Delivering A Presentation (Carol Leeman, Senior Lecturer, Dept. of Communication Studies)

* Developing the Presentation
  + Determine Your Purpose
    - General Purpose
      * To inform
      * To persuade
      * To entertain
    - Specific Purpose
      * What you want the audience to know as a result of listening to your presentation.
  + Audience Analysis
    - Analyze Your Audience
      * Level of Knowledge
      * Attitudes and Beliefs towards subject
* Delivering the Presentation
  + Delivery Method
    - Memorization
    - Manuscript
    - Outline
      * Allows for conversational delivery
      * Use Key Phrases
  + Organizing the Main Body
    - Identify 2 to 4 Main Points
    - Choose a logical sequence
      * Cause and Effect
      * Chronological/ Sequential
      * Topical
      * Problem – Solution
      * Advantages and Disadvantages
        + Example: the pros and cons of leasing vs. buying a car
      * Climactic and Anticlimactic
    - Support Points with Credible Evidence
      * Reputable
      * Authoritative
      * Unbiased
      * Types
        + Illustrations
        + Descriptions
        + Explanations
        + Definitions
        + Statistics
    - Use Transitions and Signpost
* Handling Speech Anxiety