

PRESENTATION TYPE

Presentation is an activity in which an individual or a group share their ideas, emotions, feelings, message & information to the audience. A presentation have three basic motives.

- To inform
- To educate
- To persuade

(i) INFORMATIVE PRESENTATION -

This presentation is highly used or applicable to news & media house. The presenter first collect lots of information, data & facts & then convert it into a presentation. Informative presentations are impersonal & unbiased which means they are impartial in nature. for example - news, bulletin, editorials, etc.

(ii) PERSUASIVE PRESENTATION -

These presentation try to change the mentality of audience by influencing them. To persuade they use various tactics like celebrity endorsement, fake research, fake approvals, tag lines.

(iii)

INDIVIDUAL & GROUP PRESENTATION -

Individual presentation is used to showcase the presenting skill of an individual. The speaker first prepare his presentation after doing proper research on his topic, audience, method of presentation etc. This presentation requires a lot of rehearsal for better performance.

Group presentation are highly popular in corporate & industrial world. In group presentation a team which finalize a topic usually divide it among its members. This presentation reflects a team work in its execution & most of time they are highly creative.

(iv)

LECTURE PRESENTATION -

(v)

POSTER PRESENTATION -

The poster presentation is highly recommended in school & college presentation. The students generally participates in poster competition. In this type of presentation the speaker select a topic & then prepare posters having a strong (social) message & they are highly creative in nature.

AUDIENCE ANALYSIS -

An audience is not just a group of individuals rather it has a collective personality of its own. The audience play a significant role in making a presentation successful. The speaker should design his presentation after a doing a proper research & analysis on audience. The audience can be evaluated on these given criteria

- Age
- Social - economic background.
- Gender
- Educational background
- Interest.

* Audience Participation -

One of the best way to get your audience focused is to allow them to participate in the presentation. This will make presentation interesting & interactive. It can be achieved by following given steps -

• Break the ice -

A simple ice breaker is to interact with audience by simply introducing yourself, & the topic, by question, quotation, anecdote (small story), fact.

- Tell Story

Story telling is a universal way to attract your audience. Because audience is conditioned to stories since childhood. They take a lot of interest in unknown idea.

- Audience Poll -

Audience generally respond positively in a live poll because it gives an opportunity to involve in the discussion. It also gives a scope to think rationally (logically).

- Consider the Ambiance

Audience comfort and ambiance (environment) should be the utmost factor in a presentation. The audience appreciate the speaker & his presentation if there is proper setting arrangement, ventilation, refreshment etc. (audi-visual equipments).

- Add visual aids

Visual aids in a presentation is highly supported & liked by the audience. People have a tendency to remember icons & images. The speaker can add

videos, pictures, flow charts, diagram etc. to add variety & interest among audience.

* AUDIENCE INTERJECTION & QUIZZES

The success of any presentation is based on the response given by the audience in various pattern like clapping, hooting, Mexican wave etc. The other method to evaluate the audience participation is

(a) Interjection -

It is one of the most popular method of putting question by the intelligent audience. The audience first analyze the topic & then ask clarification to the speaker. In some cases they also point out it some difference in views which the speaker has to tackle. The speaker should consider the interjection positively because it gives an opportunity to short out all differences & then to a reach to a consensus (accord)

(b) QUIZZING -

In quizzing the audience want to explore & understand the topic in simple term. Here the intention of the audience is not to "question" the

speaker rather they want to simplify the concept described by the speaker. Quizzing is a proof of audience interest & retention.

STAGE FEAR

Stage fear is the anxiety of persistent phobia which may be aroused in an individual while performing in front of the audience. The reason of this fear is mostly unknown & creates more anxiety in front of known or similar faces. In the context of public speaking the presence of huge audience & camera (set up) will generate a sense of anxiety & fear which can only be controlled by the speaker if he possess will power (self confidence).

* TIPS / METHOD TO CONTROL STAGE FEAR.

- i Visualize success & focus on your strength while appearing for any public event.
- ii Prepare your script in advance & do proper rehearsal.
- iii Stop scarring with negative thoughts & focus more on performance.
- iv Make connection with your audience by smiling, greeting & interacting with them.
- v Always follow the basic rule of body language i.e., right posture & gesture positive eye contact,

acceptable dressing sense.

- (ii) Refuse to think that create self doubt.
- (iii) Try to provide a decent ambiance to your audience in order to make the presentation/public speaking successful.

PUBLIC SPEAKING -

It is commonly understood as face to face speaking with the audience for the purpose of communication. It is closely associated with presentation, but the difference is that in presentation the speaker have three motive:- "to educate, to inform, or persuade" while in 'public speaking' the main motive of 'speaker' is 'to persuade' the audience.

* TECHNIQUES OF PUBLIC SPEAKING -

(i) Know your Audience -

Before you design the script of public speaking - you should consider social-economic background & interest of audience. This will help in delivering a good speech.

(ii) Use 'wit' & 'Humour' -

Humour & wit are essential component

public speaking. To some extent, they are crucial that without them it is impossible to give (deliver) a good speech. people enjoy & welcome humour with wit.

(iii) Use emotions -

A good public speaking is very intense & very emotional. The speaker uses the power of emotion as a tool to influence the audience. The audience can easily be connected with emotions & feelings.

(iv) Grab attention with beginning.

A good public speaker always begin his presentation with those statement facts, questions, data that hits the most. They also control the audience with their tone, accent, their personality.

(v) Organize your material -

Before appearing for public speaking it is mandatory for the speaker to organize his script / content / material. The content can be divided into three basic parts viz. introduction, discussion &

Conclusion.

The topic can be introduced by a simple greeting, question, quotation or fact. After introducing the topic it should be explain by following any of the strategy like compare-contrast method, advantage or disadvantage method problem - solution method.

The conclusion is very important part of presentation because the audience mostly focus on the end part. Therefore the speaker should summarize everything conclusion.

MODES / METHOD OF PUBLIC SPEAKING-

OR
NUANCES OF DELIVERY -

OR
TYPES / METHOD OF PRESENTATION -

* MEMORIZATION PRESENTATION -

In this presentation the speaker first memorize the content & then present in front of the audience. It stand b/w extempore & manuscript

Advantages -

- (i) It sound natural & spontaneous
- (ii) The speaker can finish the speech within time.

(iii) The speaker can use his body language effectively.

Disadvantages -

i) Memorization requires too much time.

ii) Adaptation is not possible.

iii) The speaker gets affected/frustrated if he is forget a word.

* MANUSCRIPT PRESENT

In this presentation, the content is firstly composed by the speaker & then read it aloud. This presentation requires proper preparation & the speaker needs to be good-speaking & writing.

Advantages -

i) The script is well organized because it is carefully drafted.

ii) Language is highly polished

iii) It is a permanent & accurate record of whatever is being said.

Disadvantages -

i) Adaptation is difficult.

ii) If the reading is not good then

(iii) presentation may fail.
The speaker can not maintain proper eyecontact.

* EXTEMPORE PRESENTATION -

It is one of the most popular & effective method of presentation if carefully prepared. If this presentation, the speaker first prepare himself mentally on a wide range of topic before appearing for the performance.

Advantages -

- (i) Adaptation is possible.
- (ii) sound natural & spontaneous.
- (iii) It allows to establish rapport with the audience.

Disadvantage -

If the preparation is inadequate. Then it may lead towards failure.

* IMPROMPTU PRESENTATION

It means to deliver an informal speech without preparation for example - You may be called on stage to deliver 'Vote of thanks' in a meeting.

Advantages -

- (i) It's sound natural & spontaneous.
- (ii) The speaker can express his views freely.

Disadvantages -

- (i) There are frequent vocal pauses.
- There are chances of stammering during the presentation.

[# INTER-PERSONAL PRESENTATION] IMPERSONAL PRESENTATION

* This presentation follows all basic rules like audience analysis, interest & nuances of delivery like extempore, impromptu etc.

* The speaker's main motive in inter personal presentation is to influence the audience from his point of view.

If it is used in the field of marketing & brand endorsement.

* In this presentation the speaker should convey the unbiased information to the audience. This feature make this presentation unique & transparent.

* The speaker give verified information & fact to the audience & they are used in the field of academics, research, media etc.

CLASS ROOM PRESENTATION STYLE-

- * LECTURE
- * FLIPPED CLASS- ROOM

It is a new concept of teaching mainly used by top class universities/institutions. In a flipped classroom the students have access to all kind of sources like internet, laptops, smartphones etc & they give the presentation in the classroom. This simply means that the student become the presentor /speakers & teachers. They become the audience of another unique feature of this classroom is that there are no concept of homework/assignment. All task are covered during the lectures.

* SOCRATES SEMINAR -

If is the method of classroom teaching which is used to tackle classes with great strength the teacher will follow all the rules of presentation like audience analysis, content preparation, body language, para language etc. This seminar is highly democratic & based on open questions.

* JIGSAW (SMALL GROUPS) -

In a jigsaw classroom, the teacher divide the students into small groups & allow them to speak freely. The members are given topics beforehand so that they can prepare the content like experts. This presentation encourages team work & group communication.