ENG1313 BUSINESS COMMUNICATION

TOPIC 7:
Verbal Communication - Oral & Written

BY MISS RAHA

Doa starting class

رَبِّ زِدْنِي عِلْمًا وَارْزُقْنِيْ فَهْمًا

Oh Allah, increase me in knowledge and understanding

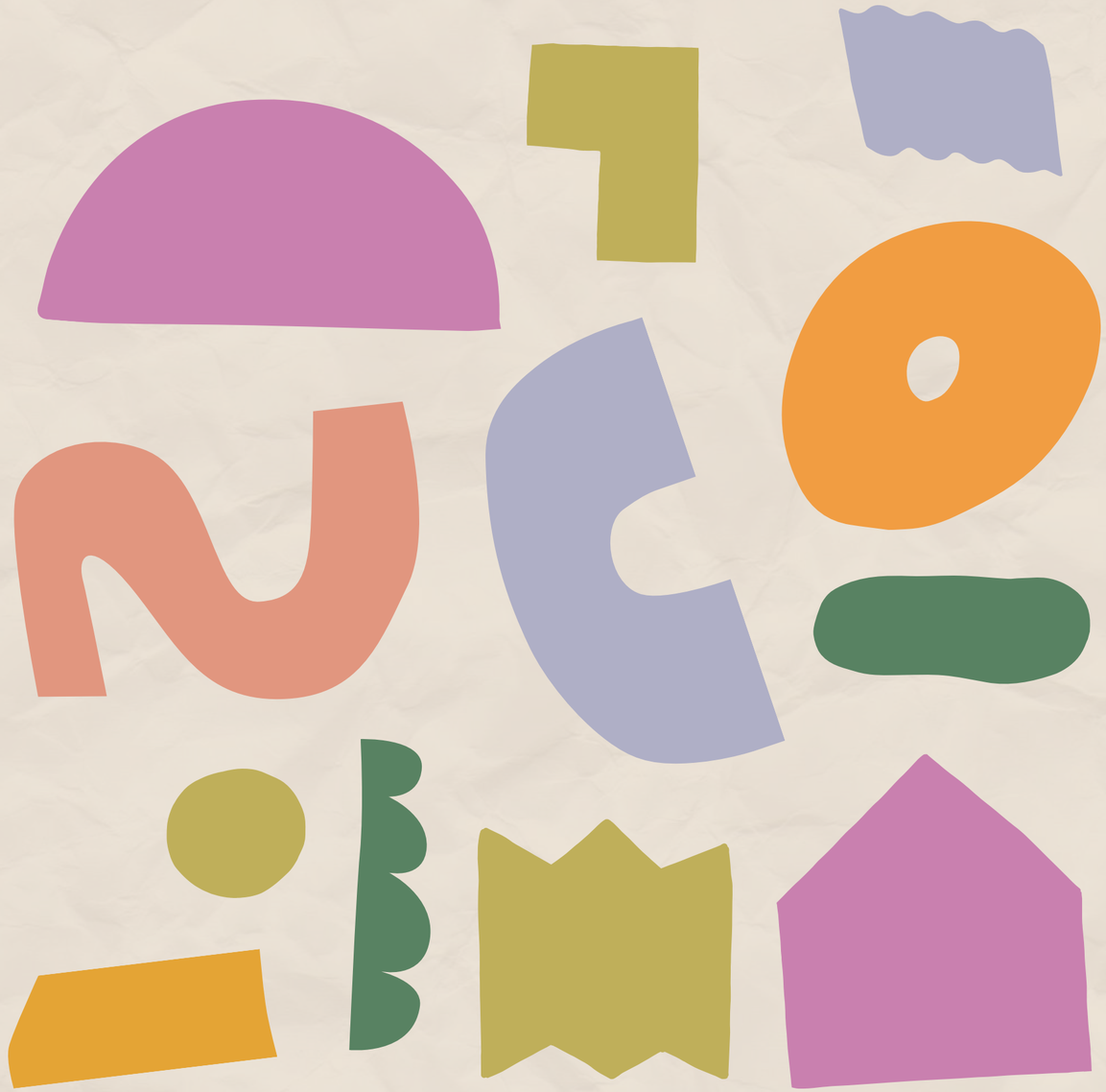
Understanding Verbal Communication

- Purpose of speech
- Structure of a good speech
- Speech writing

Learning outcomes

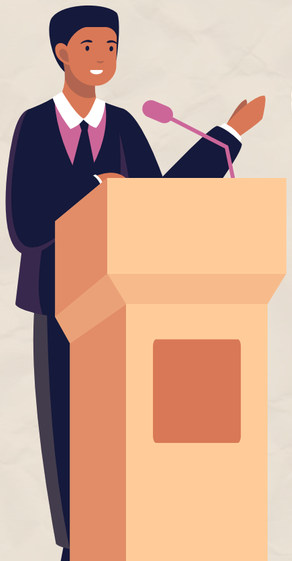
1. Students will be able to understand the purpose and structure of a good speech.
2. Students will be able to plan and write an effective speech.
3. Students will be able to present a speech confidently.

Oral Communication



What is a Speech?

A speech is when you **speak** to a group of people about a topic.



- To inform (give information)
- To persuade (change minds or actions)
- To entertain (make people enjoy listening)

Why is Speech Important in Business?

To share your ideas clearly

To convince others (customers, bosses, team)

To give instructions or reports

To build confidence

Parts of a Good Speech

1. Introduction – Begin your speech

2. Body – Main points

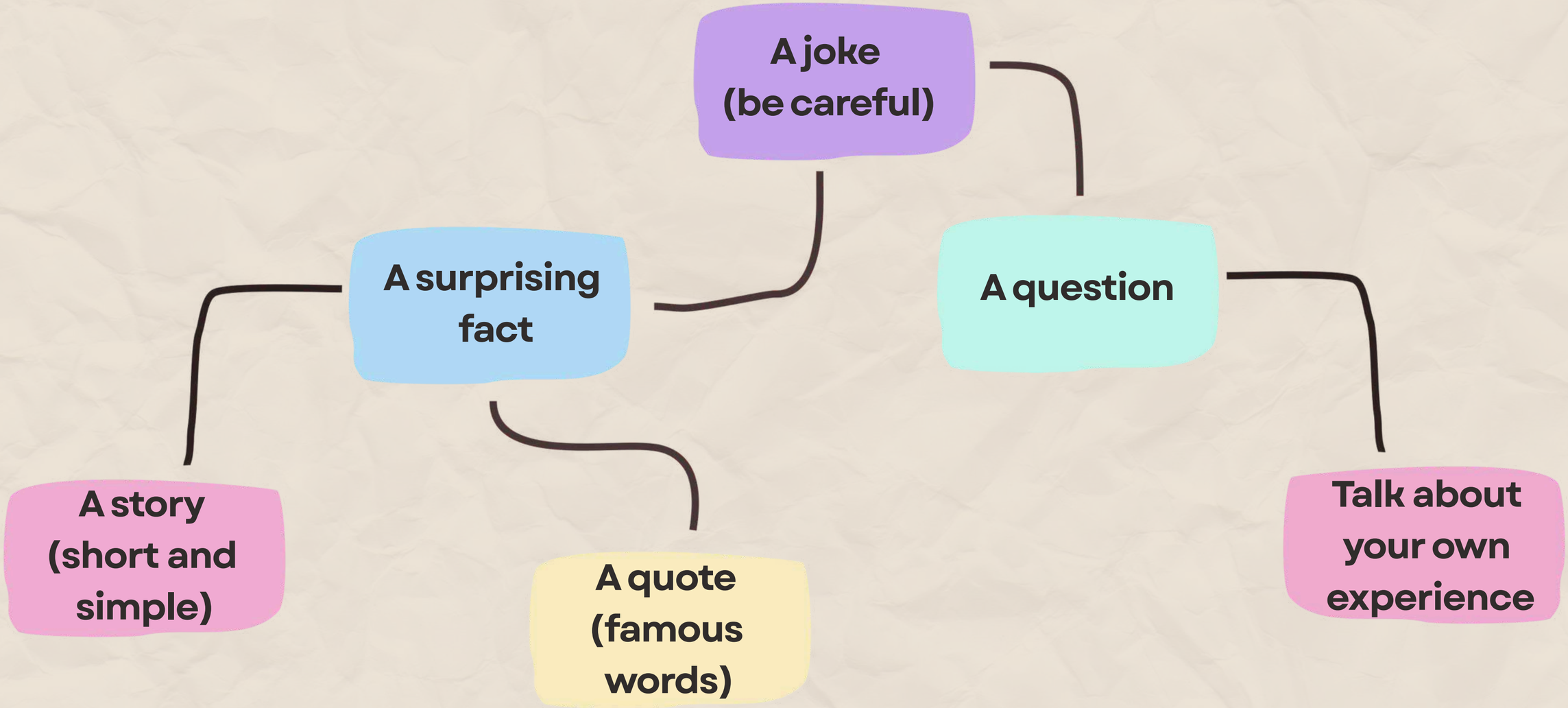
3. Conclusion – End your speech

What to Do?

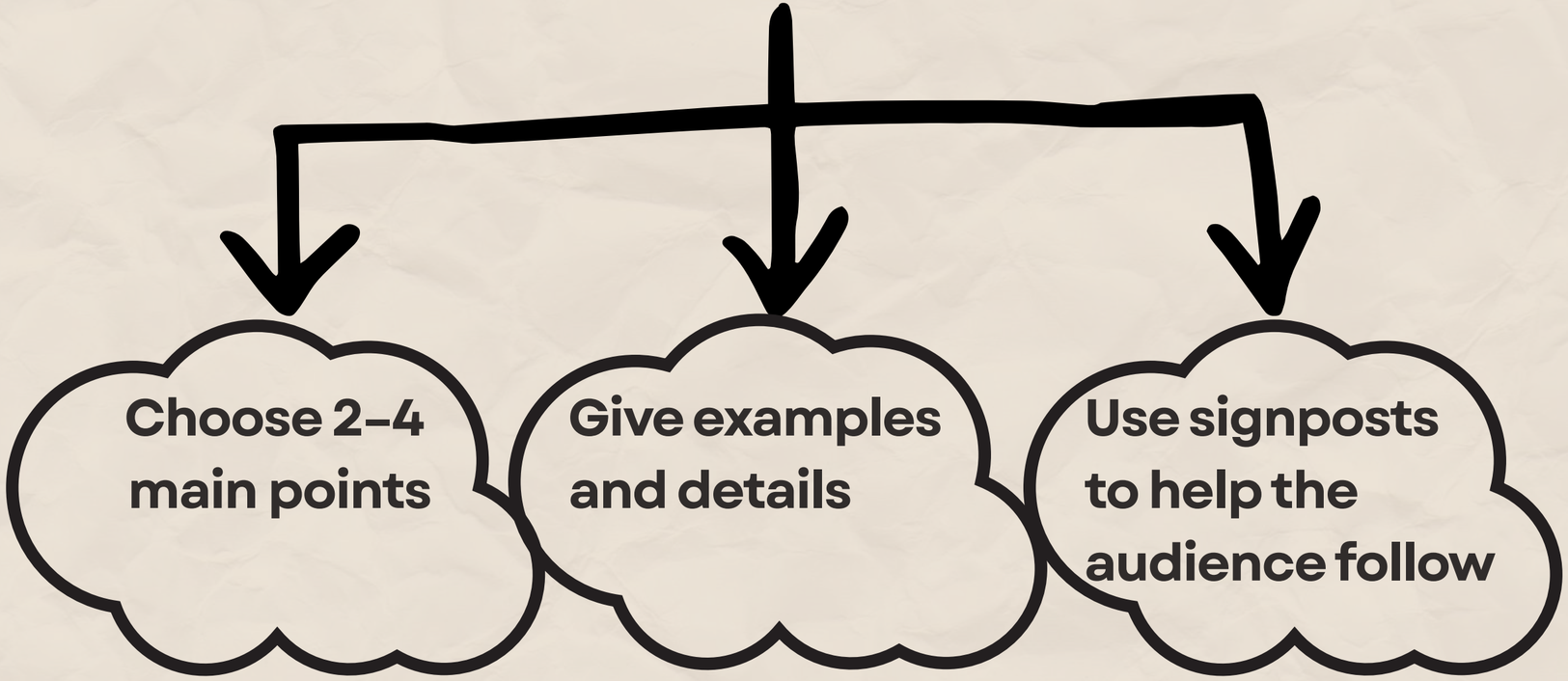
In the first 10% of your speech, you should:

- **Get the audience's attention**
- **Introduce your topic**
- **Give a reason to listen**
- **Show your credibility (why they should trust you)**
- **Say what you will talk about (main points)**

Introduction – Easy Ways to Start



Body – Main Content



Signposts

Signposts are like road signs in your speech:

Transitions: "Next," "Also," "In conclusion"

Previews: "Today I will talk about..."

Summaries: "Let's review what we've learned..."

Conclusion – What to Do

1. Summarize your main points
2. Repeat your main idea (central message)
3. Ask your audience to take action or think
4. Finish clearly

Organizing Your Speech

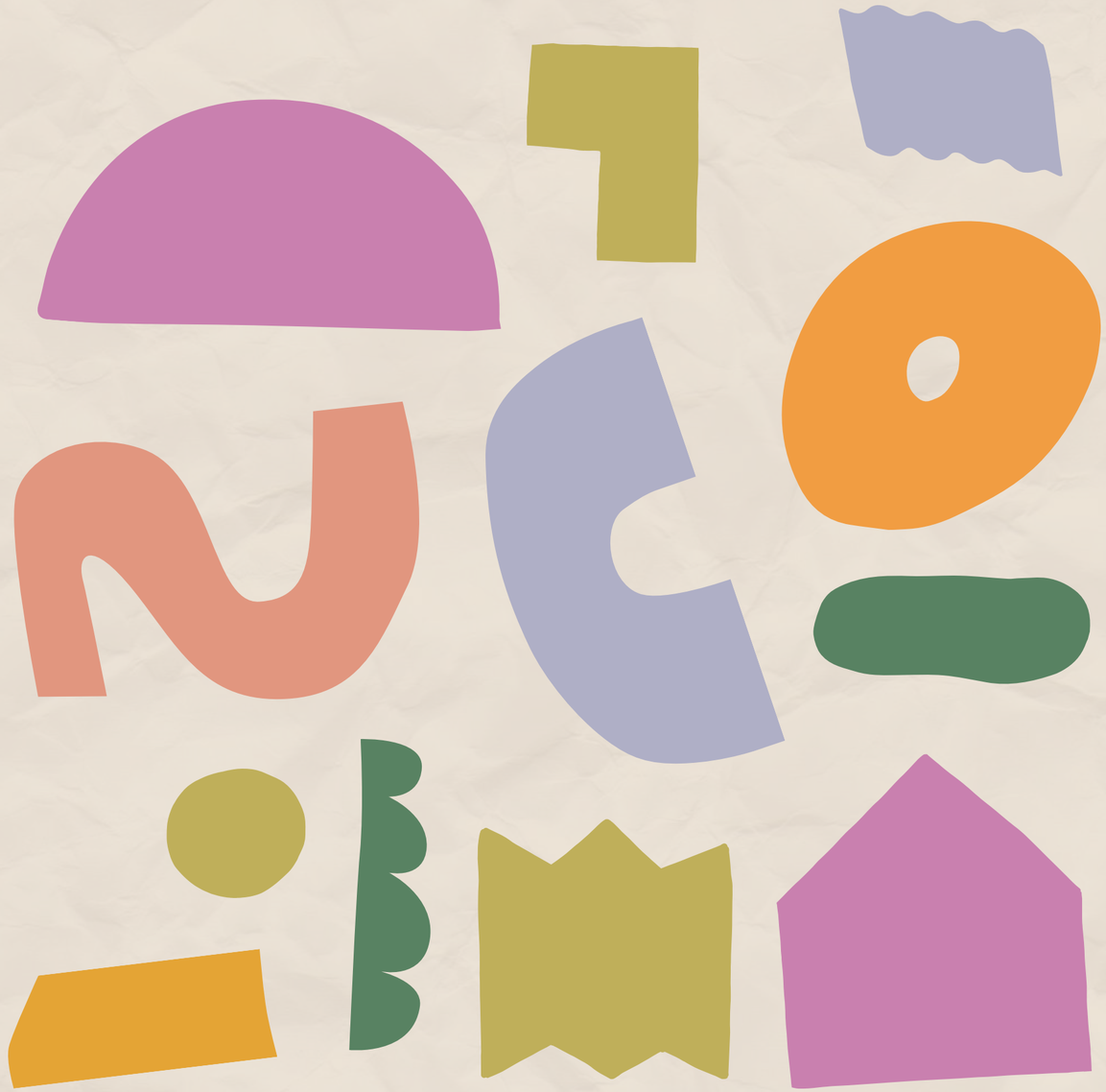
Organize your speech using different patterns:

- **Chronological – Time order**
- **Problem-Solution – Show a problem and give a solution**
- **Cause and Effect – What happened and why**
- **Categories – Different types or groups**
- **Motivated Sequence – Attention → Problem → Solution → Future → Action**

Motivated Sequence Example

1. Attention – Start strong!
2. Need – Explain the problem
3. Satisfaction – Give your solution
4. Visualization – Show what life looks like with/without your solution
5. Action – Tell what your audience should do

Written Communication



Writing Your Speech

- Choose a topic
- Know your purpose (to persuade, inform, etc.)
- Write a specific purpose (e.g., “At the end of my speech, the audience will be able to list...”)
- Write a central idea (main message)

Example

Topic: Reading books

General Purpose: To persuade

Specific Purpose: At the end of the speech, students will be able to say 3 reasons why reading is better than watching movies

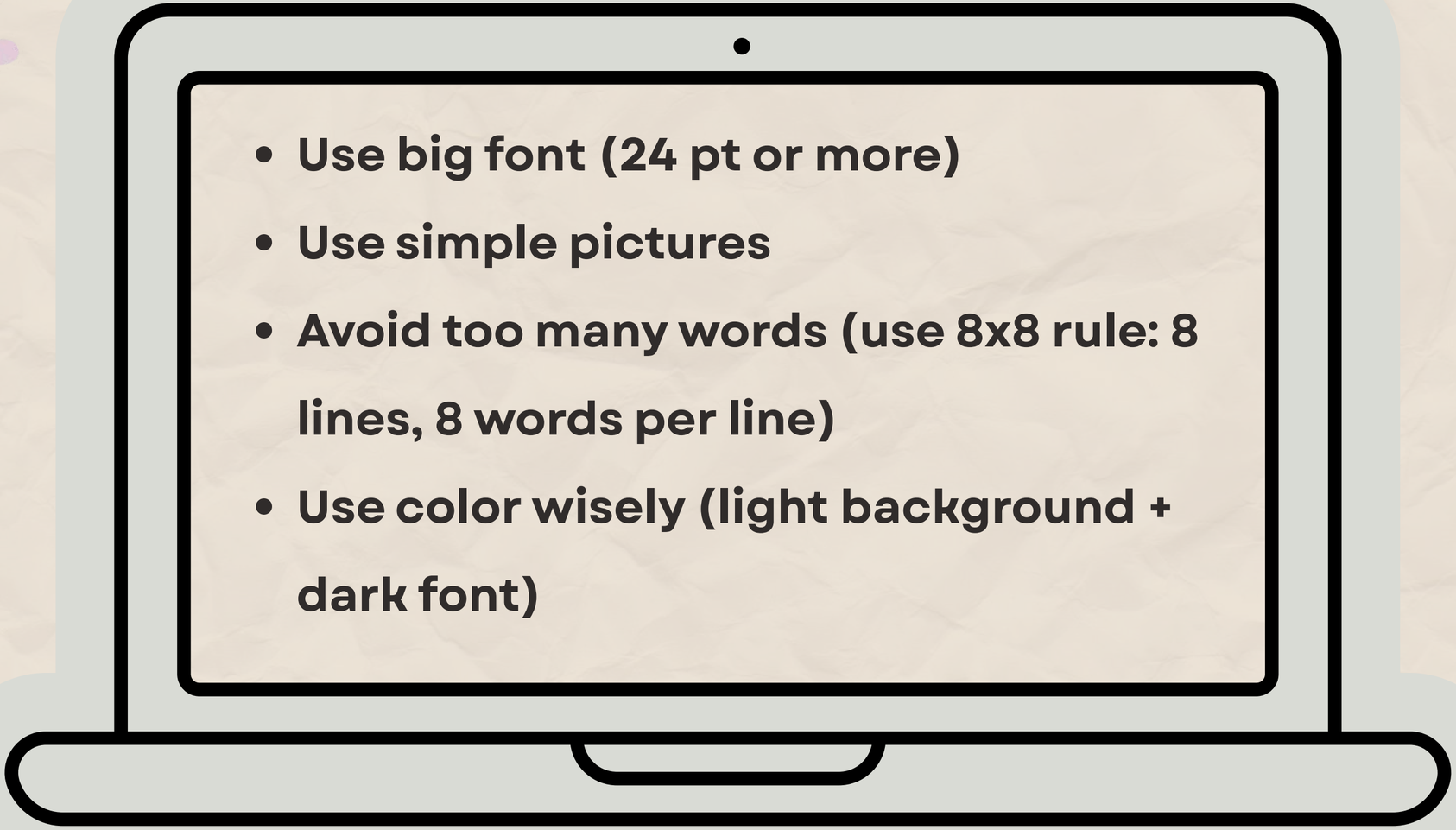
Central Idea: Reading books helps people imagine more, learn better, and understand deeply

Supporting Your Ideas

- Give examples
- Use data or facts
- Quote experts
- Tell short stories

Always explain how each point supports your topic.

Using PowerPoint (Visual Aids)



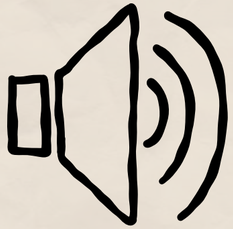
- Use big font (24 pt or more)
- Use simple pictures
- Avoid too many words (use 8x8 rule: 8 lines, 8 words per line)
- Use color wisely (light background + dark font)

Fonts and Colors

Use Sans Serif fonts like
Arial, Verdana (easy to read)

Use bright colors for key points

Keep background clean
and simple



Don’t use too many effects
or sounds

Task

1. Prepare a short persuasive speech (3-5 minutes) to present in your class.

2. Bring your product and persuade your classmates (buyer) to buy it.

Use this format:

- Introduction
- 2–3 Main Points
- Conclusion

Thank you