INTERNATIONAL UNIVERSITY OF APPLIED SCIENCES

# ORAL ASSIGNMENT

## Guidelines for the Creation of an Oral Presentation

## CONTENT

# 1. OBJECTIVE

A presentation should demonstrate the students' abilities to work and present in independent and academic ways. It proves the students' capability to independently grasp an academic topic, research relevant literature, and, based on that, substantiate their own thoughts and findings with theoretical support. It also demonstrates the students' skill to prepare an academic object of study and present it orally in a comprehensible and accessible way to an academic audience.

# 2. STRUCTURE

The logical sequence of main ideas and explanatory steps define the structure of oral assignments. The entire presentation should be completed within the allotted time and follow a linear structure. Structure and argumentation (50%) form the core of the presentation, framed by an introduction and conclusion (20%). Rhetorical features and visualization (30%) are equally important components of oral assignments (cf. section 4.2, Evaluation). A consideration of the weighting of the criteria when creating the presentation is recommended.

## 2.1 Introduction

This first section of an oral assignment should provide a useful outline leading into the topic. It should be concise but clear on the following points:

- Justification of the topic from the current state of research: Why is the topic relevant and which open questions will be dealt with in the presentation? Refer to the question selected from the separate task sheet.
- Aim of the presentation: What is to be presented / identified and why?
- The scope of the topic and possible topic-related definitions: What can be achieved in the presentation, what cannot? What is the range of the intended results?
- Overview of the structure and sequence of arguments: What is the structure of the presentation and what should the audience expect in the main part?

## 2.2 Structure and Argumentation

The presentation of an academic topic should be interesting and organized along conclusive and comprehensible argumentation. This is only possible if the presentation is coherent. Good presentations are characterized by their comprehensible and verifiable nature. What cannot be assumed as common knowledge must be explicitly derived and made plausible by a comprehensible argumentation. Assumptions, considerations, and arguments must be at least briefly justified. Every chain of argumentation should be as clear and structured as possible.

## 2.3 Conclusion

For the audience, the conclusion should offer both, a conclusion and summary. This is not merely a repetition of previous statements. Instead, the conclusion is intended to sum up the foregoing line of argument and form a concluding statement comprising the presenter's own remarks and their attempt to provide answers to the main content and theme developed and argued. To encourage further thinking on the topic, you can also refer to the questions posed at the beginning.

In the conclusion, do not introduce new ideas or arguments; instead, synthesize the covered content.

## 3. RHETORICAL COMPONENTS AND VISUAL LAYOUT

In addition to structure and argument, the presentation focuses on rhetorical skills and the use of an appropriate visual layout. In the course materials, you will find detailed instructions with general information on how to create an oral presentation, a suitable PowerPoint presentation, as well as advice and exercises.

## 4. FORMAL GUIDELINES AND SUBMISSION REQUIREMENTS

### 4.1 Delivery

The presentation is held via the presentation tool. Instructions on access and implementation are available in the course user manual on myCampus.
The presentation should take 15 minutes. Caution: after 20 minutes, the recording will stop automatically. For visual reasons, the presentation must be converted into PDF format.

### 4.2 Evaluation

The following criteria are included in the evaluation with the respective percentage indicated.

| Criteria | Explanation | Percentage |
|---|---|---|
| Introductory remarks | Lead into the topic | 5 % |
| Text | – Structural outline of the presentation<br>– logic of the outline<br>– appropriate emphasis<br>– timed sections | 20 % |
| Argument | Quality of reasoning and research | 30 % |
| Conclusion | – Conclusion<br>– Summary<br>– concise summary of the results | 15 % |
| Rhetoric | – General quality of delivery performance<br>– Comprehensibility<br>– Intonation<br>– use of pause<br>– appropriate use of tone<br>– use of non-verbal effects | 15 % |
| Visual Layout | – General quality of slide presentation<br>– clarity and number of slides<br>– adequate font size<br>– use of graphic effects | 15 % |

## 5. EDITING NOTES

Introductory literature is provided for each topic as a starting point for your research. To acquire the necessary knowledge of the topic, begin by researching suitable literature and by reviewing the recommended reading material. The course textbook provides primary recommendations and acts as foundation for your in-depth discussion of the content. Only if you feel knowledgeable and confident enough about the topic, can you successfully give the audience an understanding of the matter (in writing or orally).

Subsequently, prioritize the content and structure your thoughts and arguments. Draft an initial outline. Familiarize yourself accordingly with Section 2 of these guidelines. Choose carefully from the vast amount of information available to you. What relevance does the selected information have for the task or your argumentation? A logical order of the main points is crucial for comprehensibility. The key questions and arguments must be coherent. Always check for clarity and logic in your argument.

Once you have finished your draft, indicating the presentation and explanation of your focus, you can begin with the final structure and the layout design of your PowerPoint slides.

Please note: For the presentation, the same rules of academic work apply as in, for example, written assignments. All literal and analogous uses of external sources, whether explicit or implicit, must be properly cited in the slide texts according to the requirements of academic work. The same applies for the description of graphics, images or tables.

Structure of the slide presentation (Recommended):
− title slide
− outline
− slides on each main aspect
− summary / conclusion
− list of figures
− bibliography

**Good luck with your presentation!**