

COM310-902

Instructor: Hana Park

Chapter 15



Making Oral Presentations

Overview



Preparing the presentation



Delivering the presentation



Answering questions after a presentation

Four Types of Oral Presentations

- **Impromptu:** Sudden request at a meeting.
- **Extemporaneous:** Planned but not scripted, allows for spontaneity.
- **Scripted:** Fully written out in advance, prioritizes clarity over naturalness.
- **Memorized:** No notes, best for short topics due to memory limitations.



Five Steps in Preparing Presentations

1. Analyzing the speaking situation
2. Organizing and developing the presentation
3. Preparing presentation graphics
4. Choosing effective language
5. Rehearsing the presentation

Analyzing the Speaking Situation



Audience: Knowledge, Reasons for listening, Language proficiency, Expectation



Purpose: Inform or persuade?



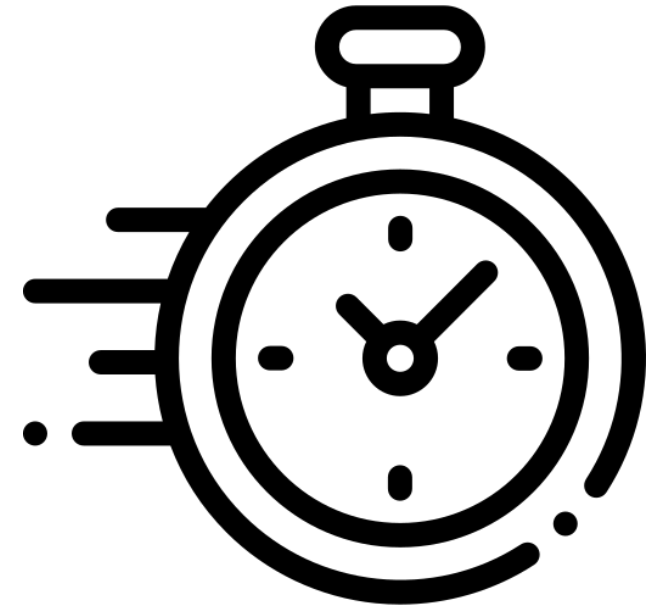
Time: How long do you have?




Setting: Technical setting of the place, etc..

Typical Time allotment in a 20-minute presentation

Task		Time (minutes)
Introduction		2
Body	First major point	4
	Second major point	4
	Third major point	4
Conclusion		2
Questions		4





5 Features of Effective Slides

Clear and Well-supported Claim

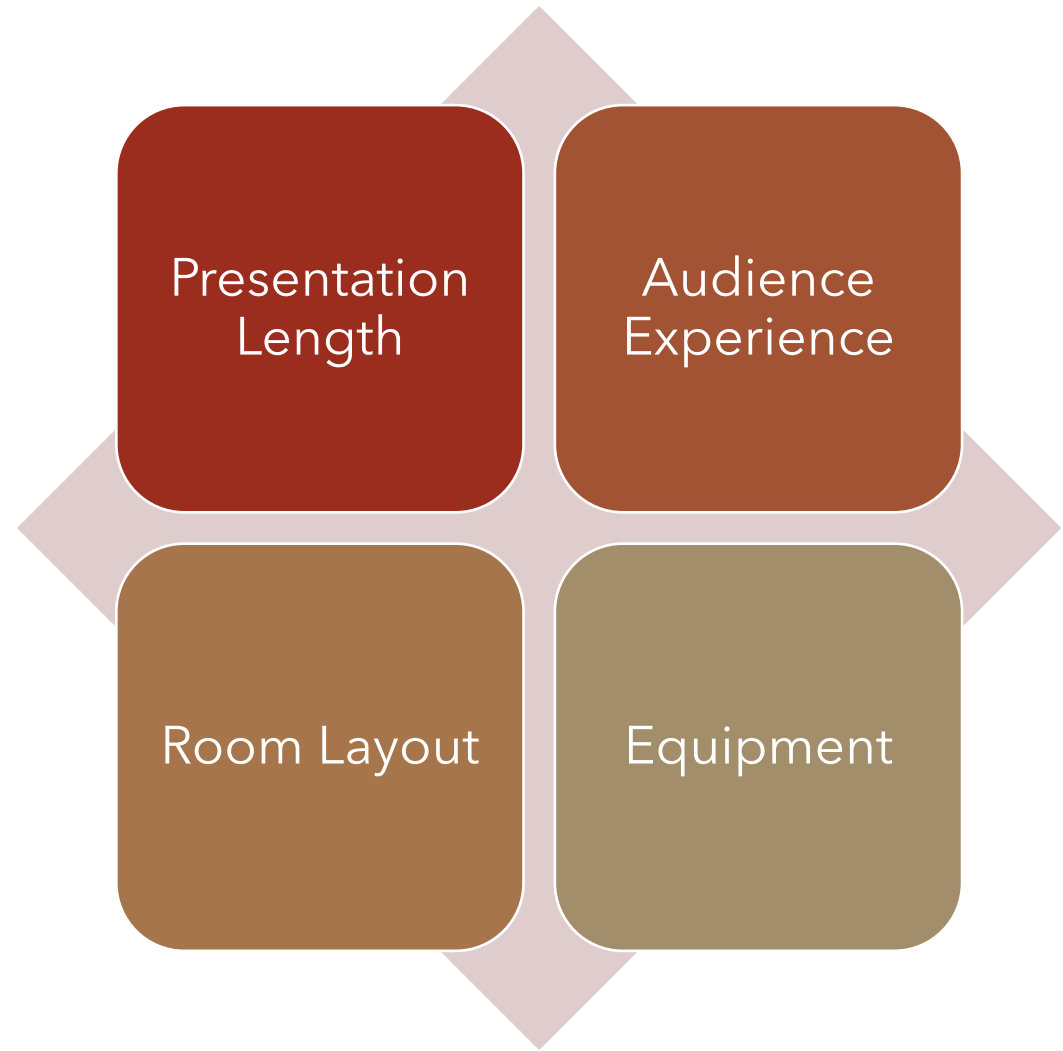
Visible

Readable

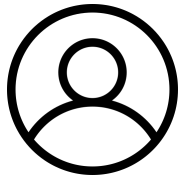
Simple

Correct

Graphic Considerations



Elements for Introduction



Yourself



Presentation
title



Purpose



Main point



Overview

Language and Structure for Effective Presentations



1. Challenges of Oral Presentations:

- Listeners can't "re-read."
- You must maintain attention in real-time.

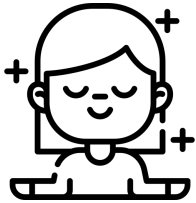
2. Importance of Language

- Use language to provide structure: Advance organizers, summaries, transitions.
- Use memorable language to engage (use concrete examples, cite facts and quotes).

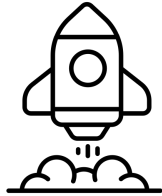
Language and Structure for Effective Presentations: Organizational Elements

- ✓ **1. Advance Organizers:** Guide for what's coming next, use in introduction and for main points.
-  **2. Summaries:** Recap major points, use in conclusion and throughout the presentation.
-  **3. Transitions:** Signal shifts between points for clarity.

Delivering the Presentation



**Calming your
nervous**



**Releasing
nervous energy**



**Using your voice
effectively**

- Volume
- Speed
- Pitch
- Articulation
- No meaningless fillers



**Using your body
effectively**

- Eye contact
- Natural gestures
- Don't block the view.
- Control attention.

Presenting to All Audiences



- Hire translators and interpreters if necessary.
- Use graphics effectively to reinforce your points for nonnative speakers.
- Be aware that gestures can have culturally based meanings.

Guidelines for Concluding a Presentation

1. Announce that you are concluding.
2. Summarize the main points.
3. Look to the future.
4. Invite questions politely.



Handling Questions

1. **Repeat or clarify** questions for audience who don't hear the question.
2. **Admit unknowns** if you encounter the questions you don't know.
3. **Redirect or defer** politely if you have already answered the question during the presentation.
4. **Offer to discuss later** if a belligerent member of the audience rejects your response and insists on restating his or her original point.



Handling Questions

If an audience member asks a question to which you do not know the answer, **admit it.**

If you have some ideas about how to find out the answer, **share them.**

If the question is obviously important to the person who asked it, you might offer to meet later to discuss how you can provide a more complete response.