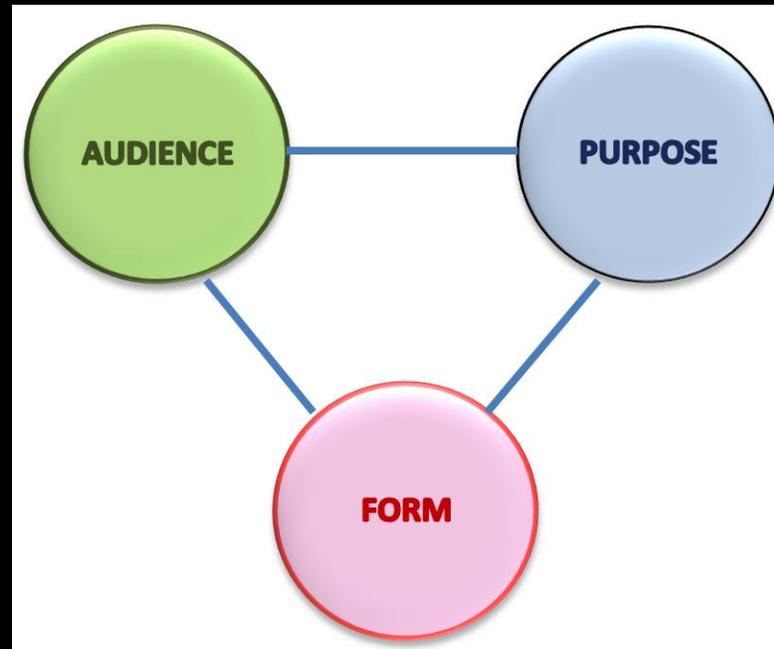


# Effective presentations

# Successful communication

Product of three considerations:

1. Audience
2. Purpose
3. Form



# Audience (discuss in small groups)

- Who is your audience?
- What is their level of knowledge?
- What are their expectations?
- What might their attitude be towards the ideas in your presentation (receptive, hostile, neutral)?

# Purpose (discuss in your groups)

- What is the main purpose of your presentation?

To persuade?

To inform?

# Persuasive presentations: Problem-solution pattern

# Problem-solution pattern (The Toulmin-Zappen Model)

Arguably, the most important pattern of organization in academic communication (written or spoken).

**Model and its variants commonly found in:**

- Argumentative and evaluative critical thinking
- Conference papers, presentations
- Bachelor, Master's and Doctoral thesis introductions and abstracts
- Research articles



# The Problem-Solution Pattern

## Four rhetorical moves



# Other persuasive Patterns

- 1. Comparative-Advantages** (proposal compared to current methods/ approaches)
- 2. Requirements-Satisfaction** (proposal shown to match pre-agreed requirements)
- 3. “Straw Man”** (all other possibilities shot down, leaving only your proposal standing)



# Brainstorming

# What to include?

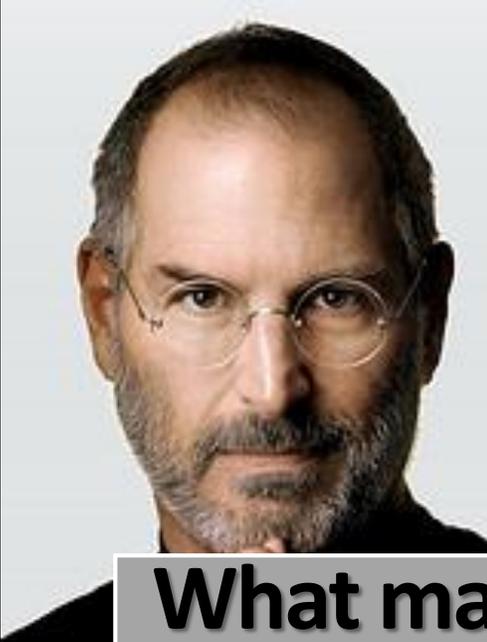
## Group work

You have 20 minutes. Decide what you want to include in your mid-term presentation.

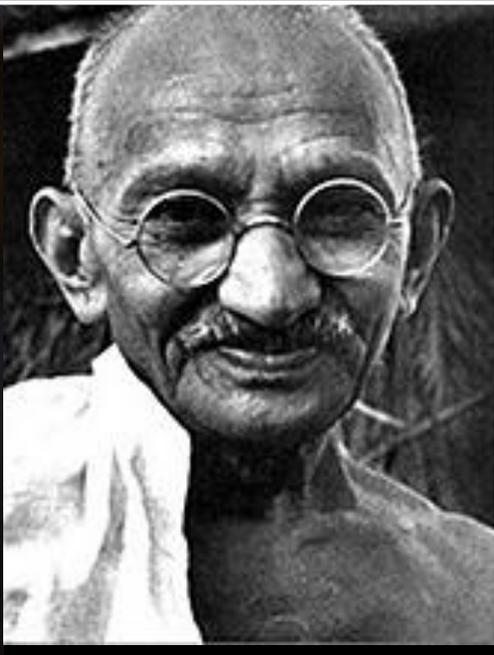
- What will we talk about?
- What's our main message?
- Which arguments & evidence will convince the audience?
- Who will talk about what?



# Modes of Persuasion



**What makes a speech or presentation persuasive?**



”



# Aristotle's Modes of Persuasion

Ethos

Pathos

Logos

# Ethos = credibility

- Character and reputation
- Trustworthiness
- Expertise on the subject
- Examples:
  - Qualifications of an expert witness in a court case
  - A researcher's citation score
  - A politician's perceived morality or intellectual capacity



# Pathos = emotion

- Inspiration or motivation
- Sympathy, Humour, Sorrow, Shock,
- Guilt, Pride...
- Narrative tools:
  - anecdotes / personal examples, stories, jokes
- Language tools:
  - Metaphors (e.g. “life is a journey”)
  - Inspiring vocabulary (e.g. action verbs!)
- Examples: TV advertisements, slogans



# Logos = logic & evidence

- Statements of evidence (facts, statistics) lead to logical conclusions
- Example: "Cigarette smoke contains over 4,800 chemicals, 69 of which are known to cause cancer."

# The Art of Rhetoric

Which do YOU think is the most important mode of persuasion?

- **Ethos? (*Credibility*)?**
- **Pathos? (*Emotions*)?**
- **or Logos? (*Logic*)?**



# Brainstorm

## Individual / pair work

Can you include all three persuasive appeals in your presentation?

## Group work

Share your ideas. Which would be the most effective in your case?



# Analyse it!

# Presentations: your analysis

As you watch this presentation, take notes on the following questions.

1. How does the speaker start & conclude the speech?
  2. Is the main message easy to understand?
  3. How would you rate the delivery?
  4. Does the speaker successfully establish credibility and appeal to both emotion and logic?
- [https://www.ted.com/talks/sheryl\\_sandberg\\_why\\_we\\_have\\_too\\_few\\_women\\_leaders?utm\\_campaign=tedspread&utm\\_medium=referral&utm\\_source=tedcomshare](https://www.ted.com/talks/sheryl_sandberg_why_we_have_too_few_women_leaders?utm_campaign=tedspread&utm_medium=referral&utm_source=tedcomshare)

# Introductions and Conclusions

# Introductions: four common moves

1. Grab the audience's attention
2. Establish credibility
3. State purpose of the talk
4. Preview the talk

# Grab attention in your introduction by using the different rhetorical modes

For example:

- Start by asking a question to the audience
- Give some surprising statistics or an interesting fact
- Start with an anecdote or story
- Poll the audience
- Use humour
- Wow the audience with your expertise

First, think individually of some effective attention grabbers

Then as a team choose at least five.

Be prepared to test them out in front of the group

# How to begin a presentation?

We will watch the first 1-2 minutes of three different TED talks

In groups of 3, discuss the introductions in those presentations

- How do the presenters **begin** their talks? What are the first words? What do the presenters try to do by beginning in that way? Are they effective or not?
- 1 (until 1.17): [http://www.ted.com/talks/jeff\\_iliff\\_one\\_more\\_reason\\_to\\_get\\_a\\_good\\_night\\_s\\_sleep](http://www.ted.com/talks/jeff_iliff_one_more_reason_to_get_a_good_night_s_sleep)
- 2 (until 2.17): [http://www.ted.com/talks/moshe\\_safdie\\_how\\_to\\_reinvent\\_the\\_apartment\\_building](http://www.ted.com/talks/moshe_safdie_how_to_reinvent_the_apartment_building)
- 3 (until 2.09): [http://www.ted.com/talks/kenneth\\_cukier\\_big\\_data\\_is\\_better\\_data](http://www.ted.com/talks/kenneth_cukier_big_data_is_better_data)



# Consider the rhetorical modes also in your conclusion!

- Briefly say what you've talked about
- Emphasise your main message
- End with some memorable last words!

e.g.

- Relate back to your original attention grabber
- Make a startling or inspiring statement
- Call for action

*Task: take a minute to note down some ideas for your conclusion*

# Time to put this all together

- Begin to construct your mid-term presentation:
- Incorporate a persuasive pattern, such as the problem-solution pattern, and the three rhetorical modes
- Include a clear introduction with an attention grabber
- Include a clear conclusion that completes the circle, for example by returning to a question or statement made in the introduction

# Transitions

- “And now Anna will talk about...”

“Thanks, Jussi...”

- “...which brings us to design.”

“Yes, let’s consider design for a minute.”

- “Firstly, you want...”

“Secondly, there is...”

“Okay, so let’s turn to...”



Visuals

# Death by PowerPoint

Watch the talk on visual by David Philips: <https://youtu.be/lwpi1Lm6dFo>

Do you agree with his views?

How can you incorporate them into your own presentation?

