**Week 6 (Oral Presentation)**

**This lesson covers:**

**1. Informative Speech**

**2. Persuasive Speech**

**3. Group Presentation**



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

b) What is your favourite type of speech?

c) What are the advantages of group discussions?

**1. Informative Speech**

* Informative Speech only has ONE goal- TO INFORM.
* According to Coopman (2015), in informative speech, the potential speakers want to raise awareness, increase knowledge and/or deepen understanding about a topic while hoping for the audience to learn something from them.
* The speakers want the ideas conveyed to be absorbed and received by the audience as much as possible.
* The foundation of informative speech consists in providing basic introductory facts (who, what, where, when and how), defining technical jargons as clear as possible, giving vivid and detailed explanations as well as descriptors. Besides, it also provides bridges and links to audience’s existing knowledge to the information the speakers want to relay.
* Examples of informative speech topics: Test Tube Baby, Managing Stress, Healthy Diet, World War II
* There are several categories of informative speech. They include:

| **Categories** | Details |
| --- | --- |
| **1. Demonstration and Instruction** | * Speakers show and explain how to do a process or how to use an item in detail * For instance, how to installing a machine, operating an item |
| **2. Description** | * Speakers observe the subject matter carefully, then look for the details such as look, smell, feel or taste before describing it to the audience. * For instance, describing the outlook of a laptop |
| **3. Report** | * Speakers investigate and gather answers to possible questions on the chosen issues. * For instance, reporting about famous people (Steve Jobs, Jack Ma) or about issues (modern farming, hybrid cars) |
| **4. Explanation** | * Speakers give the speech in order to teach. * Typical methods employed in this type of informative speech: defining terminologies and providing explanations. * For instance, lecture on public speaking skills |

| Tips to Enhance Audience’s Understanding |
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| * Provide information that can be used immediately * Actively involve listeners in the learning process * Connect listeners’ life experiences with new information * Make new information relevant to listeners’ needs * Help listeners solve their problems |

**2. Persuasive Speech**

* A speech given to the audience with the intention of influencing listeners to agree with a particular point of view, opinion or fact.
* Aristotle, the well-known Greek philosopher coined the three key ingredients to a successful persuasive speech. They include:



* Including these three elements in a speech will help you deliver a more convincing presentation that will win your audience over.
* There are several categories of persuasive speech. They include:

| Categories | Details |
| --- | --- |
| **1. Factual Persuasive Speech** | * This speech is based on the truth, and is always backed by concrete evidence * It persuades the audience as to whether something happened or did not happen’ * It can also include claims about existence, causations or predictions * The persuasiveness of the speech strongly depends on the speakers’ ability to present impactful and concrete evidence * Speakers can use facts, statistics, examples, testimony, definitions, or even narrations as supporting evidence * Whenever you choose to do a factual persuasive speech, always ask yourself- would someone in the audience think that this claim is false? Find the evidence to support your claim. * The ONLY purpose of this speech- to make the audience agree with about a specific subject matter you have chosen |
| 2. **Value Persuasive Speech** | * This speech questions the moral or ethical aspect of an issue (whether something is right or wrong) * The specific purpose of this speech must be clearly revealed. The speakers are expected to include a call for action whenever possible * This would ensure that your stand is clear and your audience will know exactly what you think after listening to the speech. * Speakers should consider questions such as i) what types of supporting materials will convince the audience; ii) what their reactions would likely be; and iii) what the audience will think or do after the speech |
| **3. Policy Persuasive Speech** | * It is a given speech to given audience to either support or reject a policy, rule, or candidate. * It always argues about the need or the plan for taking action. It also relates to problems and solutions, assessed by the terms should and would. * It often includes a call for action where the speakers urge the audience to engage in a specific behaviour. |

* Examples of persuasive speech topics: Stop Dangerous Dieting, Biometric Identification: Friend or Foe? , The Truth Behind Virtual Reality

**3. Group Presentations**

* A group discussion refers to a group of people meeting to exchange and evaluate others’ opinions, ideas and information for a variety of reasons, such as to better understand an issue or to solve a problem (Dale and Wolf, 2000, p.111).
* Hence, it is a two-way communication in which we express our ideas and opinions and, at the same time, listen to others’ ideas and opinions for mutual understanding.
* In certain academic and business situations, it is more valuable to deliver a group presentation than a solo one. Many people prefer group presentations because there is less pressure on the individual. However, there are also unique challenges, such as having to ensure multiple individuals collaborate in order to produce a cohesive piece of work.

**Preparing for the group presentation**

* As with any presentation, there is a significant amount of work during the preparation stage. The group must be well organised because there are multiple individuals, and therefore multiple personalities involved.

**a) Presentation moderator**

To assist with organisation, the group should first decide on a presentation moderator - this is essentially the "leader". The presentation moderator can have the final say when decision-making is needed and, during the Q&A portion of the presentation, can decide which speakers will answer certain questions.

**b) Understanding the audience**

To make your presentation engaging you need to think about the audience so you can tailor it towards their needs. How much will the audience already know about this topic? What will they want to get from this presentation?

For example, if you are presenting the topic of building a bridge to a group of civil engineers, you can confidently use technical language. However, if you are presenting to secondary school students, you would need to use simpler language and not explain the methods in as much detail.

**c) The presentation's purpose**

As a group, ensure you agree on the purpose of the presentation so that you all understand the message that needs to be conveyed e.g. "We want to find out which treatment works best for social anxiety." Deciding on your message means that the group can start building key points around this - just keep in mind that each subtopic must contribute to the presentation's aim.

**d) Divide the presentation**

The presentation needs to be divided into main areas so there is a clear beginning, middle and end. This is where you can decide on the order of the subtopics. Presentations usually follow this structure:

**1. Introduction:**

It is useful to agree on the first minute of the presentation as a team. This is because the audience should be interested from the start and convinced to listen.

The presentation's aims are also discussed and an overview of the presentation's structure is provided.

For example:

| **"We set out to explore the effectiveness of different treatments for social anxiety. We will first cover the symptoms and prevalence of social anxiety, before explaining the different treatments. This will then lead into a discussion about the pros and cons of each treatment route. Finally, we will explain which treatment route we decided was the most effective for this disorder."** |
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**2. One or two middle sections:**

These sections consist of providing the information that addresses your presentation's aim.There can be more of these sections depending on your topic.

**3. Conclusion:**

After summarising all of the key points, there must be a clear conclusion. It is beneficial to appoint the conclusion to the best speaker as this is where all the information is pooled together.

After segmenting the presentation, a time sequence can be created so the group understands the order in which tasks must be completed. It is important to set deadlines for this.

**e) Share responsibility**

A frequent problem when working within a group is unequal participation as this can subsequently cause disharmony. But this is easily avoidable by assigning each speaker a section of the presentation to work on depending on their interests. This means that each speaker should be doing the research for their section and putting together a speech and slides (if being used)

**Tips:**

| * I**t is important to specify exactly what each group member should be doing with their roles** * **Make sure the length of time per speaker is agreed on** * **Do not change speakers more than necessary because this can reduce the coherency of the presentation** * **Build the presentation together** * **For an audience to follow and enjoy a presentation, it must flow** * **together.Meeting up and building the presentation helps with this because:**  1. **This prevents the duplication of content.** 2. **You can put the slides together, although only one individual should be responsible for merging the slides so there is consistency within the presentation.** 3. **It is useful to receive feedback on the speeches before presenting to an audience.** 4. **The team can agree on any edits.** 5. **The team can agree on the conclusion.** 6. **You can make sure that each speaker will talk for the same amount of time and cover a similar amount of information.** 7. **The team can come up with the first minute of the presentation together.**  * **Each speaker must know what the other group members will say as this prevents repetition and it may be useful to refer to a previous speaker to assist in explaining your own section.** * **Also, if a team member is unable to attend on the day it will be easier to find cover within the group.** |
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**f) Write and practice transitions**

Clean transitioning between speakers can also assist in producing a presentation that flows well. One way of doing this is:

* Briefly recap on what you covered in your section: "So that was a brief introduction on what social anxiety is and how it can affect somebody"
* Introduce the next speaker in the team and explain what they will discuss: "Now Sarah will talk about the prevalence of social anxiety."
* Then end by looking at the next speaker, gesturing towards them and saying their name: "Sarah".
* The next speaker should acknowledge this with a quick: "Thank you Nick."

From this example you can see how the different sections of the presentations link which makes it easier for the audience to follow and remain engaged.

**During the group presentation**

* **Introducing the team**

The presentation should begin with the presentation moderator introducing the team. This is smoother than each individual presenting themselves.

* **Pay attention to the presentation**

You may feel nervous as you wait for your turn to speak but try to listen to the presentation. The audience is able to see the whole team so it is important that you look interested in what is being said and react to it, even if you have heard it multiple times.

**Questions and answer session**

* The questions and answers session after the main presentation can be a source of anxiety as it is often difficult to predict what questions will be asked. But working within a group setting means that individually you do not have to know everything about the topic.
* When an audience member asks a question, the presentation moderator can refer a speaker who has the relevant knowledge to provide an answer. This avoids any hesitant pauses.
* If you are answering group presentation questions:

| * **Pause before answering- take the time to gather your thoughts and think about your answer** * **Make sure you answer the question- sometimes you may start providing more information than necessary. Keeping answers as concise as possible will help with this.** * **Ask the questioner for clarification if you do not understand- it's better to ask rather than answering in a way that does not address the question.** * **You're not expected to know everything- challenging questions will emerge and if you do not know the answer you can respond with: "That's a really good question, I'm not certain so let me look into that.** |
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**Ending the presentation**

* A good ending usually consists of the presentation moderator thanking the audience. If there is another group afterwards they should transition to the next group.