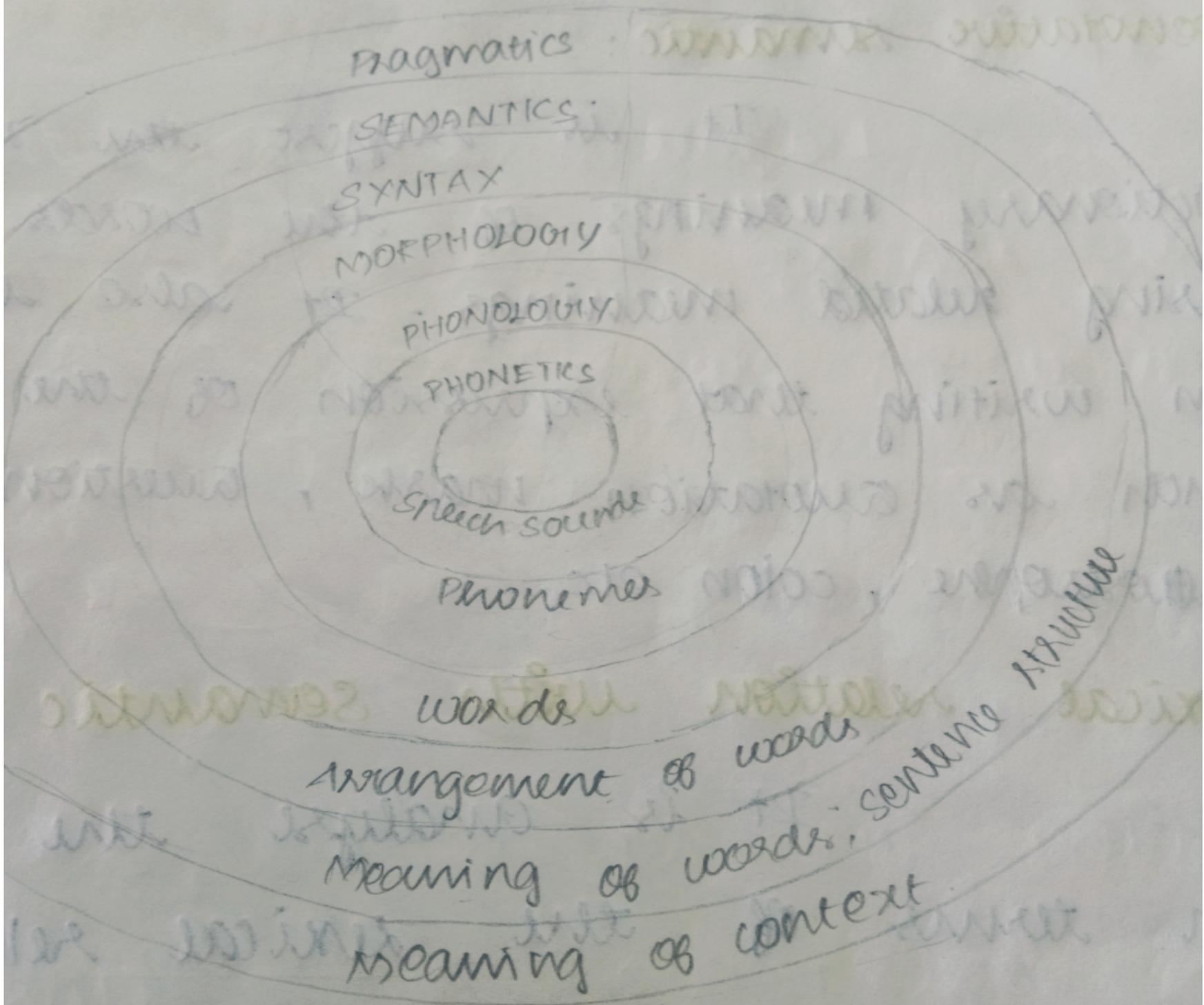


Language and Mechanics: Semantics

Semantics:

It is one of the important branches of linguistic that deals with interpretation and meaning of the words, sentence structure and symbols, while determining the reading comprehension of the readers how they understand others and their interpretations.

Whether the meaning of the words are literal or figurative. William Fraulay defines linguistic semantics as the study of the literal decontext, grammatical meaning. Semantics is concerned with the concept of meaning related to words.



Types of the semantic

- * Connotative Semantic

- * Denotative Semantic

Connotative Semantic:

When a word suggest a set of the association or it is an imaginative or emotuonal connectuon with the words while the readers can relate to some words. It is represent figurative meaning. Generally the poet use this type of the meaning in their poetry.

Denotative Semantic:

It is suggest the literal or dictionary meaning of the words without using related meanings. It also uses symbols in writing that expression of the writers such as quotation mark, question mark, apostrophe, colon etc...

Lexical relation with semantic:

It is analyse the semantics in terms of the lexical relations. It explain the meaning in the terms of the relationship with other words and phrases.

- a. Synonymy
- b. Antonymy
- c. Hyponymy
- d. Homophones and Homonyms
- e. Polysemy

Synonymy:

It is the same meanings or closely related to meanings.

Ex: Buy- Purchase, Valiant- Brave, Freedom- Liberty.

Antonymy:

Words that are opposite in meaning. Ex: Happy* sad, Beautiful*Ugly, Present* Absent

Hyponymy:

Different words whose meanings are specific sentence of a more general word that is one thing is included in another thing.

Ex: Ant and insects, Carrot and vegetable, Man and Human being.

Polysemy:

A word which has multiple meanings related by tge extension.

Ex: Bright: Shining,glow, intelligent

Dark: Black, Sad, Night

Pragmatics:

It is the study of how language is used and effect of context on language. Pragmatics makes uses of threre major communication skills like using language, changing language and following the rules, using language in context two different purpose like for greeting one uses words like "Hello".

Relationship between semantics and pragmatics:

Semantics and pragmatics are branches of linguistics both of them deal with the study of meaning

Semantics

- It deals with the study of meaning of words without the context
- It covers what expression mean.
- Semantics invites a focus on meaning and truth condition without regard to communication and context.

Pragmatics

- It understands the language meaning but keeping the context in mind.
- It covers what speakers mean in using the expression.
- It involves how speaker using language in social interaction, how they do things with words.

Non-Verbal presentation Skills, Public Speaking and Presentation Skills

Non-verbal Communication:

Non-Verbal communication describes the process of shared cues between people, which goes hand-in-hand with public speaking. This can include eye contact, frequency of glances, blink-rate, gestures, facial expressions, postures etc...

Elements of good speech or presentation:

Speeches and presentation are a way of communicating ideas and information to a group. A Good speech has

- Content
- structure
- Introduction
- Body language.

Content:

It contains the information that people need. It must account for how much information the audience can observe in one sitting. Great presentation require the pre-planning and research. Gather a

material and then organize the information carefully. These things will greatly increase self-confidence.

Structure:

It has a logical beginning, middle and end. It must be sequenced and paced so that the audience can understand it. Remember structure the presentation with a good introduction, body language and powerful conclusion.

Introduction:

It has a few seconds to make that all important first impression. It has about 30 seconds to win the attention, interest and respect of audience, so make a starting words short, interesting, simple but still catchy. An introduction starts to be clear.

Body language:

It is the most important part of the presentation. It is one of the key elements of good presentation is the body language.

1. Smile appropriately, 2. Relax the Face, 3. Nod of the Expressions

Conclusion:

After the body comes the closing, it ask for questions, thank the participants for attending. It has the communication between the speaker and audience. It is one of the powerful thinks to the audience.

Steps for presentation or speech:

- Select a topic
- Determine the specific purpose
- Analyse the audience and the occassion
- Find the material to be spoken
- organize the ideas or speech
- practisevthe delivery of speech
- Delivery the presentation or speech

Aspects of Non-verbal communication for effective presentation:

We provide tools and techniques for building awareness of the non-verbal communication factors that impact presentation. Use the following check-list to make a presentation success.

- Facial Expression
- Eye contact
- Movements and gestures
- Posture

Facial Expression:

One of the key elements of non-verbal communication is the facial expression.

- Smile appropriately,
- Relax the face
- Let face add variety
- punctuation to the message
- Nod for emphasise or to show agreement or a positive attitude

Eye contact:

A Necessary component of any successful presentation is eye contact and understanding the right amount of eye contact is a key factor.

- Look at the audience, not for notes, the floor or the ceiling
- Establish Eye contact around the room with various people or sections of the audience.
- Hold eye contact for three to five seconds(3-5) within the listeners.
- Make eye- contact deliberately.

Movements and gestures:

Non-verbal communication is made up primarily of movements and gestures.

- Face the audience whenever possible, maintain the open body language.
- Move with purposefully

- Make sure gesture is balanced
- Appearance/Appear relaxed
- Use arms and hands to add clarity, emphasize and energy
- Keep the hands empty except for a few notes.

Postures:

- Stand up and straight way of looking
- Communicate to the audience or listeners
- Make impression the audience give the various information
- Still the end of the speech , the speaker has positive attitude towards the audience.