Academic English
Section 14: Making a presentation

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Making a Presentation

Good presenters are not born; they are prepared.
Unique moment

To connect
To inform
To teach
To persuade
To impress
PROGRESS
SCIENTISTS SHARE RESEARCH FINDINGS PUBLISHING PRESENTING COMMUNICATING
Tell a joke
Tell a story
Give a cooperative quiz
Talk to individuals
ENGAGING PRESENTER BEHAVIOUR

audience participates productively
sense of community
trust
listening to you as if you were speaking only to them

DON’T LECTURE, SHOW OR TEACH

Frame your talk around your audience’s knowledge & experience
GET THEM TALKING
ASK THEM QUESTIONS
PAUSE AFTER POWERFUL OR
PROVOCATIVE QUESTIONS
MAKE IT SIMPLE BY
BUILDING ANALOGIES
Hot is to soup as cold is to?
NUTS & BOLTS
PREPARE & PLAN AHEAD
WHO IS YOUR AUDIENCE

main topic
Overview or Summary
Human concerns
Interesting or useful
Evidence
Time allotted
Troubleshooting

- Hiding behind the podium or desk
- Reading your notes
- Whispering
- Fiddling
- Standing still
- Speaking in a dull voice
- Turning your back to the audience
B R E A T H
Prep a r e w e l l
U s e c u e c a r d s
M a i n t a i n e y e c o n t a c t
L e a v e y o u r h a n d s f r e e
D o n’t s h i f t y o u r w e i g h t
V i s u a l i z e a p o s i t i v e o u t c o m e
B e e n t h u s i a s t i c
BODY LANGUAGE
Point at the slides you put emphasis on
Do not mumble
Slow down
Speak up, do not shout
Smile
Storytelling
35 words maximum per slide
AS LITTLE TEXT AS POSSIBLE
NOT LONG SENTENCES
Key words to help audience focus and follow
Charts and graphs are often used to give a visual representation of data, especially for publications like Annual Reports or in slide and PowerPoint presentations. Through graphs, you can easily provide your readers or viewers with facts about certain patterns, trends and future outcomes. Also, most people find it easier to understand and analyze data and figures when plotted into charts and graphs such as pie graphs, line charts, bar graphs, among others. In this post therefore, we put together 21 very attractive and visually appealing charts and graphs examples that you can use as inspiration in creating your own data visualization. The examples include pie charts, bar graphs, infographics and a few tutorials that you can follow in case you have no idea how to come up with your own charts. To know more about each graph or chart and view it in larger format, simply follow the link provided below each preview image. We hope you will find these chart and graphs examples inspiring as well.
Bullet points

- Excess Bullet points kill PowerPoint presentations.
- Break up the text
- Break a single paragraph into chunks
- Control the speed at which the audience sees the information
- Try take out as many extraneous words as you can without losing the meaning.
- Remember, your slides will be presented – not read.
- So, no more than five every time.
- Keep it simple and clear.
- Oops!

http://www.brightcarbon.com/blog/bullet-points-in-powerpoint-how-to-ditch-them/
Bullet Points

Excess bullet points kill PowerPoint presentations
No more than five bullet points every time
Take out extraneous words
Keep it simple and clear
Break up the text
Which one has a mightier message?
72% of part-time workers in Japan are women
Japan
72% part-time
Figure 1. Percentage of religions in the world in 2015

SPOTTING GRAPHICS THAT LIE

**Most dangerous cities**
Total murders in 2014

<table>
<thead>
<tr>
<th>City</th>
<th>Murders</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chicago</td>
<td>407</td>
</tr>
<tr>
<td>New York</td>
<td>328</td>
</tr>
<tr>
<td>Detroit</td>
<td>304</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>259</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>248</td>
</tr>
</tbody>
</table>

**Wrong**

<table>
<thead>
<tr>
<th>City</th>
<th>Murders</th>
</tr>
</thead>
<tbody>
<tr>
<td>Detroit</td>
<td>45</td>
</tr>
<tr>
<td>New Orleans</td>
<td>41</td>
</tr>
<tr>
<td>Newark</td>
<td>40</td>
</tr>
<tr>
<td>St. Louis</td>
<td>38</td>
</tr>
<tr>
<td>Baltimore</td>
<td>37</td>
</tr>
</tbody>
</table>

**Right**

*Figure 1. Percentage of murder rates in major US cities in 2014 per 100,000 people*

SOURCE: FBI'S UNIFORM CRIME REPORT
SPOTTING GRAPHICS THAT LIE

Figure 3. Major League Baseball Teams

SOURCE: MAJOR LEAGUE BASEBALL
SPOTTING GRAPHICS THAT LIE

Too much information?

Focus on main point
Summarize or draw general conclusions
Limit the number of statistics
Round statistics as you speak
Don’t read out details from tables or diagrams
Color Combinations to Avoid
Some colors should not be used together for a variety of reasons, so here are some combinations to avoid:
Red & Green – these two colors clash with each other and are very hard to read. Also, people who are red-green color blind will not be able to figure out what you are trying to say on the slide.

http://www.thinkoutsidetheslide.com/choosing-colors-for-your-presentation-slides/
Colour combinations to avoid

Red and Green
Orange and blue
Red and Blue

http://www.thinkoutsidetheslide.com/choosing-colors/
End Strong

MAKE YOUR FINALE CRISP AND CLEAR
Use references to show your sources
Google and Wikipedia are not references
ENCOURAGE FOLLOW UP QUESTIONS
REFERENCES

THANK YOU
End of Section
FINANCING

• The present educational material has been developed as part of the educational work of the instructor.
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