

The Steve Jarding Method

))) Emotion – The 4th Leg of the
Communication Paradigm

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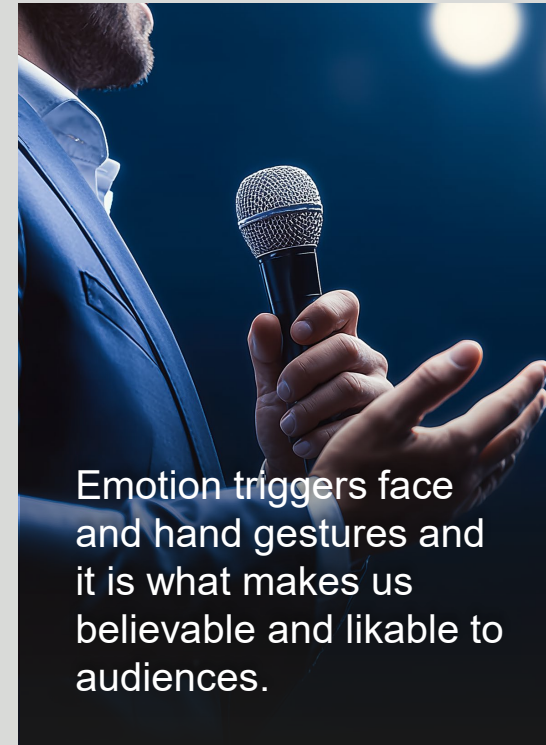
Emotion – The 4th Leg of the Communication Paradigm



As you have already seen, emotion is the leg of the communication stool that ties all the others together.



Emotion allows us to slow down, to change voice inflection and tone.



Emotion triggers face and hand gestures and it is what makes us believable and likable to audiences.

The Power of Emotion...

Emotion is a universal language and when we use and vary it, audiences remember how you made them feel – because they see that YOU feel it.

Don't try to fake emotion – it will expose you.



REFERENCE VIDEO

Jindal, Bobby – State of Union Response

The key to best utilizing your voice to connect with an audience is to regularly move different emotions through your words throughout your presentation.

Without doing this, you will flatten your presentation and increase your pace – as a consequence, you will **KILL YOUR PRESENTATION.**

Emotion as a Communication Tool

Human beings are emotive people.

Communicators who do not use emotion and passion come off as frauds because without emotion, audiences will come to believe you do not believe what you are saying.

Emotion is not just raising one's voice or pounding a podium.



Emotion isn't just anger or sadness. It is all of the 21 emotions humans possess and exhibit through facial gestures.

Emotion: The Umbrella that Ties All Communication Components

- ➔ Emotion can be used in any communication setting and with any topic – we just have to look for how to use varying emotions when making any presentation.
- ➔ This is not always easy – how do you find emotion when making a presentation about mathematical equations, or actuarial tables or loose-leaf tea?
- ➔ In short, emotion is our greatest communication component and the strongest leg of the four-legged communication paradigm.

+ Emotion is a universal language with every human being possessing the same emotions.