# HUM 120
# EXPOSITORY WRITING

## Lecture 24

# Previous Lecture

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

# Presentation Skills

## Anxiety

- Worry about future events
- Fear of the unknown or loss of control
- Fight or flight mode
- No backup plan
- No enthusiasm for subject

# Presentation Skills

## Fear

- Worry about the current event
- Feared more than death
- The facts: Shaky hands, blushing cheeks, memory loss, nausea, and knocking knees

# 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

## Purpose of Visual Aids [1/2]

- To support your ideas and improve audience comprehension of your presentation.
- To add variety to your presentation by giving the audience a break from listening and letting to see something.
- To help illustrate complex ideas or concepts and help in reinforcing your ideas.
- To support your spoken delivery in the form of:
  - Film clips
  - Pictures
  - Graphics
  - Animations, etc.

# Presentation Skills

## Purpose of Visual Aids [2/2]

- Images and diagrams can take less time for explaining a concept compared with words.
- Visual stimuli combined with your oral delivery also make the presentation more memorable.

# Presentation Skills

## Visual Aids: Examples

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

# 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

Info
New
Open
Save
Save As
Print
Share
Export
Close
Account
Feedback
Options

# Save As

Recent
OneDrive
This PC
Add a Place
Browse

# 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.

# Presentation Skills

## Incase of Using a Visual Aid

- Be careful not to stand in front and obscure the view of your audience
- Avoid reading from the large projector screen
- Try making brief notes on index cards
- Interact with the information on your visual aids (pointing to specific points or part of diagrams)

# Presentation Skills

## Contingency Plan

- There is always a risk of some technical problem therefore make sure to have your presentation saved in a memory stick (USB/flash drive), E-mail, etc.
- In case of displaying a website or a web page, have some saved screen shots.
- Ensure the availability of software and hardware.
  - Speakers
  - Access to internet
  - Multimedia software
- Presentations created on Apple machine may/may not be compatible with the others.

# Presentation Skills

## Tips

- Plan your presentation before creating visual aids
- Use visual aids sparingly (not the sum and substance)
- Make them visible to the entire audience
- Talk to the audience, not to the aid
- Minimum use of laser pointers
- Explain the content of the aid when you first show it
- When you finish with the aid, remove it, cover it, or turn it off (**Key-B**)
- Limit the amount of material on any one aid
- Be prepared to give your presentation without your visual aids
- Taking hard copy of slides

# Presentation Skills

## Verbal Communication Strategies [1/2]

- Read more
- Think of using less words
- Prepare (for the expected / unexpected)
- Listen effectively and show interest to build rapport (note taking)
- Be honest
- Get to the point
- 7 Cs of communication
- You-attitude

# Presentation Skills

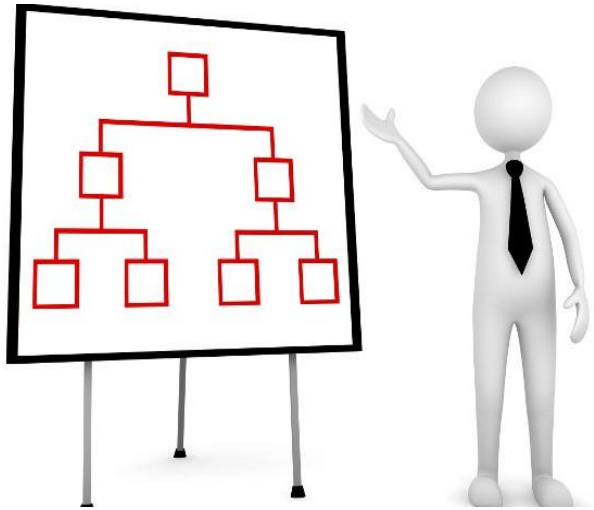
## Verbal Communication Strategies [2/2]

- Keep your language gender-neutral
- 2-3 minutes on each slide
- Sit in others' presentation (becoming aware of the space and audience)

# Presentation Skills

## Starting Your Talk

- During the introduction you need to achieve the following aims:
  - Gain attention
  - Attract interest
  - Create desire
  - Stimulate action



# Presentation Skills

## Time to Greet Your Audience

- *"Good morning, ladies and gentlemen!"*
- *"Welcome to my presentation!"*
- *"It's very nice to see you all here today."*
- *"Can we get started?"*
- *"Let me say just a few words about my background…"*

# Presentation Skills

## Making an Effective Opening

- There are several ways how to attract the audience right from the beginning. Think of one of the following techniques to introduce your talk:
  - Give them a problem to think about (Suppose you… Why is it that… )
  - Give them some amazing facts (Did you know that…?)
  - Give them a story or a personal anecdote (stories always atract attention)
  - Use a citation (if you want to start on a more philosophical note)
  - Make a funny remark (but be careful with humour, not all jokes work well)

# Presentation Skills

## Effective Opening: Useful Phrases

- *"What I want to do this morning is to…"*
- *"My talk will take about 30 minutes."*
- *"During my presentation, I'm going to be focusing on four main areas."*
- *"I'll be giving out copies of my transparencies at the end."*
- *"If you have any questions, or comments you'd like to make, please don't hesitate to stop me."*

# Presentation Skills

## Signposting

- I will start with…
- Then…
- After that…
- Finally

# Presentation Skills

## Ending Your Talk

- Don't just end up abruptly without giving a conclusion.
- The purpose of the conclusion is to "**tell the people what you have told them**".
- Follow this scheme:
  - Summarise facts
  - Give recommendations
  - Give proposals

Thank the audience

Invite questions

# Presentation Skills

## Ending Your Talk: Useful Phrases

- Wrapping up
  - *"This brings me to the end of my presentation."*
  - *"Let me just run over the key points again…"*
  - *"To sum up briefly…"*
  - *"To conclude…"*
  - *"As we've seen…"*
  - *"So, my recommendation is…"*
  - *"I would welcome any suggestions."*
- Thanking the audience and inviting questions
  - *"Thank you for your attention and if you have any questions, I'll be pleased to answer them."*
  - *"Now, I'll be happy to answer if you have any questions."*
  - *"Are there any questions you'd like to ask?"*

# Presentation Skills

## Point to Ponder

- *According to the social anthropologist, **Edward T. Hall**, in a normal conversation between two persons, less than **35%** of the social meanings is actually transmitted by words. So, at least **65%** of it is conveyed through the body.*

# Presentation Skills

## Para-Verbal Communication

- Messages that we transmit through the tone, pitch, and pacing of our voices (rise and fall without monotony).
- It is ***how*** we say something, not ***what*** we say.
- Examples
  - **He** didn't say you were absent
  - He **didn't** say you were absent
  - He didn't **say** you were absent
  - He didn't say **you** were absent
  - He didn't say you **were** absent
  - He didn't say you were **absent**

# Presentation Skills

## Non-Verbal Strategies in a Presentation [1/3]

- Conscious/unconscious behavior
- Dressing (hair + shoes as well)
- Eye contact (continuously looking downward indicates secrecy)
- Facial expression: happiness, sadness, anger, surprise, fear, etc.
- Don't frown, rather smile
- Proximity and space (walk around)
- Avoid slouching posture (hunched), stand straight (tall and erect)
- Avoid sighing repetitively
- Speak softly and calmly
- Pertinent pauses

# Presentation Skills

## Non-Verbal Strategies in a Presentation [2/3]

- No finger pointing
- Active nodding
- Read the body language of the audience

# Presentation Skills

## Non-Verbal Strategies in a Presentation [3/3]

| NONVERBAL BEHAVIOR | INTERPRETATION |
|---|---|
| Brisk, erect walk | Confidence |
| Standing with hands on hips | Readiness, aggression |
| Sitting with legs crossed, foot kicking slightly | Boredom |
| Sitting, legs apart | Open, relaxed |
| Arms crossed on chest | Defensiveness |
| Walking with hands in pockets, shoulders hunched | Dejection |

# Presentation Skills

## How to Overcome Nervousness? [1/3]

- Nervousness occurs in the form of sweaty palms
  - Accelerated heart rate
  - Memory loss, and
  - Even difficulty in breathing
- Prior Proper Preparation Prevents Poor Performance
- Prepare for **Victory** or Prepare for **Failure**

# Presentation Skills

## How to Overcome Nervousness? [2/3]

- Gain experience
- Control emotions
- Eye contact
- Know the room (seat, podium, microphone)
- Know the audience
- Know your material
- Relax (inhale and exhale slowly)
- Visualize yourself speaking

# Presentation Skills

## How to Overcome Nervousness? [3/3]

- Realize people want you to succeed
- No need to point our that you are nervous
- Focus on the message
- Turn adrenaline into a positive energy
- Forgive yourself for minor mistakes

# Presentation Skills

## Feedback of a Bad Presentation

- Speaker was nervous
- Speaker was disorganised
- Speaker never looked at me
- Speaker had bad accent
- Speaker did not sound enthusiastic
- Speaker was monotonous
- Visuals were bad
- I was irritated by his/her clothing
- Speaker was speaking too softly
- Speech was confused; I didn't know what se/she was trying to tell me

# References


- http://www.wikihow.com/Create-a-PowerPoint-Presentation
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- http://presenting2007.blogspot.com/2007/02/notes-on-being-nervous.html

# Conclusions

- Planning your Presentations
- Visual Aids in Presentations
- Microsoft PowerPoint as a Visual Aid
- Effective Opening and Closing of Your Talk
- Para-verbal and Non-verbal Presentation Strategies
- How to Overcome Nervousness?