



# HUM 120

# EXPOSITORY WRITING

Lecture 23

# Previous Lecture

---

- Complaint Letter
- Cover Letter
- Good News Letter
- Bad News Letter

# Presentation Skills

## ✓ About Presentation

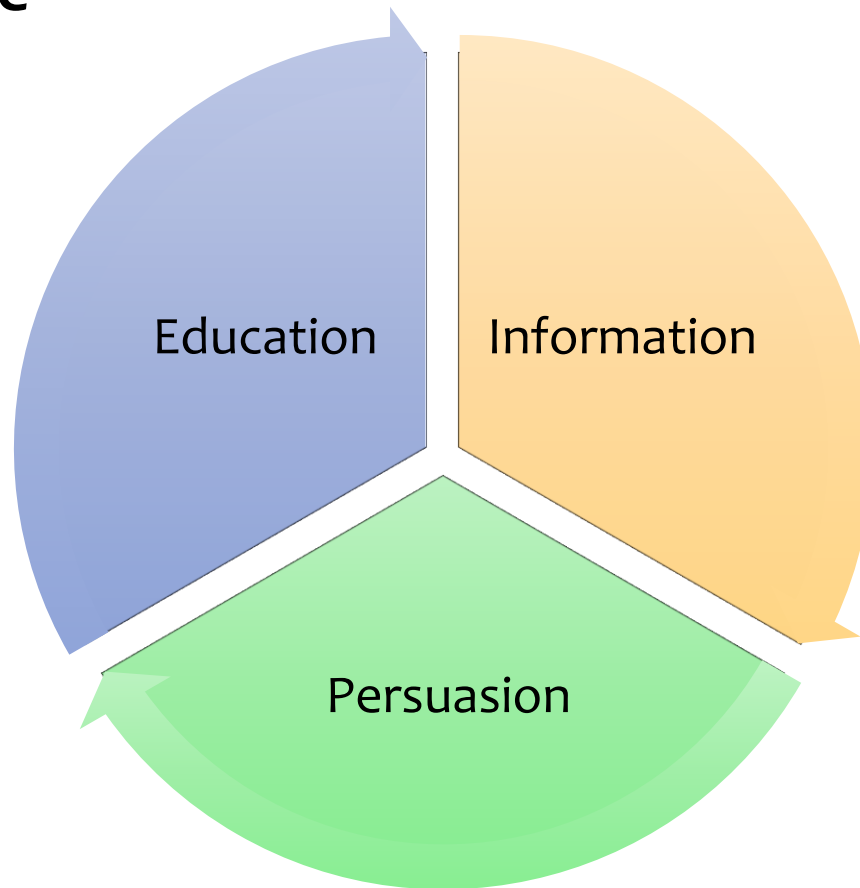
- Means of communication adapted to various speaking situations
- Way of communicating your thoughts and ideas to an audience
- Examples:
  - Briefing a team
  - Addressing a meeting
  - Talking to a group
  - Making a speech
  - Getting points across in a video conference



# Presentation Skills

---

Purpose



# Presentation Skills

---

## Key Elements [1/2]



### • Context

- Place
- Familiarity
- Audience
- Equipment



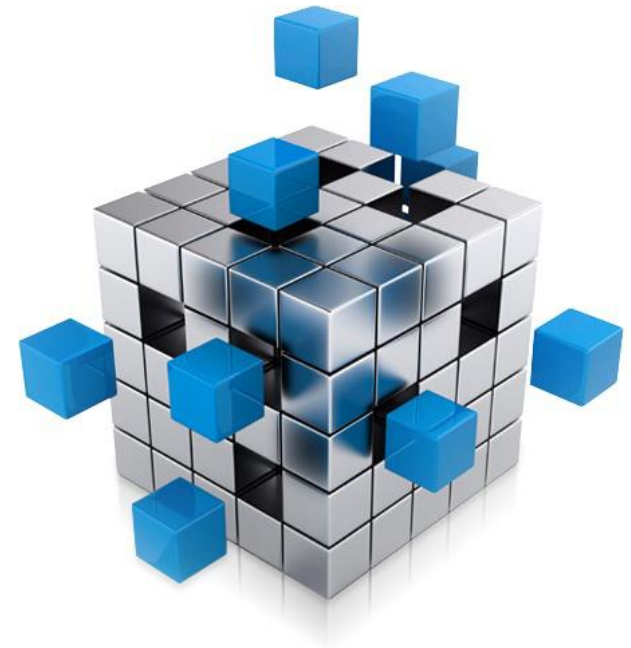
### • Presenter

- Knowledge
- Experience



### • Audience

- Knowledge
- Experience



# Presentation Skills

---

## Key Elements [2/2]



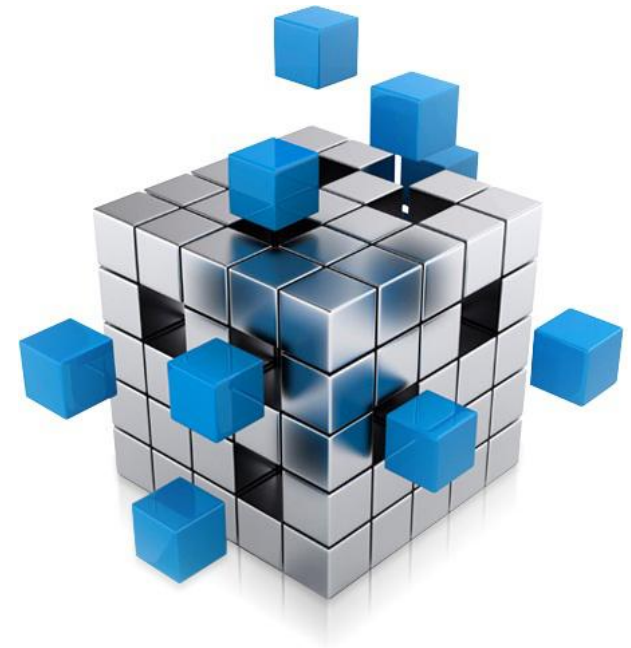
- Reaction
  - Audience feedback
  - Audience approval



- Delivery Method
  - Video conference sessions/Skype
  - Direct/face to face interaction with audience



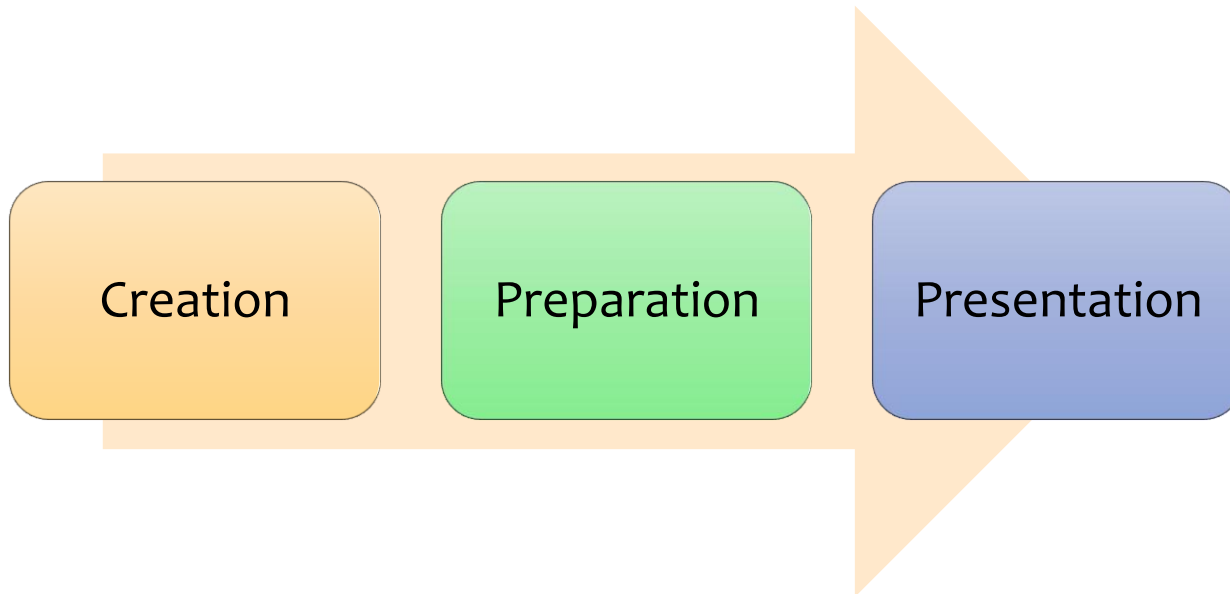
- Impediments/barriers



# Presentation Skills

---

- ☑ Three Stage Process



# Presentation Skills

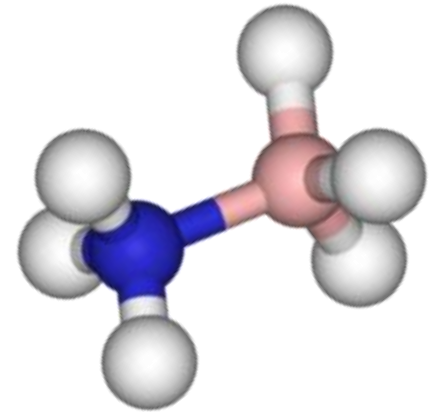
---

## ☑ Three Stage Process: Stage 1 – Creation



• Tends to be overlooked by many but is crucial

1. Selecting a topic
2. Setting clear objectives & specific goals
3. Conducting research
4. Audience analysis
5. Creating an outline
6. Using a presentation tool (e.g., MS PowerPoint, Prezi, etc.)
7. Inserting content
8. Using appropriate media
9. Prepare additional material
10. Confirmation process









# Presentation Skills

---

## Three Stage Process: Stage 2 – Preparation

-  Rehearsals
-  Sleep
-  Dress for the occasion
-  Arrive early



# Presentation Skills

---

## ✓ Three Stage Process: Stage 3 – Presentation [1/4]



- At the beginning of the presentation, apply an ‘attention getter’
  - Relevant Anecdote
  - Rhetorical Question (no answer required, just thought provoking)
  - Startling Statistics: E.g., “A recent poll by Gallup showed that 70% of U.S. employees are not engaged at work.”
  - Analogy: E.g., “Good communication is like a good design.”
  - Humor (relevant)
  - Gimmick (trick intended to attract attention)

# Presentation Skills

---

## ☑ Three Stage Process: Stage 3 – Presentation [2/4]

- ➡ • Introduce self, title, background (if necessary)
- ➡ • Setting the theme, i.e., involve the audience
- ➡ • Specify agenda/outline



# Presentation Skills

---

## ☑ Three Stage Process: Stage 3 – Presentation [3/4]

- ➡ • Use the PowerPoint slides as guide and involve the audience
- ➡ • Start presentation on time
- ➡ • Have confidence
- ➡ • Develop eye contact



# Presentation Skills

---

## ☑ Three Stage Process: Stage 3 – Presentation [4/4]







- Body Movements: Gestures
- Voice: Effective Pitch
- Poise (balance): Standing/ Sitting
- Handling Questions
- Reminders



# Presentation Skills

---

## **Tips: Dos and Don'ts**

-  • Keep slides clean and simple
-  • Keeping 1/3<sup>rd</sup> of a slide clear is a good idea
-  • Add effective content
-  • Format appropriately
-  • Add consistent title and text placements
-  • Label charts and tables



# Presentation Skills

---





## ☑ Too much Text (Don't)

*“This page contains too many words for a presentation slide. It is not written in point form, making it difficult both for your audience to read and for you to present each point. In short, your audience will spend too much time trying to read this paragraph instead of listening to you. Eventually it will make your slide wordy and boring. You will lose your audience’s attention before you even reach the end of your.....”*

# Presentation Skills

---

## **Text Tips [1/2]**

-  • Text slides should be brief
-  • No more than eight words per line
-  • No more than eight lines per slide
-  • Fewer words will force an explanation rather than reading slide word for word



# Presentation Skills

---

## Text Tips [2/2]

-  • Titles should be 36-40 point

Title (40 points)

-  • Body text should be around 24 points

Body Text (24 points)

-  • Use sans serif font such as Arial




She sells seashells  
Serif font

She sells seashells  
Sans Serif font

# Presentation Skills

---

## Spellings and Grammar

-  • Avoid spelling and grammar mistakes
-  • Proof-read your slides carefully for:
  - Spelling mistakes
  - The use of repeated words
  - Grammatical errors you might have made
-  • Do try to have someone else check your presentation

# Presentation Skills

---



## Font Analysis

- Font and Transition
- If you use small font your audience wont be able to read from the slide
- **CAPITALIZE ONLY WHEN NECESSARY. IT IS DIFFICULT TO READ.**
- Don't use *complicated/ distracting* transitions.
- **Don't use a complicated font.** Stick to sans serif fonts (without twiddles) like Arial, veranda and Tahoma.

# Presentation Skills

---

## **Avoid Excessive Bullet Points**

- Avoid
- Excessive
- Bullet
- Pointing
- Only
- Bullets
- Points
- Key
- Points
- Too many
- Bullet Points
- And
- Your Key
- Messages
- Will
- Not
- Stand out
- In fact the
- Term
- Bullet Point
- Comes
- From
- People
- Firing
- Guns At
- Annoying
- Presenters

# Presentation Skills

---

## Background and Colors

- Which of the following is most readable?
- Why?

**Dark Background with light text**

Light Background with light text

**Dark Background with Dark text**

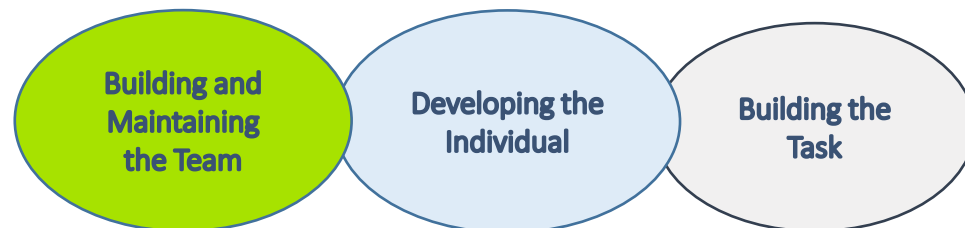
**Light Background with dark text**

# Presentation Skills

---

## ✓ References






- Reference in the same way as you would in a written assignment
- **Citation:** *“Freeloading means individuals, believing that their contributions will not be valued. Contribute less effort to achieving goals when working in a group than if they were working alone. (Kerr, 1983)”*
- **Direct Quoting:** *“Most effective speakers are flexible, able to adapt the manner of their speaking to the particular context” (Stott, et al., 2001:3)”*
- **Diagrams and Images:** Adair’s (1987), Interlocking; Needs of a Team



# Presentation Skills

---

## **Some More Key Tips**

-  • Be clear about the purpose of your presentation
-  • Rehearse well, maintain eye contact, be comfortable
-  • Follow the tips & tricks of a presentation tool
-  • Provide appropriate amount of information in time allocated
-  • Answer the questions confidently at the end of presentation



# Presentation Skills

---

## Planning Your Presentation [1/2]



- Set a purpose



- Audience analysis

- Demographics

- Knowledge

- Motivation level



- Space

- Seats?

- Arrangements

- A/V aids





# Presentation Skills

---

## Planning Your Presentation [2/2]



- Date and time



- Management



- Evidence



- Outline

- Main points
- Keywords reminders
- Conversational flow
- Flexibility



# Presentation Skills

---

## Selecting the Effective Visual Aids





- Enhance understanding
- Add variety
- Support claims
- Lasting impact



# Presentation Skills

---

## **Visual Aids Should**

-  • Supplement presentation
-  • Outline of main points
-  • Serve audience's needs, not speaker's
-  • Simple and clear



# Presentation Skills

## ✓ Visual Aids: Examples

- Presentation Tool (MS PowerPoint, etc.)
- Overhead Projector
- Graphs/Charts
- Pictures
- Films/Video
- Flip Charts
- Sketches



# Presentation Skills

---

## Presentation Tool: MS PowerPoint

- A versatile presentation tool
- Predefined presentation formats
- Variety of layouts and views
- The ability to edit and modify
- Create text
- charts and graphics
- Incorporate objects like clip art, images, audio & video, etc.
- Create special effects and slide transitions



# Presentation Skills

---

## PowerPoint as a Visual Aid





- Less slides
- Visible font size and style
- Use bullet points and short sentences
- Use of art to convey your message
- Labelling charts and graphs appropriately
- Choose an appealing, consistent template/theme (keeping focus on the content)
- High contrast between background color and text color



# Presentation Skills

---


## **Preparing a PowerPoint Presentation**


-  • Add title and subtitle
-  • Adding points in each slide
-  • Adding charts, graphs and diagrams
-  • Saving the presentation





PowerPoint

# Save As


 Recent

 OneDrive

 This PC

 Add a Place

---

 Browse



Info

New

Open

Save

Save As

Print

Share

Export

Close

Account

Feedback






Options



# Presentation Skills

---





## **Points to Remember for Presentation [1/2]**

-  • Show up early and verify that your equipment works properly.
-  • Don't assume that your presentation will work fine on another computer.
-  • Turn your screen saver off.
-  • Check all colors on a projection screen before giving the actual presentation.
-  • Ask your audience to hold questions until the end.

# Presentation Skills

---

## **Points to Remember for Presentation [2/2]**

-  • Do not read the presentation.
-  • Stay on time.
-  • Monitor your audience's behavior.
-  • Avoid moving the pointer unconsciously.

# References



- <http://www.wikihow.com/Create-a-PowerPoint-Presentation>
- <http://office.microsoft.com/en-us/powerpoint-help/tips-for-creating-and-delivering-an-effective-presentation-HA010207864.aspx>

# Conclusions



- Basics of Presentation
- Three Stages of Presentation
- Dos and Don'ts