

***Components of Effective Oral Presentations
and How To Grade Them***

Facilitation style/method: **Buzz Group**

Rationale of facilitation style: Topic is about two things: (1) what are the components or qualities of an effective oral presentation? and (2) How are they to be graded?

The participants already have a lot of experience and ideas that do not require much prompting or introductory material, so let them build the material for discussion. Buzz group appears to be the best method.

Buzz groups focus on only ONE question at a time, in the limited time.

Instructor setup, and the requirements, conditions, and limitations of the facilitation style:

1. Instructor quickly poses the two questions without the need to introduce any material.
2. Groups of 3-5 are formed. With this group, two groups are formed.
3. Instructor gives a handout, one per group, with the questions on it, perhaps some advice on what to consider.
4. Groups are given 2 minutes to develop a list of points (3-5 points) to the first question.
5. Instructor works the white board and asks alternately for each group to present a point (up to 4)
6. Repeat steps 4 and 5 for the 2nd question on grading the presentation.
7. Instructor summarizes the points, asks for further questions or contributions. Instructor distributes handout 2 containing more information and further reading

Please answer only one question at a time when you are asked to do so.

#1: What do you think are the *components* of an *effective* oral presentation?

Synonyms for “components”: characteristics, qualities?

Please list them in the space below (3-5 items in 2 minutes):

#2: How would you *grade* an oral presentation?

Synonyms for “grade”: evaluate?

Please list the factors or elements (3-5 items in 2 minutes):

University of Phoenix Faculty Handbook, Section 2 on Grading Standard addresses oral presentations:

- Oral reports and presentations required in every course having a scheduled on-campus workshop; part of learning goals
- Grading is on
 - content
 - organization and structure
 - style (presentation and appearance)
 - use of visual aids
 - audience participation
 - adherence to time limits
- Comments must be on a Feedback Form

For Your Information

Ten Simple Rules for Making Good Oral Presentations

Rule 1: Target The Talk—Topic, Subject---to the Audience. Know who your audience is, their backgrounds, level of knowledge about the subject. It should be of interest to them.

Rule 2: Less is More. Don't try to cram a lot of information or make more points than the time allotted to the talk. One or two main points in a short talk.

Rule 3: Only Talk When You Have Something To Say. Don't talk about information for which there is little known. And do not dwell on a lot of uninteresting preliminary material.

Rule 4: Make The Take-Home Message Persistent. The talk was effective if your audience can remember three **key** points a week after you give it.

Rule 5: Be Logical. Your talk is a story, with beginning, middle and end. Finish big.

Rule 6: Treat the Floor as a Stage. Be entertaining if possible without overdoing it, but don't use rhetorical tricks if you are not (yet) good at them. Be yourself first.

Rule 7: Practice and Time Your Presentation. Inexperienced speakers must especially follow this rule. Practice helps you to avoid wandering off on tangents and getting lost in the talk.

Rule 8: Use Visuals Sparingly But Effectively. Visuals help to explain data (usually in graphical or plot form) that you cannot present in a talk. Don't use them for the purpose of delivering the talk (reading from it). Bulleted points should not be sentences, but fragments with keywords, as visual cues to prompt your talk.

Rule 9: Review Audio and/or Video of Your Presentations. Try to get a recording of your presentation, audio or video. It helps to identify bad habits that you can work on breaking.

Rule 10: Provide Appropriate Acknowledgements. Give enough time for giving credit where credit is due. People like that.
(from P E Bourne, 2007)

Further Reading

Bourne PE (2007). Ten Simple Rules for Making Good Oral Presentations. *PLoS Computational Biology* **3**, e77-e78.

Polonsky MJ, Waller DS (2004) Making Oral Presentations: Some Practical Guidelines and Suggestions. *The Marketing Review* **4**, 431-444.

Flaxman RL (2008). They Teach, We Listen: Helping Students Create Effective Oral Presentations. *The Teaching Exchange* Vol. 12, No. 2 (publication of Harriet W. Sheridan Center for Teaching & Learning, Brown University)

Church A, Bull P (1995) Evaluating and Assessing Student Oral Presentations: A Limited But Effective Role for Employers in the Geography Curriculum. *Journal of Geography in Higher Education* **19**, 196-202.

Did You Know?

If you enter

effective oral presentations

as a search phrase on Google, you can get about 3.5 million results (as of Aug. 2008), with pretty much the first 100-200 results---the ones you would probably look at before tiring---actually being relevant to what you are looking for?