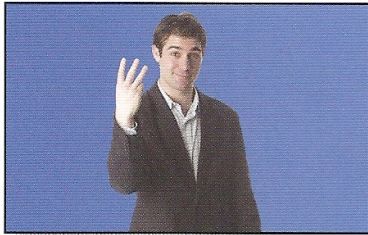


Gestures

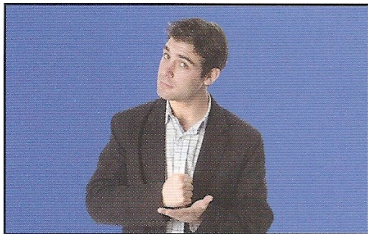
What Are Gestures?

Gestures form the vocabulary of body language. This physical vocabulary supports the words of your verbal message. Gestures can be divided into four groups.



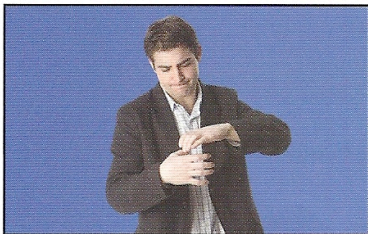
● **Number/Sequence**

These gestures signal a sequence, a process, or a number worth remembering.



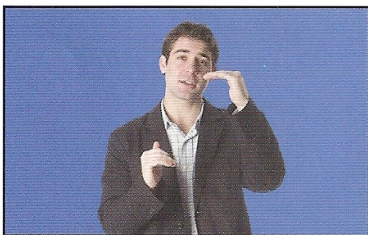
● **Emphasis/Focus**

These gestures signal a key word, or an idea that you want the audience to focus on.



● **Illustration/Location**

These gestures help the audience visualize size, shape, and dimension, or help the audience visualize how to do something.



● **Comparison/Contrast**

These gestures help the audience understand similarities, differences, and changes.

Why Do We Need Gestures?

Gestures energize your presentation. They animate your presentation. They punctuate your presentation with meaning. Gestures signal that you are numbering, sequencing, emphasizing, demonstrating, illustrating, or comparing information.

How to Use Gestures

Just as there is a vocabulary for spoken language, there is a vocabulary for body language. The spoken language and the body language combine to help the audience understand your message. Here is a glossary of gestures for you to practice. Stand up and practice saying the words and doing the gestures together in class.

Glossary of Gestures

● Number/Sequence

Gestures for Number/Sequence help the audience visualize numbers or understand a process from beginning to end.



"I have **three** reasons . . ."



"The **first** step . . .
the **second** step . . . and
the **third** step . . ."



"Moving from **phase one** . . . to
phase two . . . to **phase**
three . . ."

● Emphasis/Focus

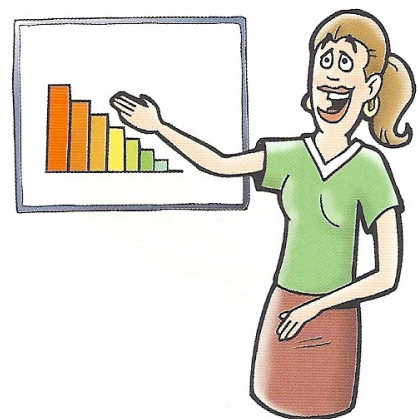
Gestures for Emphasis/Focus make your speech interesting and help the audience understand which words are important.



"Our product is **unique** . . ."



"The point I want to
emphasize is . . ."



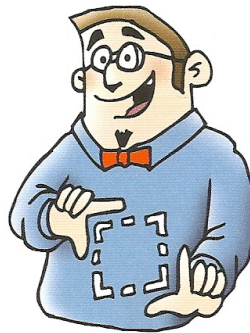
"The key point is **here** . . .!"

● Illustration/Location

Gestures for Illustration/Location help the audience visualize the size, the shape, the location, the dimension, the action and many other aspects of your explanation.



"My TV screen is **this big!**"



"It is shaped **like this.**"



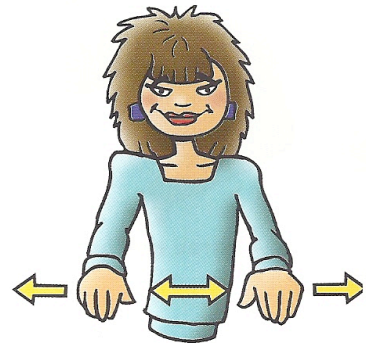
"It is located in the **top right corner.**"



"Twist it **like this.**"



"It's in the **middle.**"



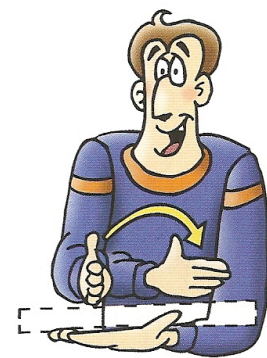
"Pull it apart **like this.**"



"It is on the **left.**"



"The new notebook computer is **very thin.**"



"Cut it **twice.**"

● Comparison/Contrast

Gestures for Comparison/Contrast help the audience understand differences, advantages, and changes.



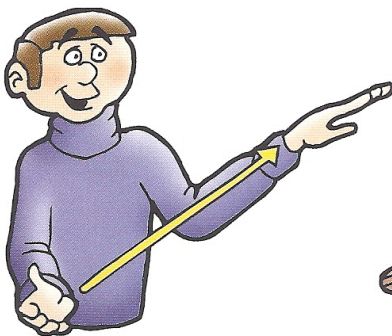
"Both sides should be **equal** . . ."



"The price of gas is **higher** **now** than last year."



"**On the one hand** there's price, and **on the other hand** there's quality."



"World population has been rapidly **increasing** since the 1970s."



"**In the case of** China, . . . , and **in the case of** Brazil, . . ."



"These are **different**."

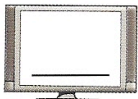
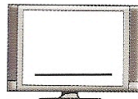
- Gestures not only help the audience understand; they add excitement and energy to your speech.
- A variety of gestures gets the audience's attention and keeps them interested in your message.

Practice: Using Gestures

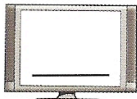
Step 1 Help Honest George make his speech more interesting by choosing the best gesture for each TV screen. Write the letter of the gesture on the TV screen. The first one is done for you.

"Hi! I'm Honest George. There are **three**  good reasons to vote for me.

First,  I have **more**  experience than anyone else in

government. **Second,**  I have a **powerful**  program to

increase  business. **Most important,**  you should vote for

me because I will **cut**  taxes by **5%**  . Thank you." 

