

The Impact 4 Point Big Picture Concept for Vocal Presentation

4) Vocal Charisma



Gravitas - Confident manner marked by authoritativeness, seriousness, and dignity

Panache - Confident manner marked by individual style, flair, nuance, verve, energy, and liveliness

3) Expressiveness and Tone of Voice

2) Non-neutral Intonation or Marked Intonation - Added Stress

1) Neutral or Unmarked Intonation

1) Intonation Neutral or Unmarked: Contrast between high and low points of speech

2) Non-neutral or Marked Intonation: Subjective marking and non-neutralizing of words and phrases to project individual viewpoint and attitude

3) Expressiveness and Tone of Voice: Projection of attitude towards what you say on to the words - Rich tone enhancement of what you say

4) Vocal Charisma

- Gravitas - Confident manner marked by authoritativeness, seriousness, and dignity

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A. *Project your attitude towards what you're saying on to the words.*

B. *Use tone of voice to enhance the meaning of what you say.*

C. *Use tone of voice to convey your motivation to your listeners or audience. Why are you saying this? What do you really mean?*

D. *What do you want them to know and understand in addition to what the words mean? Consider this a subtext. What is the underlying meaning?*