A speaker must remember the importance of nonverbal messages.

- Nonverbal cues can enhance, detract, compliment, contradict, or substitute verbal messages.
- Therefore, it is important to be aware of what messages your nonverbal cues are delivering.
  1. Eye Contact
  2. Physical Delivery
  3. Facial Expression
  4. Personal Appearance
Eye Contact

- Let’s the audience know you are interested in them.
- Helps maintain your audience’s attention.
- Helps establish your credibility as a speaker.

- Rules to follow:
  - Try to establish eye contact with the audience.
  - Do not focus on one person or section.
  - Look them in the eye.
  - Your audience will notice if you are not giving direct eye contact.
    - For example: In a class of 25 students, we can tell if you are looking at the wall instead of the audience.

Physical Delivery

- A speaker should use physical delivery to enhance, compliment, and substitute their verbal message.
  1. Gestures: Should be natural and reinforce what the speaker is saying.
     - Keep one hand free at all times to allow natural gestures during the speech.
     - Hold up your finger as you state your first point.
  2. Movement: Any type of movement should serve as a purpose in your presentation.
     - Make use of the space given to connect with your audience.
     - Walk to another area of the room while transitioning between points.
  3. Posture: Keep a natural, professional posture at all times.
     - This adds to your credibility as a speaker!
Facial Expressions

- Facial expressions help add emotion, interest, and attitude to your presentation.
  - Facial expressions should set the tone of your presentation.
  - Be aware of what your facial expressions are communicating.

*For example: If you are discussing cancer, you want your facial expression to match your verbal content. If you are happy and smiling, it could cause a disconnect when discussing a topic like cancer.*

Personal Appearance

- Your appearance is the audience’s first impression of you, as a speaker.
- Make sure your appearance matches the occasion and topic.
  - Suit may not be appropriate for a classroom presentation.
- Avoid possible distractions with clothing, hair, make-up, and accessories.
  - Hair in eyes, logos on shirts, or excessive jewelry

*For example: What would your first impression be of an oncologist who wears overalls and cowboy boots?*
Delivery Problems

- **Lacking eye contact...Lessens credibility!**
  - Do NOT read note cards or visual aid...boring!
- **Physical Appearance...Distracting!**
  - Hair in face or eyes
  - Logos on shirt
  - Wearing hat or sunglasses
- **Lacking Facial Expressions...Disconnect!**
  - Lack of enthusiasm for topic (look of dread)
  - Facial expressions contradict verbal message

Delivery Problems Continued...

- **Excessive Physical Delivery...Distracting!**
  - Glued to one spot or podium
  - Pacing around the room
  - Swaying or fidgeting
  - Excessive gestures
  - Playing with note cards
  - Crossing arms or putting hands in your pockets
  - Leaning on the podium
Always remember...

- “First impressions are everything.”
- “Communication is complicated.”
- “Communication is inescapable.”

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