

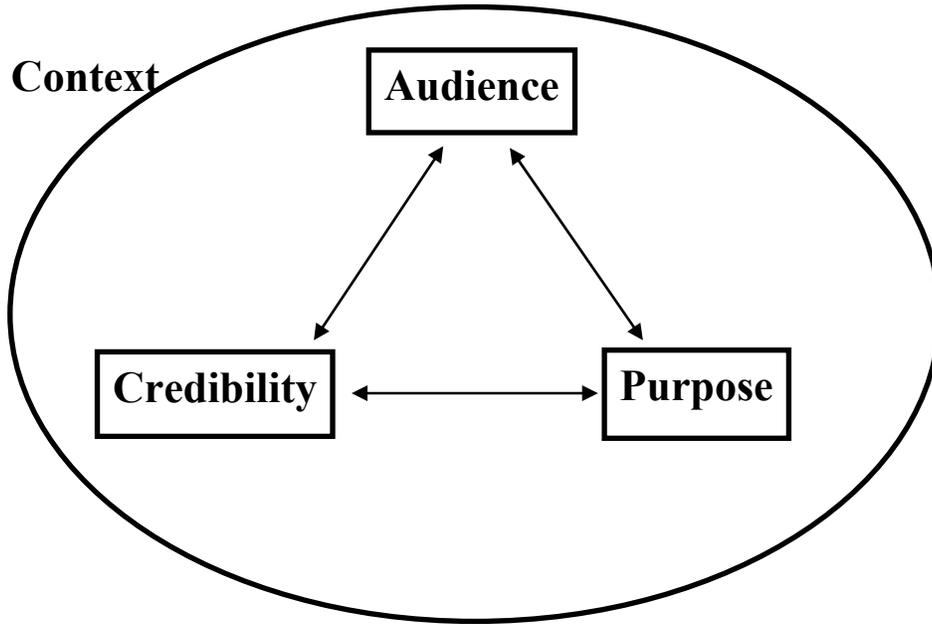
Giving Oral Presentations

- 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



Deciding on a Communication Strategy

■ Content

- How much literature to review?
- How much detail on methods?
- How much detail on findings?

■ Style

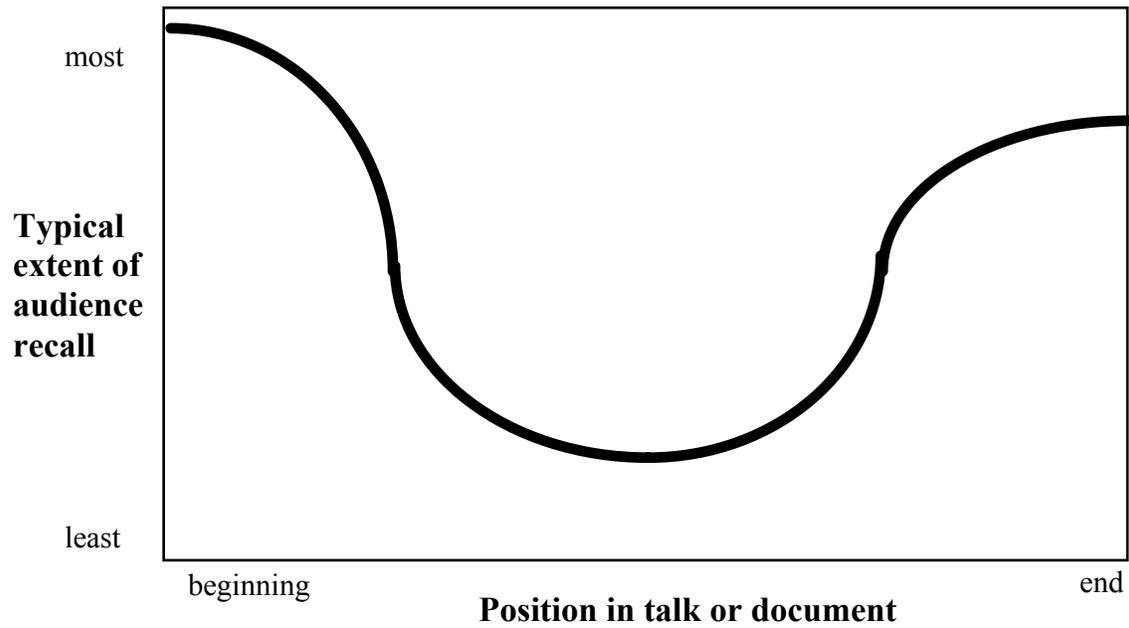
- Level of technical language?
- Appeal to general audience?

■ Structure

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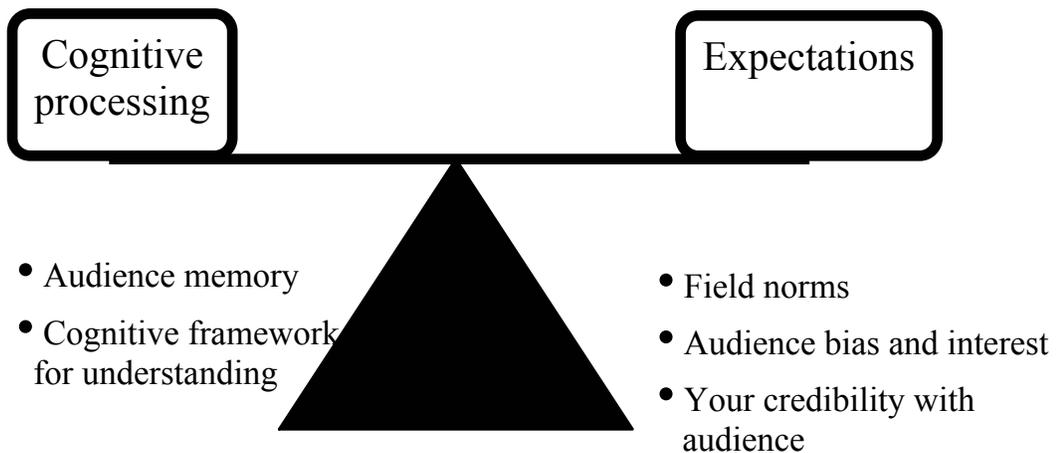
Deciding on a Structure: Cognitive Processing Constraints



Two Approaches to Structure

	Direct (easier to follow)	Indirect (often conventional)
Informative	Main result, followed by evidence	Evidence, leading to result
Persuasive	Overall argument backed by evidence	Evidence leading to Overall argument

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



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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