

Presentations

Licence 3rd year

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What makes a good presentation?

- ▶ You are giving an essay on ‘How to deliver an effective presentation’. Alone or in groups, discuss what you would include in your presentation.
- ▶ Write down the characteristics of a good (and bad!) presentation in bullet points

Presentations

Getting Started

- ▶ Introduce yourself
- ▶ Define your purpose and aims
- ▶ Why are you making the presentation?

Do you want to:

Give information?

Persuade?

or Present an Argument?

Presentations

Be Prepared

- ▶ Be positive
- ▶ Be enthusiastic
- ▶ Be knowledgeable
- ▶ Don't be too ambitious
- ▶ Don't overload them with information

Presentations

Structure

- ▶ Tell the audience what you're going to tell them
- ▶ Tell them
- ▶ Tell them what you've told them
- ▶ The three Ts

Presentations need to be very straightforward and logical. It is important that you avoid complex structures and focus on the need to explain and discuss your work clearly. An ideal structure for a presentation includes:

- a welcoming and informative introduction;
- a coherent series of main points presented in a logical sequence;
- a lucid and purposeful conclusion.

Presentations, Transitions

Transitions can help divide information up into sub-sections, link different aspects of your talk and show progression through your topic. Importantly, transitions draw the audience's attention to the process of the presentation as well as its content.

Examples include:

- “I will begin by discussing ...”;
- “Now that we have explored the ... I would like to move on to ...”;
- “In contrast to my earlier statements concerning ...”;
- “Moving away from a focus on”;

The conclusion is the stage at which you can summarise the content and purpose of your talk, offer an overview of what has been achieved and make a lasting impact. Important elements of a conclusion are:

- a review of the topic and purpose of your presentation: “In this presentation I wanted to explore ...”;
- a statement of the conclusions or recommendations to be drawn from your work: “I hope to have been able to show that the effect of”;
- an indication of the next stages (what might be done to take this work further?): “This does of course highlight the need for further research in the area of ...”;
- an instruction as to what happens next (questions, discussion or group work?): “I would now like to give you the opportunity to ask questions ...”;
- a thank you to the audience for their attention and participation: “That’s all I have time for. Thank you very much for listening.”

Presentations

Audience

- ▶ Who are they?
- ▶ What do they already know?
- ▶ What do they need to know?
- ▶ Tailor your presentation to the level of their knowledge

Presentations

Talking to the Audience

- ▶ Try not to read
- ▶ Use small cards
- ▶ Use visual aids such as handouts, charts, photographs or PowerPoint
- ▶ Keep eye contact
- ▶ Keep visual aids simple (No long video clips!)

Signposting

- ▶ What is it?
- ▶ Why is it important?
- ▶ Can you think of examples?

What is it?

- ▶ Words and phrases that people use to tell the listener what has just happened, and what is going to happen next.
- ▶ Guides the listener through the presentation.
- ▶ A good presenter will usually use quite a lot of signpost language
- ▶ Fairly informal, so it is relatively easy to understand.

Delivery....

- ▶ Body language also affects how your presentation is received.
- ▶ Discuss the impression that each of the items in the following list may give to an audience:

- ▶ Smile at the audience
- ▶ Sit down
- ▶ Walk around
- ▶ Look only at notes
- ▶ Use hand gestures
- ▶ Play with hair/change/earring etc
- ▶ Lean against wall
- ▶ Point at the audience
- ▶ Can *you* add anything to the list?