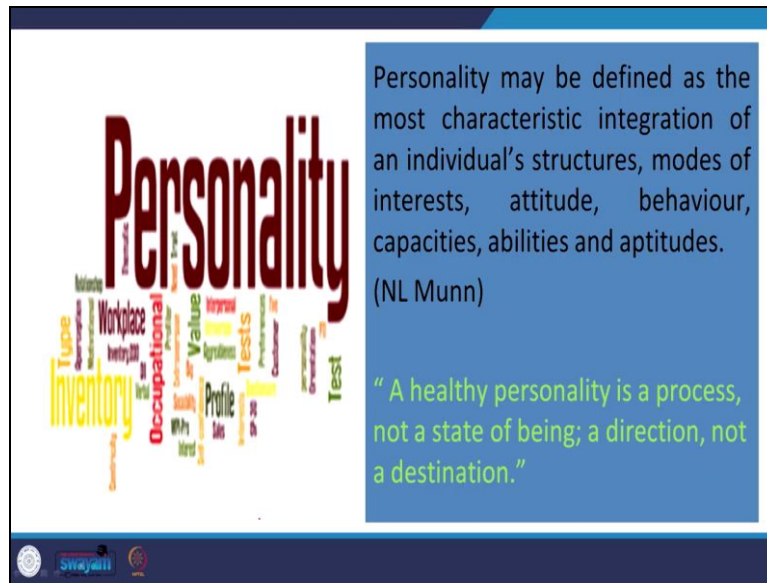


Public Speaking
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Lecture: 09
Role of Personality in Public Speaking

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Personality may be defined as the most characteristic integration of an individual's structures, modes of interests, attitude, behaviour, capacities, abilities and aptitudes.
(NL Munn)

"A healthy personality is a process, not a state of being; a direction, not a destination."

Good morning friends and welcome back to NPTEL online lectures on public speaking. Friends you might all remember well that in the previous lectures, we have been talking about the different facets of Public Speaking and in one of the previous lectures we have also talked about audience awareness. Now before I go to discuss today's talk, let me ask you a question. Do you really think that personality plays a role in public speaking?

Because while we were discussing audience awareness, one question that might have occurred in many of your minds is why should one listen to a person and in some of the lectures. I also might have told you that a person's image-- a person's stature actually in a way prompts listeners or audience members to listen and that is the reason I have titled today's talk as **Role of Personality in Public Speaking**.

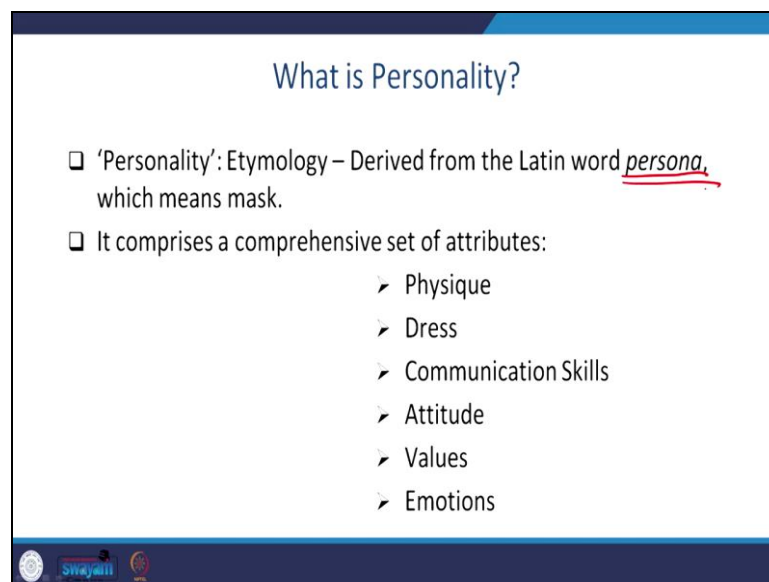
And this, of course, raises so many questions. The very first is--- as to what is personality and the second is this personality also have a role to play in Public Speaking. I will try my level best to answer these queries and to create in you a sort of sensibility as to when you as a

public speaker are going to address a gathering or are going to deliver a talk, how you must take care of the personality traits.

Now many of you most often think that when we talk about personality then an image in our mind that appears is that of a person who is well- built well- structured, having beautiful physical features, having well- set eyes, good looks, good dresses and many more. But then after today's lecture you will realize how personality is not confined only to the physical built up or the structure of a person.

Now there can be quite a good number of definitions but in most of these, there is some common quality and the common quality about personality is,

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What is Personality?

- ❑ 'Personality': Etymology – Derived from the Latin word persona, which means mask.
- ❑ It comprises a comprehensive set of attributes:
 - Physique
 - Dress
 - Communication Skills
 - Attitude
 - Values
 - Emotions

if we put it in the words of N.L. Munn, who says--- “Personality may be defined as the most characteristic integration of an individual's structures.” So, I have said physical structure, physical well- built, construction, modes of interests so. Now, here is an addition. It is not only about the physical make-up or the physical constitution but modes of interests, attitudes beliefs, behavioural capacities, abilities and aptitudes.

Now, keeping all these traits into consideration, now let us think of those people, I mean, those speakers who have attracted your attention too much and then you will find that in a way that person possesses majority of these qualities. And that is why audience members are tempted to listen to what they utter. So, you might have got a sort of fair idea of what

personality can be. But we shall go into the depth of it because it is somehow the other related to the psychology.




Because whenever we talk about behaviour, naturally the term psychology comes into question. There can be another anonymous quote by one person who says—“A healthy personality is a process not a state of being.” What is meant by process and what is meant by the state of being I mean it is very clear its actually the way one develops the way one is made it is actually a process a direction not a destination.

So, if you keep all these things into consideration then perhaps you will understand what is personality though in our day to day talk every now and then we have heard people saying and we also at times say that his personality is not what it should have been. And then our focus does not go to all these qualities rather it goes only to the constitution I mean the physical constitution. Now it would be quite pertinent if we can understand how this word personality came into being.


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Psychic Attributes of Personality

□ According to Sigmund Freud’s psychoanalytic theory, the human personality is governed by three distinct interacting agents of the psychic apparatus: Id, Ego and the Superego.

		
Id: Instincts	Ego: Reality	Superego: Morality

Freud's theory of the personality



I WANT IT NOW!
I NEED TO DO A BIT OF PLANNING TO GET IT.
YOU CAN'T HAVE IT, IT'S NOT RIGHT!

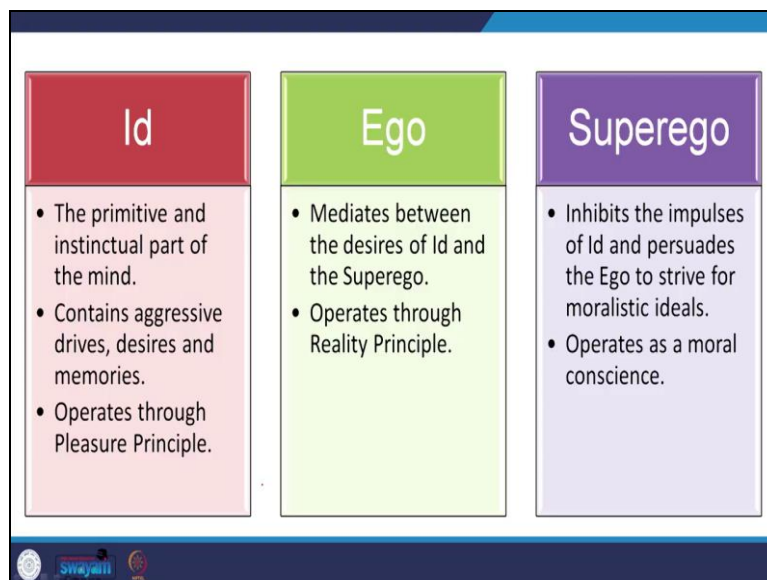
ID
EGO
SUPER EGO

This word personality is derived from the Latin word which is *persona*, persona and this persona actually means mask. Now in today's world I mean over the two years the word mask has become very important. This mask is actually quite different one from the one that we are talking about. So, all of us are wearing a mask. Psychologically speaking, all of us actually are having a sort of outer quality and we have also got some inner qualities.

So, the inner qualities are already hidden, my dear friend. So, when we talk about personality it actually comprises so many qualities so, many attributes what are they? Physique of course physique is very important dress fine communication skills we are talking about public speaking. And in public speaking, communication skills plays an integral part but a person who is communicating, how he is to be relied upon depends very much on his personality. Attitude--- it is also a part of one's personality values emotions.

So, all these in a way go to combine a sort of personality. Actually whenever we talk about personality we are act reminded of Sigmund Freud, a psychologist who said that all of us actually possess three layers. Our mind has got three layers.

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And what are these. So, from Sigmund Freud's psychoanalytic theory, the human personality is governed by three distinct interacting agents. I think we might have given a passing reference to id, ego and super ego. And you are well conversant with these terms and what are they? When we talk about id, it is actually sort of natural instinct present in all of us and then ego is reality.

And when we talk about superego it is just like the justice just like the judge. Now when id actually acts, it actually says --I want it now. You want something that is actually your id but then how to have that fine you will actually have to have a sort of planning meaning there by. So, the need in order to fulfill this id, you will have to plan and which we call under the term ego, because you will have to do some real tasks.

But then if you really need to do a sort of planning to get something that you crave for. Now comes the question. Within all of us there is adjust there is a moral consideration and this moral consideration tells you whether it is right or wrong. You can get something done either by wrong reasons or by right reasons. This is called super ego. So, this is actually Freud's description of psychoanalytic theory.

Now whenever we are driven by id, because it is the instinctual part it contains aggressive desires aggressive drives memory is even fine and it actually works through pleasure principle when you want something you can be happy only when you get that but in order to get that ego will come which will mediate between id and the superego. You have got to do something you have got to get something but then for that you have to plan.

So, it is actually a reality principle somebody is hungry and wants bread but in order to get that bread he will either have to plan, either have to buy or have to make but what sort of action he is going to take, that will be decided by super ego.

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Personality and Public Speaking

- Speech is perceived as a form of self-expression.

SPEECH = SELF + EXPRESSION

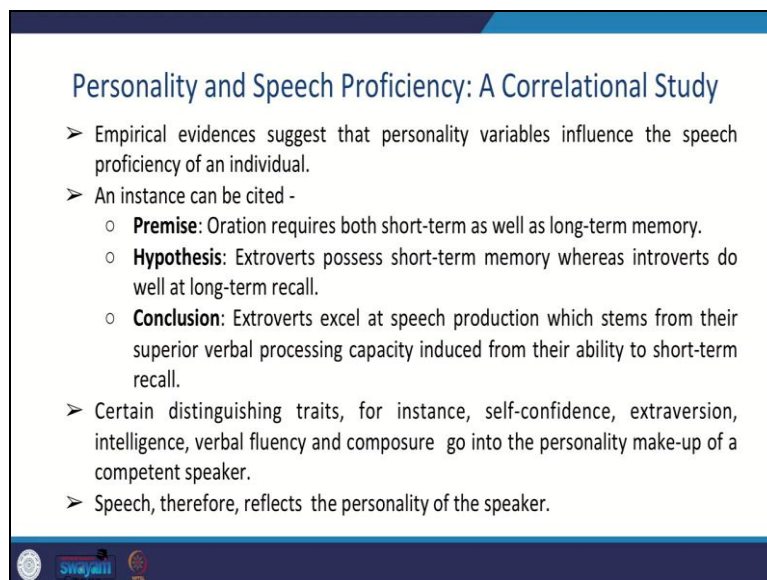
- When a speaker communicates his ideas, he unintentionally reveals his personality, emotions and attitude.
- *"Speech and personality grow, develop, differentiate and become refined together. Speech is a phase of personality." - Elwood Murray*

which will actually tell you whether it is right or whether it is wrong. It actually inhibits because when it is id, it is a sort of natural impulse instincts fine. What ego does, ego actually tells you that you will have to execute the plan but then when you are going to do that within you within your own psyche something will say this is not the right way that is why the superego can be considered to be the moral guardian.

Now my dear friends, when we talk about personality we have to take all these things into consideration and you might be quite curious to know how is personality related to public speaking. Because in a public speaking situation when a speaker speaks when a speaker produces a speech it is actually perceived as a form of self-expression. Self and then expression what is this self.

Again we are having both a psychological and a philosophical question which actually can have a lot of queries, lot of answers. So, when a speaker communicates his ideas, he unintentionally reveals his own personality. How? Through his emotions. Look at the person speaking, you will find his limbs moving his emotions being displayed on his face his attitudes also whether to do something or not to do f. So, his emotions and attitudes they also come into consideration.

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Personality and Speech Proficiency: A Correlational Study

- Empirical evidences suggest that personality variables influence the speech proficiency of an individual.
- An instance can be cited -
 - **Premise:** Oration requires both short-term as well as long-term memory.
 - **Hypothesis:** Extroverts possess short-term memory whereas introverts do well at long-term recall.
 - **Conclusion:** Extroverts excel at speech production which stems from their superior verbal processing capacity induced from their ability to short-term recall.
- Certain distinguishing traits, for instance, self-confidence, extraversion, intelligence, verbal fluency and composure go into the personality make-up of a competent speaker.
- Speech, therefore, reflects the personality of the speaker.

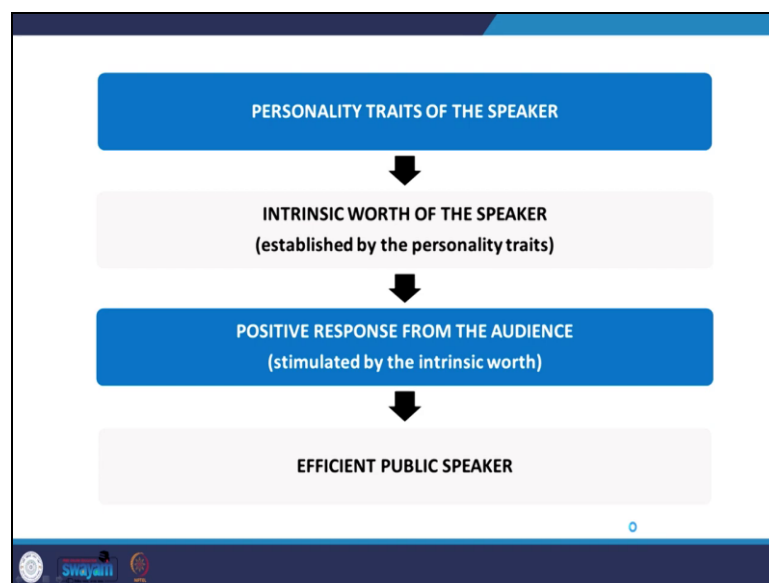
In this regard let us take a very beautiful quote by Elwood Murray who says—“Speech and personality grow....” We have already said in the beginning personality is a process. So, when we say process naturally a process means growth. It is not one time it actually will take a time it actually will go that is why we say it is a process there will be several factors. “.....develop ,differentiate and become refined together. Speech is a phase of personality.”

Now, imagine some of your friends whom you had met during your school days and now you have not met him for all these years. Suddenly, after years you meet him and when you talk to him, you find a sea change in him. Is it the same person who used to sit on the last bench

and always used to keep mum and today he has actually become an ebullient speaker, a speaker who is much in demand. How did he manage to do all these things.

There actually has been a process and you do not know how he developed all these things over the years. Now, since we have said personality is self-expression, when we say public speaking it is self-expression and it is related to personality. So, there is a sort of correlation, my dear friends. Evidences suggest that personality variables, I mean, we have talked about values, attitudes, behaviours, emotions, fine?

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So, all these variables influence the speech proficiency of an individual. Now, think of a person and the person as a speaker you like him or dislike him, you will find that certain things you like, the certain things you actually dislike, fine. There are certain variables and why because there are several instances for that the first can be a premise I mean when a person speaks, oration. Oration requires short-term as well as long-term memory. Why everyone cannot speak very spontaneously very fluently fine you can find that some of your friends who used to be quite reticent. Now they have become very affluent speakers. So, oration requires both short-term as well as long-term memory when a speaker speaks. Some of them you can find that they start stammering.

Many of them are very fluent. Then comes hypothesis, I mean, you know there are two types of people one can be an introvert and the other can be an extrovert you will often find that those people who are introvert. These people are not mixing, they do not mix with other people and they are somehow the other shy, they hesitate too much they are not able to speak

their minds in public. But then there are other category of people who are very extrovert meaning thereby they are very outgoing very mixing know. They are men who can always love or prefer to be in group. So, extraverts possess short-term memory whereas introverts are having long-term memory. Now those people who are extrovert, naturally they will be very loquacious, they will speak too much and such people may often forget.

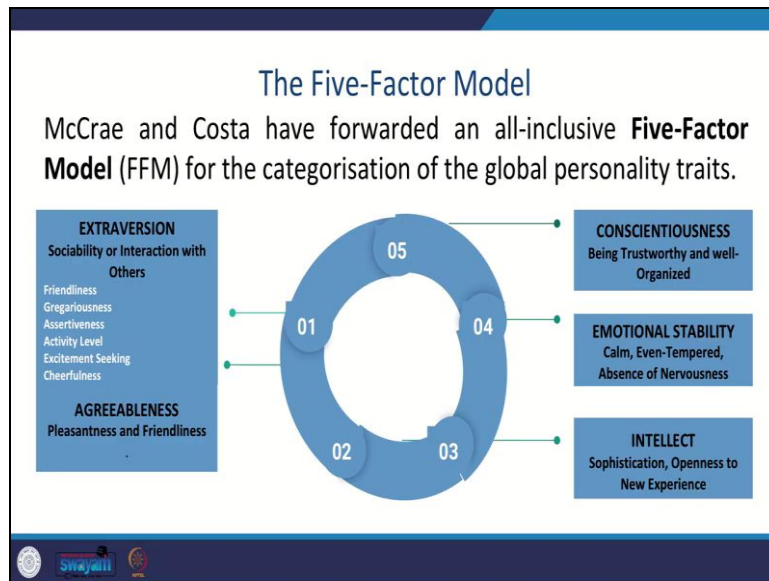
But those who are introvert because they keep everything inside, for them their memories can come to their eye their help or their aid if they can utilize them. Now the third stage is conclusion. And what can we derive what sort of conclusion can we derive extroverts excel at speech production. I mean those people who are extroverts they actually prove themselves better than introverts because their verbal processing capacity which are induced from their ability to short-term recall fine.

These are actually the three stages, my dear friend. Apart from this there are certain traits which extroverts have always an edge over introverts. Say for example, self-confidence, you will find those who are introverts they are lacking in self-confidence whereas extroverts have too much of self-confidence. Extraversion, we should we will discuss what is extraversion it is a psychological term.

Those people who are extroverts they will have more friends, they will often become more cheerful they are often more excited fine they often want to go with the group fine. Then intelligence verbal fluency naturally somebody who is extrovert speaks more and they are good at their verbal ability composer all these actually go into the making of the personality or the makeup of a competent speaker.

That is why speech reflects the personality of the speaker. Why we like some speakers and why we dislike some speakers, because there are some speakers who actually wants to give you everything through their speech. But there are many who even though they have that quality within but because of their introvert nature they are not able to display the qualities. In this regard let us also try to understand that in public speaking personality is actually a sort of investment.

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It is a sort of investment which can help you get rich dividends. It provides a speaker the intrinsic word because of so many qualities which in a way we can call extraversion. And you know these extroverts-- they often receive a lot of applause, a lot of plaudits, a lot of praises from the audience. Now you might have seen those speakers who are extroverts they know how to make use of the volume of their voice, their pitch levels fine.

And this actually go to stimulate the crowd and towards the end, all you can see are the claps. All you can see are the sort of ovations. So, in order to become an efficient public speaker one actually has to have a sort of good personality. Now, there are psychologists who have gone to examine this and there is a five factor model and this five factor model which have actually this five factor model has been given by McCrae and Costa.

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Does Personality Impact Public Speaking?

- ❑ The personality of the speaker in toto - intrinsic traits, appearance, voice, movements, diction - go into the modelling of a proficient speaker.
- ❑ **Sarett and Foster**, in their book *Basic Principles of Speech*, outline the vital impact of the following personality traits on the skill of oration:
 - ❑ **Extraversion**: A public speaker is required to be extrovert, sociable and objective in order to cast an influence on the audience.
 - ❑ **Agreeableness**: A pleasant and friendly attitude of the speaker helps to win over the audience.

So, they say that this is actually an all inclusive five factor model they call it FFM. Now what are these five factors? The very first as I was mentioning earlier is extra version. Extra and version, you know versus means version no person is speech extra somebody who is speaks more. Now these people as I have been saying that they are more accessible, they are more mixing, they actually are more gregarious by nature.

And they have got certain qualities what are they? These qualities--- friendliness very friendly, no? would like to talk to everyone he would not be as reserved as an introvert. Gregariousness always would like to go in a group in a collection, fine. So, they have a sort of collectivism then assertiveness they have got a sort of assertiveness they also have a sort of activity level they are more excited.

And most of the time these extraversion people they are cheerful my dear friend. Then they have another quality that is agreeableness they agree no but then an introvert person even though he or she may react at times but they always may not be agreeable. These people then another quality another five factor one of these five factors is conscientiousness. One always has to keep alive one's own consigs meaning thereby one has to be trustworthy.

And you always might have found that that somebody who has actually got an established personality he is trusted more and again emotional stability those people who are extra extroverts. They most often you know sometimes you may feel that they are not trustworthy but in order to have a better personality one has to have trustworthiness fine and then intellect of course without knowledge you cannot become a good public speaker.

So, these five factor model are very important for the categorization of the personality traits not only locally but globally, my dear friends. Now the question that we have been trying to answer is does personality really impact does it really affect? Yes.

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- ❑ **Conscientiousness:** Being trustworthy and well-organized procures credibility to the speaker.
- ❑ **Emotional Stability:** An impactful speaker ought to manifest emotional maturity and keep up a composed bearing while delivering a speech.
- ❑ **Intellect:** As the thumb rule goes, intellectuals possessing the faculty of critical thinking and knowledgeable ideas emerge as better speakers.
- ❑ **Self-Confidence:** Like in all other avenues, in Public Speaking too, self-confidence is the key to success.

Your intrinsic traits-- your voice movements, diction actually all these go into the making of a proficient speaker. So, Sarett and Foster one of their very famous books entitled *Basic Principles of Speech*. In this in this famous book they outline the vital importance or the impact of certain personality traits such as extroversion we need not spend too much time on extroversion because we have already discussed.

Somebody who is an extrovert social accessible, somebody who is mixing agreeableness, somebody who can agree and one who can agree, will be friendly then consider conscientiousness we have already talked about. Emotional stability you are not going to listen to a person who does not have an emotional stability. A person who says something and does something else you are not going to trust him.

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- ❑ **Fluency:** Verbal fluency and adept communicative skill is fundamental to convey speaker's ideas and emotions without any confusion.
- ❑ **Vocals:** The appropriate use of voice, volume, tone, and pauses helps to communicate nuances of speaker's emotion and thoughts, adding weight to the ideas presented.
- ❑ **Presentability:** Attractive personality of the speaker - groomed up appearance, well-donned clothes, kempt hair and a confident smile - aids in captivating the attention of the audience towards a greater acceptability of the speaker and his/her message.
- ❑ **Integrity:** Personal integrity of the speaker and a positive attitude towards life and society plays an important role in audience stimulation and thereby adds to the acclaim of the speaker.

So, an impactful speaker should display emotional maturity and should keep on composed bearing while delivering a speech. Intellect--- we have already said it is all about knowledge. one cannot have a good personality unless and until one is aware of what is happening around him what new developments are taking place whatever be the topic or the content of his presentation or talk.

And then of course self-confidence is the key to all sorts of hesitations which actually introverts most often are lacking in. So, in public speaking too self-confidence is very important and one should always try to develop a sort of self-confidence. If a person is not self-confident, will he be fluent? No every. Now and then he will actually start thinking forwards thinking for ideas is not prepared and once you are not prepared how can you be self-confident. So, it has always been seen that somebody who has got lot of self-confidence may actually pull himself even out of critical moments.

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PUBLIC SPEAKER: SPEECH ATTITUDE				PUBLIC SPEAKER: PERSONALITY	
1	I am ill at ease when speaking with a group	✗	✓	Are you talkative at social gatherings?	
2	I enjoy meeting and talking with famous people.	✓	✗	Do you feel self-conscious in the presence of superiors?	
3	I enjoy making a speech in a large auditorium.	✓	✗	Do you find it difficult to speak in public?	
4	I find it easy to solicit money for a cause which interests me.	✓	✗	Are you troubled with shyness?	
5	I hesitate to protest even though I feel I have been wronged.	✗	✓	Do you try to get your own way even if you have to fight for it?	

So, verbal fluency can be granted to those or are ingrained in them who have got this self-confidence because to be adept at communication skills one needs to convey one's own thoughts and emotions without any dilly-dally, without any confusion is not it then comes vocals how do you make use of vocals whenever you speak are you really aware of how you are making your voices go up and go down.

And how at times you become neutral we shall be discussing all these when we shall be talking about the nuances of paralinguistic features. When we say because every now and then not every topic is uninteresting or interesting it is actually the person who is interesting

or uninteresting by different then comes presentability how do you present yourself as a public speaker in a crowd.

So, this presentability involves so, many things your entire makeup your hair your limbs your lips your facial expressions your dress your shoes the sort of radiance which you bring on your own face and then comes integrity. Integrity nowadays people who have got into integrity most of the time they feel that their integrity does not allow them to succeed in this world where a lot of hide and seek is being played upon.

But integrity is a quality, my dear friend and established people who have got a good personality. They often do not deviate from their own integrity. Personal integrity of a person learns The audience, fine, to listen to what the speaker says and it actually provides him or her with a sort of positive attitude my different. Fine? So, it plays an important role in stimulating the crowd in encouraging the crowd in making the cloud aware and getting a lot of acclaim, applause plaudit or praises and what not.

Now here you can find two situations have been given where on the one hand we find the attitude of a speaker I mean the attitude which can be maintained during the production of a speech or during the delivery of a presentation. And on the other side we find that as a public speaker how personality works. Now you can ask these questions to yourself and you can decide for yourself whether you are going to be a good public speaker or you are going to lag behind others.

Because you do not possess a personality that actually can come to help you, can provide a sort of weapon to you, to let you come out of these critical moments. Are you talkative at social gatherings, fine? Of course, these two years has have made you quite an isolated being but were you really that even before fine. So, during social gatherings you can find many people keep themselves quite aloof don't come near me, fine.

There are other people who would go to everyone and ask how they are they would often talk about the everyday happenings and such people are considered to be extroverts. Are you troubled with shyness, I mean these questions you can ask yourself do you try to get your own way even if you have to fight for it I mean do you also have a problem of glossophobia?

I mean you feel nervous when you have to speak to strangers fine this is all a part of your personality either on the negative side or on the positive side, my dear friends.

So, you can come across several categories of speaker all these people can have different categories as a speaker. A public speaker can be avoider, he will often avoid, you know in one of the surveys it was said that in US there are 80 to 90% people who often prefer death to public speaking, my dear friends. So, such people are considered to be avoiders they are resistors, fine resistor from resist. Resistors-- they actually are afraid of speaking.

They are often reluctant they do not want to speak such people always want to keep themselves quite aloof.

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CATEGORY OF PUBLIC SPEAKER	PERSONALITY TRAITS
AVOIDER	Does everything possible to escape from facing an audience. Is generally an introvert.
RESISTOR	Has fear of speaking in public. Is a reluctant individual.
ACCEPTOR	Gives presentations occasionally as part of the job. Doesn't seek those opportunities.
SEEKER	Looks for opportunities to speak in public Is usually a confident extrovert who can effectively overcome anxiety and the fear of speaking in public.

Acceptor one who can accept, come what may let me take the bull by its hands such people often give presentations occasionally as a part of job and they do not look for such opportunities. Whenever there is an opportunity such people will speak, you might have found if you are a teacher you might have found there are many students who often think by the time, my turn comes, why die why doesn't the bell ring. So that I may get a sort of escape route but this escape route appears to be a problem route in the days to come, my dear friend. So, try to become a resistor, try to become a seeker in small groups, in a group of your friends. Fine, give a small talk, ask them, take the feedback and the next day or the next week. Give another talk because I have been saying personality is a sort of process and this process has to be developed, my dear friends.

We can also have some do's and don'ts of personal appearance because we have said that personal appearance also plays a very vital role in the making of one's personality, fine?

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Do's and Don'ts of Personal Appearance	
Do	Don't
❖ Stay close, stay direct, stay involved with your audience.	❖ Keep hands in your pocket
❖ Use your facial expressions.	❖ Keep your arms crossed
❖ Vary your pitch, volume and tone in your voice.	❖ Wring your hands nervously
	❖ Have too soft voice - Lack of confidence
	❖ Make too loud voice - Excessively dominant

So, there are times when either you are in a group, see to it that you stand close, stay direct, stay involved with your audience, fine? When you speak, make use of your facial expressions, do not be like a statue, rather be like a moving person, by moving here I mean movements of your emotions. Let your face not be solid we shall discuss and explore these things in detail when we talk about the importance of non-verbal in public speaking.

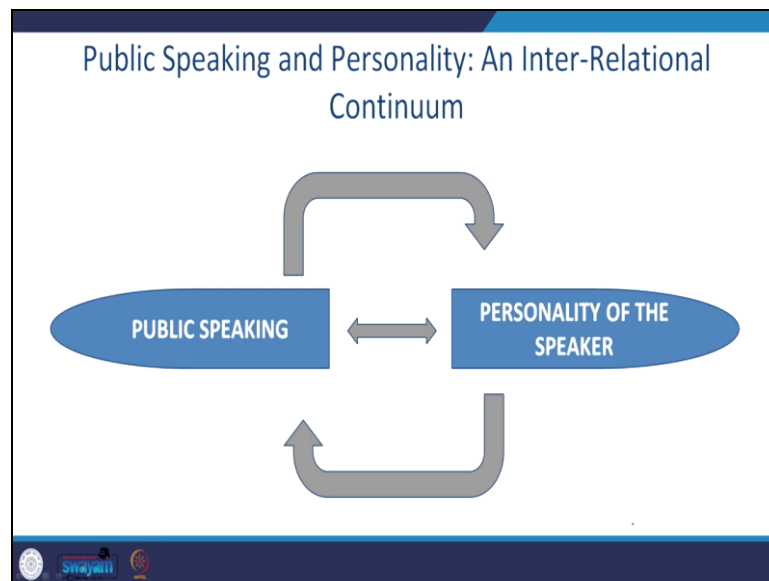
And as I have been saying, one has to vary one's pitch behaviour. How long should my voice go, how soft should my voice go, how I should maintain a sort of neutrality. There are certain don'ts. So, you always know that a person who is often shy, you will find them putting their hands in the pocket. Wringing their hands as if they have lost something or as if they are in a situation of helplessness.

And if they get time, either they speak too loud or they speak too soft. So, that they can only listen to and the others can keep floundering. Others can keep guessing what sort of utterance is this, my dear friends. Regarding your posture, regarding your eye contact, and your conversational pace--- all these are also very important. One should neither have a very stiff posture nor one should have a very flexible one.

One should even in terms of dress also one has to take into consideration certain regulations the one that can fit you not the one that can make you become sort of person who can simply

be laughed at, because you are a public speaker and a public speaker's job is to speak before the public my dear friends. Now public speaking and personality are inter-relational, fine.

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So, public speaking is completely related to the personality of the speaker in more ways than one, because these skills of public speaking complement your public speech.

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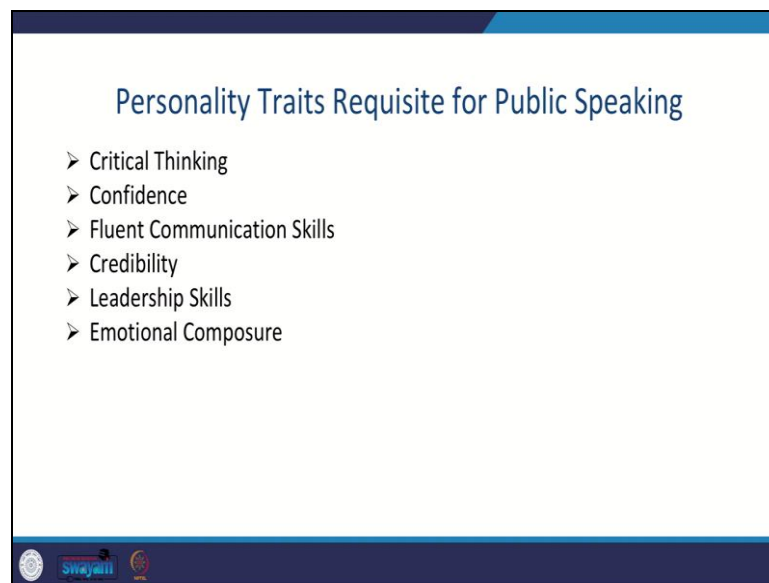
- Personality of the speaker and the skill of public speaking are complementary to each other - proficiency at speech possesses a strong correlation with the speaker's personality traits.
- These two flourish simultaneously and are mutually interacting aspects of the individual's holistic development.
- Speech, as per scholar Eisenson, is a reflection of speaker's experiences in entirety - innate as well as environmental.
- The efficiency of public speaking is directly proportional to the development of personality of the speaker. Hence, they are integral to and constitutive of each other.

Your speech in particular and also for the general fine. so these two meaning thereby the personality and the speaking they actually flourish simultaneously. That is why the other day you found, you met your other friend of yours, and you find a sea change how because he developed. Interacting aspects of the individual's holistic development, my dear friends, overall development and one cannot have an overall development unless and until one can bring into him or her are these traits.

Speech, as Eisenson says is, actually ‘a reflection of the speaker’s experiences in its entirety—innate’ in a very natural manner ‘as well as environmental.’ So, the efficiency of public speaking can be considered to be directly proportional to the development of the personality of the speaker and that is why I have been harping upon the same thing. Personality is integral to the public speech of a person.

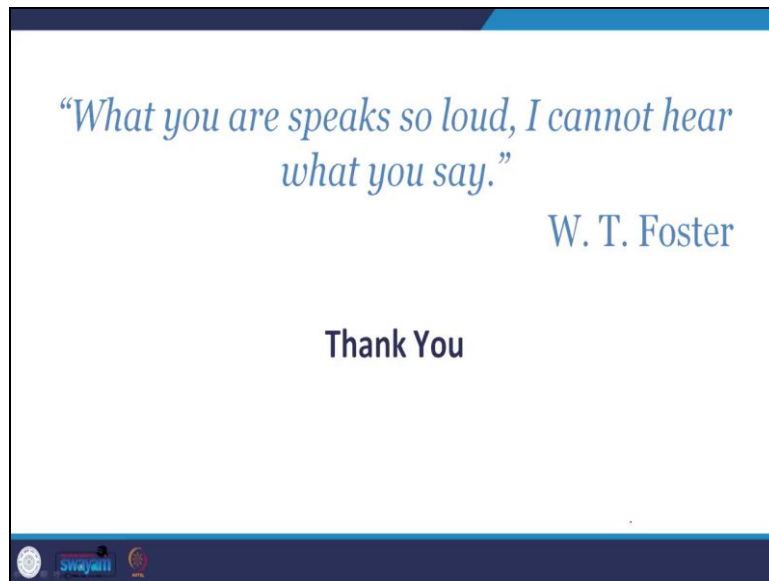
There are certain things which are very much required and there are certain things which can be developed which many of us do not possess.

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Say for example what are the requirements: critical thinking a public speaker if you refer to some of the previous lectures where I have said that critical thinking is also being developed if you start taking interest as a public speaker. Confidence--- we have already said communication skills, leadership and your emotional composure. And while you are learning these public speaking skills, you can find within yourself the development of yourself as a better thinker. As a confident honest intellectual reliable, trustworthy, assertive and of course you will have a high level of emotional quotient.

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My dear friends before I come to sum up this lecture let me make a mention of the quote by W. T Foster who says—“What you are speaks so loud I cannot hear what you say”. Meaning thereby the very first impression of the audience members goes to the personality of the person, to the appearance of the person and in that what the person speaks is lost. So, in a way, if your speech even is not going to be that attractive but you have a nice personality you have certain good qualities.

All these things can help you compensate for the lapses which you are still suffering from as a speaker. I think this will enable you to develop these traits and will help you realize analyze and of course enumerate, and instil within yourself these traits so that in the coming days you become a good public speaker which people will pay thousands and thousands of rupees to listen to you even in an age Where there is too much of speech but too less of listening. With this we come to the end of this talk. Thank you very much I wish you all a good day.