Non-verbal Communication and its Effect on Business Presentations

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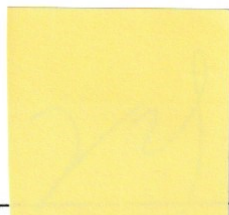Vyvození a formulace závěrů práce

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ABSTRAKT

Tato bakalářská práce se zabývá neverbální komunikací a jejím vlivem na obchodní prezentace. Zkoumanými aspekty neverbální komunikace jsou výrazy obličeje neboli mimika, oční kontakt, postavení těla a gesta, vzhled a nakonec hlas. S hlasem jsou spojené tři aspekty a to síla, tón a tempo. Cílem této práce je zjistit, jak tyto aspekty neverbální komunikace ovlivňují obchodní prezentace. Na základě pozorování v praktické části této práce bylo zjištěno, že neverbální komunikace může do značné míry ovlivnit výsledek obchodní prezentace. Zkoumanými prezentacemi byly startup prezentace, které se mezi sebou utkaly na soutěži Startup Battlefield organizované online novinami TechCrunch.

Klíčová slova: komunikace, neverbální komunikace, obchodní prezentace, řeč těla

ABSTRACT

This bachelor thesis focuses on nonverbal communication and its effect on business presentations. The examined aspects of nonverbal communication include facial expressions, eye contact, body posture and gestures, appearance, and finally, voice. With regard to voice, three aspects are associated – power, pitch, and pace. The aim of this thesis is to determine how these aspects of nonverbal communication affect business presentations. Based on observations in the practical part of this thesis, it was found that nonverbal communication can significantly influence the outcome of a business presentation. The presentations examined were startup pitches that competed against each other in the Startup Battlefield competition organized by the online news platform TechCrunch.

Keywords: body language, business presentations, communication, nonverbal communication

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I hereby declare that the print version of my Bachelor's thesis and the electronic version of my thesis deposited in the IS/STAG system are identical.

CONTENTS

INTRODUCTION

Communication is one of the key factors that influence the outcome of every business negotiation, including presentations. A speaker must communicate effectively to deliver a successful presentation and achieve mutual understanding. The core of effective communication lies in the balance between both verbal and nonverbal communication. Nonverbal communication, or body language, plays a significant role in affecting the verbal message. Therefore, all speakers should be aware of its effects.

The purpose of this bachelor thesis is to study nonverbal communication during business presentations and its impact. The main types of nonverbal communication that will be examined are facial expressions, eye contact, body posture and gestures, appearance, and voice. Each type has various functions and influences a business presentation in different ways. This bachelor thesis consists of two main parts – theoretical and practical.

The theoretical part of the thesis starts with Chapter 1, where the nonverbal communication is defined, and the terms related to this topic such as effective communication and communication process, are explained. The types of nonverbal communication, namely facial expressions, eye contact, body posture and gestures, appearance, and voice are described as well. Furthermore, the importance of nonverbal communication is highlighted. This thesis would not be complete without the second chapter, which focuses on presentations in the business context. It starts with an explanation of the term "presentation" and finishes with a description of various effects of communication on business presentations.

In the practical part of this thesis, the effects of nonverbal communication on business presentations are investigated. The method used in this study includes observation of three business presentations given in the course of Startup Battlefield competition in 2017 (see Chapter 3). In Chapters 4 and 5, the results of my own study are presented, analyzed and discussed.

I. THEORY

1 NONVERBAL COMMUNICATION: AN INTRODUCTION

The main focus of this chapter is on the description of nonverbal communication and terms related to this topic, such as effective communication and the communication process. This chapter further describes different types of nonverbal communication: facial expressions, eye contact, body posture and gestures, appearance, and voice. The aspects of voice, such as power, pitch and pace, are described as well.

1.1 Nonverbal Communication

People share their thoughts and feelings via communication, both verbally and non-verbally. Phutela (2015, 43) describes nonverbal communication as body language or communication without words. People use their body parts and movements to communicate (Patel 2014, 90). The main function of nonverbal communication is to emphasize the verbal message. Other functions include complementing the verbal message or regulating it. In many situations, nonverbal communication can even replace the verbal one (Azemi 2021, 257). Therefore, body language acts as a crucial aspect of effective communication.

Effective communication is a process that leads to understanding on both the sender's and the receiver's side. It is the process of understanding and being understood. Communication is only successful when both the sender and the receiver clearly understand the message (Akilandeswari et al. 2015, 44). It is crucial to communicate effectively in order to achieve goals, maintain good relationships, and accomplish certain tasks (Abu-arqoub and Alserhan 2019, 310).

Effective communication has six major elements: clarity, conciseness, correctness, completeness, environment, and feedback (Akilandeswari et al. 2015, 44-45). Patel (2014, 91) states that only 7% of the information is conveyed through words, 38% through the way people speak and 55% through body language. Therefore, body language plays a major role in communication, and it is important to understand its meaning. However, nonverbal communication does not have a single meaning and it can lead to major misinterpretations (Abu-arqoub and Alserhan 2019, 312).

These misinterpretations can occur, for example, in the intercultural communication, which takes place when people from two or more different cultures interact (Blahova 2015, 11). This communication becomes complicated, especially when people do not speak the same language or have different values (e.g., moral or religious), which can lead to cultural clashes and barriers in communication. The main goal is to achieve mutual understanding,

which involves identifying cultural aspects that are either similar or different (Blahova 2015, 12).

Smiling and frowning are universal across all cultures. However, the thumb up gesture has various meanings in different countries. In the United States of America, it signals that everything is fine, whereas in the Middle East, this gesture is a phallic symbol (Navarro 2018, 130). Therefore, it is important to consider the context, which is one of the main elements in the communication process (Abu-Arqoub and Alserhan 2019, 309).

The communication process includes a sender as an "initiator of communication" and a receiver who receives the message. The message can be an idea, information, body language, etc., and it is the core element of every communication. The sender sends the message through a channel, which can be radio, newspapers, telephone, or even television. The receiver then decodes the message and responds with feedback. The whole communication process has a certain effect on the receiver. Both the sender and the receiver should consider the context in which the conversation takes place (Abu-Arqoub and Alserhan 2019, 309).
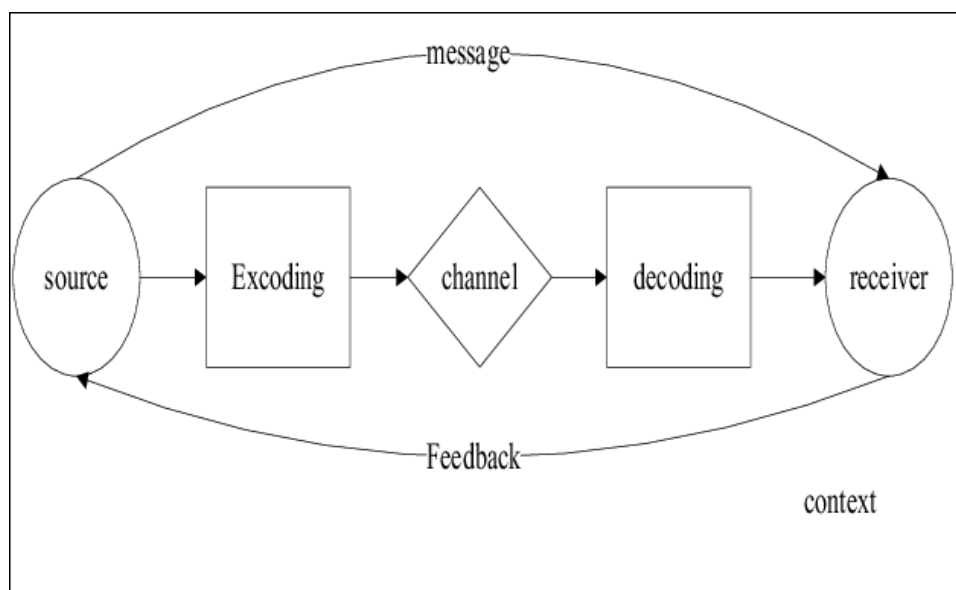
Figure 1 Communication process (Source: Borisova 2013, 8)

1.2 Types of Nonverbal Communication

Nonverbal communication has many forms, and each form can provide a significant amount of information. Without saying a word, people use their bodies to communicate. Their eyes, face, hand gesture, or even posture can indicate their feelings and thoughts. These movements are often subconscious, but people can learn how to use nonverbal

communication to their benefit. One example is clothing. People are aware that clothing makes a strong first impression on others, which is why the saying "dress to impress" is accurate. It requires effort and attention, but the knowledge of nonverbal cues is beneficial. By knowing the basics of nonverbal communication, people can learn how to both send and receive nonverbal cues (Blahova 2015, 14).

1.2.1 Facial Expressions

The human face is one of the first things people study during an initial encounter (Eaves and Leathers 2018, 25). In any conversation, individuals observe other's faces and attempt to decode the message conveyed through facial expressions (Patel 2014, 91). The primary purpose of facial expressions is to communicate emotions (Eaves and Leathers 2018, 28).

Emotions function as a "silent communication system" (Psychology Today 2023). There are seven types of universal emotions: happiness, love, pride, fear, anger, sadness, and disgust. Different cultures interpret these emotions similarly. For example, most people associate happiness with smile, redness in the face with anger, or a wrinkled nose with disgust (Psychology Today 2023). The human face can also communicate levels of interest or judgement (Eaves and Leathers 2018, 34).

1.2.2 Eye Contact

Eyes can provide a great deal of information and have a significant communicative function (Eaves and Leathers 2018, 58). Human eyes can reveal a person's interest or arousal, and, like facial expressions, they can also communicate emotions. Additionally, they can indicate whether a person is ready to engage in communication or not (Eaves and Leathers 2018, 62). Gazing is also crucial during every face-to-face communication. When people communicate, they tend to focus on specific areas on the face and body of the receiver, and this can affect the outcome of the conversation. There exist three main types of gazing: social gazing, intimate gazing, and power gazing (Pease and Pease 2017, 181).

The social gazing area is the area between person's eyes and mouth, forming a triangle on the face. This type of gaze has a calming effect, and the receiver does not perceive the sender as a threat. The opposite gaze is called the power gaze. This type of staring is intimidating and can shift the tone of the conversation from playful to serious. During this gaze, the sender focuses on the area between the receiver's eyes and the middle of his or her forehead. The final type of gazing is the intimate gaze, where the focus lies between a

person's face and lower body. This type of gaze is used during intimate encounters to show interest (Pease and Pease 2017, 182).
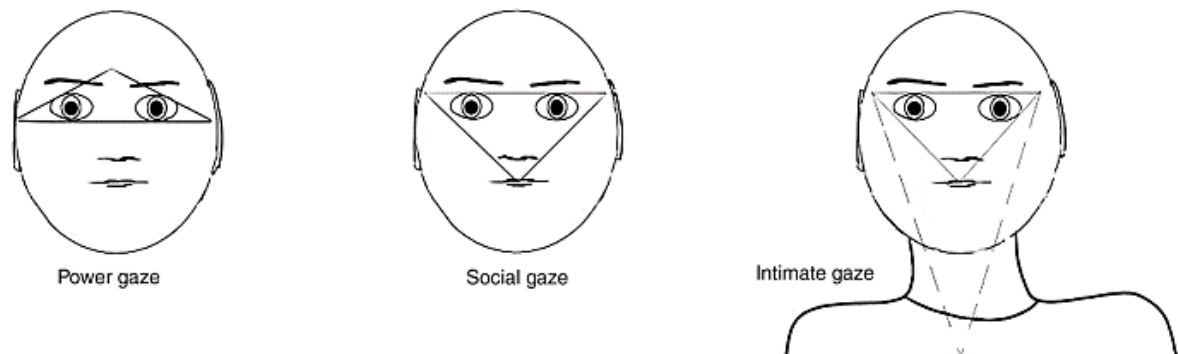
Figure 2 Types of gazing (Source: Bernhardt 2022, 198)

1.2.3 Body Posture and Gestures

According to Patel (2014, 93), posture is "the position of the speaker's body." People tend to mirror someone else's posture when they feel comfortable in their presence. This behavior is called mirroring (Navarro 2018, 149). However, mirroring strongly depends on the context. For example, when an employee copies their employer's behavior, the employer might view it as a sign of arrogance (Pease and Pease 2017, 261). Moreover, body posture can signal the formality of a conversation. People tend to slouch when they feel at ease, however, in formal environment, they stand straight. The difference between body posture and body gestures is that body posture is stable, whereas body gestures involve movements (Patel 2014, 93).

According to Navarro (2018, 110), "gestures are considered an integral part of communication." They emphasize important words and draw attention to the speaker (Navarro 2018, 110). Pease and Pease (2017, 128) also state that "using hand gestures grabs attention, increases the impact of communication and helps individuals retain more of the information they are hearing." That is one of the reasons why many successful speakers embrace the use of hand gestures (Navarro 2018, 110).

1.2.4 Appearance

Attraction plays a significant role in shaping new relationships. In general, people are drawn to physical features that indicate good health. These features of physical attractiveness

include symmetry and proportionality. However, appearance include not only physical attractiveness but also clothing (Eaves and Leathers 2018, 166).

Clothing creates a strong impression on others, which is one of the reasons why people should always dress appropriately, especially for job interviews (Patel 2014, 94). Additionally, clothing can signal power and status. This concept applies to uniforms, which can make people appear more trustworthy. Uniforms serve an impression management function (Eaves and Leathers 2018, 181). This function is one of the two main communicative functions of personal appearance. The other function is called the self-concept function, which describes how people view themselves and others as well (Eaves and Leathers 2018, 186).

1.2.5 Voice

The voice serves as an essential tool in communication, helping to "communicate the meaning" (Eaves and Leathers 2018, 192). According to Eaves and Leathers (2018, 192), "the meanings exchanged by sound are vitally important in communicating the emotional state, the perceived personality characteristics, and the impressions made by a communicator." An example of a memorable speech is the "I Have a Dream" speech by Martin Luther King Jr. He had a commanding voice, which easily captured the listener's attention and emphasized the message behind the speech (Eaves and Leathers 2018, 192). The voice can also help one appear more authoritative. Margaret Thatcher, for instance, lowered the tone of her voice to "give depth to her speeches" (Theobald 2019, 75). Other vocal qualities include power, pitch and pace.

1.2.5.1 Power

The power of the voice refers to the loudness of the voice. The main function of the power is to emphasize the verbal message as well as attract attention of the audience. Moreover, it is a great tool for making the speech more dramatic (Theobald 2019, 76).

1.2.5.2 Pitch

The pitch is the rise and fall of a person's voice (Theobald 2019, 76). According to Eaves and Leathers (2018, 195), it is "the musical note that the voice produces." During communication, it is important not to exaggerate and to find a balance between lows and highs (Theobald 2019, 76). Communicators have a so-called modal pitch, which is the pitch that occurs most frequently in the extemporaneous speech (Eaves and Leathers 2018, 195).

1.2.5.3 Pace

The pace is the speed of the speech. A slow pace can indicate tension or fear. Moreover, it draws attention to certain words or phrases. On the other hand, a swifter pace indicates urgency or even danger. A faster pace is especially effective when a speaker wants to communicate a lot of information without emphasizing the emotional content. As a result, speaking quickly can limit expressiveness (Brown 2016).

1.3 The Importance of Nonverbal Communication in Business

Communication and business are closely connected. The core of every successful business communication lies not only in professional knowledge but, more importantly, in how well a company communicates that knowledge to its business partners (Blahova 2015, 9). Both types of communication, verbal and nonverbal, can either destroy or strengthen business relationships (Phutela 2015, 46). This is why harmony between verbal and nonverbal communication is so important. One cannot go without the other, they go hand in hand. Many elements can influence the outcome of a business meeting, speech, or public appearance, including the message sent, feedback, the speaker, and the audience (Azemi 2021, 265). Therefore, nonverbal communication is not the only aspect, nor necessarily the most important aspect, in business communication. Nevertheless, it plays a significant role in influencing the outcome of business interactions.

Nonverbal communication is important in several ways. Nonverbal signals can indicate the emotional and physical state of a business partner and how that state evolves during a negotiation. It is crucial to continuously observe these signals to gain a deeper understanding of the business partner and his or her perspective. Nonverbal communication plays a significant role in identifying whether the spoken message is truthful or not. As stated at the beginning of Chapter 1.1, nonverbal communication can make the verbal message stronger, weaker, or replace it altogether. Therefore, it is vital to recognize when body language contradicts the verbal message or aligns with it (Kęstutis et al. 2015, 65). Understanding nonverbal cues can be a powerful tool in business communication, enabling a speaker to notice signals that might otherwise go undetected. Moreover, a speaker can use the knowledge to strengthen his or her speech and emphasize the image of a confident communicator.

1.4 Summary

This chapter begins with a description of nonverbal communication (see Chapter 1.1). I focus not only on body language itself, but also on related terms such as intercultural communication and the communication process. After outlining nonverbal communication and its functions, I emphasize the importance of effective communication, which is the foundation of every conversation. It is crucial that the speaker is understood, but her or she should also be able to understand others as well. In this chapter, I also mention the concept of intercultural communication, which involves communication between people from different cultures. I then move on defining the communication process and its major elements: sender, receiver, message, channel, feedback, and context. This is followed by descriptions of various types of nonverbal communication and their importance in conversation (see Chapter 1.2). I focus on the functions they serve. I finish with Chapter 1.3, where I explore the importance of nonverbal communication in a business context. I highlight the significance of understanding nonverbal language and its application in a business environment.

2 PRESENTATION SKILLS: THE BUSINESS CONTEXT

This chapter begins by describing presentations in a business context. The primary focus is on the different types of business presentations, their purpose, and their usage. There are two main types of business presentations – internal and external – which are further explained in Chapter 2.1. This chapter then continues with an exploration on different types of nonverbal communication and their impact on business presentations. Every movement, posture, or even the voice has a specific effect on the audience, playing a significant role in shaping the overall impression of both the presentation and the presenter.

2.1 Presentation as a Means of Communication in Business

First, it is important to define what a presentation is. As the name suggests, a presentation is a tool for presenting ideas, thoughts, and topics from various fields (Theobald 2019, 13). Generally, business presentations are either internal or external.

Internal business presentations are given within a company and can be either formal or informal. Informal business presentations occur on a daily basis, typically involving a maximum of about fifty people, made up from colleagues at the company where the presenter works. The main purpose of informal business presentations is to inform and facilitate discussion afterwards. The overall atmosphere is friendly. On the other hand, formal business presentations require thorough preparation. The speaker must be well-prepared and informed about the details of the company. An example of a formal business presentation is the annual conference for all staff (Theobald 2019, 13-16). The following paragraph explains the external business presentation.

External business presentations are typically given at conferences or events organized by other companies. Presenters are usually unfamiliar with their surroundings and represent both themselves and their company (Theobald 2019, 13-16). Therefore, it is crucial to be prepared and knowledgeable about the other company. Presentations are a common tool used in organizations, and their importance has increased in recent years (Hartley and Chatterton 2015, 250).

In some organizations, presentations have gradually replaced written reports, speeding up the decision-making process (Hartley and Chatterton 2015, 250). According to Hartley and Chatterton (2015, 250), "presentations are also widely used in recruitment, especially for managerial and supervisory positions." Business presentations help managers better understand the market, allowing them to create effective strategies. Moreover, presentations

are used to communicate ideas to employees, providing them with clear direction and leading to better work efficiency. Presentations are also used to attract potential business connections. They give customers an insight into the company, which fosters the relationship between the company and its customers (Northern Ireland Business First 2022).

2.2 Effects of Nonverbal Communication on Business Presentations

Body language can be either negative or positive. In every encounter it is important to maintain positive body language and avoid the negative one. Negative body language can signal unhappiness, disinterest, or even uneasiness. Examples of negative body language include little eye contact, folded arms, doodling, not paying attention by looking elsewhere, or playing with pens (Hashemi and Hokmabadi 2011, 2110). Negative body language can also indicate boredom. These signals might occur during meetings, presentations, or even face-to-face communication. It is important to interpret these signs correctly and respond appropriately, for example, by asking more questions, showing empathy, or changing the tone of the speech (O'ktamova and Toshtanova 2023, 86). The opposite of negative body language is the positive one.

Positive body language signals trust, happiness, and, most importantly, openness to conversation. These signs are crucial for making a good first impressions and for effective public speaking. To appear calmer and more confident, speakers should adopt an open body posture. This involves avoiding slouching while still appearing relaxed. Other examples of positive body language include smiling and making direct eye contact (O'ktamova and Toshtanova 2023, 87). It is important to use open hand gestures during the public speaking as well. These gestures include showing palms towards the audience (Pease and Pease 2017, 138). However, speakers should be careful not to overexpress, as this might cause a negative reaction rather than a positive (O'ktamova and Toshtanova 2023, 87-88).

2.2.1 Facial Expressions

During any business presentation, it is important to remain relaxed and appear confident. According to Hartley and Chatterton (2015, 250), "a speaker lacking in confidence may well distract an audience from the main topic." Facial expressions should be natural, not strained, and the speaker should remember to smile. People around the world associate a smile with friendliness, and it also communicates warmth (Navarro 2018, 75-77). According to Pease and Pease (2017, 70), smile "tells another person you are non-threatening and asks them to

accept you on a personal level." However, there exist different types of smiles, such as a nervous smile, a false smile, and a true smile (Navarro 2018, 75-77).

The nervous smile indicates anxiety or stress. A false smile is meant to convince others that everything is okay, but unlike a true smile, it does not reach the eyes, resulting in a strained look. On the other hand, a true smile can be contagious and radiates joy and charisma, as the picture below shows (Navarro 2018, 75-77). In addition to smiling, eyebrow movements can also communicate a great deal of information.
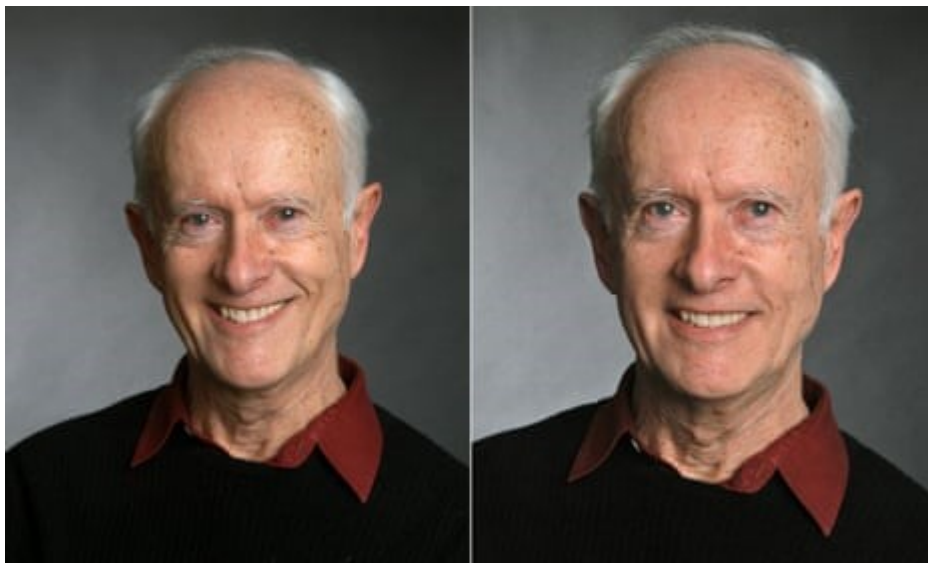
Figure 3 True smile on the left and false smile on the right (Source: The Guardian 2015)

Eyebrows serve multiple functions. First, they provide protection from dust, and second, they help to communicate human emotions (Navarro 2018, 23). One of positive eyebrows movements is the arching of the eyebrows. This movement signals excitement and positivity (Navarro 2018, 23). On the other hand, one of the negative eyebrows movements is knitting the eyebrows.

2.2.2 Eye Contact

One example of positive body language related to eye behavior is sustained eye contact (Eaves and Leathers 2018, 261). A speaker should always look into receiver's eyes when they are communicating. This shows sincerity and engagement in the conversation (O'ktamova and Toshtanova 2023, 87). Negative body language, on the other hand, includes not looking at the audience at all. Some speakers might look at the floor or only at their

presentation, which might indicate that they are not prepared enough. Shifty eyes, which suggest a lack of eye contact, are another sign of negative body language. This can signify dishonesty (Eaves and Leathers 2018, 261). However, eye contact is not the only indicator of a speaker's mental state – another important factor is eye movement.

According to Pease and Pease (2017, 187), "a person's eye movement can reveal what their mind is focusing on by telling you whether they are remembering something they have seen, heard, smelled, tasted or touched." In a business context, eye movements can reveal the level of interest of business partners as well as their understanding (Pearce 2022). These eye movements are divided into two categories – horizontal and vertical. According to Pearce (2022), "horizontal movements involve the eyes moving left to right, while vertical movements involve the eyes moving up and down" and each category has a different meaning. Horizontal eye movements are associated with internal thoughts, while vertical eye movement are connected with something outside of the current focus (Pearce 2022).

2.2.3 Body Posture and Gestures

According to Hartley and Chatterton (2015, 63), "posture often signals the attitude towards the interaction." In business communication, people in lower positions usually appear more tense, while people in higher positions tend to appear more relaxed (Patel 2015, 46). Positive body postures include for example leaning forward when answering a question, which creates a positive impression and shows interest from the speaker (Eaves and Leathers 2018, 261). Another positive, yet dominating posture involves putting hands on the hips. According to Pease and Pease (2017, 238), it is a "universal gesture used to communicate that a person is ready to action." Moreover, it can be a way to assert dominance, as the person who adopts this pose appears larger and more goal-oriented (Pease and Pease 2017, 238). The following paragraph provides examples of negative body postures.

Negative body postures, beside crossed arms, include visible tension or stiffness (Eaves and Leathers 2018, 261). Another negative body posture is tucking the chin to the chest. According to Pease and Pease (2017, 235-236), in a business context, this posture "implies a submissive apology, which detracts from any encounter where you are trying to appear confident." A person who adopts this posture may be trying to appear smaller and less noticeable as the picture below shows. On the other hand, positive hand gestures include the hand steeple.

Figure 4 Negative vs. positive body posture (Source: Executive Impressions 2017)

According to Navarro (2018, 123), the hand steeple "is a universal display of confidence and is often used by those in a leadership position." The name refers to the steeple of a church because of its shape (Pease and Pease 2017, 133). Pease and Pease (2017, 133) further explain that "superiors often use this gesture position when they give instructions or advice to subordinates."

2.2.4   Appearance

Appearance plays a significant role in indicating both a person's attitude and a company's image. During a presentation, the speaker represents not only himself or herself but also the organization he or she works for. For example, dirty clothes will elicit negative reactions towards the speaker, and it can harm the company's reputation as well (Hartley and Chatterton 2015, 65). This is one of the reasons why many companies provide uniforms instead of allowing regular clothing – they want to ensure that their image is maintained according to their standards and that their message is conveyed in the right way. In general, a speaker should always dress appropriately and, most importantly, professionally, as this shows confidence (Phutela 2015, 46).

2.2.5   Voice

Voice is another important aspect of every communication. First impression is often based on the sound of a person's voice, which can indicate power, status, or even trustworthiness

(Eaves and Leathers 2018, 261). According to Hashemi and Hokmabadi (2011, 2111), the voice also "indicates importance or meaning." Another crucial aspect is correct pronunciation. The speaker should always ensure proper pronunciation of important words in their presentation, regardless of whether they are native or non-native speakers. The speaker must be understood clearly by others, as mispronunciation can cause misunderstandings and also "tires the listener's ear" (Hashemi and Hokmabadi 2011, 2110). One strategy that many speakers use is the sales pitch.

The main idea behind the sales pitch is to give the audience what they want, not to take from them (Anderson 2016, 24). According to Anderson (2016, 24), "the most effective salespeople put themselves into their listeners' shoes and imagine how to best serve their needs." This concept applies to business as well. According to Anderson (2016, 24), "generosity evokes a response." This means that those who want to have a successful presentation or negotiation need to provide information that is relevant to the audience.

2.2.5.1 Power

A speaker should always speak loudly enough to be heard clearly. It is also important to emphasize certain words that are crucial to the presentation to capture the listener's attention. A speaker should avoid using the same volume throughout the entire presentation. It is important to vary the power of the voice in order to make the speech more compelling (Theobald 2019, 76).

2.2.5.2 Pitch

One common mistake speakers make during presentations is using a monotone pitch, meaning there is no variation to their voice (Theobald 2019, 76). This can make their speech seem boring to listeners. According to Eaves and Leathers (2018, 261), "communicators should avoid speaking in such a way that their voices sound flat, tense, or nasal." To keep the audience engaged, the speaker should vary the pitch to make the speech livelier and more entertaining (Theobald 2019, 73).

2.2.5.3 Pace

The presenter should always speak at a normal pace. According to Anderson (2016, 203), the normal pace for most speakers is "somewhere in the range 130-170 words per minute." He or she should avoid talking too slowly or too fast. Another common mistake is using long pauses, which listeners might interpret as a lack of confidence, knowledge, or even

preparedness (Eaves and Leathers 2018, 261). Moreover, speakers should avoid using hesitation sounds such as 'umms' and 'errs' (Theobald 2019, 77). According to Eaves and Leathers (2018, 261), "persons who wish to enhance their credibility should strive to eliminate the use of such nonfluencies."

2.3 Summary

The main focus of the second chapter of this thesis is on presentations and nonverbal language in a business context. I begin with Chapter 2.1, where I define the term "presentation" and its main types – internal and external. Internal presentations can be either formal or informal and are used within the company. On the other hand, external presentations are given at other companies where the presenter might not be familiar with the surroundings. This chapter also includes information about current trends in presentations and the importance of presentations in the business sphere. This chapter is followed by Chapter 2.2, where I explain the effects of body language on business presentations. These effects can be either negative or positive, and I provide specific examples of both positive and negative body language and their importance during presentations. This section is followed by an overview of different types of nonverbal communication. It starts with Chapter 2.2.1, where I describe both positive and negative facial expressions during presentations. I continue with eye contact, body posture and gestures, and appearance. I finish with Chapter 2.2.5, where I focus on the voice and its various aspects.

II. ANALYSIS

3 METHODOLOGY

This chapter defines the main goal of the thesis, introduces the research problem and presents the research method used in the practical part of this work.

3.1 The main goal of the thesis

The aim of the thesis is to investigate the effects of nonverbal communication, namely facial expressions, eye contact, body posture and gestures, appearance, and voice on the overall appeal of the business presentation.

3.2 Research Method

The research method is one of the essential parts of any analysis. For the purpose of my study, I chose observation as the research method. The observation was conducted by watching three business presentations, all of which are available online. These speeches were given at Startup Battlefield in New York in 2017. Participation in the event was free and open, and the top startups competed for an equity-free price money and global recognition (TechCrunch n.d.). According to Slack and Rowley (2001, 35), the observation is "an important research and data collection methodology," and as such, it has various functions and types.

3.2.1 Observation

There exist different types of observations – participant or non-participant, and covert or overt. Participant observation occurs when the observer is part of the experience, allowing him or her to observe the situation while listening to other participants. This gives the observer an opportunity to identify certain restrictions and develop a deeper understanding of both sides of the overall experience (Slack and Rowley 2001, 35). An example of participant observation is taking part in an advocacy campaign while making notes or taking photos (Nel 2020). On the other hand, non-participant observation happens without the participation of the observer. He or she can watch the experience through video cameras or from the distance (Slack and Rowley 2001, 38). Covert and overt observations are another set of categories.

Covert observation is carried out without the knowledge of those being observed, meaning they are unaware of the observation itself (Nel 2020). An example of covert observation is mystery shopping. Overt observation, however, is conducted with the knowledge of those

being observed. This can sometimes lead to changes in their behavior, potentially affecting the outcome of the observation (Slack and Rowley 2001, 38-39).

The most relevant type of observation for this study is non-participant observation. As mentioned in the first paragraph, this type of observation occurs without the active involvement of the observer. This allowed me, as the observer, to watch the business presentations multiple times and take notes without disturbing the participants. It provided the flexibility to closely examine each body language movement and replay the video as needed.

4 ANALYSIS

The main focus of this part of the thesis is on observing different types of nonverbal communication used by representatives during various business presentations. The chosen type of business presentation is a startup presentation. According to Baldridge (2022), startups are "young companies founded to develop a unique product or service, bring it to market and make it irresistible and irreplaceable for customers." The aim of a startup is to create a new product or service that has never been developed before. Startups can be founded by family or friends, a process also known as bootstrapping (Baldridge 2022).

4.1 Presentation 1

The winner of the Startup Battlefield in New York was a company called RecordGram, a mobile recording studio that helps new artists create new music and potentially get signed by music companies. The main speaker for RecordGram was Erik Mendelson, the company's CEO (TechCrunch n.d.). The final presentation had two main parts – the formal part and the question-and-answer session from the judges. This analysis focuses solely on the observation of the formal speech. The aspects of the nonverbal communication studied include facial expressions, eye contact, body posture and gestures, appearance, and voice.

4.1.1 Facial Expressions

The speaker maintained a neutral facial expression for most of the speech. Moreover, the speaker did not smile during the speech at all, which caused the speech to lack enthusiasm and emotion. As mentioned in Chapter 2.2.1, the speaker should remember to smile. People around the world associate a smile with friendliness, and it also communicates warmth, which makes the presentation more appealing. The only visible movement or expression during the speech was eyebrow knitting. The knitting of eyebrows is a negative facial expression that might indicate weakness (see Chapter 2.2.1). According to Navarro (2018, 25), when someone knits their eyebrows "it usually means there is an issue, concern, or dislike." In this case, the speaker might have been contemplating what to say next.

Figure 5 The eyebrow knitting (Source: YouTube TechCrunch 2017)

4.1.2   Eye Contact

As mentioned in Chapter 2.2.2, the speaker should always maintain eye contact with the receiver. The speaker demonstrated this by looking at the audience throughout the entire speech, which is a positive sign. Moreover, the speaker not only looked straight ahead but also to the left and the right sides of the audience. This made the listeners feel included and helped capture their attention (Pease and Pease 2017, 189). The speaker also made eye contact with the judges sitting on the right side of the stage, ensuring their involvement as well. There were no noticeable signs of eye movements during the speech. Overall, the speaker actively tried to maintain eye contact with both the audience and the judges.

4.1.3   Body Posture and Gestures

The main focus of the camera was on the speaker's upper body, particularly the head, torso and hands. Therefore, the lower body and overall body posture were not visible. The primary movements observed were hand gestures (see Chapter 1.2.3). Generally, hand gestures draw attention to the speaker and enhance the impact of the speech itself. They also help listeners remember the information they hear. In this speech, the speaker held a pointer in his hand throughout the whole presentation. According to Trietsch (2020), "laser pointer itself can be a very distracting thing." Thus, speakers should be cautious when using the pointers, as they might fidget with them or not use them at all. However, in this speech, the speaker used the pointer solely to change slides. Additionally, there were instances during the speech when

he emphasized words by gesturing with the pointer. Other visible hand movements included pointed fingers.

Figure 6 Pointer (Source: YouTube TechCrunch 2017)

The speaker used pointed fingers to illustrate the various functions of the RecordGram app. According to Pease and Pease (2017, 38), pointed fingers "subconsciously evoke negative feelings in others." Thus, speakers should generally avoid this gesture. However, in this context, the speaker was not pointing at anyone specifically. He used his fingers to indicate different elements of the presentation, suggesting that the intent was not to exhibit aggression but rather to emphasize the points he was making.

Figure 7 Pointed fingers (Source: YouTube TechCrunch 2017)

In general, the speaker used open palm gestures during the presentation, using his hands to emphasize certain words and points in his speech. Moreover, the speaker occasionally put one hand in his pocket but left his thumb on display. According to Pease and Pease (2017, 138), "thumbs are used to display dominance, assertiveness, or sometimes aggressive attitudes." The thumb display is generally considered a positive sign, signaling confidence and assertiveness. It can also suggest that the speaker is in control of the situation, which can be reassuring to the audience (Pease and Pease 2017, 138).

4.1.4   Appearance

For the final pitch, the speaker chose colourful jacket with flamingos and palms. He paired it with a baseball cap bearing the logo of the company, a grey t-shirt, and a pair of grey jeans. The colorful pattern on the jacket was eye-catching and might imply to the artistic and creative side of the company. The speaker's clothes were informal. However, the overall atmosphere of the competition itself was rather semi-formal based on the clothes of the judges. As mentioned in Chapter 2.2.4, the speaker should always dress professionally. Thus, the speaker's rather unconventional choice of clothing might have had a negative impact on the judges, who might not have taken him seriously because of his attire.

Figure 8 Appearance (Source: YouTube TechCrunch 2017)

4.1.5   Voice

As mentioned in Chapter 1.2.5, sounds communicate meaning, and the voice serves as a tool to indicates speaker's emotions or even personality traits. Throughout the speech, the speaker's voice was stable with no signs of nervousness, such as hesitation sounds or

stuttering. This suggests that the speaker was confident in his startup idea. Additionally, there were no mispronunciations, which further contributed to the impression of a confident speaker. Overall, the speaker's clear and stable voice helped convey confidence and professionalism.

4.1.5.1 Power

The speaker should always speak loud enough as mentioned in Chapter 2.2.5.1. In this speech, the speaker did not have any issues with this. He spoke loudly and clearly enough throughout the presentation. Moreover, he used pauses effectively to draw attention to certain key words such as "beats", "RecordGram", "awaken" etc. The speaker also emphasized important words with variations to his voice, using changes in volume to stress the significance of specific terms. This technique helped maintain the audience's attention and underscored the points he wanted to highlight.

4.1.5.2 Pitch

One common mistake that speakers make during presentations is using a monotone pitch (see Chapter 2.2.5.2). However, the presenter's speech sounded engaging due to the variation in his voice. His voice did not sound flat or tense, which is another positive sign. In general, the pitch used by the speaker helped to emphasize the spoken message, making it more dynamic and interesting for the audience.

4.1.5.3 Pace

The overall pace of the speech was rather fast, with the speaker rushing through the entire presentation. As mentioned in Chapter 1.2.5.3, a swifter pace of the speech can indicate urgency or even danger, which might have had a negative impact on the audience. Another mistake the speaker made was using 'umms' and the 'errs'. As mentioned in Chapter 2.2.5.3, these hesitation sounds lower the credibility of the speaker, creating a negative impression. The speaker also hesitated twice during the speech, further contributing to this impression. As a result, the overall perception of the speaker, based on the pace of his voice, was rather negative.

4.2 Presentation 2

The second presentation was delivered by a company called Collider, which ended up in a second place. This company specializes in 3D printing. The main speaker was Cacky Calderon, who presented a product called the Orchid, a 3D printer that creates custom metal, plastic, silicone, or rubber objects (Collider 2022).

4.2.1 Facial Expressions

As mentioned in Chapter 1.2.1, the human face is one of the first things that people study during the initial encounter. The main function of the human face is to communicate emotions. In this presentation, the speaker was enthusiastic about the startup idea, radiating joy, which made the speech more engaging. The speaker also emphasized certain words through her eyebrows, using a gesture called the eyebrow flash (see Chapter 2.2.1). According to Navarro (2018, 24), the flashing of eyebrows shows excitement and happiness. Moreover, the speaker also used her mouth to stress certain words and phrases, adding further emphasis to the key points in her speech.

Figure 9 The eyebrow raise (Source: YouTube TechCrunch 2017)

The speaker emphasized certain words with her mouth, as the picture below shows. She almost bared her teeth to draw attention to phrases such as "test the idea" or "just hours". As mentioned in Chapter 2.2.5.1, emphasizing words that are critical in the presentation is important because it captures the attention of the listeners and makes the overall speech more entertaining. Another positive body language signal was smiling during the presentation.

Figure 10 Baring the teeth (Source: YouTube TechCrunch 2017)

In Chapter 2.2.1 two types of smiles were mentioned - true and false smile. The main difference between these two is that a true smile reaches the eyes, while the false smile does not. In this speech, the speaker used a false smile, which does not reach the eyes. It can be a result of nervousness or stress. Despite the nervousness, the use of a smile can help create a more welcoming and approachable atmosphere. As mentioned in Chapter 2.2.1, smile tells another person you are non-threatening and asks them to accept you on a personal level.
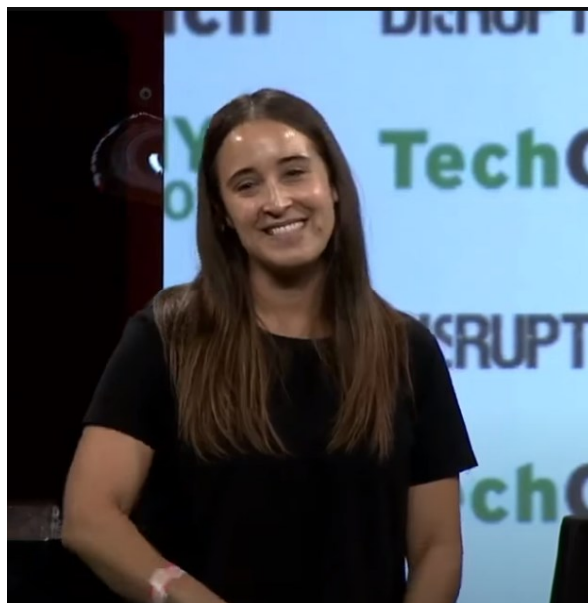

Figure 11 The false smile (Source: YouTube TechCrunch 2017)

4.2.2 Eye Contact

As mentioned in Chapter 2.2.2, sustained eye contact is a signal of positive body language. During this speech, the speaker maintained eye contact with the audience most of the time. The speaker was not only looking at the audience, but also on the judges who were sitting on the right side of the stage. The speaker also emphasized certain words by squinting her eyes, which made the speech more dramatic and entertaining. However, she looked down at the floor three times during the speech as if she was taking her time before she continued to speak. This signal is connected with the movement of the eyes.

Figure 12 Looking up (Source: YouTube TechCrunch 2017)

In Chapter 2.2.2, the different types of eye movements were mentioned. There are two main categories of eye movements – horizontal and vertical. In this speech, the speaker looked down with her eyes, which is a vertical eye movement. According to Pease and Pease (2017, 187), "when a person is mentally talking to themselves, they look down and to the left." This suggests that the speaker might have been talking to herself or reflecting internally during these moments. However, the video angle does not offer enough information to confirm this interpretation and the speaker could be simply looking at the audience in the front row.

4.2.3 Body Posture and Gestures

During the speech, the speaker made extensive use of her hands, making hand gestures a significant aspect of her presentation. Hand gestures play a crucial role in maintaining attention and emphasizing key points (see Chapter 1.2.3). Emphasizing with hands is a sign of confidence, and many public speakers frequently use hand gestures (Navarro 2018, 131-132). According to Vanessa Van Edwards (2024), a renowned TED Talk speaker, one of the fundamental components of a successful talk is the use of hand gestures. Edwards (2024) states, that "there was a direct correlation between the number of views of a TED Talk and the number of hand gestures." This suggests that the more speakers use their hands, the more engaging the talk can be. Moreover, the speaker employed open body gestures, which generally convey openness and confidence (see Chapter 2.2).

Open body gestures include palms facing up, which is a submissive, non-threatening gesture and a sign of openness (Pease and Pease 2017, 36-37). According to Navarro (2018, 124-125), this is known as the rogatory hand position, which is "a universal behavior of humility, compliance, or cooperation, used by people who want to be accepted or believed." Moreover, she made her hand gestures noticeable.

Figure 13 Open body gesture (Source: YouTube TechCrunch 2017)

According to Nawaz (2017), "impactful communicators use their hands at well-timed moments to underscore the meanings of the words they're using." To emphasize the importance of key words in the speech, speakers should use large gestures that are noticeable to the audience (Nawaz 2017). However, hand gestures should remain within the zone known as the "strike zone." McGregor and Tan (2015) describe the strike zone as "a baseball reference that in presentations refers to the area from your shoulder to the top part of your hips." This area is the most effective for gesturing during speaking because it feels natural to the speaker and avoids distracting the audience with excessive movements (McGregor and Tan 2015). In this speech, the speaker generally stayed within the strike zone, which is a positive body language signal. However, there were moments during the speech that reflected negative body language cues.

Figure 14 Hands in the strike zone (Source: YouTube TechCrunch 2017)

During an effective speech, speakers should avoid using repetitive gestures (McGregor and Tan 2015). The speaker in this presentation used a gesture that resembled chopping the air, as the picture below shows. She used this gesture in order to illustrate the phrase "cutting edge." However, she continued using this gesture for about three more seconds, which made the gesture seem repetitive and potentially distracting.

Figure 15 Chopping the air (Source: YouTube TechCrunch 2017)

4.2.4 Appearance

As mentioned in Chapter 2.2.4, a speaker should always dress appropriately and professionally. The speaker chose a basic black t-shirt and a pair of dark jeans, as the picture below shows. This type of clothing does not distract from the speech in any way. She wore minimal or no makeup as well as no jewellery, presenting a clean and neat overall appearance. However, the colour of her clothing can send a message to people's subconscious mind.

Figure 16 Appearance (Source: TechCrunch 2017)

According to the Boitnott (2017), people are "conditioned to expect certain things from specific colours and clothes." This is the basis of colour psychology, which many companies use to influence their customers. In clothing psychology, colour is often associated with attractiveness and it serves as an important aspect of self-expression (Kodžoman 2019, 91). The speaker chose to wear black clothing. According to the findings of Frank and Gilovich, cited in the journal article of Kodžoman (2019, 92), "black clothing is likely to evoke negative impressions in situations that possess elements of competition, confrontation and physical aggression." Therefore, choosing black clothing may not have been the most suitable choice for a startup competition, as it could create unintended negative perceptions among the audience or judges.

4.2.5 Voice

As mentioned in Chapter 2.2.5, voice is an important factor when creating a first impression. According to Edwards (2024), this impression "typically happens before any words are exchanged." Therefore, not only words but also the way they are uttered matters. The speaker began her speech with a greeting. She introduced the name of the company and its specialization. Her voice was clear and stable, with no signs of nervousness or stress. Moreover, she was being careful about the right pronunciation of words. In general, her speech was fluent, with no stuttering or mispronunciations.

4.2.5.1 Power

Emphasizing crucial words in a presentation is important (see Chapter 2.2.5.1). The speaker emphasized words such as "new product", "even better", "immediate real word feedback" and "agile." These words convey positive meanings within the context of the speech, so she stressed their importance. Moreover, she was trying to make her speech more entertaining by varying the volume of her voice, which captured the attention of the audience. According to the findings of Edwards (2024), "vocal variety increased the speakers' charisma and credibility ratings." The speaker also spoke loudly enough, adding to the overall positive impression.

4.2.5.2 Pitch

The speaker varied the pitch of her voice to make the speech more engaging (see Chapter 2.2.5.2). She had a higher pitch. According to the findings of Klofstad, Anderson and Peters

(2012), "both men and women perceive lower-pitched female voices to be more competent, stronger and more trust-worthy, attributes that are probably correlated with perceptions of leadership capacity." Therefore, higher women's pitch might be a disadvantage in a competitive environment. The overall pitch of her voice was entertaining and joyful, indicating a positive atmosphere.

4.2.5.3 Pace

The speaker spoke at a slower pace, which was appropriate given that much of the presentation focused on technical issues related to the product. Therefore, it is important to slow down and to "insert pauses" (Anderson 2016, 203). The speaker used pauses effectively to emphasize critical aspects of her talk. Moreover, a pause can signalize that some important information is coming, prompting the audience to pay closer attention (Manner of Speaking 2017). The speaker used a pause before introducing the product's name and its function, which helped capture the audience's attention and highlighted the significance of the moment.

4.3   Presentation 3

The third and the final presentation in this analysis was delivered by a company called Sunrise, which specializes in mental healthcare. According to Ha (2017), Sunrise launched "a beta version of its group chat therapy app that's free for patients, and licensed as software-as-a-service to healthcare providers." The main speaker was Shrenik Jain, the co-founder of the Sunrise. This company was among the top five finalists at the Startup Battlefield (Ha 2017).

4.3.1   Facial Expressions

The main speaker was addressing serious topics such as suicide, depression, and mental health, so it is understandable that he did not smile during the presentation. The speaker maintained a serious expression throughout the speech, with no visible signs of emotion. Moreover, there were no visible facial movements. The speaker's expression remained rather stoic and serious, which matched the tone of the verbal message.

4.3.2 Eye Contact

The speaker kept looking down the majority of the speech. It was not visible whether he was looking at the audience in the front row or at the presentation slides. Nevertheless, it created an impression of a nervous and insecure speaker. As mentioned in Chapter 2.2.2, some speakers might look at the floor or focus solely on the presentation, which can indicate a lack of preparation. Therefore, this is a negative body language signal that could negatively affect the overall impact of the presentation. However, the speaker also looked at the judges on the side, which is a positive sign, indicating that he was engaging with them as well. This balanced approach, despite the tendency to look down, shows an effort to connect with the judges and acknowledge their role in the evaluation process.

4.3.3 Body Posture and Gestures

The speaker used his hands expressively throughout the presentation. His overall hand gestures emphasized the verbal message he delivered. Moreover, the speaker kept his hands within the so-called "strike zone," which was mentioned in Chapter 4.2.3. This strike zone, extending from the shoulders to the hips, is the most natural area for hand gestures and is generally considered the most effective zone for speaking. An example of a positive hand gesture visible during the presentation was the hand steeple.

Figure 17 Hands in the strike zone (Source: YouTube TechCrunch 2017)

The hand steeple is a universal display of confidence and is often used by those in a leadership position (see Chapter 2.2.3). The speaker used this gesture multiple times during the speech which contributed to his appearance of confidence in his startup idea. According to Navarro (2018, 123-124), "steepling is a useful gesture to convince others of your commitment to what you are thinking or saying." Therefore, the use of this gesture likely had a positive effect on the audience, reinforcing the speaker's sense of authority and credibility.

Figure 18 The hand steeple (Source: YouTube TechCrunch 2017)

4.3.4 Appearance

The speaker wore a blue t-shirt with the logo of the company and a black suit jacket over it. The t-shirt added a casual touch to the otherwise formal outfit. Moreover, the colour of the t-shirt was significant because the blue represents the company's main colour. As mentioned in Chapter 4.2.4, people are conditioned to expect certain things from specific colours and clothes. According to Braam (2024), the colour blue "connotes peace, responsibility, and relaxation, so it can boost workplace motivation while also promoting a pleasant and comfortable environment." Thus, the choice of blue as the company's main colour aligns with the core message of the company's app, which focuses on mental health and well-being.
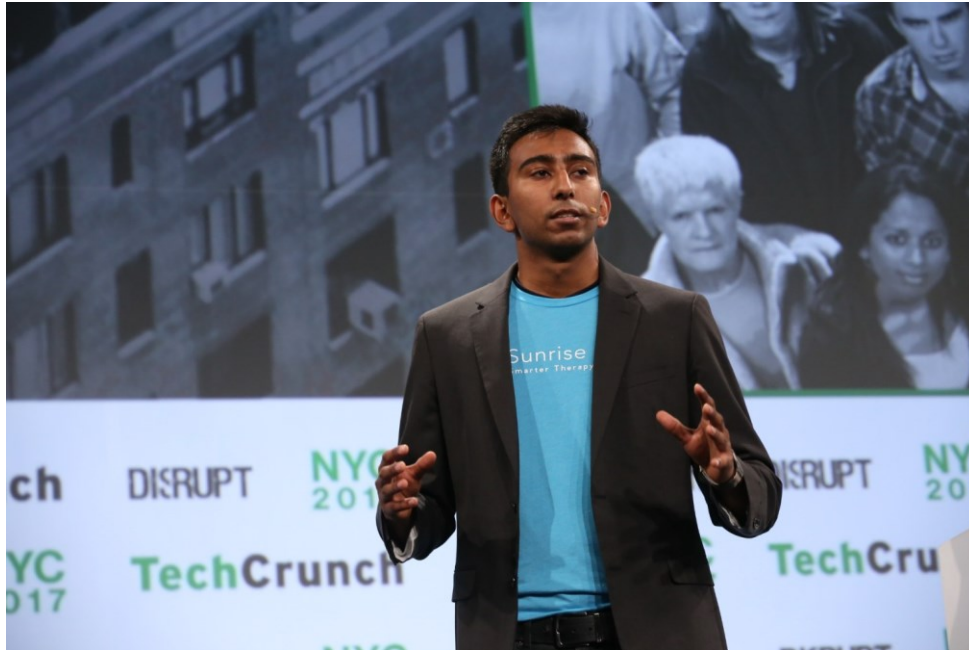
Figure 19 Appearance (Source: TechCrunch 2017)

4.3.5   Voice

The last aspect is the voice. The speaker's voice remained stable during throughout the entire speech. The speaker was careful about the right pronunciation of words, giving the speech a good flow. In general, the nonverbal aspects corresponded with the verbal message, creating a cohesive presentation. However, the speaker did not use pauses to draw the listener's attention or to emphasize important words in the presentation. In Chapter 4.2.5.3, the importance of pauses during a speech was mentioned. Pauses are used to signal that crucial information is coming. Moreover, the speaker did not emphasize key words during the speech, which contributed to a lack of vocal variety and a reduction in overall confidence.

4.3.5.1   Power

As mentioned in Chapter 4.3.5, the speaker's speech lacked vocal variety. The speaker did not emphasize the key words by varying the volume of his voice, resulting in a presentation that was delivered at a constant power level. Vocal variety can increase a speaker's charisma and credibility, so the absence of vocal variety might create an impression of insecurity or a lack of confidence in the startup idea (see Chapter 4.2.5.1). Without vocal variety, a speech can sound monotonous, making it harder to capture and maintain the audience's attention. This might have impacted the judge's perception and, ultimately, the competition's outcome.

4.3.5.2 Pitch

The speaker avoided using a monotone pitch throughout the speech, which is a sign of positive body language. This variation in pitch made the speech more engaging and helped capture the audience's attention. By using a dynamic range of tones, the speaker likely maintained interest and conveyed enthusiasm, contributing to a more compelling presentation.

4.3.5.3 Pace

The presenter spoke at a normal pace, which is somewhere in the range 130-170 words per minute (see Chapter 2.2.5.3). Therefore, the speech did not sound too fast or too slow. However, the speaker could have used pauses more effectively throughout the speech. As mentioned in Chapter 4.2.5.3, pauses signal that important information is coming, which can help catch the listener's attention. The strategic use of pauses can add emphasis to key points and create a sense of anticipation, making the speech more engaging. While the normal pace was a positive aspect of the presentation, incorporating more pauses would have added an extra layer of impact and clarity to the overall message.

5   DISCUSSION

Several factors contributed to the victory in the Startup Battlefield competition, including the main idea behind the startup, the verbal message, and the body language. This means that body language alone does not necessarily ensure a successful presentation. Nevertheless, it plays a significant role.

The speaker in the second presentation used the most expressive body language among all three presenters. She aimed to enhance the impact of her speech by using hand gestures and her voice. She varied the volume of the voice to draw attention to crucial words and phrases in the speech, and she used pauses effectively to maintain the attention of the audience. Her overall speech was fluent, with no mispronunciations or errors. In general, her nonverbal communication did not replace or lessened the verbal one. Her overall body language helped capture and maintained the audience's attention, established a connection with the audience, and make the presentation more impactful. In general, her expressive body language and vocal variety made the verbal message more memorable and engaging, contributing to the success of her presentation. These factors worked together to create a compelling and effective pitch, demonstrating the importance of harmonizing verbal and nonverbal communication.

The winning speech by RecordGram was nearly as expressive as the one by Collider. The speaker's facial expressions were rather emotionless and neutral. This could lead the audience to perceive the speaker as less engaged or less passionate about the topic. However, neutrality can also be interpreted as calmness and composure, which can have a positive effect by demonstrating that the speaker is in control. Moreover, the speech was delivered at a faster pace, which could create a negative impression by appearing rushed or anxious. On the other hand, the speaker used hand gestures to emphasize certain words and enhance the overall speech. These gestures helped draw attention and made the speech more engaging for the audience. In general, the body language of the speaker from RecordGram had a mixed impact on the presentation. Although the lack of facial expressions and a fast pace could make the speech less engaging, the use of hand gestures added energy and helped maintain the audience's attention. To enhance the impact of body language, the speaker could consider introducing more vocal variety, slowing down to highlight key points, and using more expressive facial cues to better connect with the audience.

The final presentation, delivered by Sunrise, was the least expressive among the three presentations. While the speaker used hand gestures during the speech, the overall

presentation lacked confidence and certainty. Given the serious subject matter of the startup idea, it is understandable that the speaker's facial expressions were mostly emotionless and serious. However, the speaker could have varied the power of his voice or incorporated pauses to better capture the audience's attention. The absence of vocal variety and the lack of facial expressions could have made it more challenging for the audience to engage with the message. A monotonous tone and a static facial expression can lead to an impression of uncertainty or lack of enthusiasm, which might reduce the impact of the presentation. To increase the impact of nonverbal communication in business presentations, the speaker could focus on adding vocal variety, incorporating pauses to build anticipation, and using more expressive facial expressions to connect with the audience. By enhancing these elements, the speaker can deliver a more engaging and impactful presentation.

CONCLUSION

This bachelor's thesis has two main parts – the theoretical part and the practical part. The theoretical part begins with a description of nonverbal communication and its various types, such as facial expressions, eye contact, body posture and gestures, appearance, and voice. This chapter finishes with the importance of nonverbal communication in business. The following Chapter 2 focuses primarily on presentation skills in the business context. It starts with the definition of presentation in the business sphere and then continues by exploring the various effects of nonverbal communication on business presentations, including a description of each type and examples of both positive and negative body language.

The practical part of this thesis starts with Chapter 3, where the chosen research method is examined. The observation, as a research method, is carried by watching three business presentations, all of which are available online. The following Chapter 4 includes the analysis of these three business presentations. These presentations were delivered at a Startup Battlefield competition in New York. The winner of this competition was a company called Recordgram. However, based on the observation in Chapter 4, the second presenter, from a company called Collider, used the most positive body language. As a result, the presentation easily caught the audience's attention and made a positive impression. In contrast, the RecordGram presentation lacked enthusiasm and expressiveness, which might have lessened the impact of the verbal message. The absence of vocal variety and dynamic body language made the presentation feel more monotonous, potentially reducing its overall engagement with the audience. The final presentation, delivered by Sunrise, was the least expressive among the three. The speaker's serious facial expression and relatively static body language may have contributed to lower audience engagement. In contrast, the RecordGram presentation lacked enthusiasm and expressiveness, which might have lessened the impact of the verbal message. The absence of vocal variety and dynamic body language made the presentation feel more monotonous, potentially reducing its overall engagement with the audience.

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LIST OF ABBREVIATIONS

CEO - Chief executive officer

LIST OF FIGURES