



# Commonwealth Scholars' Day April 2025

# Communication and Influence

# Language



**Personal pronouns:** I/We/Us — the use of inclusive language. We feel part of a group and not isolated or left out.

**Emotive and sensory language:** words which appeal to our senses to make us feel sorry, guilty, happy, annoyed.

**Rule of three:** grouping ideas in threes e.g., the truth, the whole truth and nothing but the truth.

**Repetition:** repeating your point in your speech to emphasise and add weight. It also helps your audience to remember what you said so that your point sticks.

**Rhetorical Questions:** Questions that don't require any answer, the answer is implied. It might have an obvious answer e.g. Do you want to be successful in your life?

**Short, punchy sentences:** These add emphasis to your message in a sharp, dramatic way. E.g. We can make a difference now!

**Language of experience and personal anecdotes:** We love hearing about people's lives; hearing stories is part of our cultural heritage. Stories often carry a message.

**Positivity:** You believe passionately in your message and passion is highly persuasive.

**Exaggeration:** Your audience know that your point is not to be taken seriously and yet exaggeration is a technique to make things sound better or worse.

**Facts and statistics:** Truthful evidence to back up your message. Also makes you sound like the expert, knowledgeable and informed.

**Flattery:** Most people like to be complimented, a confidence and self-esteem booster, e.g. You work hard, you deserve better.

**Alliteration:** Repeating consonant sounds at the beginning of words e.g., health, happiness and hope for the future!

**Possibility/future prediction:** What might happen if....

**Nostalgia:** 'The Good Old Days...'

**Future hope:** I have a dream, Yes we can

**Humour:** Grabs the audience's attention, shifts the mood.

Then shall our names,  
Familiar in his mouth as household words  
Harry the King, Bedford and Exeter,  
Warwick and Talbot, Salisbury and  
Gloucester  
Be in their flowing cups freshly  
rememb'red.  
This story shall the good man teach his  
son;  
And Crispin Crispian shall ne'er go by,  
From this day to the ending of the world,  
But we in it shall be remembered-

We few, we happy few, we band of  
brothers;  
For he to-day that sheds his blood with me  
Shall be my brother; be he ne'er so vile,  
This day shall gentle his condition;  
And gentlemen in England now a-bed  
Shall think themselves accurs'd they were  
not here,  
And hold their manhoods cheap whiles any  
speaks  
That fought with us upon Saint Crispin's  
day.

# Language: Long sentences

I should be greatly obliged if you would have the kindness to bring me, at your earliest possible convenience, a written statement of the indebtedness I have incurred in connection with the meal which you have just finished serving to me.

The main problem with which I am currently faced is to decide whether it is preferable to continue in existence, or whether it would, on balance, be a more advisable to abandon the struggle completely.

# Language: Introductions



# Language: The Situation, Complication, Question, Answer introduction

**Situation:** Starting with an illustration of the **situation** will establish a certain time and place for the listener, preferably a time and place the listener can relate to. This is always a positive.

**Complication:** The **complication** will identify a problem, creating a sense of urgency or compelling reason to listen or act.

**Question:** Related to this complication, pose a **question**. This will also be the start of a question-answer dialogue. The **question** will be the main lead for your story and...

**Answer:** the **answer** is your main topic.



# Delivery

# Delivery: Posture

The 'actor's neutral' position

Feet over hips

Arms by sides

Shoulders relaxed

Facing forward and focused.

Imagine a string from the centre of your head pulling your body up very slightly.

Now to decrease tension around the hips and core, shift one foot very slightly forward and transfer your weight slightly to the back foot.

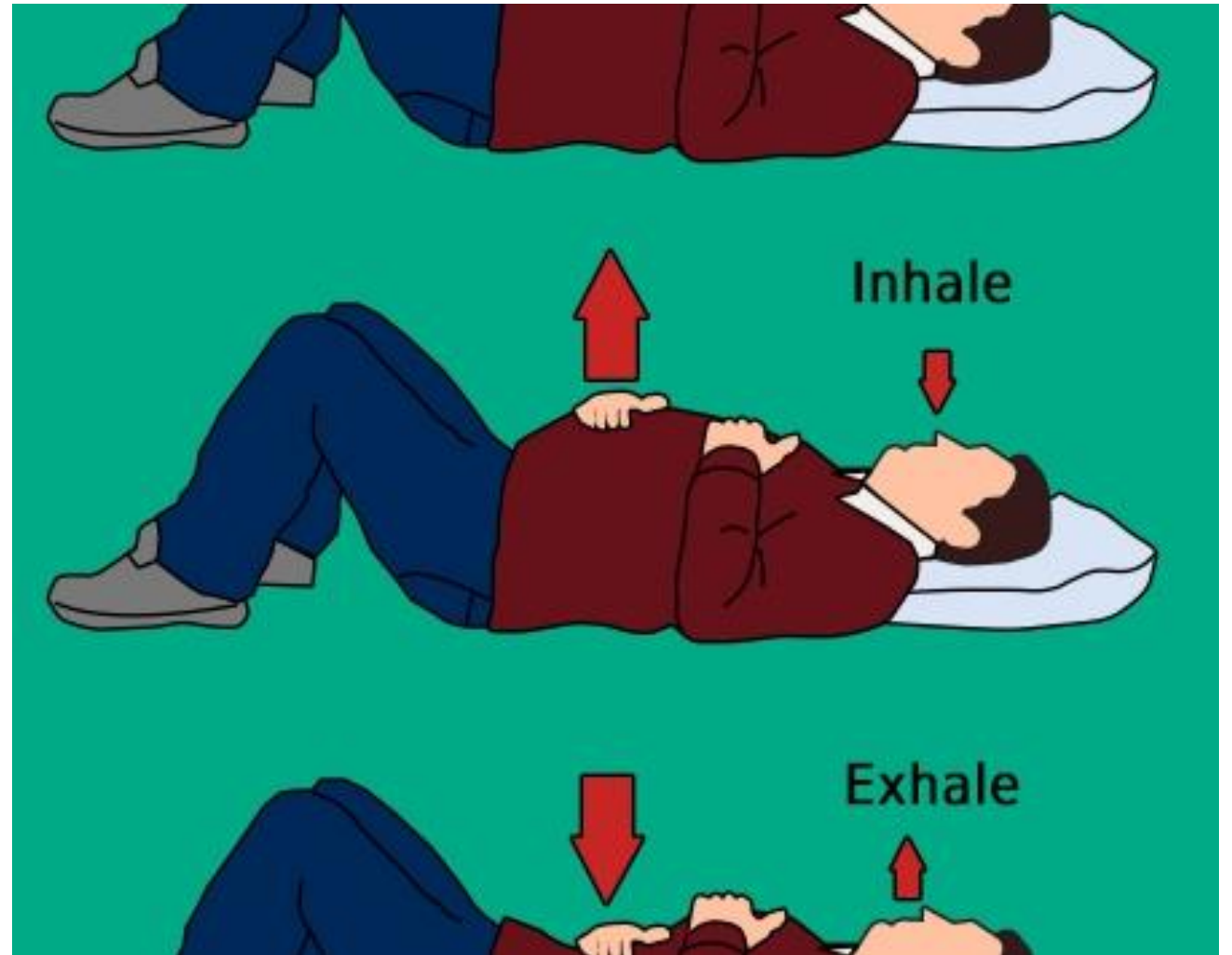
# Influential body language and vocal delivery

- Confidence and attitude count - 'Dominant' and 'submissive'
- You can change the meaning of a word by how you say it.
- Culture matters
- Emphasise and amplify to reinforce
- Stillness intensifies
- Up front and centre to make important points
- Anchoring to improve authority and credibility

# Things to avoid

- Constantly splitting focus.
- Weak or unbalanced stance/posture.
- Closed body language.
- Tiger in a cage syndrome – moving from side to side continuously.

Delivery: Voice



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You've got to sound interesting. If you talk in a dull, monotone voice your listeners will tune out and turn off.

So what can you vary?



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You've got to sound interesting. If you talk in a dull, monotone voice your listeners will tune out and turn off.

So what can you vary?

Power

Enunciation

Pitch

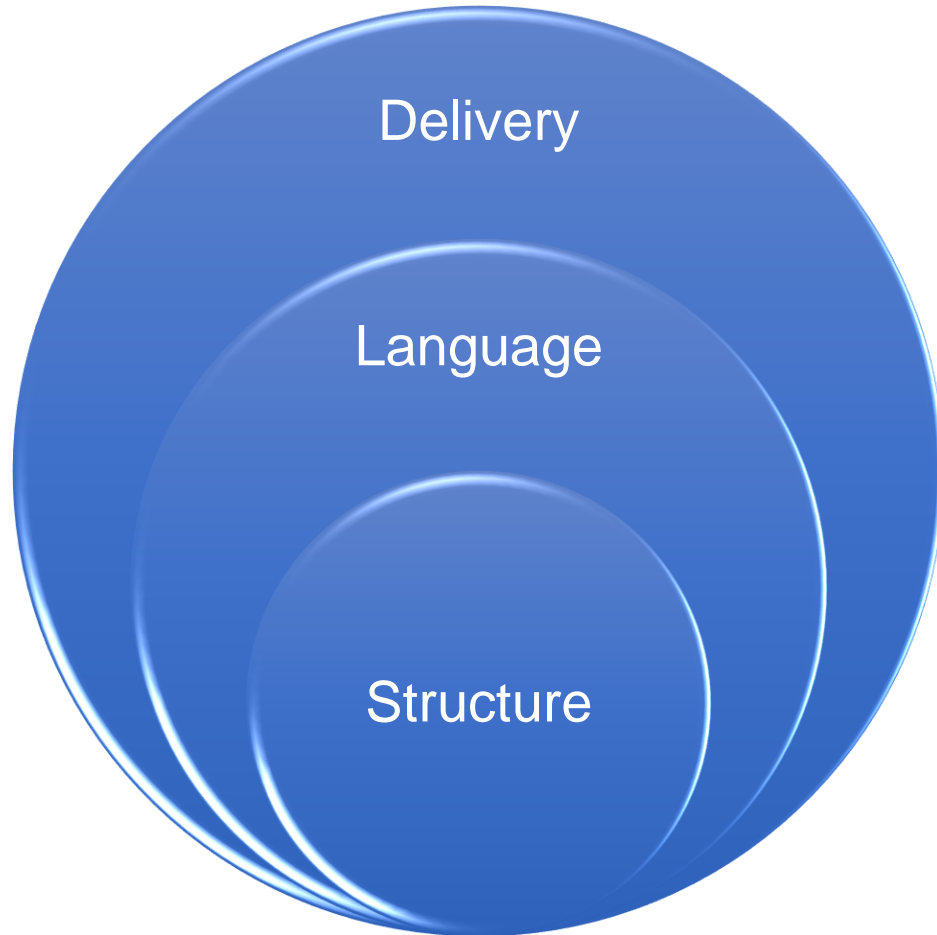
Pause

Pace

# Delivery: Facial Expressions and Connecting

- Make eye contact
- Talk to different portions of the room
- Smile

# Communications and influence



## **Persuasive by structure:**

How can we use techniques of influencing and framing to create powerful persuasion methods?

## **Persuasive by language:**

Given that we have the content, how can we use the power of language to move the audience, be it written or spoken?

## **Persuasive by delivery:**

We will then bring it alive by focussing on the physical aspects of public speaking.

# Structure



# Silver Jubilee Alumni Meet

IIT Delhi, 21-23 Dec 2012

Head  
D  
C  
ge



The onset of Prakash

First moments of sight



SECRETS FROM  
THE  
SCIENCE OF PERSUASION

BY  
ROBERT CIALDINI & STEVE MARTIN

£9800/Rs 8,50,000 in 15minutes



Happiness in  
people who just  
donated £9800  
(except they did not  
know yet what they  
had achieved)



# Rajiv raised £9800 in 15 minutes

95% of money promised was collected

Decided that the restaurant bill should not be split across all 30 people but only 4 friends so rounded up his good friends and they came to an agreement.

At dinner bought a couple of rounds of drinks for all  
likeability

At the dinner, called a time out and announced that the evening was hosted by the 4 friends

likeability and reciprocity

Asked Pawan to speak for 5 minutes (Pawan was due to give a 1 hour talk to the 98 alumni next day). Not to raise money, just about his project

authority, likeability, consistency

Asked Arvind to speak for 5 minutes, elevated to the level of an expert by Pawan

Used Authority, created likeability, consistency

Rajiv spoke for 5 minutes pointing out the chance to give in this window

scarcity, consistency

Did not raise funds for his himself but for Arvind's cause

likeability, authority (credibility by referral)

Distributed post-its and asked people to confidentially write an amount, their name and hand it to a 3rd person who would then collect cheques over next 2 weeks

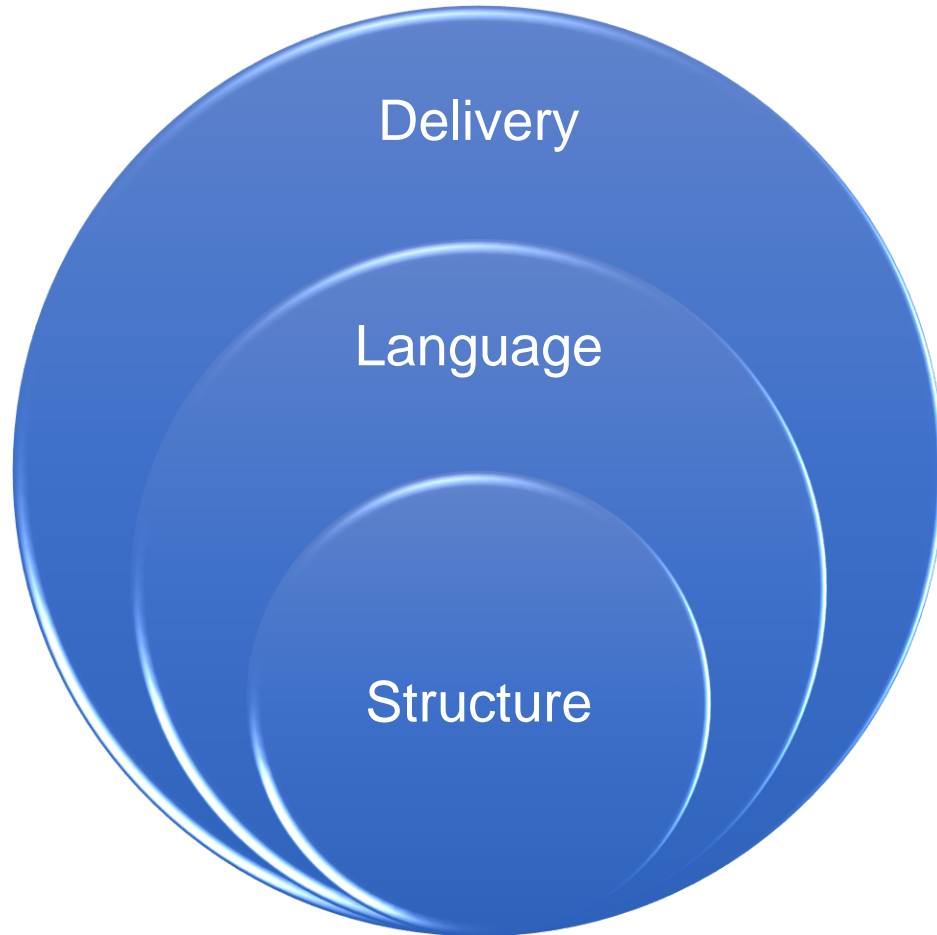
consistency, social proof

Over the next 2 weeks 95% of people made good their promise by posting the cheques

consistency, likeability



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