Adapting Verbally and Visually

Presentational Aids
Language & Oral Style

Chapter 13 & 14

About Presentational Aids

Types of Presentational Aids

Visual Aids: Visual aids enhance the verbal message by allowing audiences to see what it is you are describing or explaining.

- Actual Objects
- Models
- Photographs
- Drawings and Diagrams
- Maps
- Charts
- Graphs and Tables

Audio Visual Aids

Displaying Presentational Aids

- Posters
- Whiteboards or Chalkboards
- Flip Charts
- Handouts
- Document Cameras
- Computers, CD/DVD Players, and LCD Projectors

Preparing Presentational Aids

- Limit the reading required of the audience.

- Customize presentational aids from other sources.

- Use a photo, print, or type size that can be seen easily and a volume and sound quality that can be heard easily by your entire audience.

- Use a consistent print style that is easy to read.

- Make sure information is laid out in a way that is aesthetically pleasing.

- Use graphic illustrations in visuals.

- Use color

Slide Structure – Good

- Use 1-2 slides per minute of your presentation
- Write in point form, not complete sentences
- Include 4-5 points per slide
- Avoid wordiness:
  - use key words and phrases only

Slide Structure - Bad

- This page contains too many words for a presentation slide. It is not written in point form, making it difficult both for your audience to read and for you to present each point. Although there are exactly the same number of points on this slide as the previous slide, it looks much more complicated. In short, your audience will spend too much time trying to read this paragraph instead of listening to you.

Slide Structure – Good

- Show one point at a time:
  - Will help audience concentrate on what you are saying
  - Will prevent audience from reading ahead
  - Will help you keep your presentation focused

Slide Structure - Bad

- Do not use distracting animation

- Do not go overboard with the animation

- Be consistent with the animation that you use

Fonts - Good

- Use at least an 18-point font
- Use different size fonts for main points and secondary points
  - this font is 24-point, the main point font is 28-point, and the title font is 36-point
- Use a standard font like Times New Roman or Arial

Fonts - Bad

- If you use a small font, your audience won't be able to read what you have written

- CAPITALIZE ONLY WHEN NECESSARY. IT IS DIFFICULT TO READ

- **Don't use a complicated font**

Colour - Good

- Use a colour of font that contrasts sharply with the background
  - Ex: blue font on white background
- Use colour to reinforce the logic of your structure
  - Ex: light blue title and dark blue text
- Use colour to emphasize a point
  - But only use this occasionally

Background - Good

- attractive but simple

- light

- consistent throughout presentation

Text Guidelines

- Font size
  - Text 28
  - ## Headings 36- 40
  - 5-7 bullet points per slide
- Use READABLE fonts
  - Times New Roman/Calibri/Sans Serif
- Use colour for emphasis
- contrasting background and text
- Check for spelling and grammatical errors

- Use relevant media elements images/ graphs/tables
- Avoid distracting pictures/ sounds/copyrighted materials
- NEVER USE ALL CAPITALS; THEY ARE HARD TO READ
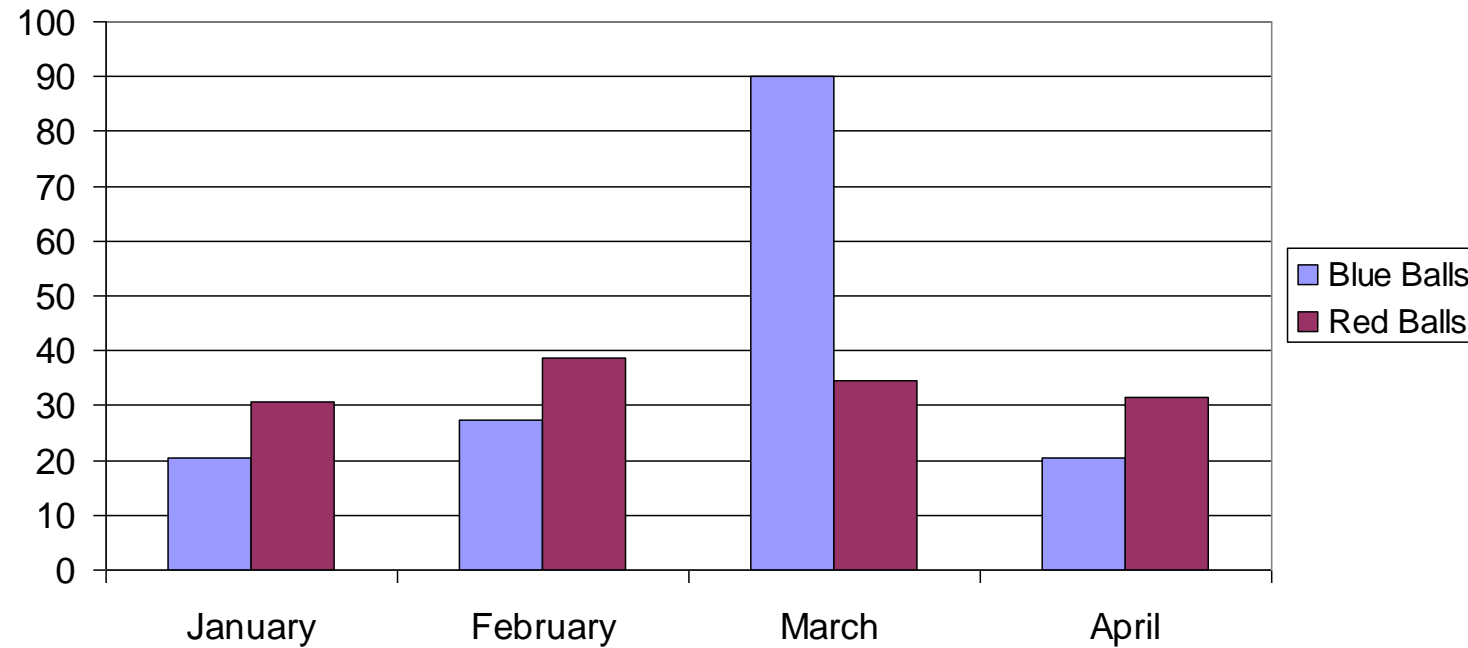- Don't SAY it SHOW it

Tables - Bad

	January	February	March	April
Blue Balls	20.4	27.4	90	20.4
Red Balls	30.6	38.6	34.6	31.6

Graphs - Good

- Use graphs rather than just charts and words
  - Data in graphs is easier to comprehend & retain than is raw data
  - Trends are easier to visualize in graph form
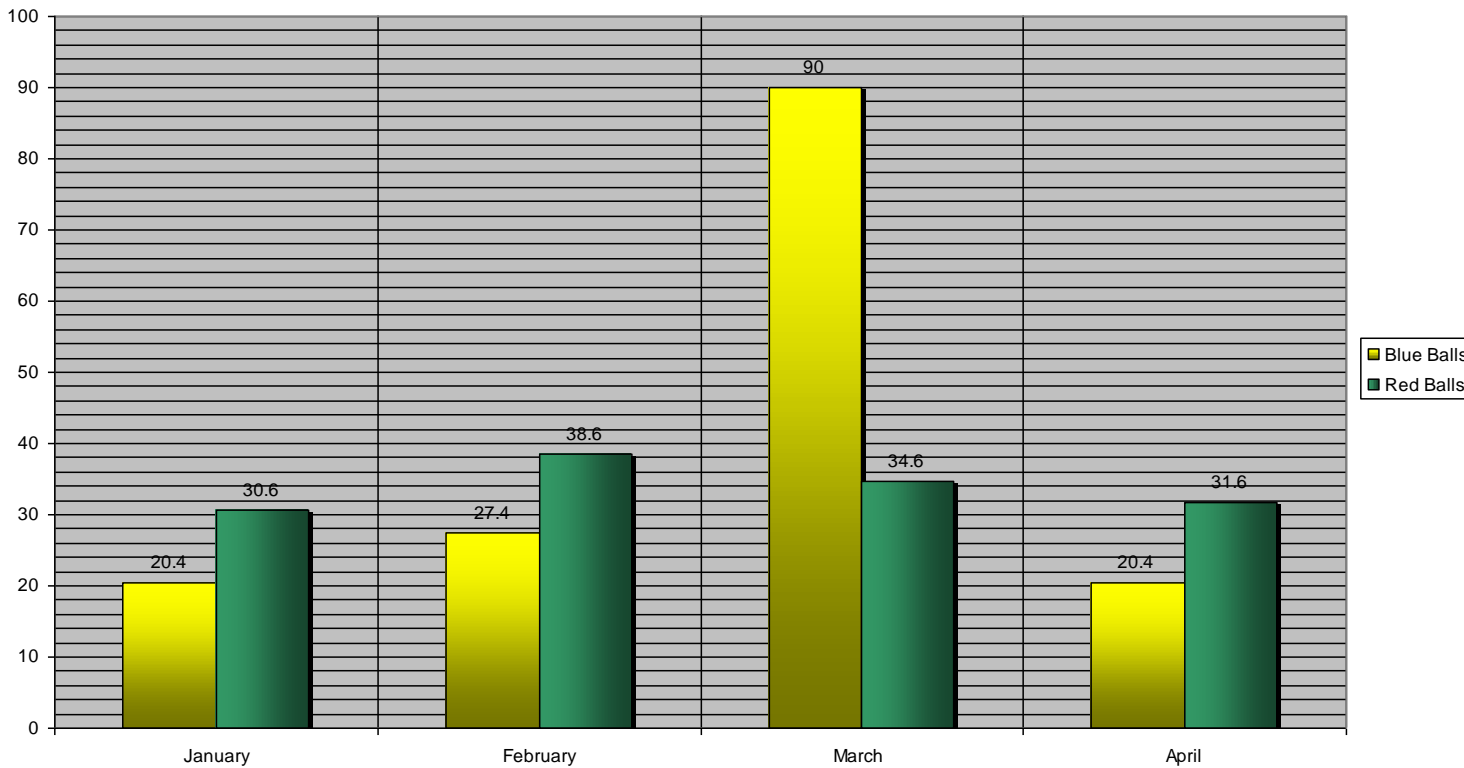
- Always title your graphs

Graphs - Good

Items Sold in First Quarter of 2002

Graphs - Bad

- Minor gridlines are unnecessary
- Font is too small
- Colours are illogical
- Title is missing
- Shading is distracting

Spelling and Grammar

- Proof your slides for:
    - speling mistakes
    - the use of of repeated words
    - grammatical errors you might have make

- If English is not your first language, please have someone else check your presentation

Conclusion

- Use an effective and strong closing
    - Your audience is likely to remember your last words

- Use a conclusion slide to:
    - Summarize the main points of your presentation
    - Suggest future avenues of research

Questions??

- End your presentation with a simple question slide to:
  - Invite your audience to ask questions
  - Provide a visual aid during question period
  - Avoid ending a presentation abruptly

Handling Presentational Aids

1. Carefully plan when to use presentational aids

2. Consider audience needs carefully

3. Position presentational aids and equipment before beginning your speech

4. Share a presentational aid only when talking about it

5. Display presentational aids so that everyone in the audience can see and hear them.

6. Reference the presentational aid during the speech.

7. Talk to your audience, not to the presentational aid.

8. Resist the temptation to pass objects through the audience.

Adapting Verbally

Speaking appropriately

Using language that adapts to the needs, interests, knowledge, and attitudes of the audience

verbal immediacy -Language used to reduce the psychological distance between speaker and audience

1. **Relevance**
   - **timeliness -**the information audience members can use now
   - **proximity** -information in relation to listeners' personal space
2. **Common ground**
   - background, knowledge, attitudes, experiences, and philosophies shared by speaker and audience
     1. Using personal Pronouns
     2. Asking Rhetorical questions
     3. Draw from Common Experiences
3. **Speaker Credibility**
   - the confidence an audience places in the truthfulness of what a speaker says

Speaking appropriately

4. Linguistic Sensitivity

choosing words that are respectful of others and avoiding potentially offensive language

- **generic language**
- Using words that apply to one co-cultural group as though they represent everyone
- **nonparallel language**
- words that are changed because of the sex, race, or other group characteristics individual
- **Offensive Humor**
- **Profanity and Vulgarity**

5. Cultural Diversity

Language rules and expectations vary from culture to culture. When address an audience comprised of people from cultural and co-cultural groups different from your own, make extra effort to ensure that you are being understood.

Speaking Clearly

- **choosing clear language** ensure listeners understand the intended meaning clearly
- **Use Specific Language**
  - using precise words that clarify meaning by narrowing what is understood from a general category to a particular item or group within that category
- **Choose Familiar Terms**
  - **jargon**
    - *the unique technical terminology of a trade or profession.*
  - **slang**
    - *informal, nonstandard vocabulary and definitions assigned to words by a social group or subculture.*
  - ***Provide Details and Examples***
- **Limit Vocalized Pauses**
  - unnecessary words interjected into sentences to fill moments of silence. Words commonly used for this purpose are "like," "you know," "really," and "basically," as well as "um" and "uh."