Communicational Strategies in Oral Presentations

Graduate Research and Innovation Center (GRIC)
University of Puerto Rico, Mayagüez Campus

Communicational Strategies in Oral Presentations – Pretest

https://goo.gl/MboNCj
Open a browser window in your cell phone, tablet or computer

Type in Google Search:

NUMBER ONE FEAR

What do you see in the first 5 search hits??
Delivering oral presentations is one of the most daunting and challenging forms of communication in graduate school and beyond, which is why the GRIC invites you to the first part in our new Oral Presentation workshop series: *Communicational Strategies in Oral Presentations.*

This highly interactive workshop will discuss the foundational skills and knowledge that students need to prepare and deliver effective oral presentations.
Clinic Roadmap

PRETEST

PURPOSE OF ORAL COMMUNICATION

TYPES OF ORAL PRESENTATIONS
What makes a good presentation?

TYPES OF AUDIENCE
Who are the audience? What will they want to know? Why are they here?

PRESENTATION SKILLS

QUESTIONS

TIPS FOR ESL LEARNERS

DELIVERY AND PERFORMANCE
Overcoming Anxiety & Body Language

PRACTICE EXERCISES EXAMPLES

PLAN, PREPARE AND DELIVER
Tips on Preparing a Presentation Openings and Closings

THE PURPOSES OF ORAL COMMUNICATION
Objectives of Oral Communication

The objectives of communicating through oral presentations are:

• To inform, educate or instruct
• To convince or persuade
• To entertain (not pertinent to academia)

Plan, Prepare and Deliver

To plan, prepare and deliver your presentation, you need to know:

• What is my communicational objective?
• What is my subject matter?
• Who will my target audience?
  • What will they WANT to know?
  • Why are they here?
• How much time do I have?
• Where will the presentation be held?
• What equipment will I have?
Methods of Presentation

Presentation methods can vary from the very formal to the very informal.

<table>
<thead>
<tr>
<th>Suitable occasion</th>
<th>Very formal</th>
<th>Formal</th>
<th>Informal</th>
<th>Very informal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large conference</td>
<td>Smaller conference or group where you don’t know the audience</td>
<td>Smaller group, probably internal, but not all known to you</td>
<td>Small team meeting where you know the other participants</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Very formal</th>
<th>Formal</th>
<th>Informal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provide information to a large number of people</td>
<td>Provide information, but also get reactions</td>
<td>Provide information, then reactions, respond possibly discuss</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Present from where?</th>
<th>Very formal</th>
<th>Formal</th>
<th>Informal</th>
</tr>
</thead>
<tbody>
<tr>
<td>A lectern</td>
<td>The front of the room.</td>
<td>Either within the group or from the front.</td>
<td>Your place at a table, or within the group.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Visual aids</th>
<th>Very formal</th>
<th>Formal</th>
<th>Informal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, slides controlled from the lectern. Can also use videos or other visual aids.</td>
<td>Yes, slides, but keep fairly simple.</td>
<td>Yes, but keep them to a minimum.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sound systems/ microphone</th>
<th>Very formal</th>
<th>Formal</th>
<th>Informal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>Yes</td>
<td>Probably not</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Type of room</th>
<th>Very formal</th>
<th>Formal</th>
<th>Informal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large conference hall</td>
<td>Conference room or meeting room</td>
<td>Meeting room or office</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>What will you have to provide in advance?</th>
<th>Very formal</th>
<th>Formal</th>
<th>Informal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Copy of your slides</td>
<td>Copy of your slides</td>
<td>Handout of some sort</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Audience interaction</th>
<th>Very formal</th>
<th>Formal</th>
<th>Informal</th>
</tr>
</thead>
<tbody>
<tr>
<td>A formal question session afterwards is usual.</td>
<td>Formal questions, but you may get interruptions during your presentations.</td>
<td>Fully interactive, up to you to handle questions or discussion during the session.</td>
<td></td>
</tr>
</tbody>
</table>

“Your only real job in giving a talk is to have something valuable to say, and to say it authentically in your own unique way.” - Chris Anderson

Elements of a Good Presentation

Elements of a good presentation include:

- Clear purpose or objective
- Sufficient, but not too much, information
- Good organization
- Meeting the needs of audience
- Telling stories and examples
Who is your audience?

- How many people are expected?
- Do you know how the audience feels about the topic.
  - Remember that occupation, age, gender, cultural background or special interests are factors that will affect the reception you receive, so prepare accordingly (e.g., think baby boomers, millennials).
- Will their attendance be required or voluntary?
- What is the seating arrangement? Is it flexible?

Interacting with your audience

- Interactive presentations can be fun and interesting. Make sure audience interaction is allowed!
- Ways of interacting with an audience include:
  - using questions and answers
  - asking for volunteers
  - asking people to respond by raising hands
  - asking members of an audience to discuss their own relation to the topic.
Practice Exercise #1: Bad Presentations

In your groups, think of a bad presentation or lecture you have seen or given.

• What specifically made it so bad?

BEFORE YOU PRESENT: Plan, Prepare and Deliver

Outline, Opening and Closing
Tried and tested structure:

• **INTRO**: Tell them what you’re going to tell them.
• **BODY**: Tell them.
• **CONCLUSION**: Tell them what you’ve just told them and end memorably.

Repetition helps get your point across!

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**Introduction**

• It is a short outline/summary of the whole presentation
• It must gain the attention of your audience quickly.
• According to experts, a speaker has 90 seconds to capture the interest of the audience!
Outlining Your Presentation

Body

• Present your main points here.
  • Don’t give too much information, but offer to provide additional information after the presentation.
    • Each point will require a topic sentence.
    • Use transitions to show connection between ideas.
  • The number of points you can include depends on the available time.
  • Points may be organized chronologically, thematically (sections), causally (cause and effect).

Conclusion

• Should take up 10% of your speaking time.
• Summarize and re-emphasize the main points.
• Give a clue that the presentation is almost over.
• Use suitable endings such as ‘in conclusion’, ‘finally’, ‘as I have demonstrated’.
• Remember to say ‘thank you’.
Outlining Your Presentation

1. OPENING
2. TRANSITION
3. POINT 1
4. EXAMPLE(S)
5. TRANSITION
6. CLOSING

Opening

Its purpose is to set the stage and tone needed to grab and hold the audience's attention.

- It should not only arouse interest, but also suggest the theme of speech
- Openings can be dramatic, emotional, humorous, anecdotal or rhetorical
- Openings don’t need words, you can use gestures, demonstration, silence – related to the topic
Good Openings--Options

• Preview
• Ask a rhetorical or startling question
• Pose a hypothetical situation
• Describe something new or dramatic
• Make a startling or challenging statement
• Appropriate short quotation or illustration
• Surprising generalization
• Exhibit – object, article, picture
• Personal story

Closing the Presentation

• The closing is your last chance to convey and summarize your main points.
• It must be direct, brief, and strong.

• Different closing styles:
  • Summarize (most common in academia)
  • Call to action
  • Anecdote or story
  • Rhetorical question
Practice Exercise #2: Sample Presentations

In your groups, briefly discuss the presentation you brought today.

- From what you’ve already learned, is it a good presentation?
- Can it be improved in terms of organization? How?
- Discuss its opening, body closing.

ON THE DAY OF YOUR PRESENTATION:
Preparation and Delivery
Symptoms of Speech Anxiety:

• Nervous when asked to give a speech?
• Before a speech, is your heart racing? Does your voice cracks?
• Are you fearful that you will begin to shake?
• Are you fearful that your words will somehow be lost?
• Are you afraid that you are not going to be understood?

Tips to Overcome Speech Anxiety

• Practice your speech at home.
• Breathe slowly and deeply before/during speech.
• Keep your body relaxed. Divert nervous energy into helpful gestures and movements.
• Memorize your first and last few sentences.
• Don’t think about forgetting.
• Don’t pace or fumble with items while you speak.
• Don’t speak too rapidly.
Delivery of a Good Presentation

- Be enthusiastic
- Use purposeful and effective body language
- Talk to the audience
- Dress appropriately

Delivering your entire presentation from memory or reading from slides is generally not very effective!

Delivery of a Good Presentation

Experts agree that message impact can be divided into three factors:

- Body language
  - Contributes 55% toward message impact
- Tone of voice
  - Contributes 38% toward message impact
- Actual words
  - Contributes 7% toward message impact
DID YOU KNOW?

85% of what an audience takes away is based on body language, mannerisms & facial expressions, according to University of Pittsburg Political Communications Professor Jerry Shuster.

DO YOU KNOW YOURSELF?

FILM
- yourself practicing your presentation

PRACTICE
- your material from start to finish 10+ times

STAND
- never sit, when you are rehearsing
· Voice Control and Eye Contact
· Challenges for Nonnative English Speakers
· Slow Down
· Breaking the Monotony
· Repetition
· The Power of Silence
· Enthusiasm
· Answering Questions
· Dealing with Unexpected Questions
Preparation

- Handouts (if appropriate)
- Notes (index cards, script, visual prompts e.g. from PowerPoint screen, nothing)
- Equipment
- Files (Redundancy)
- Water bottle

Practice

Practice your presentation at least:

- Three times by yourself.
- Two times in front of a friend/colleague.
- One more time than you think you need to. Experts agree that practicing more than 10 times is ideal.
- Time your presentation and remember that you may talk faster if you are nervous.
Recap

• Show your passion and connect with your audience
• Focus on your audience’s needs
• Keep it simple: Concentrate on your core message
• Smile and make eye contact with your audience
• Start strongly
• Tell stories
• Use your voice and body effectively
• Relax, breathe and enjoy

Practice Exercise #3: Mockup Presentations

In your groups, briefly discuss the presentation you brought today.

You will have 5 minutes to plan and prepare a short mockup presentation.

Keep in mind:
1. Body language
2. Voice/tone
3. Timing

https://goo.gl/e7Xvcf
Communication Strategies in Oral Presentations – Post-test

https://goo.gl/spN3So

References
HOMEWORK?!?

- https://www.skillsyouneed.com/presentation-skills.html
- https://www.ted.com/talks/chris_anderson_teds_secret_to_great_public_speaking#t-464560
- http://www.ted.com/playlists/before_public_speaking
- http://www.ted.com/playlists/how_to_make_a_great_presentation

Any Questions???

Thank You!
Clinic Evaluation (Online Survey)

Clinic: Mastering Oral Presentations: Communicational Strategies in Oral Presentations
Facilitator: GWF team
Link: http://uprm.libsurveys.com/tiger
Password: 2016

NEXT WEEK!!!

Clinic: Visual Design in Oral Presentations
Facilitator: Luisa Feliciano
When: May 8, 2018  @ 10:30 am
Where: GRIC
MEET THE TEAM!

More info @ http://libguides.uprm.edu/gric/gwf

Angelia Caro
GWF
MS Student in Biology with focus in Human Genetics
My major focus areas are Human Evolutionary Genetics, Microbiology and Biological Sciences

Edcel Cintron
GWF
MA Student in English Education
My area of interest centers in Children's Literature and ESL Education

Luisa Feliciano
GWF
PHD Student in Civil Engineering
My research interests include Renewable Energy Systems, Environmental Reconnaissance and UAVs (drones)

Jocelyn Geliga
GWF Coordinator
Professor - English Department
The Graduate Writing Facilitators are graduate students of the University of Puerto Rico in Mayagüez that come from various concentrations and disciplines of study. They have been trained to offer academic services of oral and written communication in English. The multidisciplinary diversity of our Facilitators is meant to attend to the needs of every graduate program of UPRM and its students.

We can help with:

- Prewriting (brainstorming and outline)
- Revision of journal articles, academic proposals, grant proposals, summaries, posters, essays, theses, dissertations, fellowship/scholarship applications, resumes, CVs, etc.
- Practice for interviews, academic presentations, seminars, conferences, oral theses and dissertation exams, etc.
- Help with grammar, style, tone, audience, genres, organization, structure, etc.
Oral Presentation Practice

• You can schedule a session to practice your oral presentation.

• GWFs can help you with:
  - your audience
  - preparation and practice
  - structure
  - delivery

• We can even record your presentation for you to revise at home.