ДОНСКОЙ ГОСУДАРСТВЕННЫЙ ТЕХНИЧЕСКИЙ УНИВЕРСИТЕТ

ЦЕНТР ДИСТАНЦИОННОГО ОБУЧЕНИЯ И ПОВЫШЕНИЯ КВАЛИФИКАЦИИ

Кафедра «Научно-технический перевод и профессиональная коммуникация»

Методические указания

по обучению студентов навыкам презентации

Составитель

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Аннотация

Методические указания предназначены для студентов ДГТУ, вне зависимости от их предметной специализации, а также для студентов, получающих дополнительное образование в сфере профессиональных коммуникаций и лингвистики.

Их цель – познакомить студентов с основными моментами и особенностями подготовки и проведения презентаций (при защите курсовых, дипломных работ, самопрезентаций и презентаций любых идей и проектов).

Рекомендуемый материал может быть использован как в рамках курса «Деловое общение», так и в качестве вспомогательного пособия при дополнительном языковом образовании, предлагаемом ВУЗом.

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Оглавление

PART I

INTRODUCTION

What is **a "presentation"?** In Russian language this word is often used to describe a kind of a party in order to demonstrate a new brand, book, fashion show, etc.

If you look through different dictionaries of the English Language, you will find out that the word "presentation" has a wider determination:

- the activity of formally presenting something (as a prize or reward); "she gave the trophy but he made the presentation"
- a show or display; the act of presenting something to sight or view; "the presentation of new data"; "he gave the customer a demonstration"
- the act of making something publicly available; presenting news or other information by broadcasting or printing it; "he prepared his presentation carefully in advance"
- the act of presenting a proposal
- a visual representation of something [syn: display]
- formally making a person known to another or to the public
- other meanings, more specific (in medicine, religion).

In our methodical guidelines we will focus mostly on these first 6 points and you will learn how *to present yourself and your project to public in the most successful way.*

BASICS IN MAKING A GOOD PRESENTATION

Below you will find the definition of a presentation which is mostly used in business:
A structured, prepared and speech-based means of communicating information, ideas, or arguments to a group of interested people in order to inform or persuade them.

No presentation will achieve its desired level of success unless YOU as the presenter get the audience to:

1. **HEAR** what you have to say (or see what you have to show them)
2. **UNDERSTAND** what you mean
3. **AGREE** with what you have heard
4. **TAKE ACTION** in accordance with your overall objectives

It is important to make your presentation last in the audience's minds because people will forget: **38% in 2 days, 65% in 8 days, 75% in 30 days**

These are the points to remember if you want people to remember your presentation:

- The first and last impressions made to them are both positive and favourable
- Points are made of special interest to them
- Giving an overview before moving onto the points of detail
- More than one sense is stimulated e.g. speech and visual aids
- You seek their feedback
- Talking about their problems and requirements

There are many factors to take into account when communicating effectively and the following are the essentials of good communication

1. Unless someone hears what you have to say, there is no communication
2. You do not communicate with just words, the whole person that you are comes with them
3. Talk to people in terms of their own experience and they will listen to you
4. When you have difficulty in getting through to people, it is a sign that your own communication and thinking is confused, not theirs
5. When you fail to communicate it is not the words that need straightening out, it is the thoughts behind them
6. Know what your listener expects to see and hear before you

start to talk
7. Your communication is always more valuable if you appeal to the values and aspirations of your audience

PLANNING AS THE KEY TO CREATING AN EFFECTIVE PRESENTATION

What does it take to create an effective presentation? Is it the beautiful colors and pictures? Is it the animations and transitions?

"No", you say. "It is the content". Well, you are partially right.

Planning is probably **the** most important step in creating a successful presentation of any kind. Planning helps you decide on the content and the order in which the information will be presented. Whether you are using PowerPoint, OpenOffice Impress or any other presentation software, use the following steps as a guide in planning the presentation.

1. **Determine the Purpose of the Presentation**

- Is this presentation about a product for a client?
- Is it a business presentation about the latest sales figures?
- Is it about a new idea you are introducing?

2. **Determine the Presentation's Audience**

- your staff
- a new prospective client
- a group of small children
- a convention for people in the same line of work -- for example; a group of dentists

3. **Gather Your Information**

- Remember the *KISS* principle (Keep It Silly Simple) when designing your presentation.
- Focus on three or four main points only
- Know everything about the topic so you are ready for questions after the presentation.

4. **Sketch Out the Slides on Paper**

- Make sure the slides emphasize the main points to be made in the presen-   tation.

- Try to have only one main idea on each slide.
- List no more than four points per slide.

5. **Determine the Order Of Your Slides**

- Although this can be changed later, having a rough idea
  of the order of your topic points, will help you plan the
  order of your slides.

6. **Create the Presentation**

- When creating the slides, be consistent in your choice
  of background colors, fonts, transitions, and animations.

STRUCTURE OF THE PRESENTATION

A good presentation has a clearly defined structure and, if followed can allow anyone to present in a relaxed, clear and interesting way. Excellent presentations will always follow this structure:

a. Beginning

"Tell 'em what your going to tell 'em"

- Getting attention
- Building rapport
- Statement of theme
- Audience needs

This is the most important part of the presentation and serves two main purposes

1. To act as an attention grabber for the audience

2. To let your elevated levels of adrenaline and testosterone racing through your blood stream settle down, so that you can relax into your presentation

This may well happen while the audience are finding their seats and wondering what is going to happen next. There is no right and wring attention grabber, but here are some of the ones that can be found to work.

- A funny story (if humour is your thing - but avoid religious, sexual, sexist or racist jokes)
- A video clip, but if you use one, make sure that it is less than 60 seconds
- Unusual statistics about your industry or about your audience
- A cartoon.
- Suspense (e.g. walk on with a cardboard box and place it in the middle of the stage - but don't tell people what it is there for)

b. Middle

"Tell 'em"

- Points to be made
- How will they benefit the audience?
- Support material, examples, third party references, visual aids
- Possible audience objections

A good presentation technique is the rule of three.

The rule of three is based on the technique that people tend to remember three things. In oratory it comes up all the time. Here are some examples:

"Friends, Romans, countrymen"

"The good, the bad and the ugly"

"Blood, sweat and tears"

Think about - if there are only three points that I would like to leave my audience with, what would they be? There you have the middle of the presentation.

All you now have to do is to think of ways of illustrating these points and then you have the bulk of the structure of the presentation.

c. End

"Tell 'em what you've told 'em" .

- Reiterate the theme
- Summary of points
- Closing words and commitment

The end is more important than the beginning. There is a psychological factor called recency. This is where people remember most the last thing that they are told. This particularly applies to lists.

So the ending of the presentation is key.

There are a number of techniques that can work well, but they should be all related to the main structure of the presentation.

Ideas include

- A funny story (one that encapsulates at least one of the main themes of the presentation
- A high energy video clip
- Relieving the suspense (you may be wondering why I brought this cardboard box onto the the stage...)

If you are really struggling for ideas, and want to play it safe, you could simply recap on the three main concepts that you have put forward in the middle section.

The deciding factor any presentation is the answer to the following question:

- *"Were my aims and objectives achieved?*
- *Did I get the audience to do/think/feel what I wanted them to?"*

VISUAL AIDS WHEN MAKING A PRESENTATION

It is proven that the people learn more readily and retain more information when learning is reinforced by visualization. You can entertain, inform, excite and even shock an audience by the proper integration of visual images into virtually any exchange of information.

Meetings which might normally be considered dull, or a chore to be avoided, can be transformed into exciting productions that grab the attention of the viewers.

This kind of presentation maximizes the audience retention of the subject matter. The phrase *"a picture is worth a thousand words"* has existed since the New York Post discovered the value of visuals in the news business. This remains true to this day. Simple, clear, concise visual images, briskly paced and sprinkled with attention-grabbing graphics will lend support to your spoken words. This leaves your audience with a positive attitude toward you and your product, service or proposal.

Visuals in business should be used in support of the spoken or written word, and not instead of it. A well-developed concept and effective script are the essential elements of any presentation. Regardless of their form, they should be the first and most important phase of its development. When the concept begins to take final form, the visuals are developed around it.

This is not to imply that A-V design should be placed near the end of the project. You must begin mentally planning your visuals at the beginning of the design process. Hastily designed and produced visuals can doom a presentation (and a presenter,) where well planned and executed images add tremendous strength. Concepts that are difficult to grasp can be communicated quickly and easily through the intelligent use of professionally produced visuals. This allows you the freedom to communicate more complex subject matter in a more efficient manner, adding support and impact to your script.

Finally, your presentation should be entertaining. Leave the audience feeling better and more relaxed when they leave and that impression will carry over to both your subject matter and yourself. There is no logical reason that the presentation of routine sales figures and financial reports should not be as exciting as the unveiling of a new product or a first rate service proposal.

These rules and advice can be considered only as the first part of the presentation techniques. The second part of the guidelines will emphasize:

- Rules of a good speech
- 'Musts" when creating slides
- Some sins of visual presentation

A good beginning is half the battle!

ИСТОЧНИКИ

При составлении методических указаний были использованы следующие источники:

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2. Home study dictionary. Peter Haddock Ltd, UK. – 891 p.
3. WordNet ® 3.0, © 2006 by Princeton University. –Internet source: http://dictionary.reference.com/
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5. Stephen Eggleston, The Key Steps to An Effective Presentation. – Internet source:
   http://www.the-eggman.com/writings/keystep1.html
6. Roger Darlington, "How to make a good speech", 2008. –Internet source: http://www.rogerdarlington.co.uk/Speech.html

PART II

INTRODUCTION

In the first part of these guidelines we mostly focused on the following key points:

- What a presentation is.
- What the basics of a good presentation are.
- What the rules of a good communication are.
- What psychological elements we have to keep in mind when planning and preparing a presentation.
- What the structure of a presentation is.

In the second part of our guidelines we will find out:

- Rules of a good speech
- 'Musts" when creating slides
- Some sins of visual presentation.

RULES OF A GOOD SPEECH

The central purpose of any presentation, written, oral or visual, is communication. To communicate effectively, you must state your facts in a simple, concise and interesting manner, as we already mentioned in Part 1. Here are essential rules that you should follow when making a speech.

- **Remember: an excellent speech does not require a brilliant orator - *you* can do it.** Winston Churchill is commonly regarded as one of the greatest speakers in the English language, yet he regretted the lack of practice in public speaking. *The key is preparation.*
- You are probably making this speech at an event which has a programme which has been published beforehand. So **make sure that the title of your speech is catchy** and then people will be looking forward to it even before the event.
- **Making a good speech starts weeks before with thorough preparation**. You should have been thinking of themes and points, noting down ideas and sources, crafting phrases and sentences.
- The best speeches tell your audience **things they didn't know** and/or give them **insights they didn't have**. So:
- In respect of the first, **research some salient, accurate and up-date facts and figures**.
- In respect of the second, **look at the subject differently** - think "out of the box".
- **You should have finalised the notes or text or slides at least the day before**, so that you can concentrate on reading through the material, becoming very familiar and comfortable with it, and thinking about the actual delivery.
- Remember: **expectation shapes reality**. This means that, to some extent you can have won or lost your audience even before you are really into your speech. If people think you're going to be good, that will help them to perceive you as good. So your biographical details in the programme material and how the chair introduces you are both important and you can influence them. Conversely, if people think you're going to be poor, that will condition them to seeing you as poor. So never begin by saying that you were unsure why you were invited to speak or what you should say and, never admit to feeling anxious or unsure.

- Once you are called upon to make your speech, **pause for a couple of moments before actually starting your delivery**. If you've had to walk up to a platform or over to a rostrum, this gives you time to steady your breath. If you are nervous as a speaker, it gives you time to take a few shallow breaths and calm those nerves. In any event, it gives the audience an opportunity to settle down and focus on you and your message. But the pause should be a few seconds only.
- **If you are not using a microphone**, be aware of the need to speak sufficiently loudly that the furthest member of your audience can hear you clearly. Take the opportunity to move around a little which will help to command attention.
- **If you are using a microphone**, speak at normal volume, but a little more slowly and distinctly than if you were not using amplification.
- **You should convey a sense of enthusiasm for the subject**. This will effect your delivery and how your speech is received.
- Occasionally **alter the speed, volume and tone of your delivery**. Speaking slower or faster and quieter or louder and being more cheerful or more serious all adds dramatic effect and keeps the attention of your audience.
- Regularly **sweep your eyes** left-centre-right and back and front-middle-rear and back, so that you engage all members of your audience. The actor Tom Cruise once told an interviewer: *"A lot of the time, what acting is really about is meeting someone's eye"* - the same is true of public speaking.
- **Don't make a rambling opening**. There is nothing worse than the speaker who starts with something like: *"When I was asked to speak on this subject, I wondered what to say .."*
- **Make a dramatic opening** which seizes the attention with the very first words. This might be a stirring statement: *"This year we are going to make a fundamental transformation of our whole organisation"*. It might be a challenging question: *"How can we turn ourselves into an even more successful organisation?"* Whatever you do, don't ask a question that invites a cynical answer from your audience: *"Are we the best organisation in the country?"*
- **Have a very clear structure**. A good technique is to tell your audience what you are going to say, tell them, and then tell them what you have said. A good structure is for the core message to be three linked points which can

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be sub-divided as necessary.

- If it is appropriate, **use PowerPoint**. It ensures that you stick to your structure and that the structure is clear to your audience. It looks professional and you can use images as well text.
- PowerPoint slides should not consist of simply a few words or conversely a mass of text. **Three or four bullet points of four or five words each is ideal**.
- **Put the main verb early in the sentence**, especially if it is a long sentence. So, not: _"When we have all the facts and we have considered all the options, we shall make our decision"_. But instead: _"We shall make our decision, when we have all the facts and we have considered all the options"_ .
- **Consider the use of short sentences or even short phrases** for dramatic effect. Examples of short sentences: _"Failure is not an option"_ or _"The place is here. The time is now. The prize is great"_. Examples of short phrases: _"Never again"_, _"No excuses"_.
- **Use striking adjectives and adverbs**. Not simply: _"We face many challenges"_ but _"We face many exciting challenges"_. Not simply: _"We will work on our problems"_ but _"We will work energetically on our problems"_.
- **Consider the use of striking images** in the form of metaphors or similes. For example: _"an iron curtain"_ (Winston Churchill, 1946), _"a paper tiger"_ (Mao Zedong, 1946), _"the axis of evil"_ (George Bush, 2002).
- **Make moderate use of alliteration** in phrases or sentences. For example, some phrases: _"broadband Britain"_, _"the digital divide"_, _"silver surfers"_. For example, some sentences: _"The ballot is stronger than the bullet"_ (Abraham Lincoln, 1856) or _"Now let us fulfil our mandate and our mission"_ (Gordon Brown, Labour Party Conference 2002) or _"At our best when at our boldest"_ (Tony Blair, Labour Party Conference 2002).
- **Use contrasts**. For example: _"Politics is war without bloodshed, while war is politics with bloodshed"_ (Mao Zedong, lecture, 1938) or _"Never in the field of human conflict was so much owed by so many to so few"_ (Winston Churchill, House of Commons, 1940) or _"Ask not what your country can do for you; ask what you can do for your country"_ (John F Kennedy, inaugural address, 1961) or _"Injustice anywhere is a threat to justice everywhere"_ (Mar-   tin Luther King, letter

from jail, 1963).

- **Make temporal comparisons**. For example: *"When the company was first founded .."* or *"When we first moved to this office .."* and *"Many challenges are still the same"* or *"The situation now is so different"*.
- **Make geographical comparisons**. Compare and contrast your situation with other companies or other organisations or with other regions or other countries. What does this tell us?
- **Use three-part lists**. For example: *"Government of the people, by the people, and for the people"* (Abraham Lincoln, 1863) or *"I see one-third of a nation ill-housed, ill-clad, ill-nourished"* (Franklin D Roosevelt, second inaugural address, 1937) or *"The ultimate case for the third way is that it works - good values, good vision, good policies"* (Bill Clinton, Labour Party Conference 2002).
- Very occasionally, **consider a longer list**. For example, a list of four: *"We shall fight on the beaches; we shall fight on the landing grounds; we shall fight in the fields and in the streets; we shall fight in the hills"* (Winston Churchill, House of Commons, 1940).
- **Repetition can be very effective**. Martin Luther King was the absolute master of judicious repetition. For example: in his Washington speech of 28 August 1963, he used the phrases *"I have a dream .."* and *"Let freedom ring ..."* again and again (seven times and eight times respectively). The same technique was used by Barack Obama in his speech following the 2008 New Hampshire primary when he repeatedly used the phrase *"Yes we can"*.
- **Use short, pithy quotes**. Clever people over the years have created witty aphorisms, so you should borrow them when it is appropriate.
- **Try humour** - not by telling a story, but by using a short, witticism. For example: *"I don't mind how much my ministers talk, as long as they do what I say"* (Margaret Thatcher, 1980)
- **Self-deprecating humour often works well**. For example: President Ronald Reagan reassuring an audience: *"I know you fellows think I'm lazy, but this week I've really been burning the midday oil"* .
- **Try puns**. For example: *"Vodafone is now the largest telephone company in the UK which makes its Chief Executive the Lord of the Rings"*.

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- One way of commanding attention is to **use a redundant, but attention-seeking, short sentence**. Tony Blair is very fond of *"I say this to you"* or *"Let me be clear"*.
- **KISS (Keep it simple, stupid)**. Don't try to impress with over-complicated terminology.
- Remember that 50% of statistics are meaningless. So, **if you are intending to use statistics** - and some well-chosen figures can add credibility and authority to your arguments - be sure that you understand them, that they are meaningful, and that they are both reliable and up-to-date. Be ready in the question and answer session, or if approached later, to be able to source your statistics and supply the full context.
- **Make clever use of the pause**. If you expect laughter or applause or you would like to create a sense of drama, pause for a couple of seconds, before continuing your speech.
- **Finish with a strong, affirmative statement**, possibly referring back to the opening sentence or question (note how many film scripts end with a variation of a line from the beginning of the movie).
- **Only use the techniques appropriate to the occasion**. An after-dinner speech needs lots of jokes, whereas an academic lecture needs lots of facts. In many respects, the most difficult speeches are family occasions like weddings and funerals - there are many sensitivities here, so think carefully about what you're going to say.
- **If you are speaking to an international audience** (especially if your words are being translated into other languages), don't use any of the language-specific tips such as alliteration, rhyme or puns and be careful not to use culturally-specific allusions or organisational jargon.
- **Beware of speaking for too long**. The British aristocrat Lord Brabazon once said: *"If you cannot say what you have to say in twenty minutes, you should go away and write a book about it"*. Nobody ever complains that a speech is too short - and there's usually a question and answer session to use up the rest of the time and to make further points.
- When it's all over, **consider creating an on-line version of the speech**. If you put the text on a web site, you can add hyperlinks to more detailed information and provide up-dates to keep the material topical and relevant. In this way, you have a 'live' document and you reach a much wider audience.

"MUSTS" WHEN CREATING SLIDES

As we already mentioned, a well prepared speech is a crucial point of every successful presentation. But you should also remember about the rules of a visual support of your speech:

- **Do use an appropriate software,** like PowerPoint if the facilities are available. It **ensures** that your presentation has a clear structure and something for your listeners to take away.
- **Be very clear about how much time you have** - and stick to that time in preparing your presentation. It's very difficult to "cut" a PowerPoint presentation at the event itself, so it's a great mistake to run out of time.
- **Be very clear about your key message** - and ensure that everything in your presentation is both consistent with, and suppportive of, that key message.
- **E-mail your presentation to the event organisers in advance**. Ask them to load it onto a laptop, run it through, check that it looks fine, and confirm that with you. Then you don't have to worry about the technology when you arrive at the venue; you can concentrate on the delivery of your material.
- The **first slide should announce the title of your presentation** (try to make it catchy), the event and date, and your name and position. This may seem terribly obvious, but many speakers miss off some of this basic information and then weeks later listeners (or their colleagues back at the organisation) are not clear who made the presentation or when.
- The **second slide should seize the attention of your audience** for your presentation. It could be the central proposition of your presentation or a conventional wisdom that you wish to challenge or a relevant or witty quote from a leader in your field. If it is amusing or controversial or both, so much the better.
- The **third slide should set out the structure of your presentation**. The default structure should consist of three themes that you intend to examine. For a very short presentation, there might only be time for two; if you want to look at more than five areas, write a book instead.
- **Each theme should be the subject of a small number of slides**. Again, a good working assumption is that three slides for each theme is about right. Less than two and

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it isn't substantive enough to be a separate theme; more than five and it should probably be broken up into two themes.

- **Each slide should have clear heading**. A question is often a good way of winning attention - but, in that case, make sure you answer the question in the body of the slide.
- **Each slide should normally contain around 25-35 words**, unless it is a quote (when you might use more) or contains an illustration (when you will probably use less). Too many words and your audience will have trouble reading the material; too few words and you're likely to be flashing through the slides and spending too much time clicking the mouse.
- **Each bullet point should consist of an intelligible phrase**, rather than merely a word or two that is meaningless on its own or conversely a complete sentence that is better delivered orally. So, for instance, do use *"Focus on profitable and growing markets"* rather than simply *"Focus"* or *"Markets"* or "It is necessary to focus on those markets which are profitable and growing rather than those which are loss-making and declining". Your slides should make sense and be useful to someone who was not present at your presentation.
- **Make appropriate use of pictures**. It's a good idea to break up text with illustrations and it is true that a picture is worth a thousand words.
- The **last slide should set out all appropriate contact details**: certainly e-mail address, the web site of your organisation, and any personal website or weblog if you have one.

SOME DEADLY SINS OF VISUAL PRESENTATION

In this section you will find some mistakes that you should take into consideration when making slide show:

The Illegible Image.

Images not clearly seen by the entire audience add confusion and distraction. If you have to say "I know you can't read this but.....," why include the visual at all? The more eagle-eyed viewers may take exception to this attack on their literacy while others are attempting to see what is on the screen. While straining to read the visual, they cannot be expected to be paying full attention to what is being said.

One popular rule of thumb is the **"8H" rule of legibility.** In a nut-shell, if you can read an image from eight times its height, odds are your audience will be able to read it when projected. As an example.... You have a flip chart which is 2 feet high. If you can read the chart from 16 feet away, that chart will probably be legible when converted to a slide or overhead transparency. 35 millimeter slides are about an inch in height. If you can read a slide from 8 inches distance, that slide will be legible under most presentation conditions.

The Useless Image:

Images should be designed to please the mind as well as the eye of the viewer. If an image has no specific place or purpose in a presentation other than "it is pretty", it should probably be removed.

The Overly Complex Image:

More images with fewer ideas on each are better than a few images which are complicated or difficult to understand. A single idea or set of facts per image, timed to the speaker's pace will add punch and emphasis to each important idea assuring maximum retention.

Most people are easily bored, and one generally accepted rule of thumb states that if an image remains on the screen longer than 7 to 10 seconds, you begin to lose viewer attention.

Chartjunk:

Closely related to the previous deadly sin, *"chartjunk"* is a phrase coined to identify confusing elements which really have no place on the image. Many presenters insist on having a glaring colored logo in the corner of every image. While a common element can add continuity to a presentation, blazing logos and distracting objects can detract from the message -- after all, isn't the message what it's all about?

Chartoons:

A first cousin to chartjunk, *"chartoons"* are overly cute attempts to make a presentation appear more professional by adding lots of distracting, tacky, aggravating symbols and such. These usually appear right after a presenter has discovered a clip art library.

Ransom Note Design:

Just because you have access to 35 fonts does not mean that you are required to use them. A single font throughout an entire presentation is usually quite sufficient. Use bold, italic, underline, quotations and/or color changes to emphasize or subdue key points or words.

Calico or Crazy Quilt Graphics:

Keep the colors to a minimum. A single background color throughout a presentation lends an air of continuity. You can separate broad sections of a presentation by changing background colors, but keep the changes to a minimum. Unless your purpose is to shock or grab serious attention, try to keep all background colors within the same color family.

Mixed Visual Metaphors:

You should not mix your metaphors when you speak, so please don't mix them in your graphics without specific purpose. You would not use warm colors in an image whose subject was ice hockey unless you wanted to emphasize the warm comfortable environment of the arena.

By keeping these suggestions in mind throughout the design and development process, you can dramatically improve the quality of your presentation. The production process will go more smoothly, the budget will not be broken, and your nerves can take a well deserved rest.