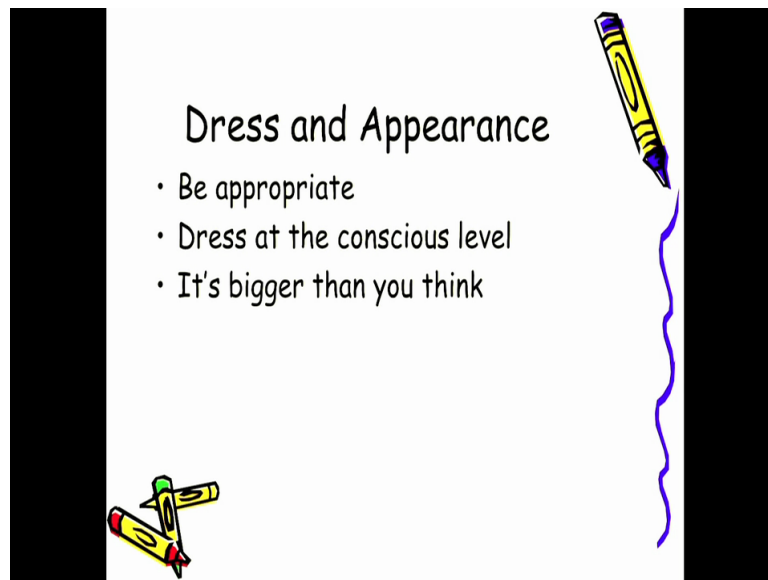


Speaking Effectively
Professor Anjali Gera Roy
Department of Humanities and Social Sciences
Indian Institute of Technology Kharagpur
Lecture 8
The Power of Words

Welcome back to the session on how to improve your body language. We stopped with gestures and I said I will continue with dress and appearance. Now dress and appearance is one aspect of our body language which we spent an inordinate amount of time and money to perfect. Majority of us, I will not talk about those who hate shopping and hate to get dressed up and buy something nice, but a large number of people do spend a lot of time and energy thinking about how they dress and how they appeared before others.

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I am not saying that everybody wants to look like a film star and everyone wants to appear attractive but everyone has an idea of what image they want to convey to others. They have a certain profile of themselves, a certain self-image and the dress and groom themselves in a manner that their dress and appearance confirms or reflects or corroborates that self-image. When that image does not match, we are shocked, for instance, you expect a professor to dress in a certain way and suppose in a very formal way let us say.

And leave that professor appears dressed in a very cool hip youthful style, you would feel a slightly surprised and you, it would be something unexpected for you. So normally we expect people to confirm, to dress in a way that confirms to the profession they practice, their age, their regional location and so on. So let us think of the most famous example. Now one of the

most iconic image that we have in history is that of the founder of the father of the nation, Mahatma Gandhi. And what is the image that comes to your mind when you think of Mahatma Gandhi?

You think of Mahatma Gandhi and the loincloth, okay. Now this is not the way Gandhiji dressed in his youth or in his early years but towards later, after he joined the nationalist movement and he began to sport the loincloth in protest. It was a kind of gesture to identify himself with the poor in the country and to say that they could not afford to own anything more than that.

Now this was a grand statement that Gandhiji was making through wearing the loincloth, by showing that he empathized with the poor and to express, to metaphorically convey the image of people in poverty and the poverty that was brought in by colonialism. So this is an excellent example of how we use, one may use dress and appearance, one dress, one's appearance to project a certain image of oneself.

What is important is that this image should confirm to how people see us, it should also confirm to how we want to project ourselves. And the problem lies when there is a mismatch with the image we want to project and the image we end up projecting. So there is nothing right or wrong about dress and appearance, there is only a question of what is appropriate. And now dress at the conscious level it is bigger than you think. In dress and appearance there are two aspects, one is the conscious aspect and the second part is the uncontrolled aspect.

What is the controlled aspect and what is the uncontrolled aspect? Now most of us can control how we groom ourselves, the kind of outfits you wear or the way you sport the kind of hairstyle you have or whether you wear glasses or do not wear glasses. So that is a conscious choice, that is a conscious aspect of dress and appearance. At the same time there is an unconscious, I would not use the word unconscious, I would say uncontrolled aspect of dress and appearance which is beyond your capacities.

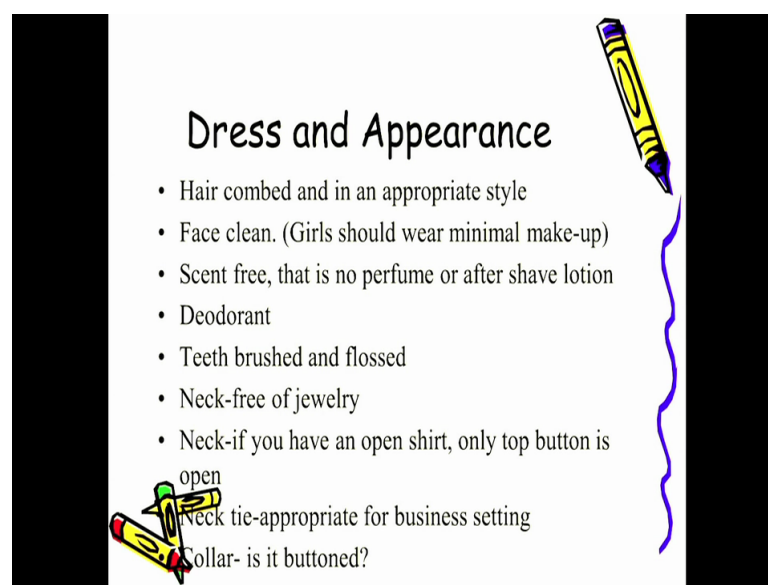
For instance, the kind of body shape you have, whether you are tall or you are small built, you are petite or you are obese or you are large or you are small, those are things which are inherited. There is not much you can do about it, of course you can launch on a fitness you can embark on a fitness program and become size 0 from being from obese but that is a

choice you make. But there are certain aspects of our appearance which we cannot control like our height, like our body weight, the built we have, so those aspects are not controllable.

Similarly if you happen to have a poor eyesight, you would have to wear glasses and if you wear glasses, people somehow associate yourself with being very brainy and intellectual even though you are not. So we have these stereotypes of people, people who wear glasses because they read and write a lot. They must be very intellectual, they must be very erudite. Now that is something you cannot help, if you happen to wear glasses you happen to wear glasses but of course you can help at these days by choosing to wear contact lenses instead of wearing glasses.

So these choices are made consciously or there are some choices which are not within our control. Nevertheless, whether it is the conscious aspect of our dress and grooming or the part of our dress and grooming which cannot be controlled, they do have an impact on people who are watching us. They create a certain image or the creator certain profile of ours in the minds of others. It may be a very stereotyped image or it may be a very stereotyped profile but people do form images of others profiles of others based on the way they dress or the way they appear.

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Dress and Appearance

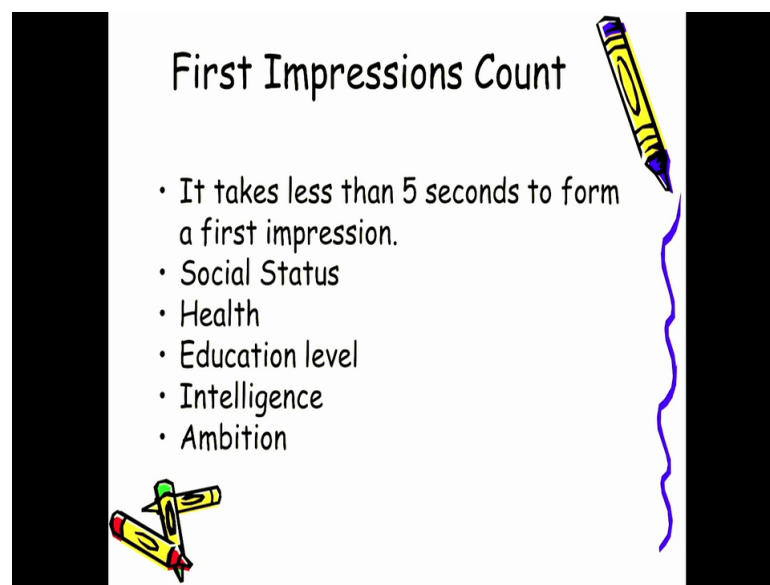
- Hair combed and in an appropriate style
- Face clean. (Girls should wear minimal make-up)
- Scent free, that is no perfume or after shave lotion
- Deodorant
- Teeth brushed and flossed
- Neck-free of jewelry
- Neck-if you have an open shirt, only top button is open
- Neck tie-appropriate for business setting
- Collar- is it buttoned?

Now I would first go into what should we do to be able to dress for success. You never have a chance to make a first impression, this is a quote from an unknown person because the second time you may not have a chance to. The first impression is the last impression and

very often, think about yourself, you have an image of a person you met for the first time and that seems to be the lasting image in your mind.

The first impression is the last impression and if you come to think of it that first impression was formed on the basis of the way that person appeared and in that appearance, the most important company and was their dress and their grooming. The apparel often proclaims a man as William Shakespeare so aptly put it.

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The slide features a central title 'First Impressions Count' in a black, hand-drawn font. Below the title is a bulleted list of factors: 'It takes less than 5 seconds to form a first impression.', 'Social Status', 'Health', 'Education level', 'Intelligence', and 'Ambition'. To the right of the text is a yellow crayon with a blue eraser, drawing a wavy purple line. At the bottom left, there are three crayons (yellow, green, and red) lying horizontally. The entire content is set against a white background with two vertical black bars on the left and right sides.

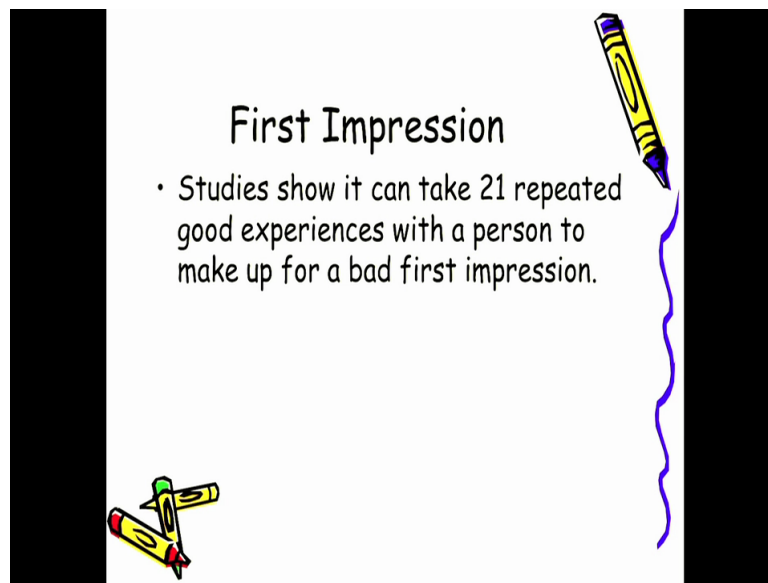
First Impressions Count

- It takes less than 5 seconds to form a first impression.
- Social Status
- Health
- Education level
- Intelligence
- Ambition

It takes less than five seconds to form a first impression. So whenever we see a person, within the first 30 seconds, not five seconds I would say, within the first 30 seconds we form an impression about that person. We make a we construct a profile of the person related to their social status, whether a person is rich or poor, which class of society that person belongs to, their health, their education level, their intelligence, ambition, all on the basis of the first impressions. And how are you judged when people make first impressions about you.

As he said right in the beginning, is the visual aspect of your appearance, the body language and your appearance which is 55%, the way you talk, the words only 7%, the rest of the first impression you make is entirely, half of it is on the basis of your appearance and your body language. So studies show that it can take 21 repeated good experiences with a person to make up for a bad first impression.

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First Impression

- Studies show it can take 21 repeated good experiences with a person to make up for a bad first impression.

The slide features a central text area with a title and a bullet point. To the right of the text is a yellow crayon with a blue eraser and a purple squiggly line extending downwards. To the left of the text are three crayons (yellow, green, and red) lying horizontally.

That is why you realize, people are so careful when they appear in public or when they are meeting someone for the first time. They try their best to make sure that they give the best impression about themselves when they are meeting a person for the first time. In the subsequent meetings maybe they can allow themselves to be themselves but in the first time, usually people are very careful about the way they appear before others, before strangers.

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Personal Image

- Is the tip of the iceberg... only a fraction shows
- Your image has the power to attract or repel others
- Take advantage of your personal image make it a walking advertisement!

The slide features a central text area with a title and three bullet points. To the right of the text is a yellow crayon with a blue eraser and a purple squiggly line extending downwards. To the left of the text are three crayons (yellow, green, and red) lying horizontally.

Now personal image, every person has a personal image. It is a tip of the iceberg, only a fraction shows. Your image has the power to attract or to repel others. Take advantage of your personal image, make it a walking advertisement. I will go back to what you can do to make sure that you are well groomed. But before that let me see how those who are empowered can

break the rules, whereas those who are still climbing the social ladder cannot afford to break the rules.

So normally, you expect a person who belongs to a certain class and who has a certain status dressed in a certain way but when you have achieved name and fame and wealth, you can afford to break the rules. Think of the painter Hussain who would walk barefoot and who was denied admission into an elite club in Kolkata because he had no footwear and the club had its rules that no one who was barefoot would be allowed inside the club.

So normally again in business dressing we expect people to dress formally and usually young aspirants are told that do not take any chances when you are appearing in an important interview or you are making an important presentation or it is an important occasion for you.

Very often we try to play it safe and we follow the coded rules that we wear dark shades of grey and black, air on the right side by wearing formal attire by wearing a full shirt or jacket but when one has already achieved what one has needed to achieve, it is possible for one to break the rules and make a statement by just breaking the rules. I recall this occasion where our chairman of our board of governors received a very prestigious award from the government of India and the entire institute had gathered to felicitate the gentleman for his (12:25) for his great achievement.

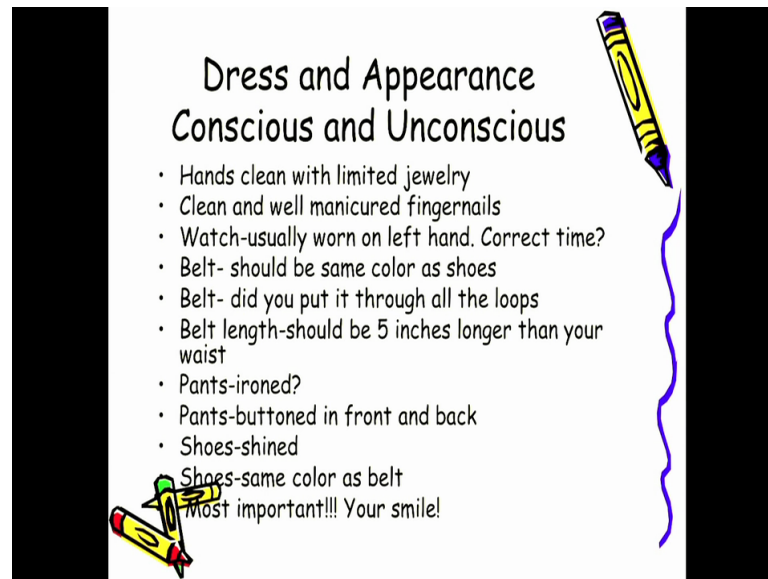
Now most of us came dressed very formally because it was a very solemn occasion and we befitting the occasion, all of us dressed in a very formal manner including our director.

But when our Chief guest arrived, guess what he was dressed in? Instead of wearing a three-piece suit, which would be of course ridiculous in this weather, when it is 42° in April, instead of even wearing a formal shirt a sober formal shirt which a winner of Bharat Ratna should be would be expected to wear, this gentleman who was the top one of the top honchos for one of the biggest steel industries in India came dressed in a pink and blue Hawaiian shirt.

Now when you are in that position, you are a CEO of a company, you are in the top-notch, you are counted among the top-notch managers in the whole country, you can afford to break rules and wear Hawaiian shirt to a very formal occasion and you can make a statement saying, look I might be big, I might be very I might occupy a very high occasion but I like to dress informally and I am like one of you, I am like the students or whatever.

So here you can afford to make a statement but at the beginning of your career or when you are not so well-known maybe, it is not a very good idea to take chances and break the rules. So let us look at some of the conscious and unconscious aspects of dress and appearance.

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**Dress and Appearance
Conscious and Unconscious**

- Hands clean with limited jewelry
- Clean and well manicured fingernails
- Watch-usually worn on left hand. Correct time?
- Belt- should be same color as shoes
- Belt- did you put it through all the loops
- Belt length-should be 5 inches longer than your waist
- Pants-ironed?
- Pants-buttoned in front and back
- Shoes-shined
- Shoes-same color as belt

Most important!!! Your smile!

The slide features two vertical black bars on either side of the text. A yellow crayon is positioned at the top right, with a purple wavy line extending downwards from its tip. At the bottom left, there are two more crayons, one yellow and one red, crossed over each other.

Hands clean with limited jewellery, clean and well manicured fingernails, watch usually worn on the left side correct time, Bell should be same color as shoes, belts did you put it through all the loops, belt length should be 5 inches longer than your waist, pants iron, pants buttoned in front and back, shoes shined, shoes same color as bed, most important your smile.

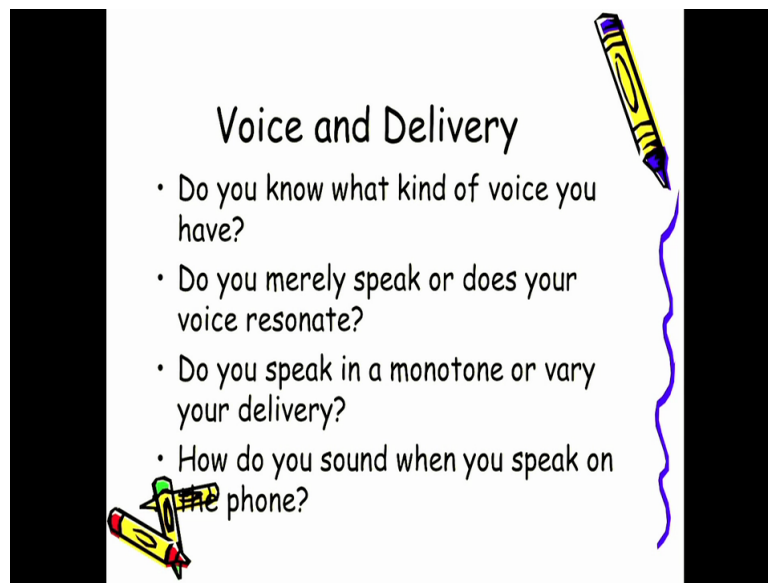
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Now I have got these figures of dress codes for men ranging from street wear to casual (er) to smart casual to business informal and black-tie semiformal. So there is a range and there is nothing wrong. You cannot dress in a three-piece suit to the beach, you would be expected to wear street wear or beachwear on the beach. Or if you are going shopping for groceries, nobody is expecting to wear a three-piece suit or a smart casual, you need to wear something in which you are more comfortable and you can get the work done.

So like in everything else, there is no hard and fast rule about dress and appearance, it is what is appropriate and what is not appropriate.

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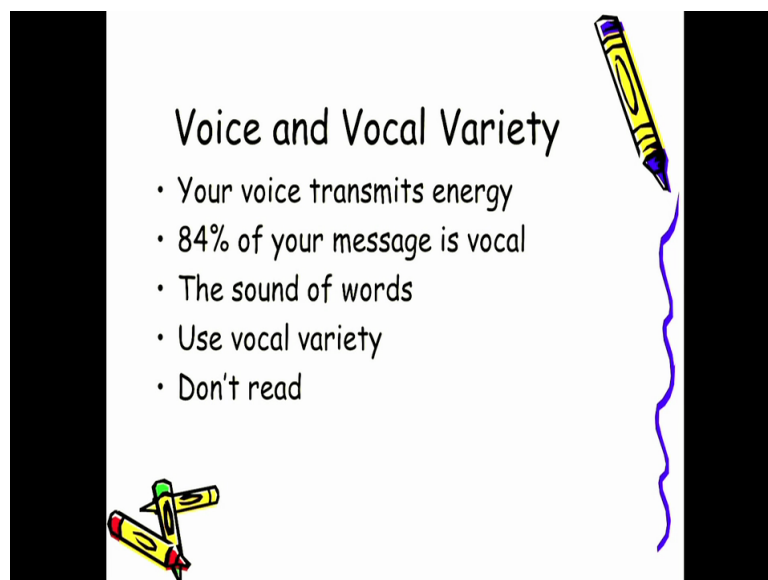
Voice and Delivery

- Do you know what kind of voice you have?
- Do you merely speak or does your voice resonate?
- Do you speak in a monotone or vary your delivery?
- How do you sound when you speak on the phone?

The slide features a central text area with a list of four questions. To the right of the text is a yellow crayon with a blue eraser, drawing a wavy purple line. To the left of the text are two other crayons, one yellow and one red, lying horizontally.

Now I come to the section on voice and delivery. Voice and delivery, please will be doing in great detail but I will quickly skim through this by asking you a few questions. Do you know what kind of voice do you have you have? Have you heard people saying that some people have a good voice, other people have do not have a good voice. Do you merely speak or does you voice resonate? Do you speak in a monotone or vary your delivery? How do you sound when you speak on the phone?

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Voice and Vocal Variety

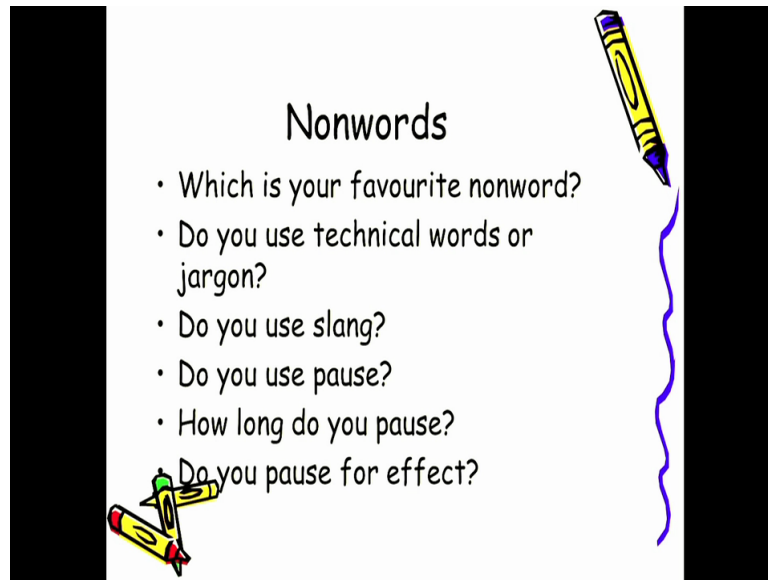
- Your voice transmits energy
- 84% of your message is vocal
- The sound of words
- Use vocal variety
- Don't read

The slide features a central text area with a list of five points. To the right of the text is a yellow crayon with a blue eraser, drawing a wavy purple line. To the left of the text are two other crayons, one yellow and one red, lying horizontally.

Your voice is related to your personality. Your voice and vocal variety say a lot about you. Your voice transmits energy, 84% of your message not 84, 38% of your message is vocal. As we saw earlier, only 55% is visual, 38% is vocal and only 7% of your message is verbal. The

sounds of words are more important than the words themselves. So when you are speaking, use vocal variety, do not read.

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The slide features a central title 'Nonwords' in a black, sans-serif font. Below the title is a bulleted list of five questions: 'Which is your favourite nonword?', 'Do you use technical words or jargon?', 'Do you use slang?', 'Do you use pause?', and 'How long do you pause?'. A sixth question, 'Do you pause for effect?', is positioned below the list and is partially obscured by a cluster of four colorful crayons (yellow, green, red, and blue). To the right of the text, a single yellow crayon is shown vertically, with a wavy purple line extending downwards from its tip. The entire content is set against a white background, flanked by two vertical black bars on the left and right sides.

Nonwords

- Which is your favourite nonword?
- Do you use technical words or jargon?
- Do you use slang?
- Do you use pause?
- How long do you pause?

Do you pause for effect?

Let us come to nonwords, what are nonwords? Nonwords are words which we tend to use when we are stuck for words, when we fumble for words and we return to a word which is our favorite nonwords to fill up the gaps whenever we are stuck for words and these are called nonwords. Now you need to find out what is your favorite nonwords. My favorite nonwords is so, since I teach very often whenever I am stuck, I find myself saying so but I know people who use the nonword you know, I see, I mean, like, youngsters especially, high school girls tend to use the word like.

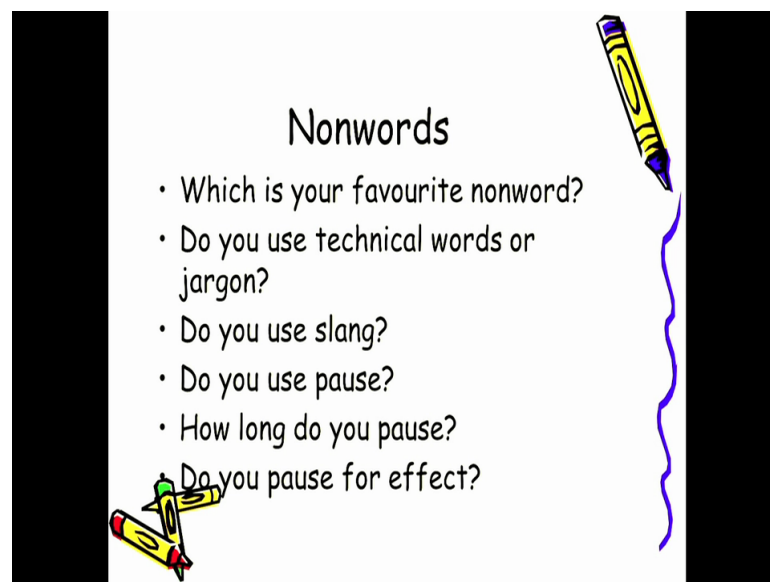
Every sentence of theirs is peppered with a number of likes whereas older people tend to use you know, you see, I know, I see, so. But there are more colorful nonwords as well such I can think of them in India rather than in English like kya naam lete hai, in Punjabi it is Keena lete hai and I remember my favorite uncle, every sentence of his would be dispersed with his favorite nonword aur takiya kalaam, as we put it in Hindi keena letahai and we need to know what is your favorite nonwords, what is your takiya kalaam.

In Rushdie's novel *Midnight Children*, Tuesday memorably captures this habit of takiya kalaam among Asian people, among South Asian people by having the grandmothers character use the takiya kalaam, what is its name. So at every sentence, the grandmother (interspec) intersperses it peppers it with so many what is its name that it is difficult to understand what she is saying. So takiya kalaam can be very interesting, nonwords can be

interesting but they are not interesting when they impede the understanding of what you are saying.

If you say a single sentence and you have 10 I means in it, then you know you are asking for trouble. So please watch out for your favorite non-word.

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Nonwords

- Which is your favourite nonword?
- Do you use technical words or jargon?
- Do you use slang?
- Do you use pause?
- How long do you pause?
- Do you pause for effect?

The slide features two vertical black bars on either side. On the right bar, a yellow crayon is positioned vertically, with a blue wavy line extending downwards from its tip. On the left bar, three crayons (red, green, and yellow) are clustered together at the bottom.

Do you use technical words or jargons? Yes, most of us are guilty of using technical words or jargon because in our intellectual sphere, in our professional sphere, we find that it works like a short hand to get our message across to our colleagues and it also gives us intellectual leisure to be indulging in these technical words or jargon so as to distance ourselves, to differentiate ourselves from people who are not familiar with these words and it is a way of saying we belong, we who use these words belong together.

But when we are speaking to people who are not from our field and we use very complex words which are everyday words in our field, for instance, in the area I work, there is a word which people tend to use very often, like your talking about, this is the discourse of races implicated with the discourse of slavery. Now the word indicated is used in a very formal manner and it has become part of the vocabulary of post-colonial theory.

But if you use the word indicated on every word implicated in everyday use, people are wondering what on earth are you talking about, what is implicated? Why cannot you say that, why cannot you say that it is interlinked or interwoven or connected. Instead of that, why do you have to choose such a difficult word like implicated. Do you use slang? Young people in particular, youth, students, tend to be more guilty of using slang and the reason being that on

campuses, in schools among a certain peer group, certain age group, it is a password to belonging.

If you know the slang of your particular geographical region or of your class, your peer group, it helps you to gain admission into that group and it is a way of saying, I belong to this group. Now while it might sound very cool in a particular situation and it may brand you with as a member of a particular group or class, when you use it outside that group, it can be extremely irritating.

I am not going to into the more well-known is slang which is global in nature such as the slang used by American school kids which has percolated to the rest of the world through Hollywood films and music and so on and gossip magazines and tabloids and so on. But let me think let me introduce you to the slang used by the students of IIT, Kharagpur which is different from the slang of other campuses because it is known only to, unlike a global slang or the slang of hip-hop culture or rap culture.

This is a slang which is a nerdy slang of the elite educated youth of India, the creme de la creme of India, India's students who enter the hallowed gates of IITs. They have invented their own slang which makes sense only to themselves and to each other, not to others. So I am totally lost when I am in my class and I find people saying peace, okay, what on earth, are we at war, why should we have peace but then I find people exchanging glances which suggest that they are talking about a different kind of piece altogether.

Or they talking of they I hear words like avoid, dhaap, fadda, words which are borrowed from Hindi, from English, from Bengal and other local languages to create a code which is understood only by students of all the IITs or a particular IIT. So that is an example of slang and that is an excellent way of belonging to say, well I have I am now an elite member of the IIT but when others hear it, it is extremely irritating because it is not a very sophisticated language.

Do you use pass? That is a question you have to ask and the use of pauses is related to the use of nonwords. Whenever we are stuck for words, we tend to use nonwords. Instead if we were to use pause, it would be more effective. The reason is that, when we pass, it creates an impression that we are thinking about something, we are deliberating. Whereas, we tend to use a non-word thinking that the pause is awkward for the other person. So instead of a non-word, you use pause. How long do you pass? Do you pause for effect?

We will go into each of these individual features and then in the units that follow but I am briefly introducing you to the elements of voice and delivery. And finally we come to the natural self.

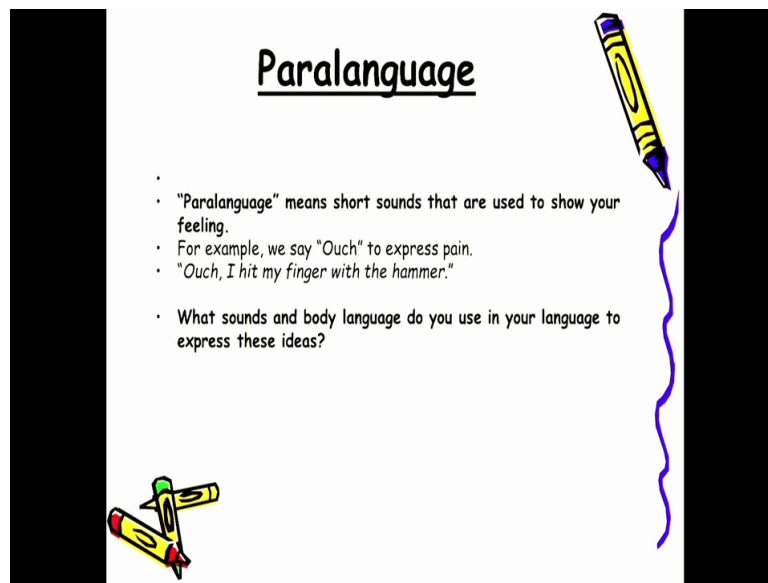
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Just be yourself, you do not want to be someone else. Just think, Aamir Khan cannot be Salman Khan and Salman Khan cannot be Shah Rukh Khan. Whenever they have tried to be each other, they have failed miserably because the romantic hero, the image of the romantic hero is so ingrained in the minds of their fans that if you try to be an action hero, the movie flops. Similarly if the action hero tries to be a romantic hero, it does not work. So just be yourself, technology strengths and weaknesses and leave with them. Convert your weaknesses into your strengths.

Instead of wistfully longing for something you do not possess, just be yourself, make the best of your strengths. Learn like a juggler because communicating is not a one-day but a lifelong affair.

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Paralanguage

- "Paralanguage" means short sounds that are used to show your feeling.
- For example, we say "Ouch" to express pain.
- "Ouch, I hit my finger with the hammer."
- What sounds and body language do you use in your language to express these ideas?

The slide features a central title 'Paralanguage' underlined. To the right, a yellow crayon is shown drawing a wavy purple line. At the bottom left, three crayons (red, green, and yellow) are scattered. The slide is framed by two vertical black bars on the left and right sides.

And I conclude with paralanguage, paralanguage means short sounds that are used to show you are feeling. For example, we say ouch to express pain. Ouch, I hit my finger with the hammer. What sounds and body language do you use in your language to express these ideas? I am going to set you an assignment where I am going to ask you how do you do this. Thank you.