Oral Presentation and Speech:

I once attended a talk where the speaker held everyone's attention for a key five minutes by pulling the Seinfeld trick putting on ,a show about nothing.An engineer at a small, struggling company, he was near the end of a slick Powerpoint presentation about whether the design for a critical machine should be modernized to speed up production, and he presented three options:

Retool the machine in house, which would sacrifice a month of production time but result in faster output in the long run.
Buy a new machine from a known distributor, which would involve a hefty up-front expense but save labor costs and time;
Do nothing.
That's right do nothing. Continue with production and learn to live with the sacrifices.

To dramatize this third point, the speaker filled the presentation screen which up to then had held colorful Powerpoint slides employing slick transitions and graphics with nothing. He simply left the screen blank, proposed the option of taking no action, and then shut off the projector. For the next five minutes, he engaged the audience members which included the company president and the company accountant by switching to a lecture format, moving around the room without so much as a pointer or note card, and arguing his case: that it was smarter for the company to maintain status quo, especially since it was struggling financially. Ultimately, he impressed his point on the audience not with the magic of presentation software, but with reasoning, creativity, common sense, and the bottom line. As the speaker hoped, the company bought into option number 3.

As this example demonstrates, effective oral presentation is more about creative thinking on your feet and basic skills than about wearing good shoes and knowing how to turn on the computer projector. Companies have long cried for graduates who can give dynamic talks, and they have long relied on talks as a key way to sway concerned parties towards a desired outcome. But many presenters make the mistake of trying to let the computer, bells and whistles blaring, do all the work for them. They forget the fundamentals of oral presentation, and thus whatever polish they have quickly loses its luster.

To become a modern speaker worth listening to, whether you're serving as a company representative or presenting at a conference, you must come fully prepared, engage your audience's attention and memory, attend to some visual design basics, and take stock of how you come across as a speaker.

Preparing for a Talk
There's a rule-of-thumb in carpentry: Measure twice, cut once. The tenets behind this principle should be obvious once a mistake is made, it's difficult or impossible to undo. Though the carpenter can usually spackle or glue to repair, as a speaker you simply cannot get back those three minutes you just wasted in a fifteen-minute presentation. The following preparation principles will keep you right on plumb.

Practice your talk straight through, and as you go jot quick notes to yourself about how to improve it. If you cannot manage to practice your talk straight through, perhaps you are not yet ready to offer it.

Ideally, practice your talk under conditions similar to those in which you will give it, considering such factors as acoustics, distance from the audience, lighting, and room size. Lighting becomes especially important when computer equipment is involved. Be mentally prepared to adapt to the environmental conditions.

As a draft, present your talk to a friend or two first and have them critique it. If you're really gutsy and can tolerate the unforgiving lens of the camcorder, videotape your practice talk and critique it afterwards.

View all of your visuals from your audience's perspective prior to your talk. Be sure that your audience can easily see all that you want them to see, especially material that appears in the lower half of the screen.

When you give a talk professionally, always request presentation guidelines from any relevant organizations and conform to them explicitly. It would be embarrassing for you if you were expected to present units in metric, for example, and you did otherwise because you failed to request or follow the available guidelines.

As part of your preparation, choose an appropriately snappy and helpful title. You are expected not to come off as stodgy. Which talk would you rather attend: "Specific Geometrical Objects with Fractional Dimensions and Their Various Applications to Nature in General and The Universe At Large as we Know it" or "And On The Eighth Day, God Created Fractals"?

Become highly familiar with any technology you'll be using. Practice with the actual hardware or type of hardware you'll be working with, making sure that compatibility or speed issues don't get in your way. I have seen students go to present at a conference with a zip disk of their talk confidently in hand, only to find that the computer they were using didn't have a zip drive. To facilitate faster computer speed, load your presentation onto the desktop if possible rather than run it from a CD or flash drive. If websites are needed as part of your presentation, check connection speeds and make sure all URLs are up and running.

Helping Your Audience Remember Your Key Points

Andy Warhol is known for the comment that everyone will be famous for 15 minutes. If your 15 minutes of fame is during your oral presentation, you want to be sure not to blow it. I'm amazed at how many times I've sat through a talk and come away with only a vague sense of what it was about. There are many reasons for this—some speakers view their talk as simply a format for reading a paper, while others fill the air with many words but little substance—but the most common reason is the simplest one: the speaker showed uncertainty about the talk's alleged subject. If you don't spell out your premise, highlight your key points, and make it easy for your audience to remember the thrust of your presentation, you can't expect your listeners to come away with understanding and investment.

To ensure an engaged audience for your talk, follow these practices:

Introduce and Conclude. Use a formal introduction at the beginning of your talk and a summary afterwards to highlight your major points. Make sure your audience can remember your key points by keeping them simple and straightforward—even enumerated.

Present in Sections. Give your talk "parts" —usually no more than three major parts for practical purposes—and let us know when we're transitioning from one part to the next. This will help your audience to remain interested and focused.

Spell out the Objective. Give the talk's objective and even a hint of the conclusion right up front. Articulate the objective on its own slide so we can't miss it. Revisit the objective at the end if necessary to underscore how it was realized.

Use Props. Consider the use of some simple, meaningful props—even pass them around. Props can generate audience interest and, especially if they represent the actual work you did, they make the nature of that work more concrete. I've been to great talks where an experimental sample or photographs representing production sites were passed around, and they often generated focused questions from the audience members afterwards.

Use Handouts. If appropriate, give a handout. As long as it's well-designed, a concise written summary with bulleted points on a handout will ensure that your talk can be followed throughout. Such a handout should ideally be just one or two pages long, and be sure to time and manage its distribution so that it doesn't take away attention from you as you speak. One possibility for handouts is an actual printout of your slides through the "Handouts" option in Powerpoint, but be certain that your audience actually needs all of your slides before electing this option.

Offer Q&A. If question and answer is involved as part of the end of the talk, don't let any questions deflect our interest. Some audience members might try to draw the attention to themselves, or focus on a mistake or uncertainty in your presentation, or even undermine your authority directly with an intimidating challenge. (I recall one speaker at a professional conference being tossed the strange question, "Your data is crap, isn't it?") Remember that the stage and agenda are yours, and it's your job to keep it that way and end your talk with a bang, not a whimper. If you don't know the answer to a question, admit it or offer to discuss it privately after the presentation, then move on. One savvy way to handle questions is to turn back to your presentation slides as you answer them—call up a slide that will help repeat or explain the relevant point—and this will remind your audience that your talk had substance.

Mastering the Basics of Slide Design

Powerpoint helps us to think of each projected page as a "slide" in a slideshow. But just as someone else's home movies can be thoroughly uninteresting if they're grainy, poor in quality, and irrelevant, Powerpoint slides that are too flashy, cluttered, meaningless, or poorly designed can quickly turn a darkened room full of smart people into a mere gathering of snoozers. As you design your slides, consider these factors:

Templates. Even though Powerpoint helps you design your slides, don't assume that someone else's template will always match your needs. Take charge of slide design by considering first the most efficient way to transmit the necessary information.

Simplicity. Keep slides as simple and uncluttered as possible, and if the information must be complex, prioritize it for your audience as you present it (e.g., if presenting a ten-column table, direct your audience to the most significant columns). Offer only one major point per illustration. If you need to focus on more than one point, re-present the illustration in another form on a separate slide with the different point emphasized.

Titles. Give most slides titles, with a font size of at least 36 points, and body text with a font size of at least 24 points. If you need to cite a source of information, include the citation in a smaller font size at the bottom of your slide.

Rule of 8s. Apply the "rule of 8s": include no more than 8 words per line and 8 lines per slide.

Bullets. When using bulleted lists in slides, present each bulleted line in parallel fashion—i.e., if the first line is a fragment, the others should be as well; if the first line opens with a verb, so should the others.

Design. Design slides so that their longest dimension is horizontal rather than vertical. Use both uppercase and lowercase letters and orient pictures left to right. Avoid the overuse of animations and transitions, especially audio-based transitions, which can be distracting and downright silly.

Color. Make sure the color for both the background and text are highly readable, especially under less than optimal lighting conditions. There's nothing wrong with basic dark lettering and white background for your slides, particularly if they're text-based. If you do choose a background theme or color, enhance continuity and viewability by keeping it consistent and subtle.

Images. When possible, replace words with images. Use images in particular when presenting data, demonstrating trends, simplifying complex issues, and visualizing abstractions.

Spelling. Spelling does count, and you can't rely on Powerpoint to be an effective proofreader. Be sure your slides are free of grammatical and spelling errors. As Will Rogers quipped, "Nothing you can't spell will ever work."

Maintaining the Look and Sound of a Professional Speaker

Public speaking is often cited by people as their number one fear (with death, ironically, as number two. Clearly, no one overcomes such fear overnight, and no one set of tips can transmogrify you into a polished speaker. However, you can work through that fear by learning from the successes of others. As Christopher Lasch once noted, "Nothing succeeds like the appearance of success." Good speakers attend first to their wardrobe, dressing as well as their "highest ranking" audience member is likely to dress. An equally important part of looking and sounding like a professional speaker is how you handle your body language and your voice. You must exude confidence if you want to be taken seriously, and remember that a high percentage of your audience's perception is not about what you say but about how you look when you say it. The following guidelines will help you to look good and sound good as you give a talk:

Take care not to stand in the way of your own slides—many speakers do this without even realizing it. Especially when using an overhead projector, point to the projected image of your slide (ideally, use a stick pointer or laser pointer) rather than the original source. This helps you avoid covering up more of the image than you intended and keeps our focus on the projected image rather than your accidental hand shadow puppet.

Ideally, use the mouse pointer, a stick pointer, or a laser pointer to draw our attention to a particular item on the screen. One simple circle drawn briefly around the selected information is enough to draw our attention. Beware of slapping a stick pointer loudly against a screen, or leaving a laser pointer on for so long that its bright dot shakes all over the screen as a blazing red mirror of your nervousness.

When you are not using a slide directly, keep it out of sight or out of your audience's line of attention. Turn off the projector or create a dark screen when no visuals are relevant; literally invite your audience to turn its attention away from one thing to another.

When working with computer projection, do not trust that hardware will always perform as you anticipate. Sometimes equipment fails midstream, or what worked fine for one speaker in a group doesn't work for the next. If necessary, take backup transparencies of your slides ready for use on an overhead projector. Be certain that an overhead projector is available beforehand as a fallback.

Don't forget the value of a good old-fashioned easel or chalkboard. Not only do they offer variety, they are especially good for writing down basic information that you also want your audience to muse over or write down, or for presenting a picture as it evolves via its individual pieces (e.g., a flow chart, schematic, or simple experimental set-up).

Maintain eye contact with at least a few people—especially those who are being the most responsive—in various parts of the room. Conversely, if you're especially nervous about one or two audience members or you note some audience members looking sour or uninterested, avoid eye contact with them.

Refer to time as an organizational tool: "For the next two minutes, I will summarize the city's housing problem, then I will move on to . . . " This keeps both you and your audience anchored.

Use the "point, turn, talk" technique. Pause when you have to turn or point to something, then turn back towards the audience, then talk. This gives emphasis to the material and keeps you connected with audience members. Strictly avoid talking sideways or backwards at your audience.

Use physical gestures sparingly and with intention. For instance, raise three fingers and say "thirdly" as you make your third point; pull your hands toward your chest slightly as you advocate the acceptance of an idea. Beware, though, of overusing your body, especially to the point of distraction. Some speakers habitually flip their hair, fiddle with their keys, or talk with their hands. I've heard some people recommend that speakers keep one hand in a pocket to avoid overusing physical gestures.

Minimize the amount of walking necessary during your talk, but do stand rather than sit because it commands more authority. As you speak, keep your feet firmly rooted and avoid continual shuffling of your weight. Intentionally leaning slightly on one leg most of the time can help keep you comfortable and relaxed.

Take care to pronounce all words correctly, especially those key to the discipline. Check pronunciation of ambiguous words beforehand to be certain. It would be embarrassing to mispronounce "Euclidian" or "Möbius strip" in front of a group of people that you want to impress. I once mispronounced the word "banal" during a speech to English professors and one of the audience members actually interrupted to correct me. Most of that speech was—as you might guess—banal.

Dead air is much better than air filled with repeated "ums," "likes," and "you knows." Get to know your personal "dead air" fillers and eliminate them. Out of utter boredom during a rotten speech a few years ago, I counted the number of times the speaker (a professor) used the word "basically" as an empty transition—44 times in just five minutes. Don't be afraid to pause occasionally to give your listeners time to digest your information and give yourself a moment for reorientation. To quote Martin Fraquhar, "Well-timed silence hath more eloquence than speech."

If you know that you have a mannerism that you can't easily avoid—such as stuttering or a heavy accent—and it distracts you from making a good speech, consider getting past it by just pointing it out to the audience and moving on. I've been to several talks where the

speaker opened by saying "Please accept the fact, as I have, that I'm a stutterer, and I'm likely to stutter a bit throughout my speech." One such speaker even injected humor by noting that James Earl Jones, one of his heroes, was also once a stutterer, so he felt in good company. As you might guess, the following speeches were confidently and effectively delivered, and when the mannerism arose it was easy to overlook.

Avoid clichés, slang, and colloquialisms, but don't be so formal that you're afraid to speak in contractions or straightforward, simple terms. Use visual language, concrete nouns, active single-word verbs. When using specialized or broad terms that might be new or controversial to some audience members, be sure to define them clearly, and be prepared to defend your definition.

Be animated and enthusiastic, but carefully so—many notches above the "just-the facts" Joe Friday, but many notches below the over-the-top Chris Rock.

Objectives of Oral Presentation;

1) Select Appropriate Points of emphasis in your presentation.
2) Develop a useful level of detail.
3) Choose and prepare appropriate Aids.
4) Create a tone that is sensitive to your audience and circumstances.

The obectives must be relevant and achievable, limite yourself into 2 or 3 obectives,
Each objective has a short sentence.
Test your objectives:
What is the key message in the objective?
Does this message directly relate to the storyline?

Determine the Purpose
Analyze the Audience
Adopt the Message
Gather information

SCOPE:

Scope of oral communication
Scope means the possibility of any particular subject in a particular field.
It can be understood by dividing in two parts:

Internal (within the organization)

External (outside the organization)
Scope within the organization
}The types of oral communication commonly used within an organization include staff meetings, personal discussions, presentations, telephone discourse, and informal conversation.

Scope outside the

Oral communication with those outside of the organization might take the form of face-to-face meetings, telephone calls, speeches, teleconferences, or videoconferences.

The OPENING,:

This is an excerpt from Jean-luc Doumont's book, Trees, maps and theorems. It shows how each of the openings to three oral presentations correspond to the components of a successful opening.

View Full-Size Image John's opening

All three speakers (John, Marie, and Jean-luc) closed their presentations with a review, a conclusion, and a close. Because he divided his presentation's body in two fairly separated parts, John reviews and concludes each separately, thus merging review and conclusion. In contrast, Marie has a more detailed conclusion, in which she shows the outcome of her work visually.

In its intent and structure, the opening of an oral presentation is similar to the Introduction of a scientific paper, which provides the context, need, task, and object of the document, with three main differences:

The context as such is best replaced by an attention getter, which is a way to both get everyone's attention fast and link the topic with what the audience already knows (this link provides a more audience-specific form of context).

The object of the document is here best called the preview because it outlines the body of the presentation. Still, the aim of this element is unchanged — namely, preparing the audience for the structure of the body.

The opening of a presentation can best state the presentation's main message, just before the preview. The main message is the one sentence you want your audience to remember, if they remember only one. It is your main conclusion, perhaps stated in slightly less technical detail than at the end of your presentation.

In other words, include the following five items in your opening: attention getter, need, task, main message, and preview.

The Conclusion:

After supporting your main message with evidence in the body, wrap up your oral presentation in three steps: a review, a conclusion, and a close. First, review the main points in your body to help the audience remember them and to prepare the audience for your conclusion. Next, conclude by restating your main message (in more detail now that the audience has heard the body) and complementing it with any other interpretations of your findings. Finally, close the presentation by indicating elegantly and unambiguously to your audience that these are your last words.

Praparing Oral Presentation:

An effective presentation is more than just standing up and giving information. A presenter must consider how best to communicate the information to the audience. Use these tips to create a presentation that is both informative and interesting:

Organize your thoughts. Start with an outline and develop good transitions between sections. Emphasize the real-world significance of your research.

Have a strong opening. Why should the audience listen to you? One good way to get their attention is to start with a question, whether or not you expect an answer.

Define terms early. If you are using terms that may be new to the audience, introduce them early in your presentation. Once an audience gets lost in unfamiliar terminology, it is extremely difficult to get them back on track.

Finish with a bang. Find one or two sentences that sum up the importance of your research. How is the world better off as a result of what you have done?

Design PowerPoint slides to introduce important information. Consider doing a presentation without PowerPoint. Then consider which points you cannot make without slides. Create only those slides that are necessary to improve your communication with the audience.

Time yourself. Do not wait until the last minute to time your presentation. You only have 15 minutes to speak, so you want to know, as soon as possible, if you are close to that limit.

Create effective notes for yourself. Have notes that you can read. Do not write out your entire talk; use an outline or other brief reminders of what you want to say. Make sure the text is large enough that you can read it from a distance.

Practice, practice, practice. The more you practice your presentation, the more comfortable you will be in front of an audience. Practice in front of a friend or two and ask for their feedback. Record yourself and listen to it critically. Make it better and do it again.

Kinds of Presentation:
There are two basic types of presentations (or oral reports) that you will likely be called upon to deliver during your educational career and beyond — informative presentations and persuasive presentations.

Informative Presentations

Woman giving an informative speech. The purpose of informative presentations is to promote understanding of an idea or to convey information. They are often used to provide people with information about a concept or idea that is new. A presentation on "Endangered Species in the South American Rain Forest" is an example of an informative presentation

Persuasive Presentations

The second type of presentation is a persuasive presentation. The goal of a persuasive presentation is to influence a change in the belief, attitude, or behavior of another person when that person has some degree of free choice. Expanding upon the example provided above, a persuasive presentation would not only inform the audience members about the South American rain forest and its endangered

species, but would also try to get them to take specific and appropriate actions to save these species.

Woman giving persuasive speech.

Both types of presentations can be used to start a discussion by providing information on a given topic followed by time for questions, answers, and discussion.

Ways of delivering Oral Message:

Four Methods for Delivering Oral Presentations
Calia Roberts - Updated June 27, 2018
You never know when you might be asked to give a speech or presentation. Whether job or school related you will probably have to give a presentation. What about a toast at a wedding? Or even a roast! The important thing to remember is that it's a matter of when, not if, therefore, there are a few things to learn that will help in your delivery. You should always have a clear understanding of your audience and your purpose. Also, knowing the types

Manuscript:

The manuscript method is a form of speech delivery that involves speaking from text. With this method, a speaker will write out her speech word for word and practice how she will deliver the speech. A disadvantage of this method is a person may sound too practiced or stiff. To avoid sounding rehearsed, use eye contact, facial expressions and vocal variety to engage the audience. Use frequent glances at highlighted key points instead of reading the speech word for word.

Memorization:

The memorization method is a form of speech delivery that involves fully memorizing a speech, from start to finish, before delivering it. This method of delivery allows a speaker to move around the stage or platform and maintain eye contact with the audience without relying on a script or notes. For speakers who deliver their speeches by memorization, add inflection to the voice and keep notes nearby to avoid forgetting an important key point.

Impruptu:

The impromptu speech is spur-of-the-moment, with little to no time to prepare for this type of speech. For this method, you may be asked to give a few remarks, or share your thoughts with the group. The important thing to remember with this type of speaking is to know your main point, limit your thoughts to two to three ideas, and wrap it up with a conclusion. If you can think well enough on your feet, your conclusion will connect to your opening remarks or main idea. Impromptu speeches are best kept brief.

Extemporaneous:

The extemporaneous method is ideal for most speaking situations. While it requires a great deal of preparation, it allows for great flexibility for the speaker, often delivering a much more engaging speech. For this method, a speaker will organize a speech with notes or an outline, and practice the delivery, but not word-for-word. A speaker may highlight key points in the speech and memorize a few portions of the speech, but will also speak in a more conversational tone. The extemporaneous method of delivery gives a speaker the flexibility to deliver a speech in a natural manner while maintaining eye contact and engaging an audience.

Strategy of Using an Oral Presentation:

1. There's no such thing as too much eye contact
Body language communicates a vast amount of information to an audience, and making eye contact is like a silent way of saying "Hey you. Listen to me." And it works in reverse: I've found that when I read while making eye contact with someone, I seem to intuitively adapt my reading style to them. Maybe I'm feeding off their body language.

2. Consider your audience
Why will they be listening to you? What vocabulary will they best connect with? Are you the solo speaker or the last in a tedious series? Will they appreciate humor? Are they friends or strangers? Are they informal or formal? Asking these types of questions will suggest the best style and structure for your speech.

3. Consider using the "Tell 'em" rule
I generally don't encourage my students to use this old, formulaic chestnut in essays, but in speeches, "tell 'em what you'll say, say it, and then tell 'em what you said." Unlike the act of reading, listening means the audience can't control the speed of words. And they can't 'rewind' and review information. The "tell 'em" principle thus ensures useful repetition and transitions

4. Three's Tops
Some say people tune out after about 3 minutes' listening. While I don't think this is necessarily true, especially if you keep things interesting (see #2--"employ the occasional unexpected word"), and while not every speaking situation can be limited to 3 minutes, it's crucial to keep things short.

5. Illustrate your point
Examples in oral presentations do the same good things that they do for written texts: they make concrete the abstract points you're trying to make. They allow time for the listener to consider the weight and validity the main point you've just made. And they provide a useful repetition of ideas that helps listeners retain your points.

Strategy For effecting Non Verbal delivery:

A lot can be said without words in a face-to-face conversation. Often, our non-verbal communication—our facial expressions, body posture, eye contact, etc.—speaks loudest.

These non-verbal cues play a huge role in how our words and intentions are interpreted. Good non-verbal skills can help show your support by expressing you genuinely care and are truly hearing what someone has to say.

To show support for someone we're talking to, it's important to not only be aware of their nonverbal cues, but also our own. During your next face-to-face conversation about mental health, keep these tips in mind:

Pay close attention to what the person says. Really listening to what the person is telling you is crucial to being a helpful listener. When you reply, it can be helpful to repeat some of what they told you, using the same language. This attention to detail demonstrates that you care.
Maintain comfortable eye contact. Don't avoid eye contact, but do avoid staring. It's important to meet someone's gaze. It shows you are interested and that your focus is on them – quite literally!
Maintain an open body position. Avoid crossing your arms over your body – it may appear defensive. When your body position is open, it conveys that you are open to listening.
Sit down, even if the person is standing. Being on the same level as someone appears less threatening and can make them feel more comfortable, while avoiding feelings of tension or nervousness when having personal conversations.
Sit alongside and angled toward the person rather than directly opposite them. This allows the conversation to feel friendly and nonconfrontational. No one wants to feel like they're being interviewed.
Avoid fidgeting. During a sensitive conversation, it may be tempting to fidget, but it can be distracting to the person who is talking. It could also make it appear that you are uncomfortable, nervous or bored.

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