

# **B. Pharmacy 1st Semester - Communication Skills**

## **UNIT – 4**

### **INTERVIEW SKILLS & GIVING PRESENTATIONS**

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#### **Points to be covered in this topic**

##### **INTERVIEW SKILLS**

- ☒ **THE PURPOSE OF INTERVIEW**
- ☒ **DO's OF AN INTERVIEW**
- ☒ **DON'Ts OF AN INTERVIEW**

##### **GIVING PRESENTATION**

- ☒ **DEALING WITH FEARS**
  - ☒ **PLANNING YOUR PRESENTATION**
  - ☒ **STRUCTURING YOUR PRESENTATION**
  - ☒ **DELIVERING YOUR PRESENTATION**
  - ☒ **TECHNIQUES OF DELIVERY**
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### **INTERVIEW SKILLS**

#### **The Purpose of the Interview**

One of the major forms of oral communication is conducting interviews, which serve multiple essential purposes in various professional contexts. Interviews are structured conversations designed to gather information, assess capabilities, and facilitate decision-making processes. The primary purposes of interviews include:

### 1. 💡 **Advising:**

Through conducting interviews, the interviewer can provide necessary advice and guidance to the interviewee or to concerned third parties. This advisory role helps individuals make informed decisions and understand complex situations better.

### 2. ❤️ **Increasing Understanding:**

Interviews serve as powerful tools to enhance mutual understanding between parties on various topics and issues. During open discussion sessions, all participants exchange their views, opinions, and suggestions, creating an environment of transparent communication. This openness helps concerned parties understand each other better and significantly reduces the chances of miscommunication and misunderstandings.

### 3. 📊 **Measuring Stress:**

A critical purpose of interviews is to evaluate how individuals handle pressure and stressful situations. In stress interviews, candidates are deliberately placed in challenging scenarios to assess their reactions and coping mechanisms. This approach is particularly valuable when selecting candidates for positions that require exceptional stress management skills and the ability to maintain composure under pressure.

4. 🏆 **Finding the Best Candidate:**

During employment interviews, the primary objective is to identify and select the most qualified and suitable candidate from the pool of applicants. Through comprehensive questioning and assessment, interviewers can determine candidates' qualifications, skills, experience, and cultural fit within the organization.

✅ **DO's of an Interview**

Category	Guidelines
👤 <b>Appearance &amp; Presentation</b>	<ul style="list-style-type: none"><li>• Dress appropriately for the industry, leaning towards conservative attire to demonstrate seriousness</li><li>• Maintain impeccable personal grooming and cleanliness</li><li>• Ensure your appearance reflects professionalism</li></ul>
🕒 <b>Punctuality</b>	<ul style="list-style-type: none"><li>• Arrive early, preferably 10 minutes before the scheduled interview time</li><li>• Follow specific timing instructions provided by the employer or event organizers</li></ul>
👉 <b>Professional Conduct</b>	<ul style="list-style-type: none"><li>• Treat all people you encounter with courtesy and respect</li><li>• Remember that everyone's opinion matters in hiring decisions</li><li>• Offer a firm handshake with confident eye contact</li><li>• Display a friendly and approachable expression</li></ul>

**Communication Excellence:**

**Name Protocol:** Listen carefully to understand your interviewer's name and its correct pronunciation. Address your interviewer by their proper title

(Ms., Mr., Dr.) followed by their last name, unless specifically invited to use their first name.

**Eye Contact and Body Language:** Maintain consistent, appropriate eye contact throughout the interview. Sit still and upright in your seat, avoiding fidgeting, slouching, or other distracting movements.

**Response Quality:** Provide thorough responses while maintaining conciseness in your wording. Support your statements about yourself with specific, relevant examples whenever possible. If you don't understand a question, don't hesitate to ask for clarification.

**Authenticity and Honesty:** Be genuine and present your best professional self. Honesty is crucial as dishonesty can be discovered and may result in withdrawn job offers or termination. Seek a good match between yourself and the employer by being authentic rather than pretending to be someone else.

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## ✗ **DON'Ts of an Interview**

### 🚫 **Critical Mistakes to Avoid:**

#### **Timing and Preparation Issues:**

- **Don't be late** - Punctuality reflects your reliability and respect for others' time
- **Don't ask about other applicants** - Focus on your own qualifications and performance
- **Don't request salary information** during initial interviews unless specifically asked

## Physical Behavior and Habits:

- **Don't smoke, chew gum, or eat during the interview**
- **Don't slouch** - Maintain professional posture throughout
- **Don't cross your arms** - This can appear defensive or closed-off
- **Don't play with your hair or touch your face** - These behaviors suggest nervousness and distract from your message

## Communication Pitfalls:

- **Don't criticize previous employers or professors** - This reflects poorly on your professionalism
- **Don't dominate the conversation** - Allow for balanced dialogue
- **Don't make excuses** - Provide reasons instead of excuses when necessary
- **Don't ramble** - Make your point clearly and stop talking
- **Don't speak over the interviewer** - Demonstrate good listening skills and respect



## Professional Presentation Guidelines:

Avoid	Impact
Inappropriate dress	Shows lack of understanding of professional standards
Aggressive behavior	Creates negative impression; be assertive instead
Obvious or inappropriate questions	Demonstrates poor preparation and judgment
Interrupting the interviewer	Shows disrespect and poor interpersonal skills



## GIVING PRESENTATION



### Dealing with Fears

Fear of public speaking, known as glossophobia, is one of the most common forms of anxiety experienced by individuals. This fear can manifest as anything from slight nervousness to paralyzing terror and panic attacks. Understanding and addressing these fears is crucial for effective presentation delivery.



### Comprehensive Fear Management Strategies:

**Knowledge Mastery:** The foundation of confidence lies in thorough understanding of your topic. When you have comprehensive knowledge of what you're discussing, you're less likely to make mistakes, lose track of your thoughts, or deviate from your intended message. Deep subject matter expertise provides a safety net that reduces anxiety.

**Practice and Preparation:** Repetitive practice is essential for building confidence and reducing anxiety. Practice your complete presentation

multiple times in various settings. Rehearse in front of people you're comfortable with and actively seek their feedback. Consider recording your practice sessions to identify areas for improvement and track your progress.

**Cognitive Restructuring:** When experiencing presentation anxiety, write down your specific worries and concerns. Challenge each worry by identifying probable and alternative outcomes. Examine objective evidence that supports or contradicts your fears. This systematic approach helps replace irrational fears with realistic assessments.

**Visualization Techniques:** Use positive mental imagery to envision successful presentation outcomes. Imagine yourself speaking confidently, engaging your audience effectively, and receiving positive feedback. These positive visualizations can help counteract negative thoughts and reduce performance anxiety.

**Breathing and Relaxation:** Implement deep breathing exercises as a calming technique. Take several deep, slow breaths before approaching the podium and continue using controlled breathing throughout your presentation. This physiological approach helps manage the physical symptoms of anxiety.

**Audience Perspective:** Remember that your audience is primarily interested in the information you're sharing, not in judging your presentation style. If audience members notice nervousness, they're more likely to be supportive and want your presentation to succeed rather than hoping for failure.

**Managing Silence:** Don't fear moments of silence or mental blanks. What feels like an eternity to you is usually just a few seconds to your audience. Use pauses strategically to collect your thoughts and allow your audience to process information.

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## **Planning Your Presentation**

Effective presentation planning requires systematic preparation and careful consideration of multiple factors. Successful presentations don't happen by accident; they result from thoughtful planning and preparation.



### **Strategic Planning Framework:**

**Purpose and Audience Analysis:** Begin by clearly defining why you're giving this presentation and who your audience will be. Understanding your audience's background, interests, expectations, and knowledge level is crucial for tailoring your content appropriately.

**Research and Content Development:** Conduct thorough research on your topic to ensure accuracy and depth. Gather supporting materials including statistics, case studies, and relevant information that will strengthen your arguments and make your presentation more compelling.

**Content Organization:** Organize your thoughts and materials in a logical, coherent manner. Create a detailed outline that structures your argument flow and ensures smooth transitions between different points and sections.

**Draft Development:** Write a comprehensive draft of your presentation, paying attention to clarity, coherence, and flow. This draft serves as the foundation for your final presentation structure.



**Visual Aid Planning:** Design and prepare visual aids such as PowerPoint slides, charts, graphs, or interactive activities that will enhance audience understanding and engagement. Ensure that visual elements support rather than distract from your message.

**Length and Timing:** Ensure your presentation fits within the allocated time frame. Practice timing your presentation and make necessary edits to avoid rushing or running over time limits.

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## **Structuring Your Presentation**

A well-structured presentation follows a clear organizational pattern with distinct beginning, middle, and end sections. This structure helps audiences follow your logic and retain information more effectively.

### **BEGINNING (Introduction)**

The opening moments of your presentation are critical for capturing audience attention and establishing the foundation for everything that follows.

#### **Attention-Grabbing Techniques:**

- Ask provocative, thought-provoking questions that relate to your topic
- Share compelling statistics or surprising facts
- Present real-life stories or relevant examples
- Use inspiring quotes from notable figures
- Incorporate multimedia elements like brief video clips
- Paint vivid mental pictures through descriptive language

## Introduction Elements:

- Introduce yourself and establish your credibility
- Clearly state your presentation topic and objectives
- Provide a brief outline or roadmap of what you'll cover
- Explain why this topic matters to your audience

## **BODY (Main Content)**

The body contains the core content and represents the majority of your presentation time.

**Logical Organization:** Arrange your main points in a sequence that makes sense to your audience. Use chronological, spatial, topical, or problem-solution organizational patterns as appropriate.

**Smooth Transitions:** Use clear transition statements to guide your audience from one point to the next. Signal when you're moving to a new topic or section to prevent confusion.

**Supporting Evidence:** Provide concrete examples, statistics, case studies, and other evidence to support each main point. This substantiation makes your presentation more credible and convincing.

## **CONCLUSION (Closing)**

Your conclusion should provide closure and reinforce your main messages.

## **Summary Elements:**

- Recap your main points clearly and concisely

- Restate your central thesis or key message
  - Avoid introducing new information in the conclusion
  - End with impact rather than simply saying "That's it" or apologizing
  - Invite questions and thank your audience for their attention
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## **Delivering Your Presentation**

Effective presentation delivery involves managing multiple elements simultaneously, including verbal and non-verbal communication, timing, and audience engagement.

### **Non-Verbal Communication Mastery:**

Element	Guidelines
Posture	Maintain upright, confident posture throughout
Facial Expression	Smile genuinely and appear relaxed and approachable
Eye Contact	Make regular eye contact with audience members rather than reading notes constantly
Gestures	Use purposeful hand and arm movements to emphasize points
Movement	Move naturally and avoid repetitive or nervous behaviors

**Professional Appearance:** Dress appropriately for your profession and audience. Avoid potentially distracting clothing or accessories that might draw attention away from your message.

### **Vocal Delivery Excellence:**

**Pace Control:** Resist the natural tendency to speak quickly under pressure. Take time to think during your presentation and deliberately slow your speaking pace. Include strategic pauses that allow your audience to process information and give you time to collect your thoughts.

**Volume and Projection:** Speak loudly enough for everyone in the room to hear clearly. Project your voice to reach the back of the room while varying your volume to maintain interest and emphasize important points.

**Clarity and Articulation:** Focus on speaking clearly so your audience can easily understand every word. Proper articulation prevents misunderstandings and demonstrates professionalism.

**Voice Variation:** Use a variety of pitches (highs and lows) to avoid monotony and maintain audience interest. Be careful not to change pitch too dramatically, as this can sound unnatural or distracting.


**Vocal Enthusiasm:** Develop a speaking voice that sounds friendly, natural, and enthusiastic. Your vocal energy directly impacts audience engagement and interest levels.

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## **Techniques of Delivery**

Professional presentation delivery encompasses four primary methods, each with distinct characteristics and appropriate applications.

### **Four Primary Delivery Methods:**

1.  **Manuscript Speaking:** This method involves reading a presentation directly from a written text. While this approach ensures accuracy and completeness, it's rarely executed well enough to maintain audience

interest. Manuscript speaking can appear impersonal and limit the speaker's ability to connect with the audience.

2. 🗨️ **Memorized Speaking:** Memorized delivery involves presenting content word-for-word from memory without using notes or scripts. While this method allows for strong eye contact and natural movement, it carries the risk of forgetting portions of the presentation and can sound rehearsed rather than natural.

3. 🎭 **Impromptu Speaking:** Also known as off-the-cuff speaking, this method involves delivering presentations without advance preparation. While this approach can seem spontaneous and natural, it often lacks structure and depth, making it less suitable for formal presentations.

4. 🎯 **Extemporaneous Speaking:** This preferred method involves speaking from a prepared outline without memorizing exact wording. Extemporaneous speaking combines the benefits of preparation with the flexibility of natural delivery, making it the most effective approach for most audiences.

### 📄 **Implementation Guidelines:**

**Preparation Strategy:** ✓ Use comprehensive preparation outlines when rehearsing your presentation ✓ Create abbreviated delivery outlines and speaking notes for actual presentation use ✓ Resist the temptation to memorize your entire message word-for-word ✓ Maintain flexibility to adapt your presentation to your specific audience and circumstances

**Delivery Excellence:** ✓ Focus on connecting with your audience rather than perfect recitation ✓ Use your outline as a guide while maintaining

natural, conversational delivery ✓ Be prepared to adjust your content based on audience reactions and feedback ✓ Practice enough to be comfortable with your material while retaining spontaneity

