

The Steve Jarding Method

))) Facial Expressions

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Other methods for connecting body language and voice to your words:

Facial expressions – The face is a powerful indicator of what is in your heart. Do you believe what you are saying. Do you have passion in your words.

If your message is positive – smile as you communicate it; if it is sad, be sad

If your message is one of disgust – your face should reflect that, narrow your eyes, furrow your brow

If your message is designed to show you are firm in your convictions – tilt your head down and look up as though you are looking over the top of eye glasses.



REFERENCE VIDEO

Bill Clinton – *“I did not have sex with that woman”*



REFERENCE VIDEO

Ann Richards eye contact - *Why She Cares*

Facial Expressions Through Emotion

- ➔ As indicated, facial gestures are very powerful but they can be difficult because the face doesn't lie very well – even if you want to!
- ➔ When we think of facial gestures, science for years recognized six basic emotions emitted by the face:
 - **Happy**
 - **Sad**
 - **Anger**
 - **Surprise**
 - **Fear**
 - **Disgust**

- + But, in 2014, using computer modeling, scientists at Ohio State University identified 15 more categories of emotions expressed by the face.

Facial Emotions

+ Fearfully angry

+ Angrily surprised

+ Hatred

+ Happily surprised

+ Sadly fearful

+ Sadly surprised

+ Fearfully surprised

+ Angrily disgusted

+ Awed

+ Happily disgusted

+ Sadly angry

+ Sadly disgusted

+ Fearfully disgusted

+ Disgustedly surprised

+ Indignant

Emotion as a Communication Tool

As you can see according to computer modeling, the face is clearly adept at conveying “compound emotions”

- Happily surprised – after getting some great unexpected news
- Happily disgusted – after hearing a raunchy joke



The point is that these expressions are very powerful and studies show that when a speaker uses multiple expressions throughout their presentation as they communicate, the speaker connects much more strongly with the audience.