



TECHNICAL COMMUNICATION (KAS – 301)



UNIT – 3 TECHNICAL PRESENTATION : STRATEGIES & TECHNIQUES



TOPIC : PRESENTATION

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What is a presentation?

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- A **presentation** is the process of presenting a topic to an audience. It is typically a demonstration, introduction, lecture, or speech meant to inform, persuade, inspire, motivate, or to build good will or to present a new idea or product.
 - Presentation is the practice of showing and explaining the content of a topic to an audience or a learner.
 - Presentation is also the means of communication which can be adapted to various speaking situation, such as talking to a group, addressing a meeting or briefing a team.

Types of presentation

There are 5 types of presentation:

- 1) Informative
- 2) Instructional
- 3) Arousing
- 4) Decision-making
- 5) Persuasive

1) Informative

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- Keep an informative presentation brief and to the point.
 - Stick to the facts and avoid complicated information
 - Organized from most important topic to least. Best for breaking big information down into small.
 - Examples include university lectures, school classes, and research results.

2) Instructional

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- **These presentations give specific directions or orders.**
 - **It is designed to teach something completely new to the audience.**
 - **Very thorough, and usually takes a long time.**
 - **All the theory and knowledge from the basic steps to checking the audience's understanding.**
 - **Examples include tutorial classes, safety demonstrations, and instructional videos.**

3)Arousing

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- **A presentation designed to make the audience consider the topic or discussion.**
 - **To rouse interest and emotions to make audience receptive.**
 - **Usually involves a lot of powerful language and enthusiastic discussion.**
 - **Often uses stories or real-life examples of the topic to rouse interest.**
 - **Can describe a solution to a problem – and gain audience's approval.**
 - **Examples include a debate, church sermon, or motivational speech (“pep talk”).**

4) Decision-making

- **A presentation designed to convince listeners to act on the presenter's proposal – usually by giving evidence and pointing out what can happen if this is not done.**
- **Can include a description of a problem that the audience/society/certain people face and examples.**
- **Presenters often compare the two predictions about what will happen if the listeners do or don't do what they suggest.**
- **Example include business meetings, bank promotions, and law discussion in the government.**

5) Persuasive

- **To make listeners accept and agree with the presenter's proposal.**
- **Very persuasive, usually showing supporting facts and advantages to reinforce credibility.**
- **Often highly emotional – it helps to gather support and approval.**
- **Presents problem, the presenter's solution, and all the reasons behind it for agreement.**
- **Example include political debates, business proposals.**



Classroom Presentation Skills

Getting Ready

- **Planning**
 - **Know your audience**
 - **Specify objectives, benefits, and rationale for students**
 - **Identify key points, subpoints, and supporting detail**
 - **Organize presentation in logical order; Preview, present, and review**

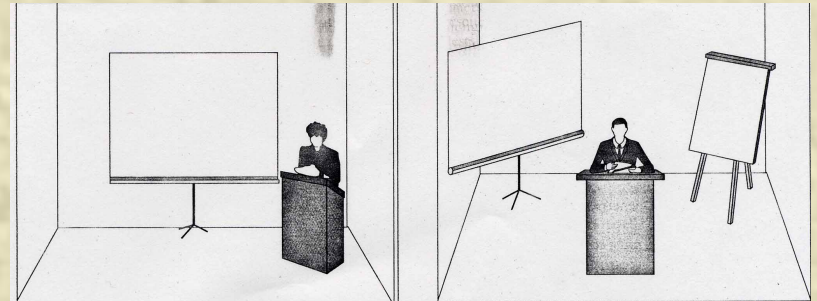
Rehearsal

- **Use keywords!**
- **Mentally run through presentation**
- **Practice in similar surroundings**
- **Practice answering questions students will ask**
- **Feedback! (tape or friend)**

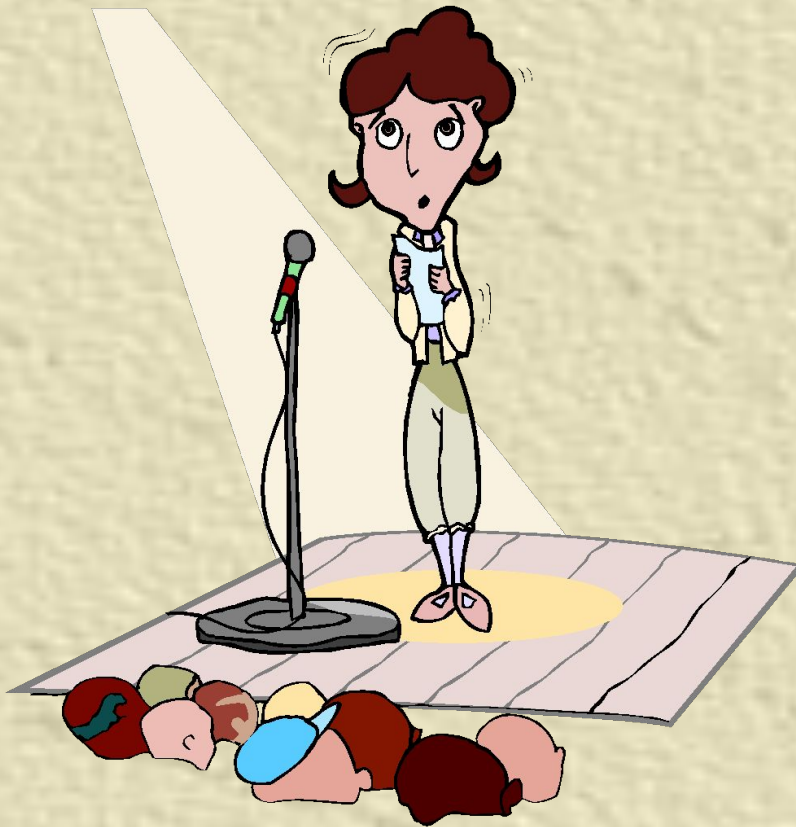


Setting Up

- **Check equipment ahead of time**
- **Slides and projection screen should be placed in center of room.**
- **Overhead screen and/or flip chart should be placed in the corners of the room at 45 degree angles.**



Presenting: Anxiety



- Nervousness and excitement are normal.
- Planning and practice should replace anxiety.
- Use anxiety positively with body movement, gestures, and voice projection.
- Breathe/think slowly!

Delivery

- **Stand up while presenting**
- **Face learners, stand straight, hands OUT of pockets, and arms at your side**
- **Do NOT speak with your back to the audience**
- **Stand to one side of a lectern (if used)**
- **Move while speaking**

Voice

- **Use natural conversation voice**
- **Do NOT read presentation**
- **Vocal variety (no monotone)**
- **Speak slowly and comfortably**
- **Speak loud enough for everyone to hear you**





Eye Contact

- **Speak only when you have eye contact with the audience**
- **Looking them in the eye is a great way to keep their attention.**

Visuals

- **Visuals help keep the learners' attention.**
- **Visuals are a good source of reinforcement.**
- **After using visuals, turn off computer, overhead, etc. so attention gets back to you.**

