Adapting Verbally and Visually

Presentational Aids

Language & Oral Style

Chapter 13 & 14



Overview

- Types of presentational aids
- Preparing presentational aids
 - considering the best visual design layout, size, style, graphics, color, simplicity, and format.
- Present professionally, effective use of presentational aids
- Explain how oral style differs from written style.
- Using appropriate language considering four audience variables.
- Choosing language to accurately convey ideas using
 - language and delivery techniques.
 - Using vivid language



Planning

Focus on

- 1. the purpose of your presentation
- 2. Who will be your audience?
- 3. What are you trying to achieve through this presentation?
- Plan your message
- Organize your material
- Design the look of your presentation
- Create the slides

Fundamental rules

1. Subject of presentation:

- Decide your message
- Be sure of what you want to talk about

2. Organize your points logically:

- What to say at the beginning?
- What to include in the middle?
- How to close?

3. Keep notes to a minimum:

- If necessary, use Index Cards
 - Jot down the main points



Presentational aid

Any visual, audio, audiovisual, or other sensory material used to enhance verbal message

1. visual aids

 enhance a speech by allowing audience members to see what it is you are describing or explaining

2. audio aids

enhance a verbal message through sound

3. audiovisual aids

enhance a verbal message through a combination of sight and sound

4. other sensory aids

enhance a verbal message through smell, touch, or taste

Benefits

- get audience attention by dramatizing verbal message
- helps audience understand and remember information
- allows addressing diverse learning styles of audience
- increases persuasive appeal
- help you feel more competent and confident

Types of Presentational Aids

Choosing Presentational Aids

Visual Aids

- Actual Objects
- Models
- Photographs
- Drawings and Diagrams
- Maps
- Charts
- Graphs and Tables

Audio Visual Aids Other Sensory Aids

Choose aids that:

- 1. illustrate the most important ideas
- 2. clarify complex ideas-difficult to explain verbally.
- 3. are appropriate for the audience size
- 4. make information and details interesting
- 5. Are easy to use and transport
- enhance not overwhelm the verbal message
- 7. have the time and money to prepare
- 8. demonstrate cultural sensitivity

Preparation of Presentational Aids

- 1. Limit the reading required of the audience.
- 2. Customize presentational aids from other sources.
- 3. Use images that can be seen easily
- 4. Use a CONSISTENT print style that is easy to read
- 5. Make sure information is laid out aesthetically
- 6. Use appropriate graphic illustrations
- 7. Use color strategically

Text Guidelines



- Font size
 - Text 28
 - Headings 36- 40
 - 5-7 bullet points per slide
- Use READABLE fonts
 - Times New Roman/Calibri/Sans Serif
- Use colour for emphasis
- contrasting background and text
- Check for spelling and grammatical errors

- Use relevant media elements images/ graphs/tables
- Avoid distracting pictures/ sounds/copyrighted materials
- NEVER USE ALL CAPITALS; THEY ARE HARD TO READ
- Don't SAY it SHOW it



Practice Oral Language and Delivery Style

- Oral style refers to how we convey messages through the spoken word
- An effective oral style
- 1. tends toward short sentences and familiar language
- 2. features plural personal pronouns
- 3. descriptive words/ phrases to sustain listener interest and promote retention
- 4. incorporates clear macro-structural elements
 - (e.g., main point preview, section transitions, and signposts)

Speaking appropriately

using language that adapts to the needs, interests, knowledge, and attitudes of the audience

verbal immediacy - Language used to reduce the psychological distance between speaker and audience

1. Relevance

- timeliness -the information audience members can use now
- proximity -information in relation to listeners' personal space

2. Common ground

- background, knowledge, attitudes, experiences, and philosophies shared by speaker and audience
- 1. Using personal Pronouns
- 2. Asking Rhetorical questions
- 3. Draw from Common Experiences

3. Speaker Credibility

the confidence an audience places in the truthfulness of what a speaker says

Speaking appropriately

4. Linguistic Sensitivity

choosing words that are respectful of others and avoiding potentially offensive language

- generic language
- Using words that apply to one co-cultural group as though they represent everyone
- nonparallel language
- words that are changed because of the sex, race, or other group characteristics individual
- Offensive Humor
- Profanity and Vulgarity

5. Cultural Diversity

Language rules and expectations vary from culture to culture. When address an audience comprised of people from cultural and co-cultural groups different from your own, make extra effort to ensure that you are being understood.

Speaking Clearly

- choosing clear language ensure listeners understand the intended meaning clearly
- Use Specific Language
 - using precise words that clarify meaning by narrowing what is understood from a general category to a particular item or group within that category

Choose Familiar Terms

- jargon
 - the unique technical terminology of a trade or profession.
- slang
 - informal, nonstandard vocabulary and definitions assigned to words by a social group or subculture.
- Provide Details and Examples
- Limit Vocalized Pauses
 - unnecessary words interjected into sentences to fill moments of silence. Words commonly
 used for this purpose are "like," "you know," "really," and "basically," as well as "um" and
 "uh."

Adapting to Your Audience Visually

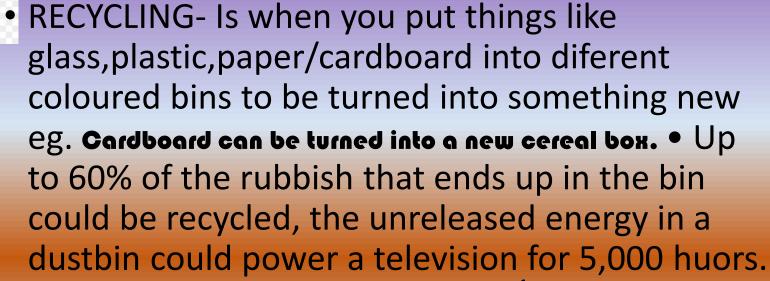
- 1. Limit the reading required of the audience.
- 2. Customize presentational aids from other sources.
- Use a photo, print, or type size that can be seen easily by your entire audience.
- 4. Use a print style that is easy to read.
- 5. Make sure information is laid out in a way that is visually pleasing.
- 6. Use pictures or other visual symbols to add interest.
- 7. Use color strategically.
- 8. Use presentation software to prepare professional looking presentational aids.
 - Microsoft's PowerPoint,
 - Adobe's Captivate
 - Apple's Keynote 3

Activity:

• Identify errors on the following slide and suggest revisions



What is recycling?



• The largest lake in the UK can be filed with rubbish in only 8 months, on average 16% of the money you spend on a product pays for the packaging which ends up being rubbish anywibut it could be recycled • Many people would recycle if it was easier because the recycling for glass plastic paper/cardboard can be far





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Activity: Prepare a powerpoint Presentation On Recycling

- 1. Create a slide that gives some background information on the topic.
- 2. Create one slide explaining why you think it is important issue.
- 3. Include images that will make your presentation more engaging.