Giving Oral Presentations

- Formulate a strategy
- Choose an appropriate structure
- Create visual aids to enhance your presentation
- Strive for effective and natural delivery
- Handle Q & A effectively

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Analyzing the Situation

Context

Audience

Credibility

Purpose

- Credibility and Purpose are connected by a bidirectional arrow.
- Audience connects to both Credibility and Purpose with unidirectional arrows.
- Context is connected to Audience with a unidirectional arrow.

The diagram represents a relationship between context, audience, credibility, and purpose.
Deciding on a Communication Strategy

■ Content
  — How much literature to review?
  — How much detail on methods?
  — How much detail on findings?
■ Style
  — Level of technical language?
  — Appeal to general audience?
■ Structure

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Deciding on a Structure: Cognitive Processing Constraints

Typical extent of audience recall

beginning end

most least

Position in talk or document
Two Approaches to Structure

<table>
<thead>
<tr>
<th></th>
<th>Direct (easier to follow)</th>
<th>Indirect (often conventional)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Informative</td>
<td>Main result, followed by evidence</td>
<td>Evidence, leading to result</td>
</tr>
<tr>
<td>Persuasive</td>
<td>Overall argument backed by evidence</td>
<td>Evidence leading to Overall argument</td>
</tr>
</tbody>
</table>

Deciding on a Structure: Balancing Audience’s Cognitive Processing and Expectations

- Audience memory
- Cognitive framework for understanding
- Field norms
- Audience bias and interest
- Your credibility with audience
Planning Segments of Presentation

■ Introduction
  — Arouse interest and show relevance to audience
  — Establish rapport and credibility
  — State main message (if direct) & preview agenda

■ Body
  — Limit to 5 major sections or points
  — Adjust detail to audience background and needs
  — Clarify progress through agenda

■ Conclusion
  — Make or recap main point(s)
  — Note limitations
  — Look to future research
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Creating Visual Aids: Functions

- Clarify structure
- Emphasize important ideas
- Illustrate relationships or objects visually
- Enhance and maintain interest
Choose Appropriate Medium for Visual Aids

- Flip charts
- Overhead transparencies
- Computer projection
- Slides
- Posters

Overhead Transparencies

■ Advantages

- Easy and inexpensive (in black & white) to make
- Flexible: order may be changed and slides written on or omitted
- Low tech and relatively dependable
- Visible with room lights up

■ Disadvantages

- Potentially obstructive: projector can interfere
- Less modern in image
- Can’t use build function
Computer Projection

■ Advantages
  — Easy to make and inexpensive for presenter
  — Changeable up to last minute
  — Colorful and dynamic

■ Disadvantages
  — Room lights must usually be lowered
  — Image may be dim or too high
  — Less dependable (have back-up)
  — Exhaust fan may be loud
Effectively Designed Visual Aids...

- Are uncluttered and readable
- Maintain consistent template
- Are appropriately titled
- Limit use of color
- Avoid distortion by special effects

Using Visual Aids

- Check equipment and room in advance
- Have alternatives in case of equipment failure
- Avoid blocking audience’s view
- Interact with visuals effectively
- Look at your audience, not the screen
Remember...

*You are the presentation--the visuals are not.*
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Delivering Your Presentation

- **Verbal:** Sound natural & conversational
  - Tone, pitch, pace
  - Fluency
- **Nonverbal:** Project confidence & enthusiasm
  - Confidence
  - Movement, use of space
  - Gestures
  - Eye contact and facial expression
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Answering Questions

- Plan for questions & practice answers
- Answer effectively
  - Listen carefully to whole question
  - Buy time to think
  - Be honest about what you don’t know
  - Avoid dialogues with one person
  - Handle inappropriate questions quickly and tactfully
- End Q & A by restating your point
Conclusion: Points to Remember

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