**Week 4 (Oral Presentation)**

**This lesson covers:**

**1. Types of speeches**

**2. Knowing your audience**

**3. Choosing a topic**

**4. Planning and organising content**

**5. Transition markers/ Sign Posts**



a) Think about the different types of presentations you have done previously? Share your experience with your classmates.

b) What are the advantages of oral communication?

c) What are the disadvantages of oral communication?



Presentation skills are essential in every field. Hence, presenting information effectively is the key expertise in getting your message or opinion to the audience.

**Steps in Preparing an Oral Presentation\**











**1. Types of Speeches**

In general, speeches can be categorised based on **TWO** main concepts.

a) Informative Speech

b) Persuasive Speech

**2. Knowing your Audience**

- An audience analysis should be performed to learn more about the audience to whom you are going to deliver your presentation.

- You should obtain some information about your audience such as their age group, gender, backgrounds, values and interests to gauge their expectations from your presentation.

- This will not only help you to have a common ground with the audience but also help you to choose a topic that is of interest to them.

**3. Choosing a Topic**

- You should select a topic that interests both the audience and yourself.

- Choosing a topic involves the following stages:

* Brainstorm possible topics

Brainstorm as many topics as you can based on your audience analysis.

* Narrow down a list of possible topics- Go through the list and strike out those that are irrelevant and inappropriate for your target audience. Select the most appropriate topic for your presentation.

**4. Planning and Organising Content**

- Your presentation should follow a simple and logical structure to outline the points you intend to cover. If you have organised your speech well, the listeners will be able to follow your thoughts easily and the speech will be well received.

- The key foundation of a speech has three main parts:

| **The Introduction** | * The speaker must get the audience’ attention, indicate the purpose of the speech, establish credibility and share the preview of the main points. * The four aspects listed below can be used to plan the introduction:   **a) Attention Getter**  - Begin your speech creatively and interestingly  **b) Reveal Topic**  - State your purpose and topic clearly  **c) Establish Credibility**  - Tell your audience the importance of your speech  **d)Preview of Main Ideas**  - Provide your audience a preview of speech |
| --- | --- |
| **The Body**  **(Content)** | * There should be at least **THREE main ideas**. * Each main idea should be supported with sufficient supporting details and appropriate examples. * The main points and supporting details should be organised systematically and clearly, with **good transition.** |
| **The Conclusion** | * The ending of the speech consists of a **review and brief summary** of the main points. * Provide a **concluding statement** to leave your audience with a memorable ending. |

**Attention Getter**

- A reference to a good introduction captures an audience’s attention. Hence, a speaker should begin the speech by employing an attention getter as a device to capture the attention of the audience right from the start.

-There are a number of different attention getters that work well in gaining the audience’s attention:

a) Shocking statement

b) Startling statistics

c) Reference to a recent news event

d) Quotation

e) Personal experience

f) An anecdote or a story

g) Humour

h) Proverb or saying

i) A series of rhetorical questions

**Example:**

**Attention Getter (A series of rhetorical questions)**

| How many of you here choose the field of your study to earn more money? How many of you feel that money is your only motivation to work? Do you honestly think that money alone will bring you job satisfaction? |
| --- |

**Basic Outline Format**

This is a basic outline format that can be used in preparing your oral presentation.

* 1. Preface the outline
* List the chosen topic, general purpose, specific purpose and the thesis statement on top of your outline to help you keep track of the points.

b) List the main points and elaborations systematically

* List the elaborations (sub-points) in complete sentences to make the flow of the speech smooth.
* Balance the number of sub-points for each main idea. If one of the main ideas happened to have lesser elaborations, re-examine it.
* Below is an example of a consistent system:

| **1.1 First main point**  **1.1.1 First sub-point**  **1.1.1.1 First sub-sub- point**  **1.1.1.2 Second sub-sub-point**  **1.1.2 Second sub-point**  **1.1.2.1 First sub-sub- point**  **1.1.2.2 Second sub-sub-point**  **1.2 Second main point** |
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c) Include transition markers/ signposts

* Transition markers are words that help you to connect your ideas logically and establish between the ideas effectively.

d) List references

* Include all of the references for the points and supporting materials of the speech.

**Sample of Speech Outline**

| **Name:**  **Topic:**  **Specific Purpose:** | **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |
| --- | --- |
| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |
| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |
| **1. Introduction** |  |
| a. Attention Getter:  b. Reveal Topic:  c. Establish Credibility:  d. Preview of Main Points:  e. Transition: | **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |
| **2. Body** |  |
| a. Main Point 1: | **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |
| Supporting Details: | **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |
| Examples: | **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |
| Transition: | **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |
|  |
| b. Main Point 2: |
| Supporting Details: | **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |
| Examples: | **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |
| Transition: | **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |
| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |
| b. Main Point 3: |
| Supporting Details: | **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |
| Examples: | **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |
| Transition: | **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |
|  |
| **3. Conclusion** |
| a.Summary of Main Points: | **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |
| b. Concluding Statement /  Call for Action: | **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |
| **List of References:** |  |

**Example of a Speech Outline**

| **Name:**  **Topic:**  **Specific Purpose:** | Alam Hasbullah  Benefits of Exercising  To persuade audience to do exercising |
| --- | --- |
| **1. Introduction** |  |
| **a. Attention Getter:**  **b. Reveal Topic:**  **c.Establish Credibility:**  **d. Preview of Main Points:**  **e. Transition:** | Have you maintained a healthy weight? Or have you found yourselves falling into the category like so many Malaysians today? How do you see yourselves in the next 10 or 20 years?  I would like to talk about the benefits of exercising.  Exercising is one of the most significant things in life for one to lead a healthy lifestyle. As stated in WHO statistics, Malaysia’s number one killer is heart disease. Besides, more than 2.1 billion people in the world are categorised as obese and overweight and Malaysia has been rated as the highest among Asian countries. So, exercising will not only reduce the risk of having health issues but also improve the overall appearance of a person.  The three major benefits of exercising are:   1. Maintaining a healthy weight; 2. improving muscle strength; and 3. improving brain function   First, let me tell you the most beneficial reason of exercising. |
| **2. Body** |  |
| **a. Main Point 1:** | Exercise helps you to maintain a healthy weight.   1. Calories can be burned during your workout period. 2. Muscles in your body will develop and increase the metabolic rate of your body. 3. Your self-esteem and confidence level can be boosted by losing weight and looking healthier physically.   According to Centres of Disease Control and Prevention, one can burn approximately 510 calories per hour by swimming and 590 calories per hour by running or jogging.  Let’s move on to my next point, improving muscle strength.  Exercise helps to improve your muscle strength. |
| **Supporting**  **Details :** |
| **Examples:** |
| **Transition:** |
| **b. Main Point 2:** |
| **Supporting**  **Details:** | 1. Your muscles will get stronger and your joints, tendons and ligaments will become flexible, allowing you to move easily and protecting you from injuries. 2. Strong muscles and ligaments reduce the risk of joint and lower back pain, thus keeping the joints in proper alignment. 3. The coordination and balance of your body will also improve.   For instance, developing simple habits such as skipping the elevator and taking the stairs, walk instead of driving can improve your muscular endurance.  Finally, I will tell you about how exercises improve your brain function.  Exercise helps you to improve your brain function. |
| **Examples:** |
| **Transition:** |
| **b. Main Point 3:** |
| **Supporting**  **Details:** | 1. You receive oxygen and nutrients by doing exercises. 2. The blood flow will be balanced and it increases your brain power to work with a fresh mind. 3. It has the power to lower your stress level.   A study from the International Journal of Workplace Health Management states that people who exercised during their workday tend to be 23 percent more productive compared to the days they did not exercise.  So, let me sum up the benefits of exercising. |
| **Examples:** |
| **Transition:** |
| **3. Conclusion** |
| **a. Summary of**  **Main Points:** | In conclusion, exercising helps you to keep a healthy weight, develop muscle strength and promotes brain function.    Hence, you should get into the habit of exercising regularly as it is the best “medicine” you can prescribe to yourselves. I hope I have encouraged you to become active physically. Life is full of choices and I urge you to make fitness as your priority. Why wait for tomorrow? Start today! |
| **b. Concluding**  **Statement / Call**  **for Action:** |
| **References** | | 1. | Division of Nutrition, Physical Activity and Obesity, National Centre for Chronic Disease Prevention and Health Promotion. (2015). *Physical Activity for a Healthy Weight.* Retrieved January 12, 2017, from <https://www.cdc.gov/healthyweight/physical_activity/> | | --- | --- | | 2. | Karen, A. (2015). *How Exercise Boosts Your Brainpower.* Retrieved January 12, 2017, from http://www.active.com/fitness/articles/how-exercise-boost-your-brainpower | |