



Presentation Skill

BY PROF. SHAHID ISLAM

Presentation Skills

Definition

- Presentation can be defined as a formula event characterized by teamwork or use of audio-visual aids.
- The main purpose of presentation is to give information to persuade the audience to act and to create good will.

Characteristics of Presentation

- The presentation ideas should be well adopted to your audience.
- A good presentation should be concise and should be focused on topic.
- It should not move off track.
- A good presentation should have the potential to convey the required information.
- The fear should be transformed into positive energy during presentation. Be calm and relaxed while giving a presentation.
- To communicate the desired information, the speaker should use more of visual aids, such as diagrams, pictures, charts etc.
- Organize all the visuals for making a logical and sound presentation.
- A good presentation must be planned. The speaker must plan how to begin a presentation, what to speak in the middle of presentation and how to end presentation without losing audience interest at any point of time.
- Rehearse and practice the presentation. This will help the speaker to be more confident and self-assured.
- The speaker should encourage audience. He should be honest enough to answer those questions.
- Summarize the presentation at the end. Give final comments. Leave a positive impact upon the audience.
- The speaker must have presentable appearance while giving a presentation.
- Try to gain and maintain audience interest by using positive quotes, humour, or remarkable fact.
- The speaker must state the objectives of the presentation at the beginning of the presentation.

Types of Presentation

There are following types of presentation

➤ Informative Presentation

- ✓ The first keep informative presentation brief and to the point. Stick to the facts and avoid complicated information.

The organizational structures for an informative presentation are following.

- Time: Explain when things should happen.
- Place: Explain where things should happen.
- Cause and Effect: Explain how things should happen.
- Logical Order: Simply list items in their order of importance.

➤ Instructional Presentation

- ✓ Your purpose in an instructional presentation is to give specific direction or order. Your presentation will be a bit longer, because it has cover your topic thoroughly.
- Explain why the information or skill is valuable for audience.
- Demonstrate the process if it involves something in which audience ^{will} later participate using the following method.
 - Demonstrate it first without comment.
 - Demonstrate it again with a brief explanation.
 - Demonstrate it a third time, step by step with an explanation.
- Provide opportunity to ask questions, give and receive feedback from you and their peers.

➤ Arousing Presentation

- ✓ Your purpose in arousing presentation is to make people think about certain problem or situation. Gain attention with story that illustrate the problem. Show the need to solve the problem and illustrate it with an example.
- ✓ Call the audience to action to help solve the problem
- ✓ Give the audience a directive that is clear, easy and immediate.

➤ Persuasive Presentation

- ✓ Your purpose in persuasive presentation is to convince your listeners to accept your proposal. A convincing persuasive presentation offers a solution to a controversy, dispute or problem. To succeed with persuasive presentation, you must present a logic, evidence and emotion to sway the audience to your viewpoint.
- ✓ Create a desire for the audience to agree with you by describing how your product will fill their needs

➤ Decision Making Presentation

Your purpose in this presentation is to move your audience to take your suggested action. A decision-making presentation presents ideas, suggestion, arguments strongly enough to persuade and audience to carry out your request. In this presentation you must tell the audience what to do and how to do it.

Pattern of Introducing Presentation

➤ Chronological Pattern:

Structuring your presentation chronologically means your information will be arranged according to the order of time in which each event occurred.

Chronological Structured:

Presentation contains segments like dated, flash-back, future-present-past, before-during-after, flash-forwards, etc.

➤ Sequential Pattern:

In sequential pattern the information is arranged systematically in step-by-step that describe a particular process.

A sequential (presentation) pattern is best suitable for presentations like a report, project rollout, etc that describe a process that occurs in series over a period.

➤ Climatic Pattern:

A climatic presentation pattern is the arrangement of information from the least important to most important.

Words Commonly used under this category include most difficult, better still, worse yet, more important, etc.

➤ Spatial Pattern:

It is the arrangement of information depending on how things fit with in a physical space.

➤ Problem-Solution Pattern:

Problem-solution pattern is applied in persuasive presentation, where you describe the cause and effect of problem and point out the solution of problem. This presentation involves two segments, the first segment discusses the nature of problem while second segment discusses the solution.

➤ Cause-Effect Pattern:

In this pattern information is arranged to show the reason why something happened or the effect of something.

➤ Advantage-Disadvantage Pattern:

In this pattern information is organized into “Good” or “bad” categories or pros and cons.

Tactics of maintain Audience Interest

➤ Start off with some thing shocking:

Don't start off presentation with some thing general like conventional introduction. You can use surprising eyes while giving a presentation.

➤ Tell a story:

Human take naturally to stories. Transform your ideas in story form and use real life examples.

➤ Go off script:

It is good idea to prepare your presentation in advance. This will help you to be more confident.

➤ Use the power of loud and soft:

Speaking in constant tone will bore your audience speak softly when you are giving general information. Speak loudly when you point out important things.

➤ Use emotion inflection in your voice:

When you are giving a presentation use emotion voice to put structure behind your words.

➤ Call out individuals in the audience

Try to get individuals people involved in your presentation.

➤ Set up some Jokes:

If you made some joke in presentation people will be interested in your purpose.

Organizing Arguments in a presentation:

All writing has a goal. It might be to express feelings and to your line an argument. Let's look at several option you have for structuring arguments.

➤ Topical Strategy:

A topical structure for your arguments can be very effective method. This due to the fact that you begin with ideas and issues that are currently in the news. People are always more interested what is going on right now.

➤ Chronological Order

A second method is to structure your argument in chronological order or order of sequence of time. By ordering your example or ideas with sequence of time you will be stressing how your ideas has persisted through history. To use this method begin arguments earliest frame of time that make a sense to do.

➤ Strongest-Weakest

The next strategy you can use to structure your arguments is strongest weakest.

For this method begin with strongest point of your arguments and end on your weakest. You should make better expressing with strongest point and end on weakest point.

Tactics of maintaining interest of Audience

➤ Tactics for audience interest: Start off with something shocking:

Don't start off a presentation with something general like a conventional introduction to your story.

Q1. How can you conclude a presentation?

Here are 6 tricks to conclude a presentation:

1. **Call your audience to action:**

It is not enough to assume you message you need to tell them to take action. There are two methods for this purpose.

- Start with -ve motivation.
- End on +ve Motivation.

2. **Refer back to the opening message:**

It is best trick for concluding a presentation. It is neat way to round off your message. Set up some question at the beginning of your speech and use your ending to answer it.

3. **Practice the rule of 3ree:**

The rule of three is powerful method of communication. The rule of three is understanding that ideas, concepts and beliefs.

4. **Close with summary:**

If you already explained the topic clearly there is no need for summary. If topic is complicated, you should offer a summary with fascinating and interesting method.

5. **Don't end with question:**

Don't close presentation with question. If you get negative question, you have dulled the whole presentation.

6. **Make it clear you have finished it:**

Your closing words should make it clear that you have finished. The audience should be able to read and response hopefully with applause.

Q2. How to encourage your audience to ask question?

1. Tell them you'll be inviting them to ask question at the end of presentation.
2. Pose a question and provide the answer.
3. If your audience is large, people feel inhibited about speaking. So consider having a friend and colleague who ask first question.
4. No one want to risk asking a question and appearing as a foolish so make sure friendly behavior.

Q3. Give tips for answering the question.

1. Welcome every question and show that you have received it.
 2. If you are faced tricky question don't change your manner.
 3. Repeat the question if the room is large.
 4. If the question is unclear, ask the questioner what they mean and rephrase it.
 5. Keep your answer brief and clear.
 6. Admit it if you don't know the answer and don't waffle.
 7. Check the questioner is satisfied with your answer.
 8. When time is running out, warn your audience that you will take only two more question.
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Important Question on presentation skill

1. What is presentation and give purpose of presentation?
2. Give feature of presentation.
3. Name types of presentation.
4. What is organization structure for on informative presentation.
5. How can you demonstrate your presentation if some audience participate later?
6. Distinguish b/w Arousing and Persuasive presentation.
7. What is your purpose in instructional presentation?
8. Name the pattern of introducing presentation.
9. What is problem solution pattern?
10. Give five tactics of maintain audience interest.
11. How will you use the power of loud and soft?
12. How can you conclude a presentation?
13. How can you encourage your audience to ask question?
14. Write four tips for answering the question.
15. Define decision making presentation.
16. How can you record a presentation?
17. Why are presentation skills important for students?
18. What is purpose of asking question during presentation?
19. How should presentation start?

20. What does “go off script” helpful before giving presentation?