

Principles of effective oral communication

Oral communication is a branch of communication which includes face to face conversation, radio broadcasts, interviews, group discussions, meeting and seminars.

Studies show that the attitude of the audience is mostly formed on the basis of 7% content, 38% tone and inflection of voice and 56% body language. Therefore it is important to know the principles of effective oral communication.

These are key principles for an effective oral presentation.

- Eye contact
- Audience interaction
- Delivery ie: volume, pace, tone
- Organisation
- Preparation
- Identifying your audience
- Practice
- Maintaining the audience's interest

Reference List

Communicating with Businesses (online) ---

<http://felixsciencecom.weebly.com/businesses.html>

Effective principle of oral communications (online)--

<http://www.scribd.com/doc/18498652/EFFECTIVE-PRINCIPLE-OF-ORAL-COMMUNICATION>