**BELH 0002- II SEM 2 MODULE 2. 2020-21/06**

**PRESENTATION- PLANNING, PREPARING AND MAKING**

A presentation is a way to share information with others, to teach what you know or have learned, something new or sharing something you already know. Presentations can vary in length and they can be given in a variety of settings. Oral skills help in job interviews or in making effective presentations. In professional or academic career all through, one has to speak in front of others, and need to know how to ask for things, how to explain things, or how to speak persuasively enough to win the support of others. Communication skills are critical and most important to success. Giving presentations helps one feel at ease and communicate clearly and efficiently.

Giving presentations helps to identify major points and know how to emphasize them. Skills developed with effective presentation are:

• How to organize your thoughts in a logical manner

• How to find information and research a subject

• How to express yourself clearly and convincingly

• How to prepare visuals and use them to support what you say

• How to listen to the opinions of others and accept feedback

• How to manage your time

• How to manage stress

**Steps in planning, Preparing and Making a Presentation**

1. **Planning for Presentation**

Step 1: Analyze your audience

In the first step, learn more about the audience to whom you'll be speaking. Obtain some information on the backgrounds, values, and interests of your audience so that you understand what the audience members might expect from your presentation.

 Step 2: Select a topic

Select a relevant and a topic of your interest for the presentation that is of interest to the audience and to you.

 Step 3: Define the objective of the presentation

Write the objective of the presentation in a single concise statement. Objective must specify exactly what you want your audience to learn from your presentation. Base the objective and the level of the content on the amount of time you have for the presentation and the background knowledge of the audience.

1. **Preparing for the Presentation**

Step 4: Prepare the body of the presentation

After defining the objective of the presentation, determine how much information you can present in the amount of time allowed. Keep in mind the knowledge level of audience to prepare a presentation with the right level of detail. Don’t prepare a presentation that is too basic or too advanced. In the body of the presentation, you present your ideas. Present your ideas, with illustrations and support from:

* Present data and facts
* Read quotes from experts
* Relate personal experiences
* Provide vivid descriptions

Step 5: Prepare the introduction and conclusion

Once you've prepared the body of the presentation, decide how you will begin and end the talk. Make sure the introduction is able to capture the attention of audience and the conclusion summarizes and reiterates the important points. In other words, *"Tell them what you're going to tell them. Tell them. Then, tell them what you told them."*

During the opening you want to clearly present your topic and the purpose of your presentation. Clearly articulating the topic and purpose will help the listeners focus on and easily follow your main ideas.

During the conclusion of your presentation, reinforce the main ideas you communicated. Remember that listeners won't remember your entire presentation, only the main ideas. By reinforcing and reviewing the main ideas, you help the audience remember them.

1. **Making presentation**

Step 6: Practice delivering the presentation

Practice making a presentation after the presentation is prepared. Words or phrases like, "um," "well," and "you know" gets eliminated when you practice your presentation. It can diminish speaker's credibility. During practice, you get opportunity to fine-tune your content and be sure the main important points are made in the time allotted.

Presentations can be give using cards, or by memory. An advantage of speaking from memory is your ability to speak to the audience without relying on notes or a script. This allows you the flexibility to move on stage and to maintain eye contact with the audience. However, presentations from memory often sound rehearsed and, possibility is that you'll forget an important point, present information that's inaccurate, or completely lose your train of thought. Have notes handy to jog your memory just in case!

**Speaking from Notes**

Notes can be on cards or paper in outline form, and contain key ideas and information. Delivering a presentation from notes sound natural and you can still maintain relatively good eye contact with the audience. Disadvantage is that you might miss key ideas and thoughts.

**Speaking from text**

Speaking from text involves writing presentation/ speech out, word for word, then reading from the text. An advantage of this method is that you plan, in advance, exactly what you're going to say and how you're going to say it. A disadvantage is that you might appear to the audience to be stiff or rehearsed. You will need to make frequent eye contact and speak with expression to maintain the audience's interest.

**Using a Combination of Methods**

It is often the best method for presentation. Experts suggest you memorize the first and last ten minutes of your talk so that you can speak flawlessly and without notes. Notes may be suitable for segments of your presentation that you know very well, for example, relating a personal story. Finally, speaking from a text might be appropriate when you have quotes or other important points that you want to make sure you communicate accurately and completely. You may make a smooth transition in between to include written text by saying: "I want to read this quote to you verbatim, to ensure that I don't distort the original intent," or “I would like to quote ….”

**Preparing and Using Visual Aids**

Visual Aids are of different types. In a demonstration or an illustrated talk, there should be at least one visual aid. Following are the commonly used visuals:

Posters, charts, PowerPoint, slides, models, pictures/photos, erase boards, equipment, articles, movie clips, audio clips etc.

Choose the visual aid that works best for the purpose of your presentation.

**Guidelines for Specific Visual Aids**

Presentations (PowerPoint Presentations), consists of a series of slides. Keep slides simple.

**Size:** Fonts on the Visual Aid be large enough for the audience to see. Text should be readable from the back of the room. The font size on each slide should be minimum 24”. Align the text properly. Don’t write too many points in a single slide. Artwork or photos barely visible is not useful.

**Text**: Keep text short. Don’t write entire sentences. Instead, list only points or concepts and then explain these with your words. Use bullet points. Too much writing or long sentences bore the audience. Use a font that is easy to read.

**Color:** It can be used to highlight major points or to help organize your information. Don’t overuse color. Make sure the colors you select are readable. Use dark colors on light backgrounds and light colors on dark backgrounds.

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