

# LC-1114 Communicating Technology

## Presentation workshop 1



Aalto University  
Language Centre

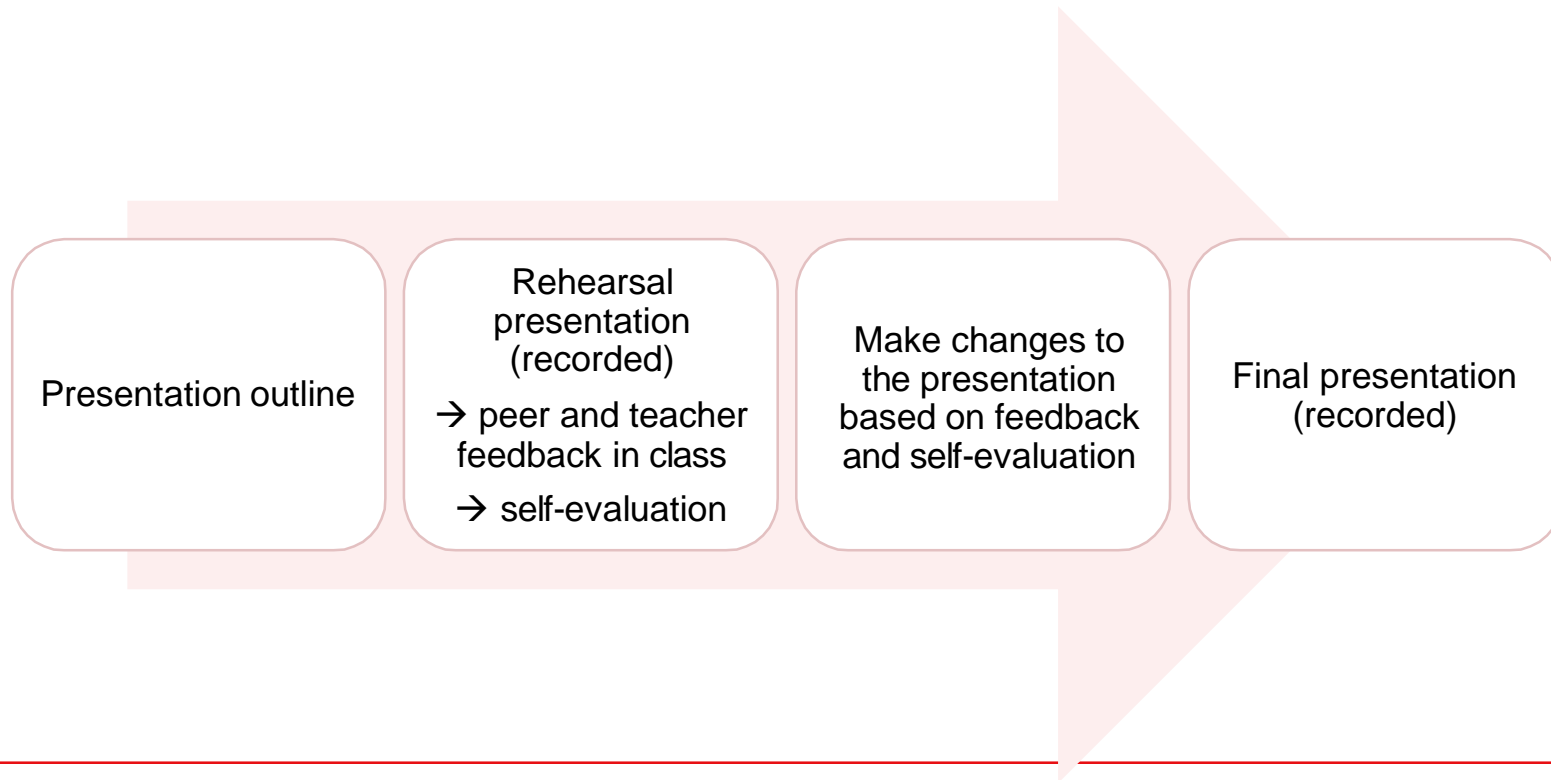
# Today's class

- Presentation workshop 1

## Break

- Peer review A4

# 8-10- minute individual presentations



# Your own presentation experiences

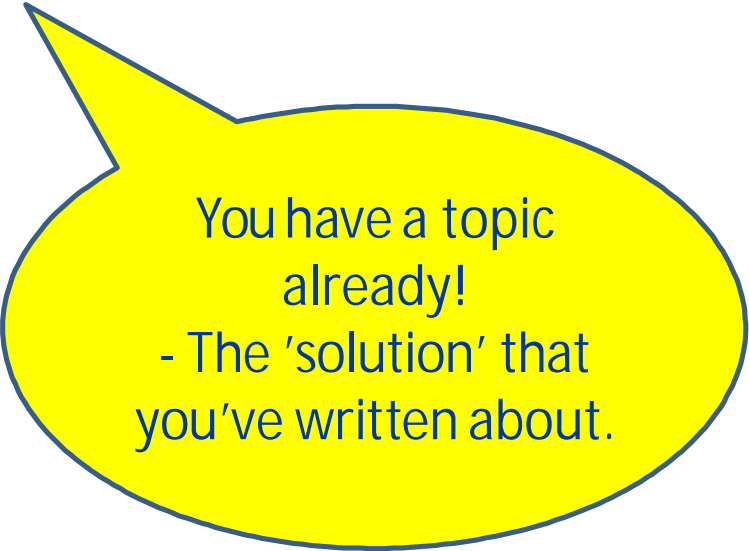
Think about your own presentation experiences and share with your group.

1. What kind of experiences have you had?
2. What has gone well / not so well?
3. What have you learned from your earlier presentation experiences?
4. What will be your top 3 challenges when it comes to presenting for this course?

# Creating an oral presentation: the process

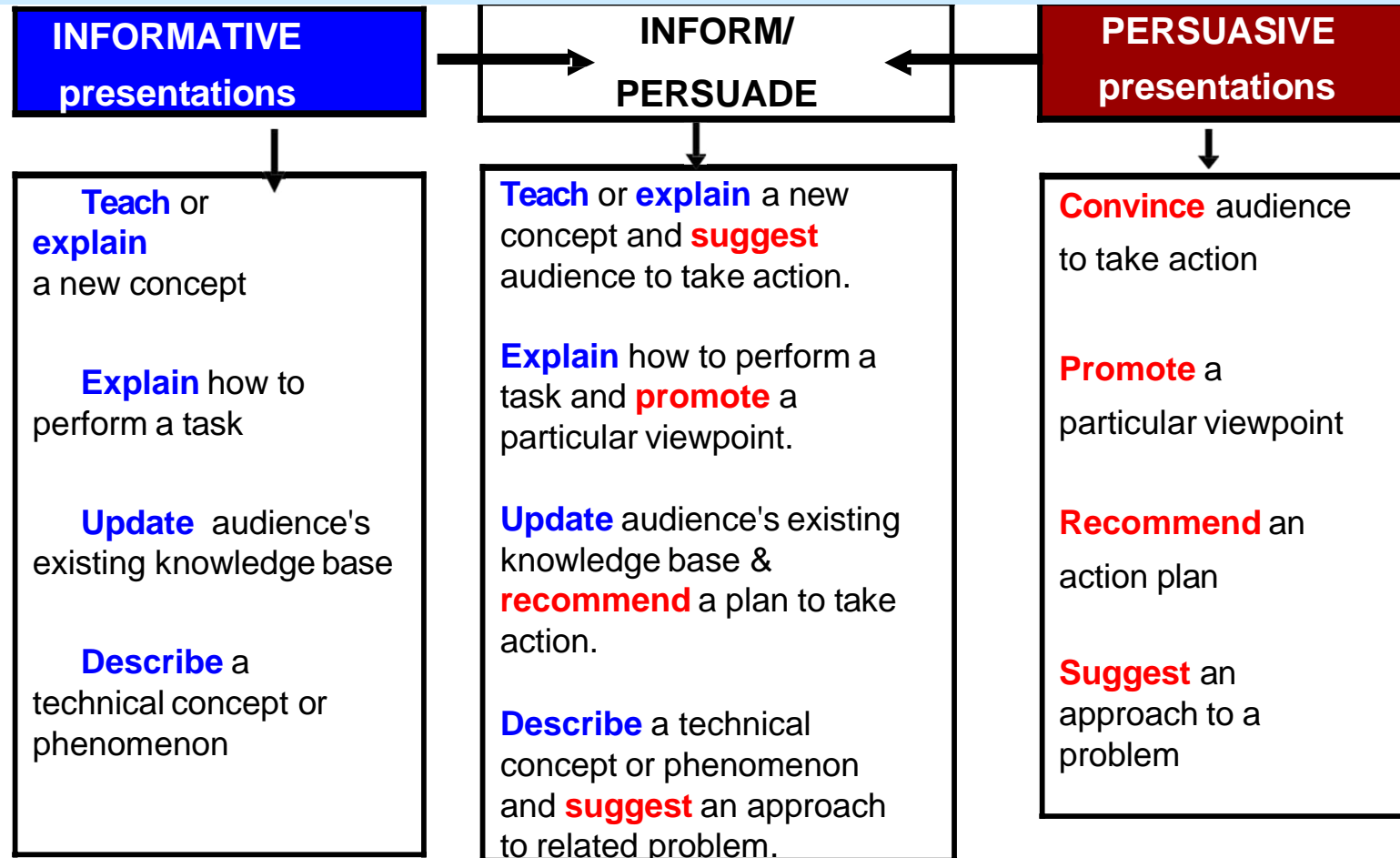
- Decide on a topic
  - Define your audience
  - Identify the relevance of the topic to the audience
- Define your purpose
  - purpose statement
  - thesis/claim
- Organise the content (body section)
  - Select the main points
  - Support your main points (+ sub-points)
  - Choose a pattern of organization
  - Plan the transitions
- Write an introduction for the presentation
- Write the conclusion

## Decide on a topic



You have a topic  
already!  
- The 'solution' that  
you've written about.

## Define the purpose



## Define the purpose: purpose statement

- Be **specific** about the purpose
- Write out a **statement of purpose**
  - *"The purpose of my presentation is to (verb)."*
  - *"The purpose of my presentation is to update the employees' knowledge of current affairs in online privacy and encourage them to get involved with company planning efforts."*
- Specify **primary** and **secondary** purposes:

Looking back at your **specific purpose** and **thesis** as you work out your speech's **main points** will keep you from going "off the track".



# Define the purpose vs. thesis statement

- The thesis statement presents the main claim/idea that you want to convey about the topic to your audience.
- It answers the question 'So, what we have learned today?'

*Purpose statement: The purpose of my presentation is to update the employees' knowledge of current affairs in online privacy and encourage them to get involved with company planning efforts.*

Thesis statement: The employees' awareness of online privacy and encouraging them to get involved in company planning efforts will have a positive affect on the company's success as a business in general.

# To determine your purpose, you need to ask yourself 5 questions

1. **Why** are **you** giving this presentation?
2. What should the **audience** believe, understand or do **afterwards**?
3. What would you like to achieve?
4. What does your **audience expect**?
5. What is the audience's **attitude** towards your proposition?

# Get to know your audience

- Take 5 minutes to write a few questions related to your presentation
- After that, interview your peer with those questions (Cocktail Party)
- For example:
  - Explain the topic in one sentence
  - How much does your partner know about it?
    - interest
    - knowledge
    - attitude

# Revising your purpose statement

- Thinking about your purpose
  - How can you motivate the audience to listen to you?
  - How much background information do you need to give?
  - Is your audience's attitude likely to be in favor, neutral, opposed?  
What strategies will you use to adapt to that attitude?
- Revise your initial purpose statement

"The purpose of my presentation is to...."

# Creating an oral presentation: the process

- Decide on a topic
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# Organise the content

## 1 Select your main points

- Narrow down your topic to 3 - 4 main points, depending on
  - Topic: from your writing assignments
  - Amount of material: your writing + any other relevant facts
  - Length of the speech: 8 – 10 min

One main point = one idea

Beginnings and endings are remembered best...

# Organise the content

## 2 Support your main points

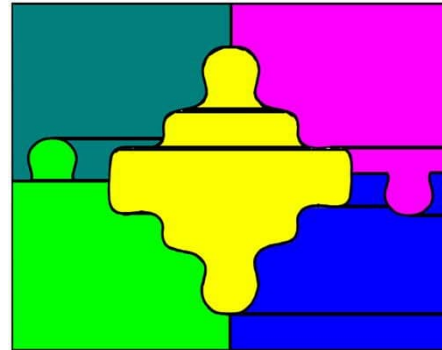
- Supporting Points: material or evidence gathered to justify the main points  
(examples, definitions, analogies, facts, statistics)
- Main points are enumerated with upper-case roman numerals
- Supporting points with capital letters
  - I. Main point
    - A. Supporting Point
      1. Sub-supporting point
        - a. sub-sub-supporting point

# Organise the content

## 3 Choose organizational pattern

Choose a pattern of organization that best suits your specific purpose, thesis, and the needs / expectations of the audience:

1. Problem-Solution
2. Chronological?
3. Spatial?
4. Topical?
5. Categorical?





# What makes an effective presentation?

- Let's watch the first 5 minutes of Hans Rosling's TED talk: How not to be ignorant about the world
- Discuss in groups: Elements of an effective presentation in English?
- Think about the different aspects of effective presentations by filling in the handout. Be prepared to share your thoughts with the rest of the class.

## Group work: Overview of effective oral presentations

Decide on roles: chair, secretary, speaker

STEP 1 – Question 1                      5 min

STEP 2 – Question 2                      5 min

STEP 3 – Question 3                      5 min

STEP 4 – Sharing and discussion

## Group work: overview of effective oral presentations

1. Think of an excellent lecture or presentation that you have attended and remembered.
  - What features of the speaker's style and content made it memorable and effective?

ROLES: Chair, secretary, speaker

***Brainstorm!***

## Group work: overview of effective oral presentations

2. Opposite side of the coin: a catastrophe

3. Reflect further and share your thoughts:

Based on your own experiences, what advice would you give to a friend planning to give a presentation?

Note down

- 3 DOs
- 3 DONTs

# General principles of oral presentations

- Corresponds to audience needs! – Know what your listeners want to hear. Don't underestimate or overestimate your audience
- Avoid information overload -> Less is more!
- Capture the audience's interest at the beginning
- Hold audience's interest
- Make your information accessible to the audience (e.g., define terms, connect old with new)
- Reinforce your message through repetition
- Select an appropriate pattern of organization
- Strive for clarity (make your purpose explicit!)
- End with a strong conclusion

# General principles of oral presentations

- Audience needs!
  - Know what your listeners want to learn from your speech.

# General principles of oral presentations

- Don't underestimate or overestimate your audience
  - Nobody wants to hear what they already know but too much new info all of a sudden can be extremely frustrating
- Avoid information overload
  - “Less is more”: Don't kill your audience with details

# General principles of oral presentations

How does this slide make you feel?  
Why? What is its purpose?

- **AVOID INFORMATION OVERLOAD** When you are excited about your subject and you want your audience to know about it, you throw fact after fact at your listeners until you literally force them to stop listening. **Saying too much is like touring London in a day: It cannot be done if you expect to remember anything. Our ability to absorb spoken information is limited. When an audience experiences information overload, it stops listening.**
- **CAPTURE AUDIENCE ATTENTION AT THE START OF YOUR SPEECH** Think for a moment of your primary goals as an informative speaker: You want to communicate what you know about a specific subject and you want your listeners to understand what you are saying. You must first convince your audience, in your introduction, that your topic has relevance to them. For example, a speech describing the accomplishments of the space program can begin by linking the launch of a telecommunication satellite to clear TV reception.
- **HOLD AUDIENCE INTEREST** You can enliven even the dullest topic if you are committed to trying something different: Use humorous visuals to display statistics. Demonstrate the physics of air travel by throwing paper airplanes across the room.



# General principles of oral presentations

- Capture audience attention at the start of your speech!
  - Convince your audience, in your introduction because it's hard to recover lost ground.
- Hold audience interest!
  - Use humorous stories, but make sure your jokes are funny
  - Interact with your audience (questions)
  - Be enthusiastic (show that you care)

# General principles of oral presentations

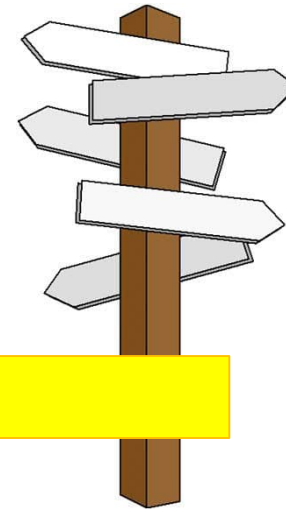
- Make your information accessible to the audience
- Avoid technical jargon
  - Define unfamiliar terms and concepts.
  - Accommodate both expert and non-expert listeners.
  - Connect new information with familiar information.

# General principles of oral presentations

- Reinforce your message through repetition!
    - In your introduction tell them what you are going to tell them
    - In your body tell it to them
    - In your conclusion tell them what you have told them.
-

# General principles of oral presentations

- Select an appropriate pattern of organization!
  - Logical, clear connections are imperative in informative speaking. Asking your audience to absorb new information presented in a disorganized fashion is asking too much.



*Problem-solution pattern?*

# General principles of oral presentations

- Strive for clarity
  - Tell your listeners exactly what you want them to get out of the speech.
  
- Answer questions if there is time

Don't bluff; offer to follow up.

  - Stay professional; don't become silly or blow your top.

# General principles of oral presentations

- End with a Strong Conclusion
  - Recap your main points.
  - Do not introduce new material.
  - Create a positive memorable ending.



# Presentation Outlines

Read the outline and consider how you'll  
organize your presentation

**BREAK**