

## Spoken vs. Written Language

A speaker who writes an oral presentation as if it were an essay and merely reads it risks losing the audience. Such a presentation may seem “canned,” impersonal and lifeless, stilted and insincere. The language may be so technical and unfamiliar or the sentences so dense that the listeners have trouble following without the text in front of them.

Even though you may write your presentation as an outline or manuscript, it will be delivered as spoken language. Write accordingly:

- Use shorter, simple sentences.
- Use familiar words.
- Use personal pronouns: you, I, them, we.
- Use a conversational tone.

