

LSU COMMUNICATION across the CURRICULUM

writing + speaking + visuals + technology + writing + speaking + visuals + technology + writing + spe

**Advancing learning.
Improving communication skills.
Empowering student success.**

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The LSU Distinguished Communicator Award can set you apart from your peers

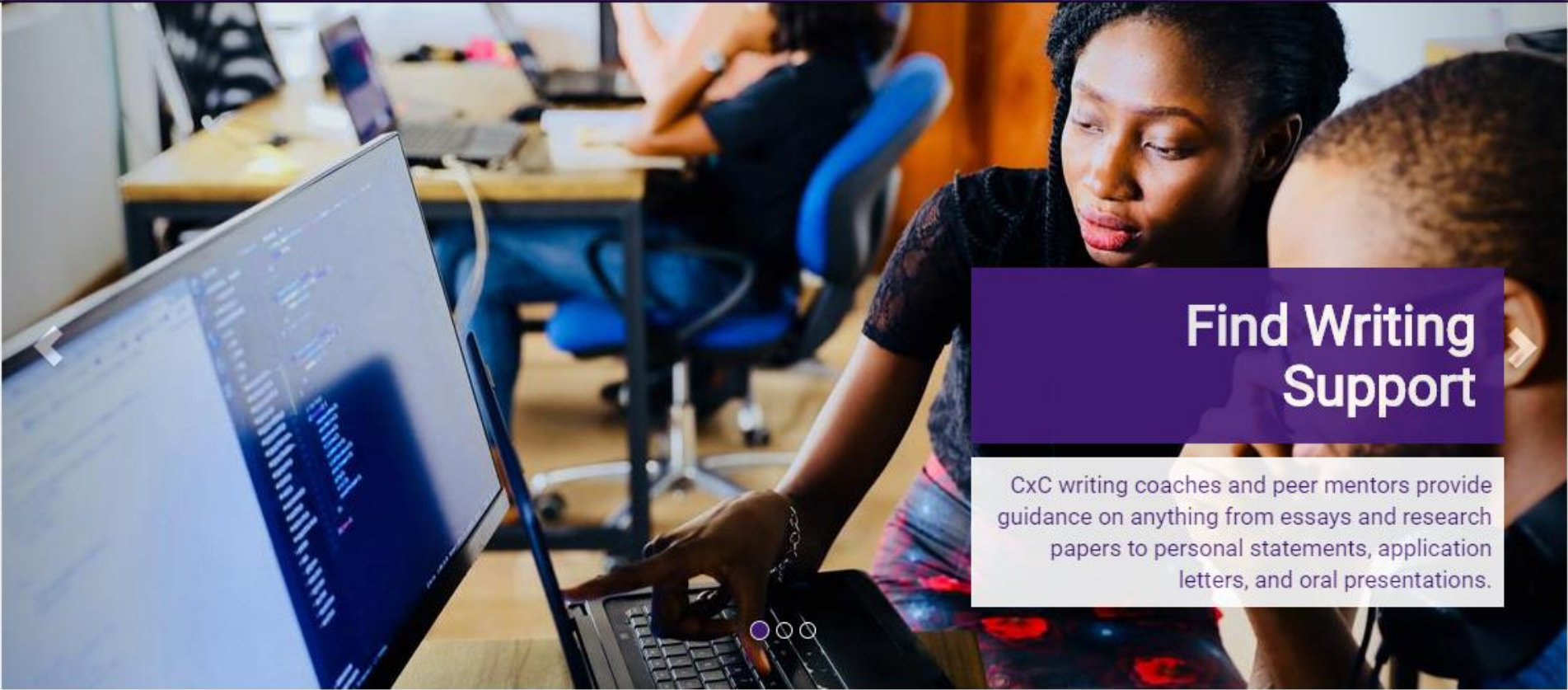
- Take 4 C-I courses
- Be a campus or community leader
- Engage in experiential learning
- Build a digital portfolio to showcase your work





Communication across the Curriculum

- Students ▾
- Faculty ▾
- About CxC ▾
- Calendar
- Blog
- Give a Gift



Find Writing Support ➤

CxC writing coaches and peer mentors provide guidance on anything from essays and research papers to personal statements, application letters, and oral presentations.

STUDENTS



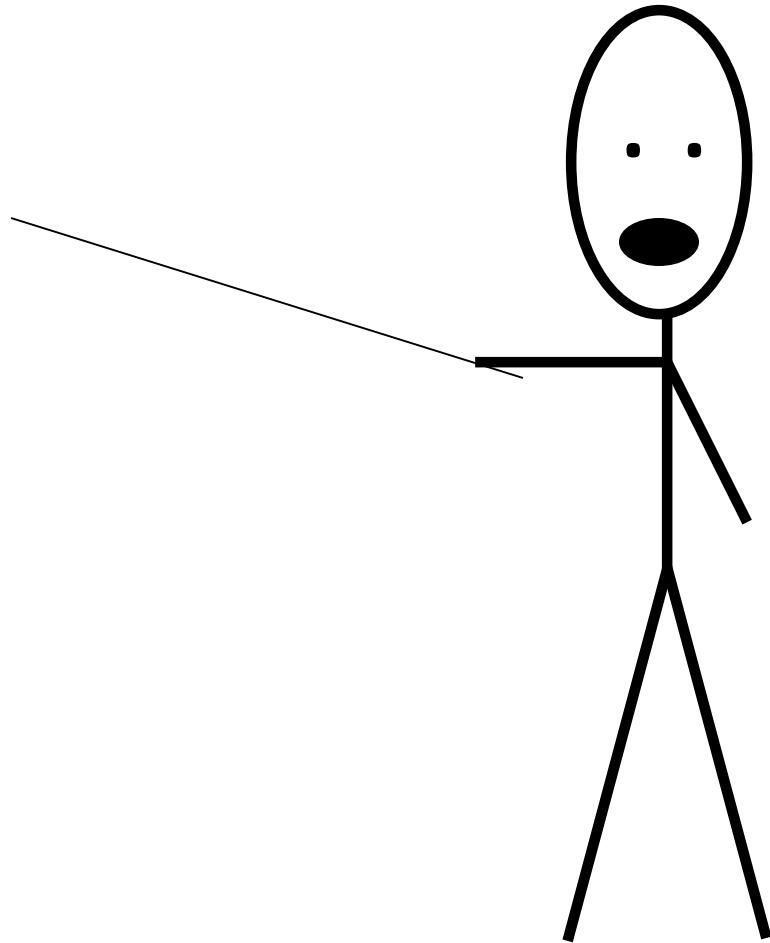
FACULTY



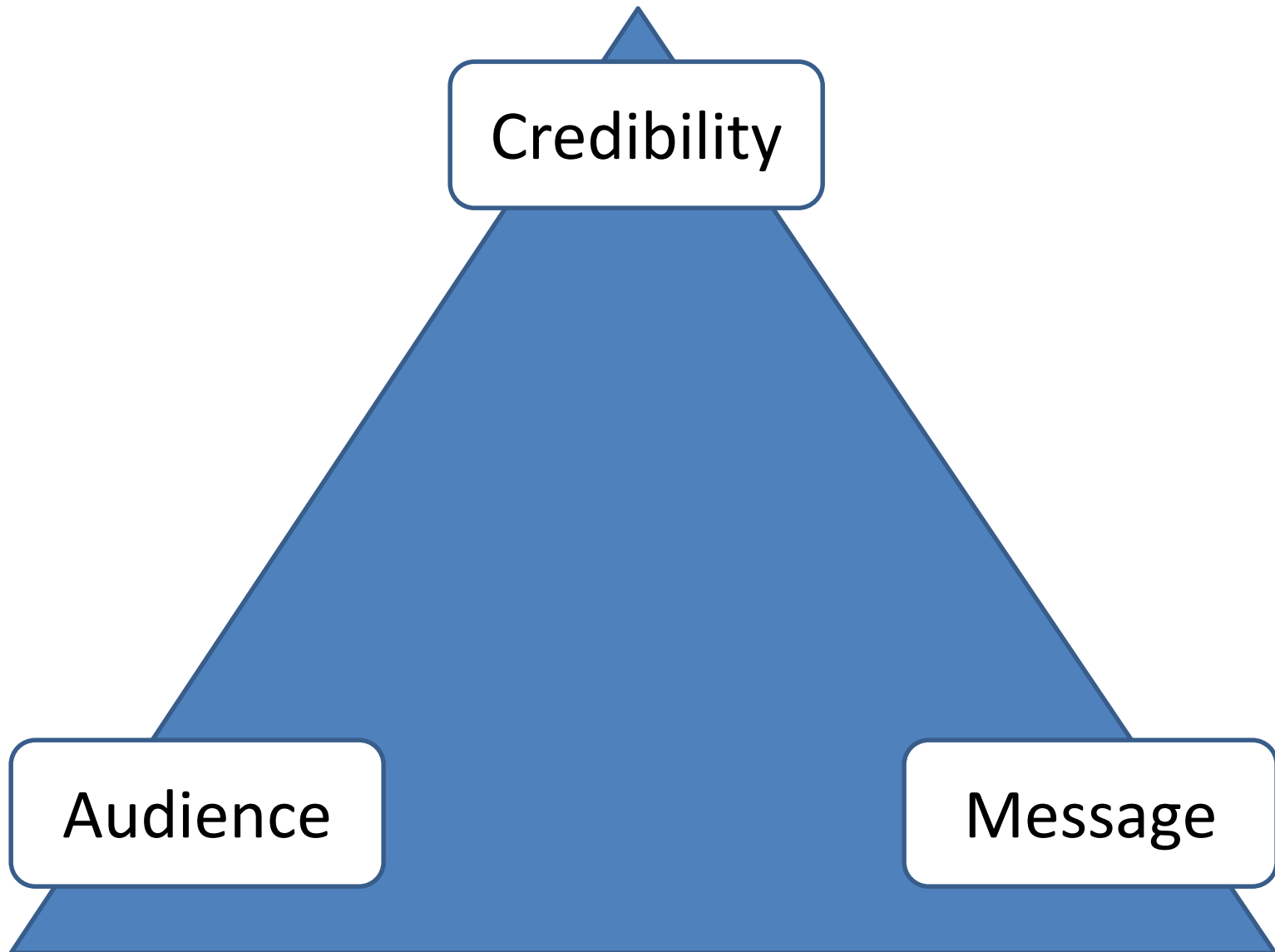
STUDIOS



Speaking Tips



The **Rhetorical Triangle** illustrates the 3 questions you should always ask in rhetorical situations.



Rather than presenting info in the order you discovered it...

Automated Retrieval System

- Onboard CPU
- Independently actuated appendages
- Clamp mounted on a 3-axis joint
- Voice activated
- Water and air cooled
- Runs on biofuel



Give them some
context first!

Give information in amounts your audience can absorb.

If you write too much information on a slide, then your audience will stop listening to you. They will also probably not be able to read the entire slide in the time allotted, or they will simply lose interest. In fact, the only thing using chunks of text is good for is hiding information. If you've read this far, raise your hand. We'll see how many do it. A good rule of thumb is to use no more than three or four lines of text per slide. Anything beyond that is difficult to read. It confounds your purpose and bores your audience. I mean, did you make it this far?

Black text on a white background has worked since the times of octopus ink on papyrus.

Instead of trying to impress your audience with your background...

concentrate on making the content look professional.

Animation without purpose is a distraction.

- Animate for effect only!
 - Sequencing long lists
 - Highlighting specific information

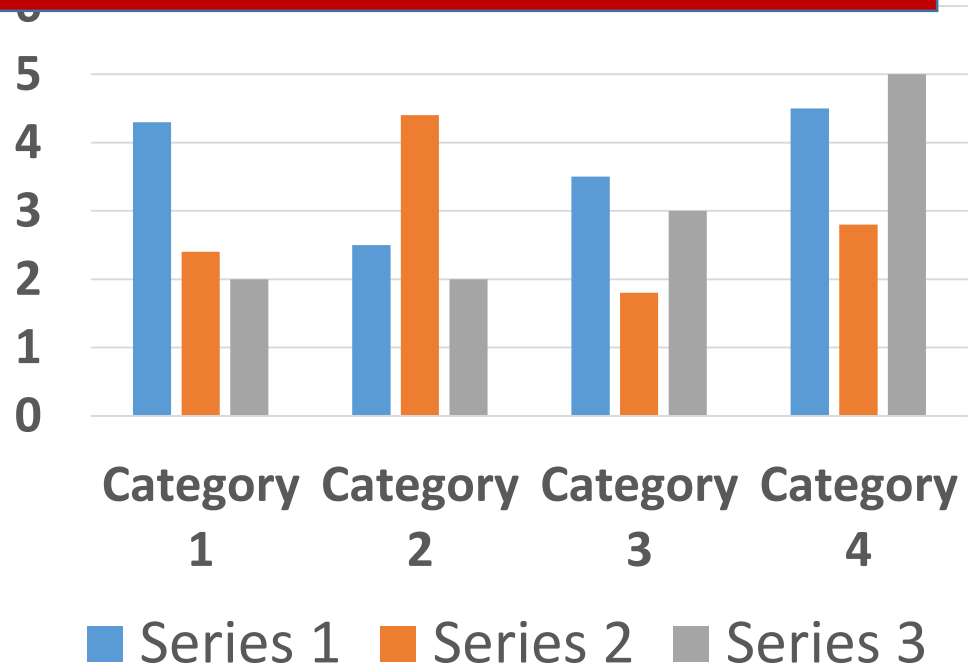
Slide Composition

Tables	are	difficult	to	read
so	avoid	them	if	possible;
however,	if	you	must	use
them,	animate	them	for	effect.

Results

The heading does very little for the audience.

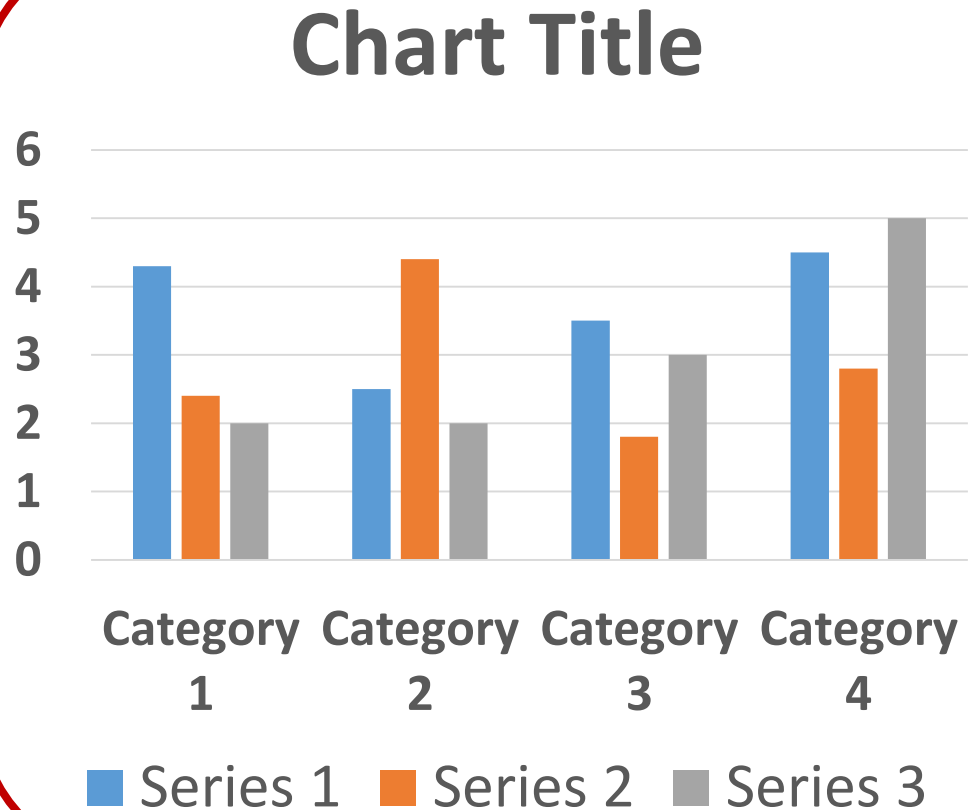
- Here
cha
- You would usually follow up
with other points
- Sometimes those points would
be divided further
 - So we'd get this point
 - Then we'd get another



Results

Even the improved version of a chart can be difficult to understand quickly.

- So we'd get this point
- Then we'd get another



Results

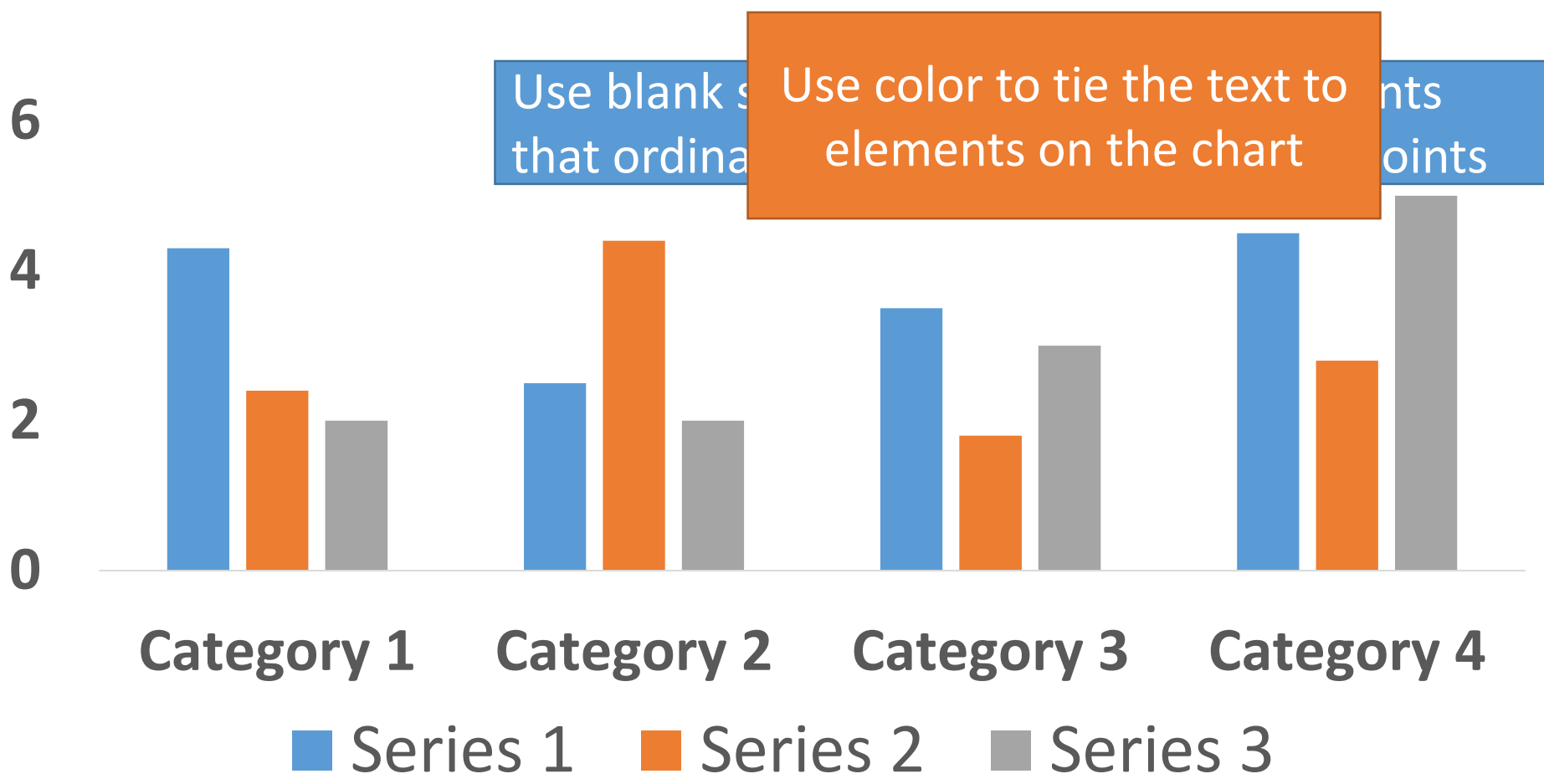
- Here, you would tell us what the chart implies
- You would usually follow up with other points
- Sometimes those points would be divided further
 - So we'd get this point
 - Then we'd get another

6
5
4
3
2
1
0

This is like showing the audience your teleprompter

Bullets are tedious for the audience!

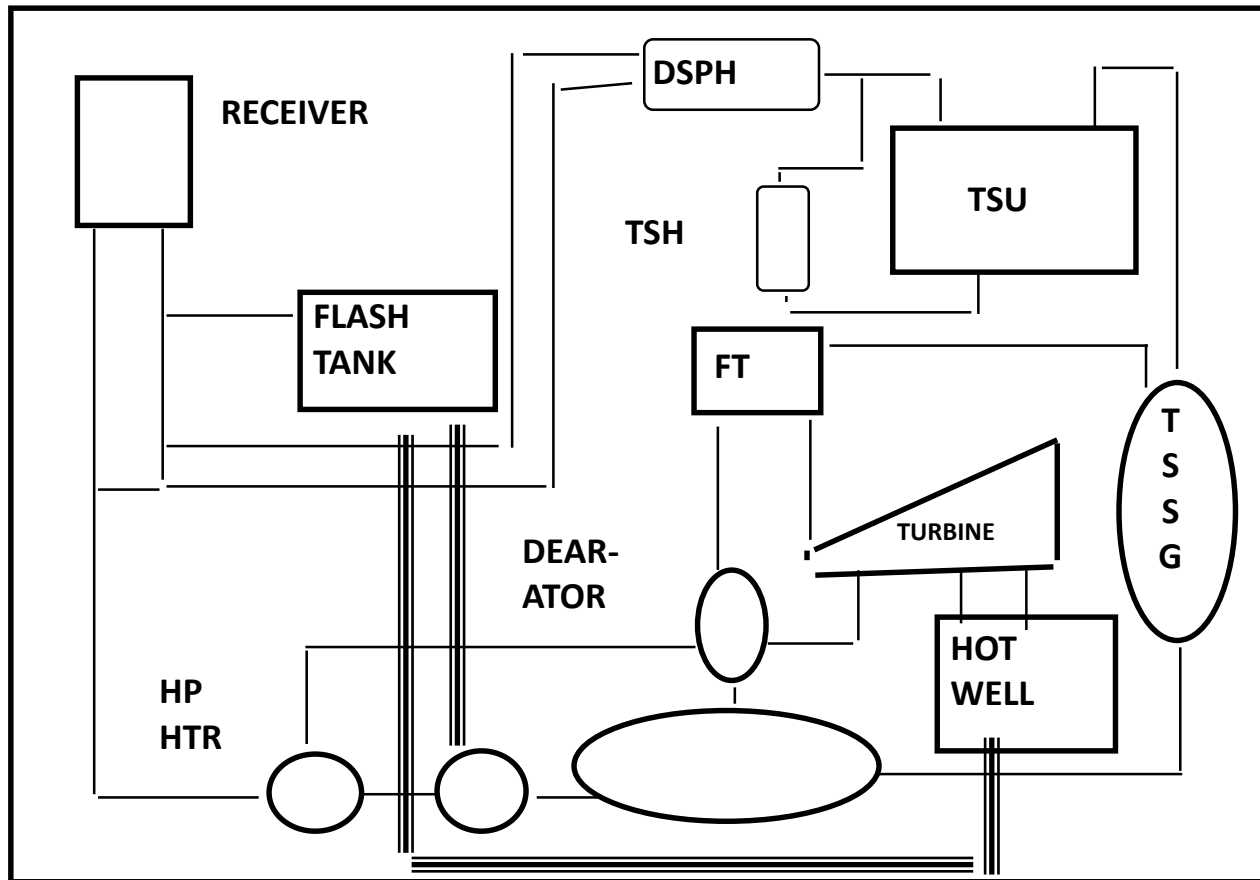
Put your main assertion in the upper left corner—no more than 2 lines of text.



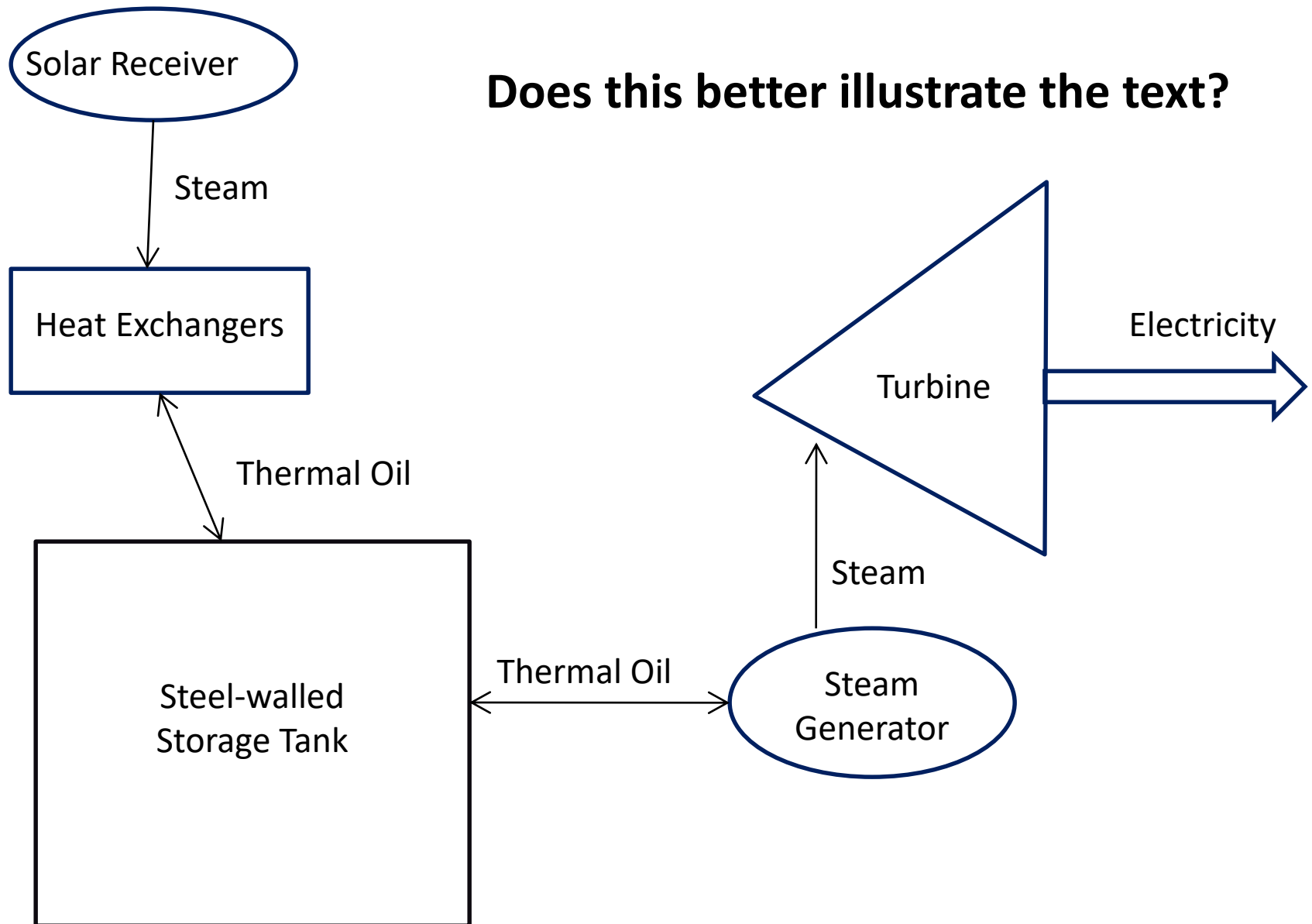
Bullets are more effective as a teleprompter than as a presentation format.

- The thermal storage system stores heat in a huge, steel-walled tank.
- Steam from the solar receiver passes through heat exchangers to heat the thermal oil, which is pumped into the tank.
- The tank then provides energy to run a steam generator to produce electricity.

Information should be presented in easily understood amounts.



Does this clarify the description?



Your speaking preparation depends on your rhetorical situation.

Memorizing

- Okay when accuracy is required, but what if you freeze?

Reading

- Can sound stiff, but leaves little room for error

Working from slides/presentation view

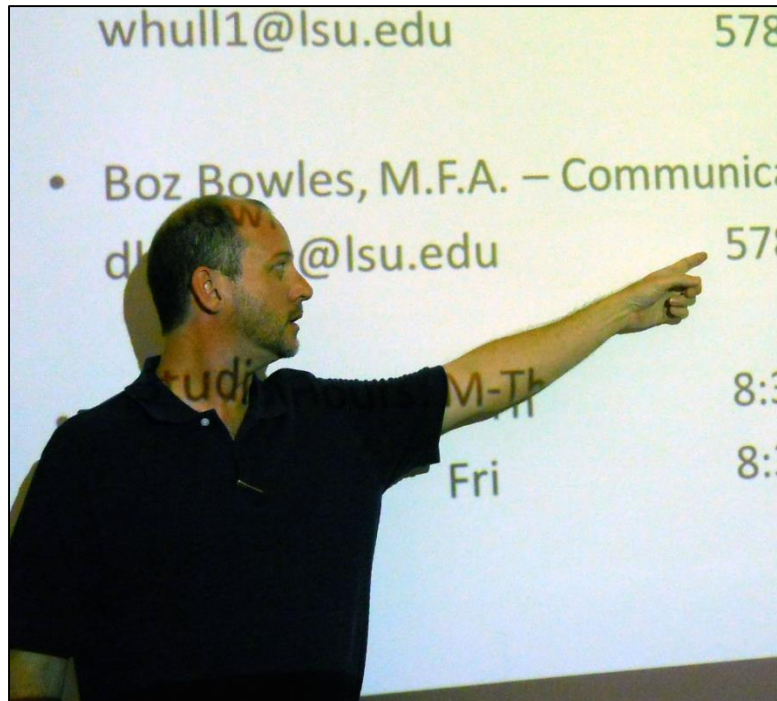
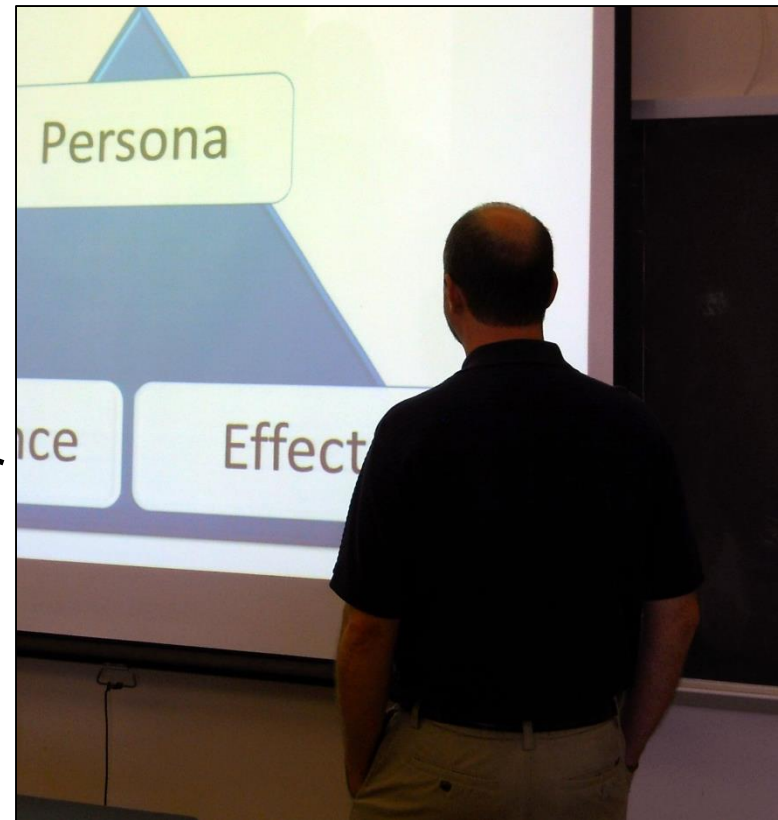
- Usually the best approach

Winging it

- You're taking your chances; you'd better be good!

You are visual communication!

Stand straight, and
face your audience.



Stay out of your own
projection field.

Your eyes are magical!



Art-dept.com, keyword: eyes

Questions



Anticipate questions and prepare 'backup' slides
Don't ask questions at the end of the presentation

Don't be defensive in Q & A!



www.brucemeans.com/photo_world_2001a.htm



Auto-Pilot