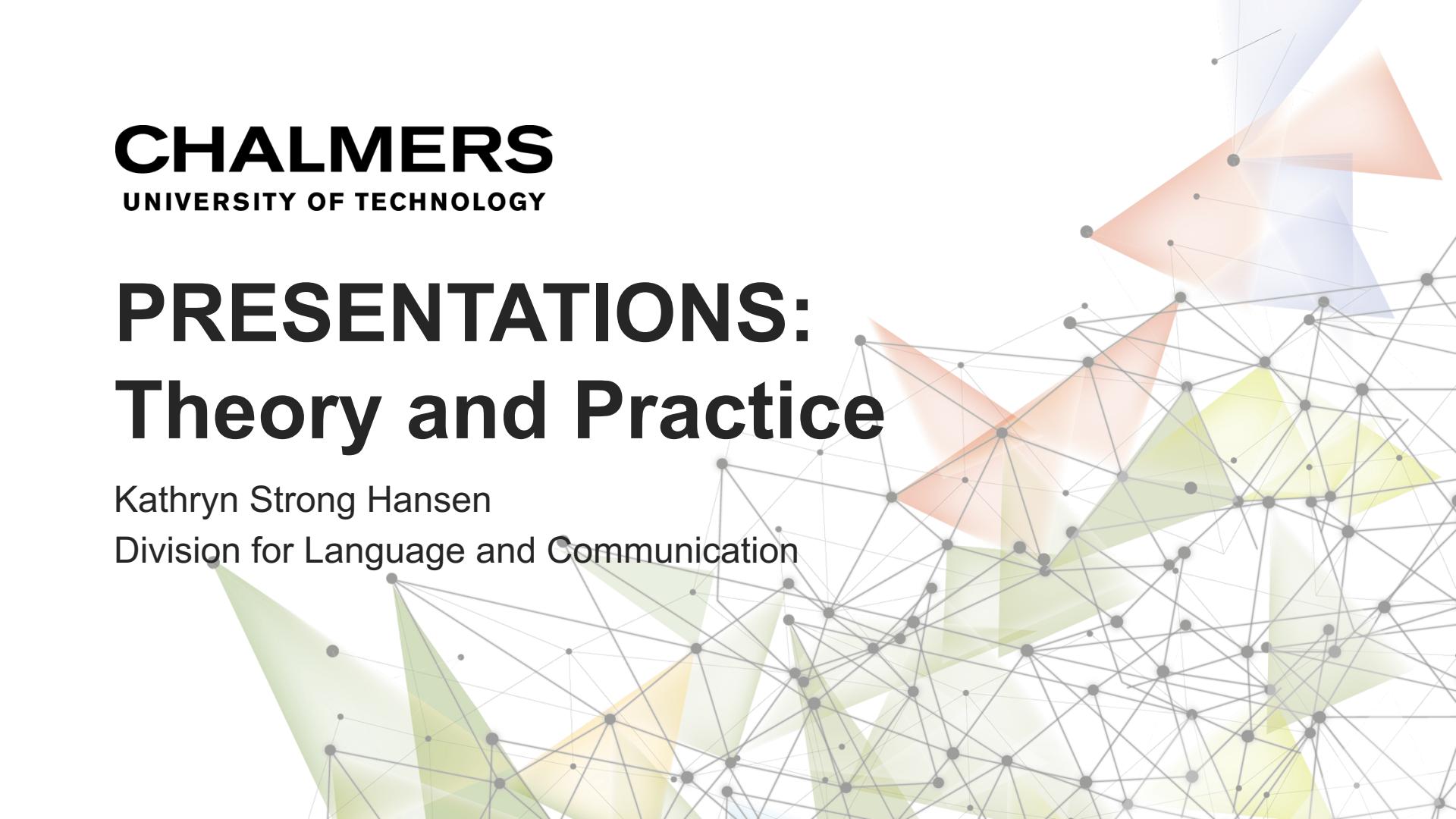


# PRESENTATIONS: Theory and Practice

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Division for Language and Communication



# TODAY'S AGENDA

- The rhetorical foundation of presentations
- The oral presentation
  - Be ready to go in breakout rooms!
- Visual design
- Rhetorical tools

Be ready to participate! There will be some questions for you to answer in the chat, and we will also have a short activity for you to complete!

# TECHNICAL ASSESSMENT INFORMATION

(slide 1 of 2)

## Assessment Criteria Oral Presentation - Technical Content Perspective

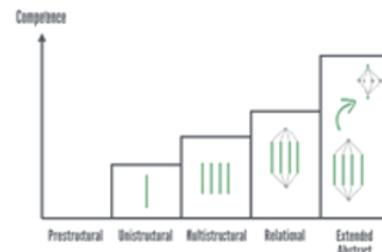
- Give background and motivate the importance of the field
- Present your system model(s)
- Present your studies
- Highlight your key findings
- Conclusions

John B. Biggs observed learning outcomes (SOLO) taxonomy will be used as input to the *technical assessment* of your demonstrated *technical* learning level.

# TECHNICAL ASSESSMENT INFORMATION

(slide 2 of 2)

## John B. Biggs Observed Learning Outcomes (SOLO) Taxonomy



- **Extended abstract** – The previous integrated whole may be conceptualised at a higher level of abstraction and generalised to a new topic or area.
- **Relational** – The different aspects have become integrated into a coherent whole. This level is what is normally meant by an adequate understanding of some topic.
- **Multi-structural** – The student's response focuses on several relevant aspects but they are treated independently and additively. Assessment of this level is primarily quantitative.
- **Uni-structural** – The student's response only focuses on one relevant aspect.
- **Pre-structural** – The task is not attacked appropriately; the student hasn't really understood the point and uses too simple a way of going about it.

Source: Wikipedia, [https://en.wikipedia.org/wiki/Structure\\_of\\_observed\\_learning\\_outcome](https://en.wikipedia.org/wiki/Structure_of_observed_learning_outcome)

# RHETORICAL FOUNDATION: AUDIENCE

“Speak to someone”

- Define the audience you are addressing
  - What does your audience expect?
  - How you build your presentation starts with the audience

# RHETORICAL FOUNDATION: KAIROS

“The occasion for the presentation”

- What is it you want to achieve with your presentation?
- Why are you giving the presentation?
  - Hint: “because it was assigned” is not the answer to this

# RHETORICAL FOUNDATION: DECORUM

“The style of the presentation”

- Adapt your presentation to the situation
  - Context dictates style
  - Different contexts require different presentations

# NECESSARY ITEMS

What you need to know before you start creating your presentation:

- Subject
- Purpose
- Audience
- Time limit
- Organization



# PRESENTATION BUILDING BLOCKS

## Opening



How might you grab the audience's attention?

Remember to introduce yourself aloud AND on a title slide

## Background



What does the audience need to know to understand your talk?

## Main body



This might be further divided into sections, but make links between sections clear.

## Conclusion

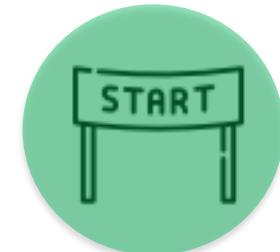


What memorable last line might you deliver? How can you let your audience know you are done in a clear, professional manner?

# OPENINGS

What works best for you, the content, and the audience?

- A An anecdote or a striking statistic?
- B A quick overview/summary?
- C Introducing yourself and your project by name?

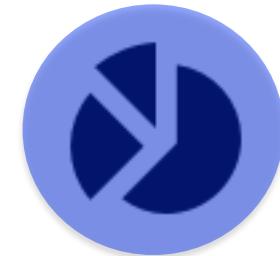


Your turn! In the chat box, type the letter of the opener that you think might work best for your upcoming presentation.

# SECTIONS

How will you divide the talk?

- One person per section?
- Back and forth, so that each person speaks several times?



How will you hand off between presenters?

- Using verbal cues (e.g. "... and now Joakim will tell you about our methods")?
- Without verbal cues (e.g. with every presenter knowing the last line of the previous presenter)?

# CONCLUSIONS

How can you end strongly?

- A memorable last line?
- A short overview/summary?
- A brief ending, like “thank you for your time”?



What to avoid:

- Sudden endings (e.g. “That’s it,” “I’m done”)
- Uncertain endings, or finishing such that your audience is not certain whether to applaud

# PRESENTATIONS: WORKING IN GROUPS

## Planning:

- Each group member should have clearly defined tasks
  - Set deadlines
  - Communicate regularly
    - Notify your partners early if there are problems
- Aim for each person to speak for similar spans of time
- Think about consistency of information and slide formatting



# PRESENTATIONS: WORKING IN GROUPS

## Creating:

- Make sure that all team members know the plan
- Work on consistency of information and slide formatting
  - Keep all contributors consistent regarding:
    - Color scheme, font choice, backgrounds
    - Amount of text per slide
    - Amount of time per presenter



# PRESENTATIONS: WORKING IN GROUPS

## Presenting:

- The first speaker should introduce everyone in the group (including him- or herself)
- Aim to have everyone know how the person before them will finish his or her portion(s) of the presentation to ensure smooth hand-offs
- The final speaker will, of course, conclude the entire presentation



## ONLINE TIP

- Have each person scheduled for one piece, not back and forth (easier to do that in person, harder to do that online)

# DELIVERY

Remember to keep an even pace and adjust your volume

Some other elements to consider:

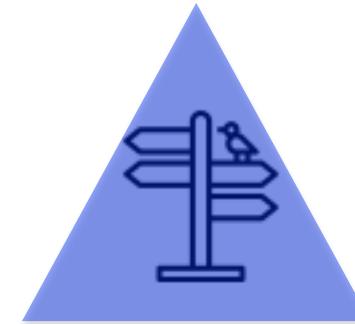
- Vocabulary
- Register
- Tone
- Signposting



# DELIVERY

## Signposting

- Transitioning between partners
  - Elias will now explain ...
- Indicates what is to come
  - Next, moving on to step three ...
- Referring back to what came before
  - As Linnea said earlier ... , Comparing this to our previous sample ...
- Also: adding new information to old, restating/repeating, signaling an ending



# DELIVERY

Hints for using notes on paper

- Use keywords rather than a “script”
- Use a large font for easier readability
- Color code (to make it harder to lose your place)
- Reading from a phone can be challenging



# DELIVERY: NOTES

If you usually use the notes within Powerpoint, know that this is **not feasible** with virtual presentations/Zoom screen sharing

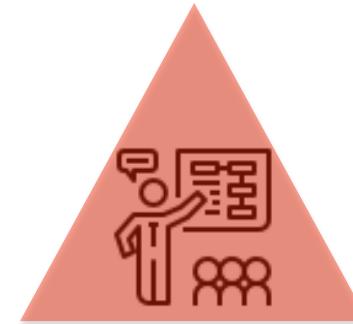


I have added a separate set of Powerpoint slides to Canvas on using that function for your reference when live presentations are again possible.

# DELIVERY

## Non-verbal elements

- Eye contact
- Using notes sparingly (or not at all)
- Facial expressions
- Gesturing, including pointing to slides



## Adapting for online

- Vocal inflection (emphasis, emotion)
- Using notes strategically (use keywords, not a script)
- Use elements on the slides to highlight/direct attention (more on this soon)

# DELIVERY

## Intonation

- Word stress
- Emphasis
- Pauses



Need pronunciation help? Use the pronunciation feature in online dictionaries.

Quick self-quiz! How should this word be pronounced: “[parameters](#)”?

# PRACTICE!

I will place you in breakout rooms for about 10 minutes.

Go in alphabetical order by first names. Take turns reading the script below (take a picture of this screen now, before you go into the breakout rooms). You will be practicing speaking with inflection in an online setting:

“Compared to previous generations, 5G is expected to provide more capacity, and support better quality and lower latency. 5G will be an efficient way to meet the demand for increased mobile bandwidth as well as enabling new applications such as mission critical control, and infinitely many connected devices.”

Source: KTH



# PRACTICE!



What was difficult? Were there pronunciation issues?  
Was reading from a script hard? Were the sentences too long to read easily?

“Compared to previous generations, 5G is expected to provide more capacity, and support better quality and lower latency. 5G will be an efficient way to meet the demand for increased mobile bandwidth as well as enabling new applications such as mission critical control, and infinitely many connected devices.”

Source: KTH

# PRESENTATION VISUALS

Why use visuals?

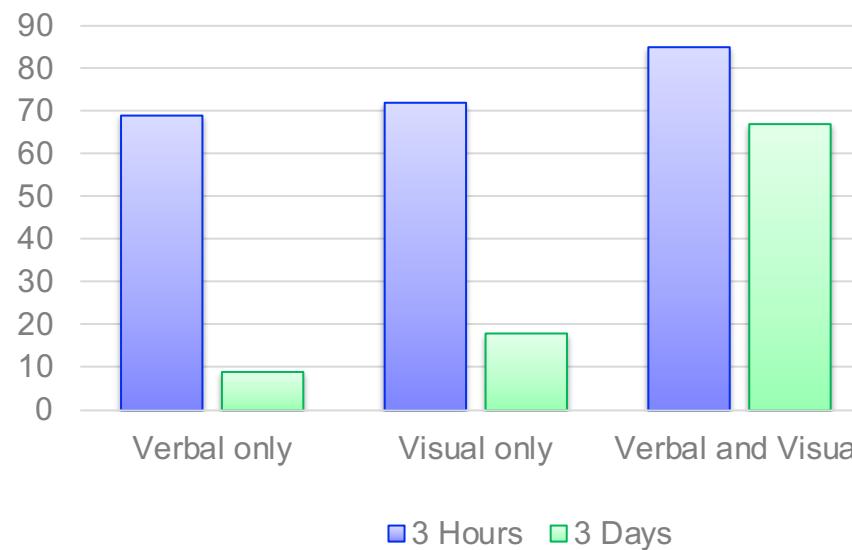
- Introduce yourself and topic
- Visualize concepts and ideas
- Create interest
- Reinforce ideas
- Remind audience of points
- Remember to highlight and explain – in particular if you have a figure, diagram, table, or other graphic that requires data commentary



# PRESENTATION VISUALS

Important component of  
communicating your  
ideas/message

How long do audiences remember?



After Allyn & Bacon

# PRESENTATION VISUALS

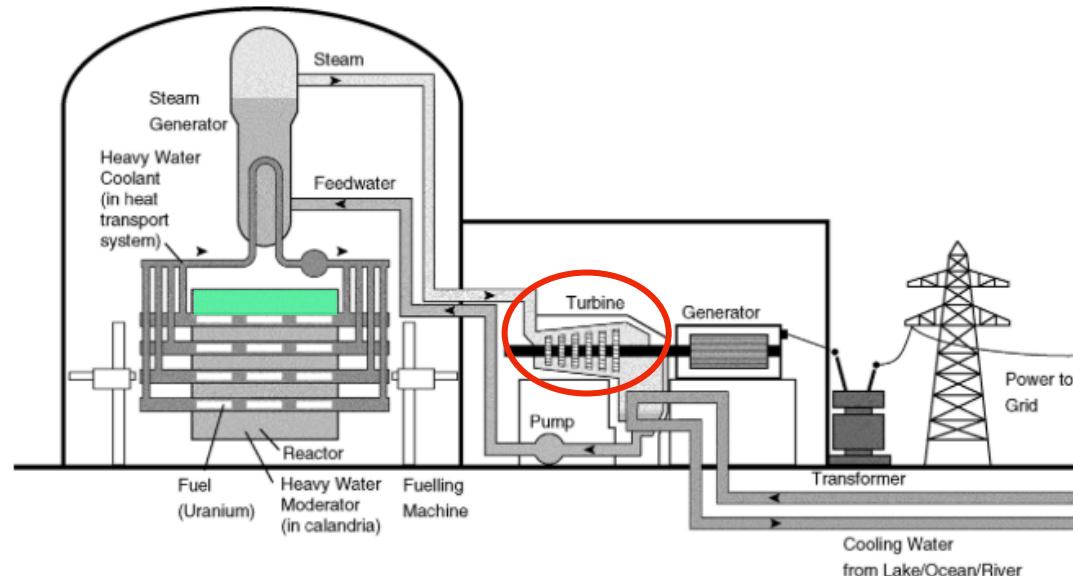
Less is more

- If you have more than 1 visual for each minute you are speaking, that is likely to be too much
- When audiences view visuals, they may have difficulty focusing on what you are saying

# COMMON PROBLEMS WITH VISUALS

Problem: Diagrams/other figures that contain too much information

- Use **color** or **shapes** to draw attention

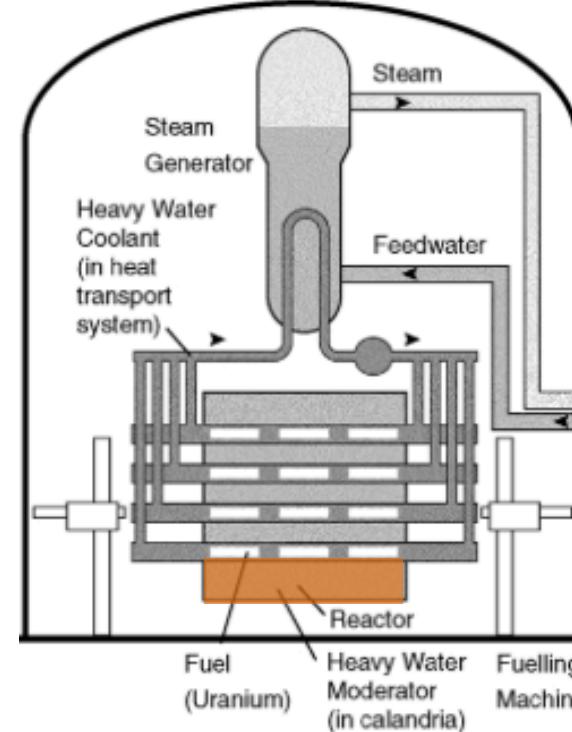


Source: UNENE, *The Essential CANDU*. Bill Garland, ed. 2017.

# COMMON PROBLEMS WITH VISUALS

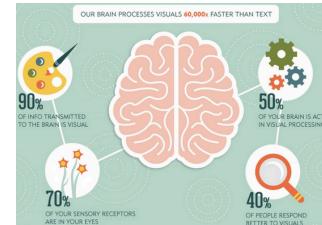
Problem: Diagrams/other figures that contain too much information

- Show one section at a time of a complex image OR show only part of a complex image
- Can also use **highlighting**



Source: UNENE, *The Essential CANDU*. Bill Garland, ed. 2017.

# COMMON PROBLEMS WITH VISUALS



Problem: Visual not sized properly

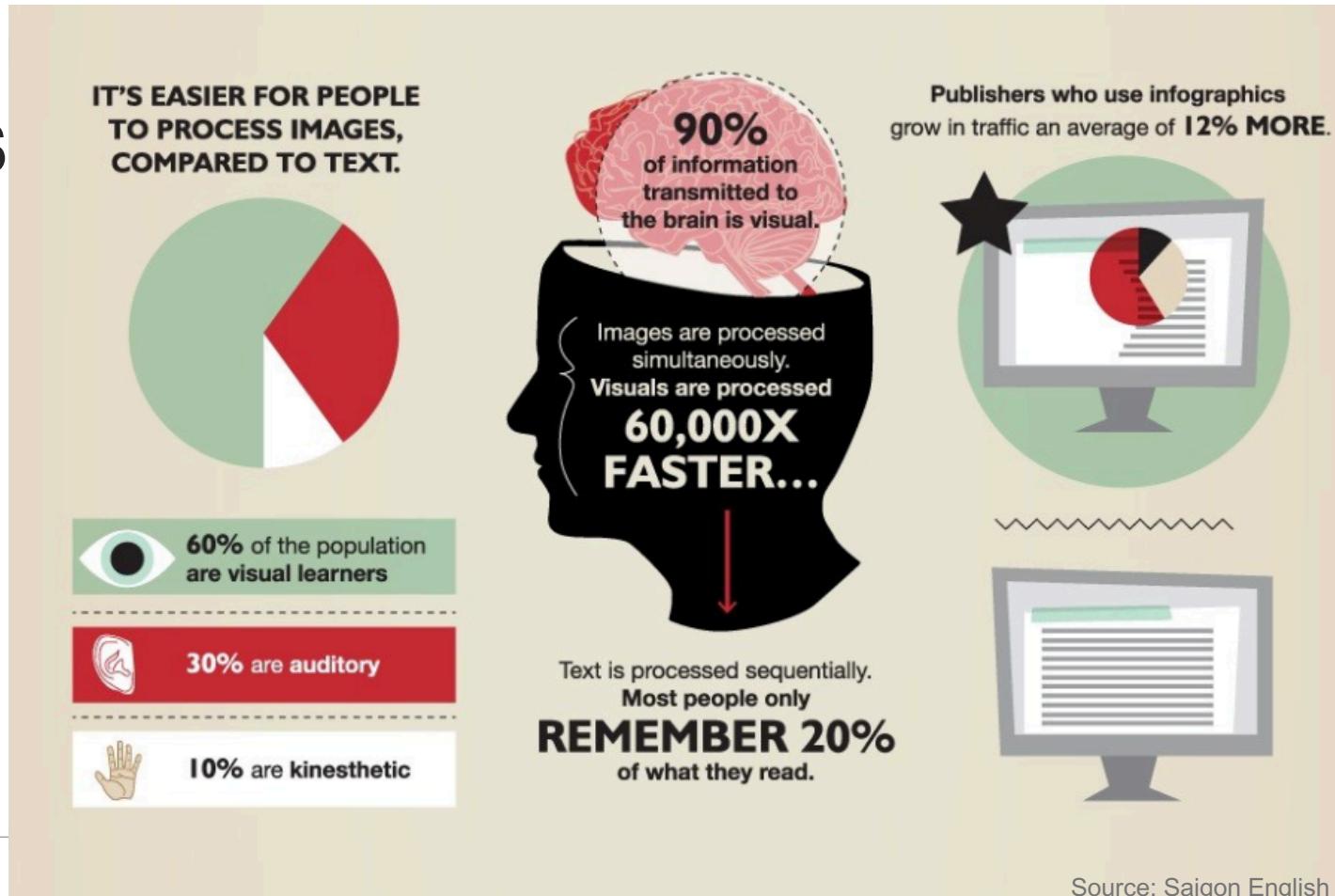
- Make sure the image is big enough for the audience to see/read
- When presenting in person, check by testing in the room in which you will present, seating yourself as far from the screen as possible

Source: The Next Web

# COMMON PROBLEMS

Slides without titles

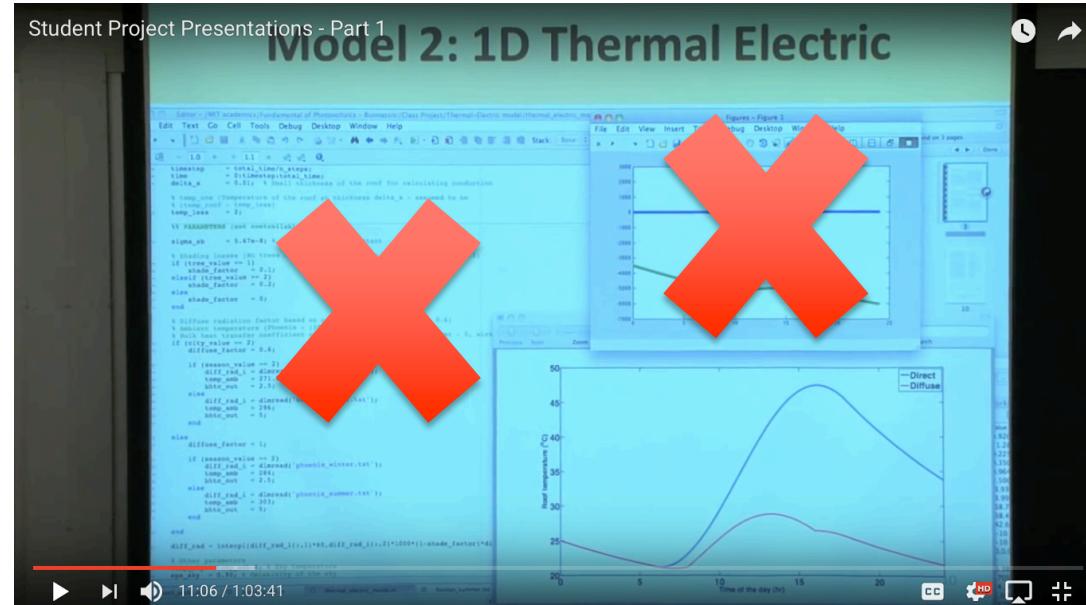
- Include a title for every slide
- This helps audience understand the purpose of your visuals



# COMMON PROBLEMS WITH VISUALS

Too many figures at once

- Only show what you are currently talking about
- One figure at a time  
**UNLESS** you are comparing 2 figures

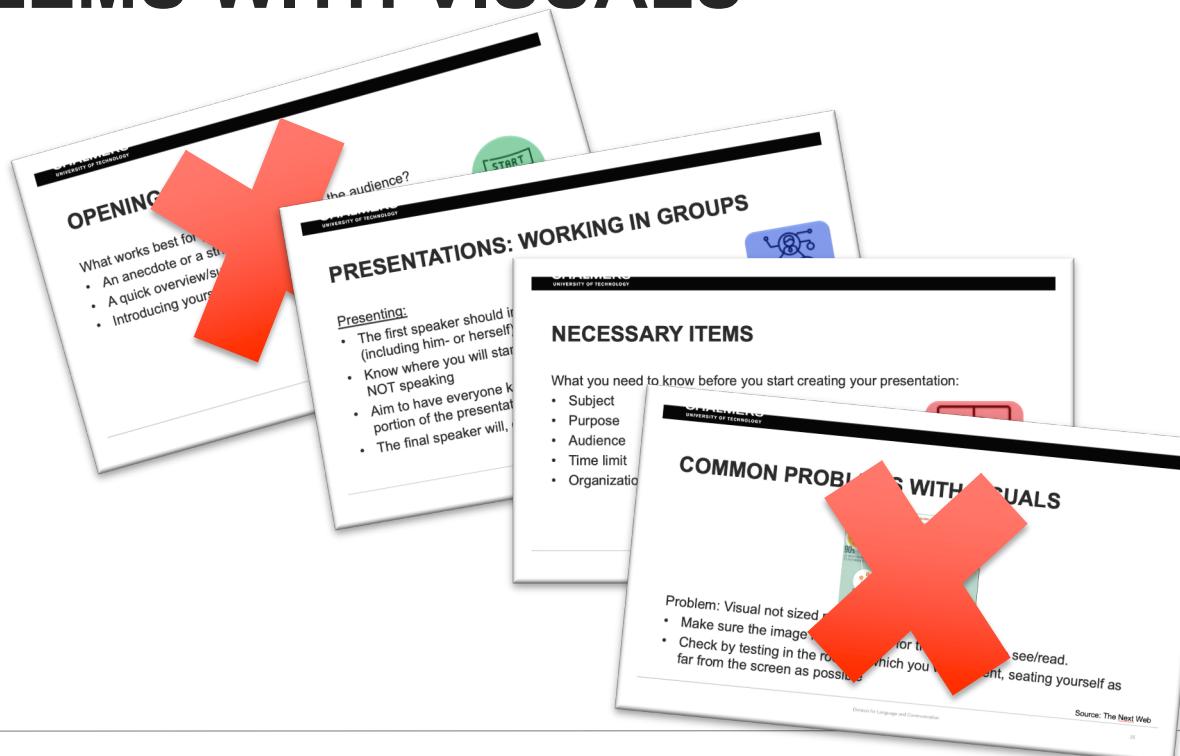


Source: MIT

# COMMON PROBLEMS WITH VISUALS

Problem: Having too many visuals for the presentation

- Plan for some slides to be “extra” – good information to add detail (or to help in a Q & A), but slides that can be skipped if time runs short



# CHOICES WITH VISUALS

READING ON A SCREEN CAN BE QUITE DIFFICULT. HOWEVER, BY MIXING UPPER AND LOWER CASE LETTERS, THE TEXT IS MOCH EASIER TO READ. DON'T YOU AGREE?

Reading on a screen can be quite difficult. However, by mixing upper and lower case letters, the text is much easier to read. Don't you agree?

Note: PowerPoint does not spell-check text written in all capital letters.

# CHOICES WITH VISUALS

This is Arial 6 point

This is Arial 8 point

This is Arial 12 point

This is Arial 18 point

This is Arial 24 point

This is Arial 36 point

This is Arial 54 point

# CHOICES WITH VISUALS

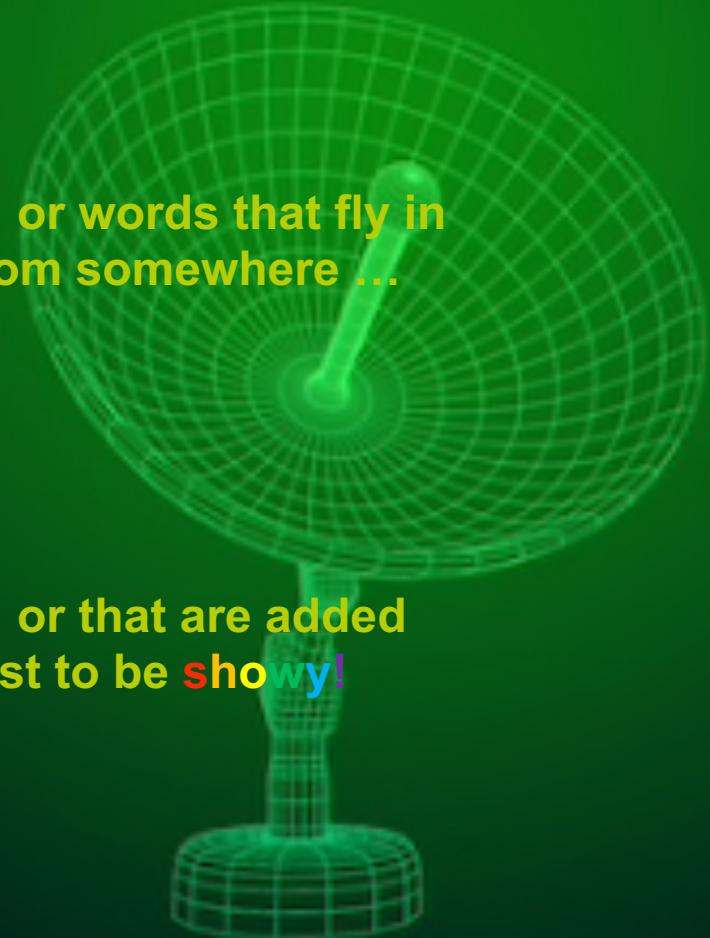
Colors and backgrounds can be distracting

*SO CAN EFFECTS...*

... and things that move around too much ...

... or words that fly in from somewhere ...

... or that are added just to be showy!



# CHOICES WITH VISUALS

The fonts you choose will have an  
**impact!**

*What impression do you want to make?*

-Choose your fonts CAREFULLY

... and make sure the font is installed!

# RHETORICAL TOOLS

Rhetorical appeals that you should keep in mind and use strategically

- Logos
- Pathos
- Ethos



# RHETORICAL APPEAL: LOGOS

“Appeal to reason”



- Evokes a rational, cognitive, logical response
- Facts, statistics, proof
- Objective

# RHETORICAL APPEAL: ETHOS

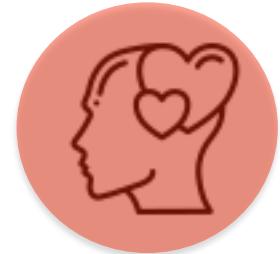
“Establishing the speaker”



- Evokes a response of trust, respect
- Establishing your persona as a professional/scholar
- Character

# RHETORICAL APPEAL: PATHOS

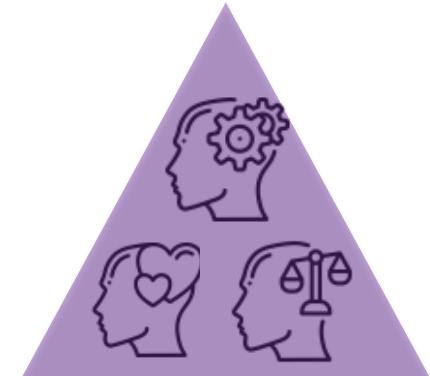
“Appeal to emotion”



- Evokes an emotional response
- Figurative language, emotionally loaded language
- Subjective

# RHETORICAL APPEALS

- Good to use a mixture
- Too many dry facts without context will not persuade
- Too much emotion without facts will seem flimsy
- Too few references will undermine your ethos



# VIRTUAL PRESENTATIONS

When presenting online, instead of delivering a talk in person, remember:

- Your audience cannot see you, just your slides
  - The sound of your voice must convey what your facial expressions would have
- Reading your notes will sound tired/bored
- Instead of writing out every word, use notes that only have the main keywords (and possibly a few phrases you want to remember)
- Do not simply read each bullet point on a slide
- Transition words to show how ideas/slides connect are even more important than in-person presentations.

# VIRTUAL PRESENTATIONS: YOUR TURN



You have attended many Zoom presentations. What are some of the not-so-successful elements that you have noticed?

Write your answers in the chat.

# PLANNING CHECKLIST

- What is my purpose?
- How will I structure my information?
- How will I open/close my presentation?
- Which visuals will I use?
- Can I keep to the time?
- Have we ensured that all group members have unified sections of the talk?



# USE THE CRITERIA

	Structure	Visuals	General Impression	Contact with Audience (Ind)
Excellent	<p><b>Organization:</b> Clear, logical; presented at start</p> <p><b>Parts:</b> Thorough introduction that points purpose; conclusion sums up and points back to intro</p> <p><b>Linking:</b> used smoothly throughout presentation to enhance understanding</p>	<p><b>Design:</b> clear and uniform; very easy to read and follow</p> <p><b>Aid:</b> clearly support presentation and enhance audience understanding</p> <p><b>Content:</b> clearly illustrate and reinforce content</p>	<p><b>Group Impression:</b> professional and well-prepared; excellent command of content</p> <p><b>Timing:</b> within time limit</p>	<p><b>Style:</b> spoken language used; well-adjusted to situation and audience</p> <p><b>Slides:</b> used effectively to enhance audience understanding</p> <p><b>Notes:</b> limited reliance on notes</p>
Good	<p><b>Organization:</b> generally clear; presented at start</p> <p><b>Parts:</b> clear introduction and conclusion</p> <p><b>Linking:</b> used throughout presentation</p>	<p><b>Design:</b> clear and uniform in general; easy to read and follow</p> <p><b>Aid:</b> support presentation and informative</p> <p><b>Content:</b> illustrate and support content</p>	<p><b>Group Impression:</b> professional and prepared; good command of content</p> <p><b>Timing:</b> within - 1 minute of time limit</p>	<p><b>Style:</b> spoken language used on the whole; adjusted to situation and audience</p> <p><b>Slides:</b> used effectively on the whole</p> <p><b>Notes:</b> used occasionally but use does not interfere with delivery</p>
Satisfactory	<p><b>Organization:</b> generally easy to follow</p> <p><b>Parts:</b> brief introduction and conclusion present</p> <p><b>Linking:</b> used occasionally</p>	<p><b>Design:</b> generally easy to read but not always uniform</p> <p><b>Aid:</b> informative in general</p> <p><b>Content:</b> informative in general</p>	<p><b>Group Impression:</b> prepared on the whole; comfortable with content</p> <p><b>Timing:</b> within -2 minutes of time limit</p>	<p><b>Style:</b> spoken language used on the whole though style might not be consistent or adjusted to situation or audience</p> <p><b>Slides:</b> referred to</p> <p><b>Notes:</b> support individual presenter but eye contact is still made</p>
Inadequate	Difficulties following presentation because of lack of clear structure	Visuals are present but not informative and are difficult to read or follow at times, or visuals are not present.	Group is clearly unprepared such that it disturbs communication. Timing is much too short or you were cut off at time.	Style is inappropriate for the situation. Heavy dependence on or reading aloud from notes.

# IN SUMMARY

## Know your subject

*-speak, do not recite*

## Know your audience

*-adapt your presentation*

## Emphasize logical structure

*-organization is essential for clarity*

## Have an enthusiastic approach

*-you must want to tell the audience something*





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