it was noticed that not only the language in communication with the audience was important, but also the voice and content of the speech.

Body language plays even more decisive role in persuasion than the language. Presenters who had relaxed posture and moved in front of the audience were more convincing and persuasive than the other speakers. *Ted Talks* presenters used different types of gestures such as descriptive or emphatic and were more persuasive than other presenters who only used one type of gestures. Eye contact also is crucial to maintain contact with the audience. It is important to look all the time at the audience as the presenters from *Ted Talks* did. In the other three presentations the speakers looked at the electronic presentation slides and were losing the connection with the audience. In addition, it seemed that they were not sure about the information that they were delivering. The appearance of the speaker is of consequence as well, all of the speakers were dressed according to the situation.

All the presenters used electronic presentations. Presentations that had only graphs, pictures, numbers or only a few words on the slides were more successful than those who had longer sentences. It is crucial that the electronic presentations complement the verbal message, rather than shows what the speaker is saying verbally. Only one presentation “What Consumers Want” had extra visual aids to the electronic presentation to emphasize an idea, which made the presentation more interesting.

To finalize, emphatic language, speech structure, body language, visual appearance of the speaker and visual aids are important in business presentations to persuade the audience and to create a better communication. However, during the analysis it was noticed that there were several other principles that affect the communication such as the content of the speech, voice and personality of the speaker.

## CONCLUSIONS

Business presentations play a crucial role in companies' daily life. Business presentation is effective if the communication process between the audience and the speaker is successful. The presenter needs to know how to use communication principles in order to succeed and achieve the aim of the presentation. That is why the research of the Bachelor thesis "Effective Communication Principles in Business Presentations" was conducted. The goal of the research was to establish the relevance of effective business presentation principles in real life applications. For the research three research questions were set to investigate these principles in greater detail and to analyse these principles in real life application.

After the research of the theory, interviews with professionals in business and analysis of a number of business presentations, the author has come up with several conclusions. Communication is a complex process where two parties are involved. However, to communicate effectively, the sender has a greater responsibility. The sender should adjust the message to the receiver and send it without mistakes. That is why in business presentations the presenter has to take to consideration several principles to communicate effectively.

First, it is the preparation process in which the presenter should investigate the audience and their needs, so that these needs are addressed in the presentation. Moreover, it is important to know the situation in which the presentation will take place because these factors affect the style and content of the presentation.

Further, the presenter should develop a logical division of the speech to help the audience follow the information flow. The interview results and the results of the presentation analysis matched with the provided theory in the thesis which is that the speech should consist of introduction, body and conclusions. Introduction should include information about the following presentation, body differs depending on the topic, but it necessarily develops the principal message, and conclusions should contain a summary of the main ideas in the presentation. In addition, in the interviews respondents emphasized that the presentation should include examples from personal experience, questions to the audience and jokes to make it more appealing and this practice was found also in the analysed presentations.

The theory of the thesis outlined that the speech should comprise emphatic language which provides powerful speech style to persuade the audience. However, the interview results did not establish emphatic language as a necessity; mostly the respondents maintained that the language should be adjusted to the audience. It had to be simple and comprehensive. Thus, after the

analysis it was discovered that presenters who demonstrated more language means that are typical for powerless speech style appeared more nervous and unconfident about the provided information, while presentations with powerful speech style were more persuasive.

Like the language, body language and visual appearance also play a crucial role in persuasion effort in presentations. The analysis of the presentations showed that the presenters who had relaxed posture and moved in front of the audience were more convincing and persuasive than other speakers. Interview respondents' opinions about the body language were similar to the theory laid out, and emphasized that visual appearance was important for the speaker and it had to be adjusted to the situation. However, none of the respondents noted that eye contact was also important, but more emphasis was put on the importance of the voice. Thus, the analysis revealed that the presenters who lost eye contact and looked at the electronic slides appeared unconfident about the information they were delivering than the people who maintained eye contact during the whole speech.

According to theory and interview results, visual aids help to persuade the audience. All the analysed presentations involved electronic presentations. Presentations that had only graphs, pictures, numbers or only a few words on the slides were more successful than those who had longer sentences on a slide. It is crucial that electronic presentations complement the verbal message rather than show what the speaker is saying verbally. However, the interview results revealed that the most frequently used visual aids were not only electronic presentations, but also handouts and product examples.

After the research, it is evident that emphatic language, speech structure, body language, visual appearance of the speaker and visual aids are important in business presentations to persuade the audience and to create successful communication. Explored theory matched the experts' opinions; except the importance of emphatic language and eye contact in business presentations. However, analysed presentations approved that these two principles are important as well to communicate effectively.

The goal of the research was achieved; the relevance of effective business presentations principles has been established in real life applications by interviews of experts and of analysis video format business presentations. Moreover, all three research questions have been fully answered.

However, the research also revealed that there are numerous other different factors that affect communication in presentations and that the present thesis did not cover all the principles

that are important for effective communication in business presentations. In addition, the analysis of the presentations would be of consequence if it were possible to record a real life business presentation of a company.

## THESIS

1. Communication is a complicated process which includes not only talking and listening, but also thinking, reacting, body movements and other elements. The most important responsibility rests with the sender who needs to know the receiver, overcome the communication barriers and choose the most effective way of communication.
2. The preparation process of the presentation comprises important steps for an effective business presentation. The speaker needs to establish the needs of the audience so that they are addressed in the presentation, and it is important to know the situation in which the presentation will take place because these factors affect the style and content of the presentation.
3. To have a powerful speech style the speaker should avoid or not overuse stylistic variations such as hedges, hesitations, fillers, tag questions, disclaimers and intensifiers which may result in powerless speech style. Thus, powerful speech style includes stylistic devices and emphatic language.
4. In the interviews the experts did not mention the importance of powerful speech style; however, respondents emphasized that the language should be adjusted to the audience and it had to be simple and comprehensive.
5. The structure of the speech should consist of introduction, body and conclusions to ensure a logical division of information. Introduction should include information about the following presentation, body differs depending on the topic, but it necessarily develops the principal message, and conclusions should contain a summary of the main points in the presentation.
6. Visual aids are an effective way to make the presentation ensure effective communication process; however, visual aids should complement the verbal message, rather than show what the speaker is saying verbally.
7. The analysis of presentations and interview results revealed that most frequently used visual aid in business presentations is electronic presentation. However, in interviews handouts and product examples were also mentioned.
8. Body language plays an important part in the communication process. Eye contact creates the bond between the audience and the speaker, gestures add power to the sent message and the posture of the speaker signals the confidence of the presented ideas to the audience.

9. Interview results revealed that examples from personal experience, jokes and questions to the audience make the presentation more appealing and interesting. This practice was also found in the analysed business presentations.
10. The explored theory matched the experts' opinions, except information about the importance of powerful language style and eye contact in business presentations. However, the analysed presentations approved that these two principles are important as well to communicate effectively.
11. The research revealed that there were numerous other different principles that affected the communication process in business presentations.

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## APPENDIX 1

### Common Gestures in Public Speaking

*Table 2.1. Common Gestures in Public Speaking* (Nick Skellon, 2014)

Image	Gesture	Usage of gesture
	<b>The Open Palm</b>	<ul style="list-style-type: none"> <li>• For people to believe in speaker</li> <li>• For people to trust in the speaker</li> <li>• To express sincerity</li> </ul>
	<b>The Palm Back</b>	<ul style="list-style-type: none"> <li>• To embrace the audience and pull them closer to the speaker's point of view.</li> <li>• To persuade the audience</li> </ul>
	<b>Side Palm</b>	<ul style="list-style-type: none"> <li>• to persuade the audience</li> </ul>
	<b>The Precision Grip</b>	<ul style="list-style-type: none"> <li>• to emphasise the smaller points of argument, the really important bits, e.g.</li> <li>• to emphasize the fact that something is very small</li> </ul>
	<b>Power Grip</b>	<ul style="list-style-type: none"> <li>• to emphasize the need to take over control of something</li> </ul>

	<p style="text-align: center;"><b>The Fist</b></p>	<ul style="list-style-type: none"> <li>• to show that the speaker has grasped the issue</li> <li>• to show that the speaker know how to deal with it</li> <li>• to show that the speaker is determined to do something</li> <li>• to show that the speaker really believe in something</li> </ul>
	<p style="text-align: center;"><b>The Hand Weave</b></p>	<ul style="list-style-type: none"> <li>• show how different issues are interlinked</li> <li>• bring people of different or opposing views together</li> <li>• bring different strands of thought together into a coherent whole</li> </ul>

## APPENDIX 2

### Transcripts of Interviews

#### Respondent 1 Project Manager

**1. What is the structure of effective and persuasive speech in business presentations?**

I usually make structured ones with beginning, body and conclusions, so it is logical and makes sense. If I want to share some information, in the beginning I introduce what I am going to talk about and in the end I give conclusions and emphasize the most important things of the presentation.

**2. What are the language means that should and should not be used in business presentations to communicate effectively?**

I think whenever you are making a presentation; you need to take into consideration the audience you are going to communicate with. For example, if you give presentation to young people, you should try to include terms that would be somehow more appealing to them. But in the same time having a good grammar, using wide vocabulary and not using inappropriate words. But if you are giving a more formal presentation, then your language should also be formal.

**3. How does body language and visual appearance of the speaker influence persuasion in business presentations?**

Even if you are having a really interesting content of the presentation, but the communicator is not good at his or her job, or is just talking in a really monotone tone, or is standing still and not moving at all. Then it will make the presentation less interesting to the people who are listening, because audience like to see action and movement. I think gestures are really important and depend on the subject the speaker should use open gestures or closed ones. And you should not talk all the time in a really loud voice or really silent voice, just „spice it up”.

**4. Do visual aids influence the persuasion effect in business presentations? If yes, then how?**

I think that ninety percent of what we actually perceive is non-verbal communication. So yes, it influences. It is not good enough to put whole bunch of text in your presentation and not include any visual effects. Then it will be really boring. So when I am making presentations, I like to add some creative touches, even though it could be a formal presentation. I like to just think a little bit outside the box, to make it more interesting. To make the design in a way that will make the audience more interested in the topic by

adding funny pictures about the certain topic or a quote. Sometimes when I talk about specific details, I just put one number on the slide. Then the audience is wondering “Why there is just this one number?” Then I usually make the whole presentation around this one number. At the end of the day when I will be done with the presentation, the audience will remember this number. Also I like to use symbols, because audience remembers symbols much better than just long sentences or theory.

## **Respondent 2 Customer Service Specialist**

**1. What is the structure of effective and persuasive speech in business presentations?**

I think that classical structure with introduction, body and conclusions is one of the best ones. It is important to have introduction, the main part and also good conclusions of the presentation. You have to know what the audience want to hear and what they do not want to hear. Just to keep their attention the whole time of the presentation.

**2. What are the language means that should and should not be used in business presentations to communicate effectively?**

You have to know what the audience want to hear. You have to know who is your audience and in what kind of terms they usually speak. If you are speaking to general audience you should use simple terms, but if you are speaking to professionals you should also use professional terms.

**3. How does body language and visual appearance of the speaker influence persuasion in business presentations?**

Visual appearance of the speaker is very important. First, it creates the first impression and it is hard to change the first impression. You have to be dressed appropriately for the situation. Regarding body language, the speaker should be confident and not show any signs of stress.

**4. Do visual aids influence the persuasion effect in business presentations? If yes, then how?**

Yes, visual aids make any presentation more interesting. Sometimes it is important to have handouts in your hand. It gives the person something to do, at the moment when they do not want to listen to speaker anymore. The presentation should not be dull or just full of information that you are speaking. It should be interesting to watch.

### **Respondent 3 Marketing Manager**

**1. What is the structure of effective and persuasive speech in business presentations?**

It depends on the aim of the presentation. For example, if it is a sales presentation, it would be different than for product launch presentation. Basically, usually it is a Power Point presentation with the verbal part, with body language and attractive personality. Regarding the structure of the speech, the first thing is the surprise, why the particular product is unique and what is so good about it. Then comes the detailed part with other features, maybe the overview of the competitors. It can include also the information of what might customers ask and what are the already made answers from the seller's part.

**2. What are the language means that should and should not be used in business presentations to communicate effectively?**

The presentation has to be attractive and it cannot be too long. What you should not do is repeat yourself all the time, pretending that your listeners are kind of "stupid" and can't get the information with one time. And also you should avoid awkward pauses in between the slides and speech, which makes you look like you are not quite familiar with the theme you are presenting. The basic thing is that you should be sure of what you are talking about and the theme has to be attractive.

**3. How does body language and visual appearance of the speaker influence persuasion in business presentations?**

Body language is very important. If the speaker just stands in one place, it can become boring. It has to do with the attractiveness of the speaker and theme itself. If the speaker moves around and involves the listeners and has a joke or two in between, it all can "wake people up". It is easier to remember things if they are surprising. Static speech, standing person behind a counter is not so attractive. You have to move around and create a personal connection with the audience.

**4. Do visual aids influence the persuasion effect in business presentations? If yes, then how?**

Yes, of course. From my experience, I can affirm that people like to touch things. When I was working in a fashion company, I experienced that people like to touch, to try the products on, and even see them on the models. Of course, there is a PowerPoint presentation usually, but basically with every kind of product people like to smell and to touch. If you get the person to touch the product you are selling, it is a closer step towards your success. As long as they touch, smell, feel the product and ask questions, you basically have sold it.

## **Respondent 4 Analyst**

**1. What is the structure of effective and persuasive speech in business presentations?**

First you have to get the attention of the audience, then you should introduce the information of the presentation and there always has to be an ending. It cannot be that you mix over the information. For example, you start with the main part and do not end the presentation properly. The audience must understand the flow of the presentation.

**2. What are the language means that should and should not be used in business presentations to communicate effectively?**

It depends on what is the presentation about. There are different types of business presentations. For example, if the business is about entertainment or arts or creative industry, then the language should be more informal. If it is about banking or finance, it should be more formal. Depends on what is the purpose of the presentation, what do you want to tell the audience. Then you work with it.

**3. How does body language and visual appearance of the speaker influence persuasion in business presentations?**

As we know people communicate using seventy percent of non-verbal communication which is all the body movements and your emotions. So I think it is a really important part of the presentation itself. It affects the way the audience understands the topic of the presentation.

**4. Do visual aids influence the persuasion effect in business presentations? If yes, then how?**

In some cases you can have a presentation without visual aids. But I think it is easier if the people do not need to look all the time at you and if they want they can look at the screen to the PowerPoint presentation; what is written over there and pay their attention to that. Visual aids influence the presentation a lot. For example, if there is a big conference and there are presentations one after another, people can lose their focus and then you need to use some other ways to gather their attention. In this case you should think about something creative to attract the attention. You must think of the presentation, what you want to people see in it and what do you want to tell them. A lot of depends on the purpose of the presentation.

## **Respondent 5 Tax Consultant**

**1. What is the structure of effective and persuasive speech in business presentations?**

The information has to be clear for the audience to easily comprehend it. In the beginning usually I give information about content of the presentation, then I explain the theory as I usually have to inform colleagues and accountants about new regulations in taxation. In the end I give practical examples of the theory.

**2. What are the language means that should and should not be used in business presentations to communicate effectively?**

The language has to be clear without any spare terms and specific vocabulary. You need to evaluate what are the knowledge of the listeners and you need to adjust the language to the audience. You can talk in a very specific vocabulary, but general audience will not understand you. But if scientists or professionals are in the audience, you need to speak more professionally.

**3. How does body language and visual appearance of the speaker influence persuasion in business presentations?**

The visual appearance of the speaker has an important role in business presentations. Firstly, you have to be dressed appropriately, so that you do not look ridiculous in front of the audience. Secondly, you should not use too many gestures. If you overdo with the gestures and the body language, the audience may start to pay more attention to movements than the content of the presentation. Of course, you cannot stand still and speak in a silent tone, but then people will not listen to you at all. Everything has to be in balance. You have to be formal, but also connect with the audience.

**4. Do visual aids influence the persuasion effect in business presentations? If yes, then how?**

Yes they do. In my case, when I make presentations about taxes, there should not be used any graphics, pictures, effects, bright colours or anything like that. Usually the regulations and laws are explained and it is very formal. The meaning is in the text and there should always be a reference to the certain regulation. PowerPoint slides plays a crucial role in these kinds of presentations, it helps the people to follow the presentation. It also stays like the informational material for the audience which they can study in more details, after the verbal presentation. Also I have noticed that people like to have these PowerPoint slides printed out, so that they can make notes and outline what is important for them.

## **Respondent 6 Sales Engineer**

### **1. What is the structure of effective and persuasive speech in business presentations?**

First of all, it depends on the subject. Secondly, it depends on the presenter. My presentations contain introduction, body and conclusions. In the introduction I tell about the general subject, what I am going to talk about. In conclusions I make a short resume about what I have talked about, to help people to remember it.

### **2. What are the language means that should and should not be used in business presentations to communicate effectively?**

It depends on the audience. If there are professionals, then of course I will use professional vocabulary and expressions for better understanding. But to refresh and make the presentation more attractive, of course I can use some jokes or maybe some expressions or change my way of speaking. Sometimes if the audience is not paying attention, you can stop the presentation and ask questions to the audience; in that way making the presentation more interactive. If someone asks a question, it can involve others to start asking questions as well. Then it makes a better understanding on both sides – the audience and the presenter.

### **3. How does body language and visual appearance of the speaker influence persuasion in business presentations?**

If the presenter stands and speaks monotonously or reads the information it is not helping at all. Of course it depends on the place, where the presentation is taking place. If it is a small place then it is better to stay at one place, but if it is a bigger place it is better to walk couple of steps one way or another. It catches the audiences' attention and makes the presentation more attractive. The speaker has to be dressed appropriately. Of course, if it is a presentation on the beach then speaker can be dressed in shorts, you need to adjust to the situation.

### **4. Do visual aids influence the persuasion effect in business presentations? If yes, then how?**

Yes, of course. If it is just pure PowerPoint slides with black and white text, nothing that you can visually see, it is not so attractive. The information should be presented in short terms and short sentences. The presenter should explain in more detail each idea on the slides. If it is already a large amount of text on the slides, most of people get tired to read it. In some cases you can feel it from the audience. If the audience is interested, then the speaker can go in more details. But if audience does not show any interest, the speaker should explain the idea in a shorter version. Every presenter should follow the reaction of

the audience. Handouts are helpful, but the simplest way is to send the PowerPoint presentation electronically to the audience afterwards. Of course, you need to ask who is interested to have this material afterwards. Handouts are good, but sometimes printed in small sizes the slides are not easy to see.

## **Respondent 7 Bank Specialist**

**1. What is the structure of effective and persuasive speech in business presentations?**

I think that it is important that the content of the speech includes the audience's involvement into the presentation; so that they can understand the presented ideas. It is important that the structure of the speech is simple and the listeners can follow. You need to put something from yourself and make the presentation more creative and compelling.

**2. What are the language means that should and should not be used in business presentations to communicate effectively?**

I think that you should not overdo with specific terminology. You should speak clearly and in a simple way. The language should be concrete and precise; it should be appealing to the audience.

**3. How does body language and visual appearance of the speaker influence persuasion in business presentations?**

Body language is very important in business presentations. You need to use different gestures and body movements. Your hands should not be in a closed pose on your chests, the pose should be opened to the audience. The audience perceive not only the verbal message, but also how you move your body. Visual appearance is also important, you should be dressed appropriately. You need to remember that ten or even more people will be evaluating you. The speaker should avoid clothing that shows too much of the body. The clothing has to be simple and neutral so that the audience would not pay too much attention to your clothing rather than listening what you are saying. Also you should think about the accessories, so that they do not attract too much attention. It is crucial that the audience pays attention to your content of the presentation, not to the visual appearance.

**4. Do visual aids influence the persuasion effect in business presentations? If yes, then how?**

Yes, it does. The same as clothing, everything has to be neutral and simple. There should not be blue background and yellow text on the PowerPoint presentation slides. The most important information has to be easily visible. The presentation has to be simple, but attractive to watch. It should be made according to the field that you are presenting and to the audience that will see it. But the most important function of the visual aid is to emphasize the most important ideas and to help the speaker to remember the information.

## **Respondent 8 Sales Specialist**

### **1. What is the structure of effective and persuasive speech in business presentations?**

In my opinion, the structure should be clear and understandable. The information flow should be ordered so the audience can follow. You need to focus on the key points and support the key points with examples or visual aids. I have heard that you should say everything three times. In the main body of presentation, in the introduction and summaries them again at the end.

### **2. What are the language means that should and should not be used in business presentations to communicate effectively?**

I think that the presenter should speak slowly, but in a confident manner. The voice should not indicate that the presenter is nervous or shy. Also there should not be some awkward pauses or sounds from the speaker's part. The speaker should always know the product or the topic very well. The presenter can sell the product in the presentation, if he believes that the product is very good himself. Confidence is the most important aspect of successful presentation.

### **3. How does body language and visual appearance of the speaker influence persuasion in business presentations?**

As I mentioned before, it is all about the confidence of the speaker. The speaker should move in a way like he knows what he or she is doing and why he is moving the certain way. There always should be opened pose to the audience, legs or hands cannot be crossed. Also there should be movement with hands, facial expressions and smile when it is appropriate. All these things attract the attention and help the audience to listen. The clothing should be adjusted to the situation. If it is a formal presentation, then the clothing has to be also formal. But if it is just a casual presentation, then the clothing can be also casual. However, it is important to remember to choose the clothing which is acceptable for the audience.

### **4. Do visual aids influence the persuasion effect in business presentations? If yes, then how?**

Visual aids are very important, it especially in sales presentations. But if the visual aids are not qualitative or are too overwhelming, it could create a negative effect. The visual aids have to be simple and have to be like the complementary material of the verbal message. It has to work hand on hand. Also the visual aids in sales presentations should emphasize the quality of the product. It could be examples of the product or even the product itself.

## **Respondent 9 Project Manager in a translation company**

### **1. What is the structure of effective and persuasive speech in business presentations?**

Usually when I make a business presentation, I have the plan of it in front of me. I start with the introduction, brief information about the project, what are we going to achieve, what are our main goals. Then I tell each person what I expect from them and then the conclusions. Usually the presentations are very short because in translation field it is all strictly to business.

### **2. What are the language means that should and should not be used in business presentations to communicate effectively?**

It depends on who I am communicating with. With clients I usually keep my language strictly to business, but with the translators in my company I have friendly relationships. So usually the presentations are casual. But with clients the speech needs to be prepared.

### **3. How does body language and visual appearance of the speaker influence persuasion in business presentations?**

With clients it is important to look professional in formal clothing. Because when people meet each other for the first time, they evaluate each other by the appearance. If the presenter with clients is wearing jeans and sweat shirt, they will not get a professional impression. For me body language is not so important. I usually do not make a lot of gestures, because I think it disturbs attention from the content.

### **4. Do visual aids influence the persuasion effect in business presentations? If yes, then how?**

Yes, it does. It depends on the clients and their requirements. For certain companies we always have the presentations for the outcome of the project. Also when I make the presentations for the translators, it is important for them to see the design style and how the company wants the outcome of the translation. It helps them to create marketing-related texts. Visual aids help the audience. In general PowerPoint presentations usually help to communicate with the audience. For example, if the listener gets tired of listening and lose concentration, he or she can always read it on the slides. Electronic presentation also helps the speaker to keep with the main points and ideas.

## **Respondent 10 Liaison Officer**

### **1. What is the structure of effective and persuasive speech in business presentations?**

The speech should start with the introduction, outline of the whole presentation. It is important to have in the beginning an “ice breaker” or a joke. Afterwards comes the descriptive part and the conclusions in the end. In the conclusions you should revise everything and mention the main points.

### **2. What are the language means that should and should not be used in business presentations to communicate effectively?**

I think the presenter should use entertaining language because if you are really scientific then people will not listen to you. I have always thought that perfect examples of how should language and content of the speech sounds are Ted Talks. It means that the presentation should involve some jokes or examples from personal experience.

### **3. How does body language and visual appearance of the speaker influence persuasion in business presentations?**

I would say that people judge the speaker by their appearance, because that is how the first impression is made. However, people who dress unusual have interesting presentations as well. But it is not appropriate in the business field. Probably, more important than the visual appearance is the appropriate usage of body language. You need to know what to do with your hands so that it does not look awkward. It is important is to move freely and not to show the stress.

### **4. Do visual aids influence the persuasion effect in business presentations? If yes, then how?**

Yes, it does. Sometimes visual aids help if the presentation is boring. The audience will not listen to the speaker, but they will read what is on the slides. Otherwise, if the presentation is interesting, visual aids are not important. Sometimes the speaker needs the presentations just for them, to remember what they want to talk about. For example, handouts are important if you are presenting a business idea or want to present something in more details. Otherwise, you do not need them.

## Dokumentārā lapa

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Ar savu parakstu apliecinu, ka pētījums veikts patstāvīgi, izmantoti tikai tajā norādītie informācijas avoti un iesniegtā darba elektroniskā kopija atbilst izdrukai.

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