

Effective Presentation in English Language



Helena Zárubová
Department of English Language
Faculty of Natural Sciences
University of SS Cyril and Methodius in Trnava

Contents

A world map is visible in the background, rendered in a lighter shade of blue against the darker blue gradient of the slide.

1. Definition
2. Principles
3. Structure
4. Layout
5. Language
6. Multicultural differences

1 What is a presentation?

Two-way communication



- **A text**
prepared normally in a written form and delivered in an spoken form (Rovanová).
- **Aim:**
to inform, sell, persuade, introduce

2 Principles of presentation

Poets are born, speakers are made.

- Needs analysis
- Materials
- Text, slides
- Delivery
- Discussion
- Feedback
- Measures

Why? To whom? Where?

What?

Quality?

How? Time?

Reactions?

Aim fulfilled?

What to improve?



2.1 Principles of presentation

KISS = Keep It Short & Simple

Golden rule: 10, 20, 30

- **10 slides**
- **20 minutes**
- **30 point font**

New information → new slide

3 Structure

Say, say, say

1. Introduction

Say what you are going to say

2. Main body

Say it

3. Summary, conclusion

Say what you have just said

4 Layout

6 words x 6 lines

Title slide

Last slide

Other slides

Impressive

Impressive

Effective

Clean & clear

Self-sufficient

Numbered

4.1 Fonts

Yes

- **Sans Serifs**
for projection:
Arial, Arial Black
Tahoma
- Heading **32** and more
- Sub-heading **26 – 28**
- Basic text **22 – 24 points**

No

- **Serifs**
for text:
Times New Roman
- **Decorative fonts**
- **BLOCK LETTERS**
- **abr., „...“ (VAT), etc.**
- **Underlined - only hypertext messages**

4.2 Colour wheel



Colours

Evoke emotions

Raise interest

Enhance remembering

Support learning

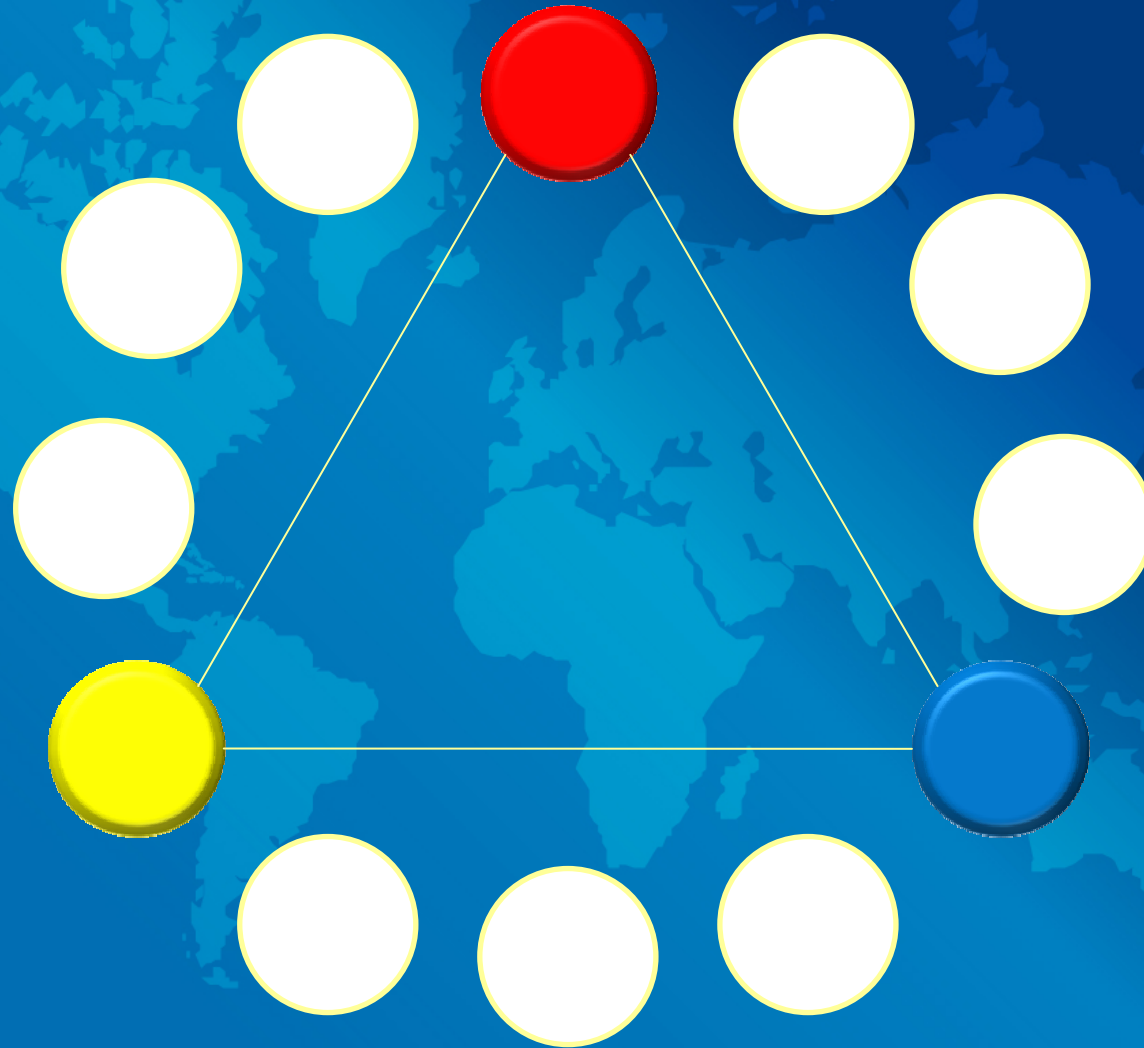
Colour combinations help
to achieve

Contrast

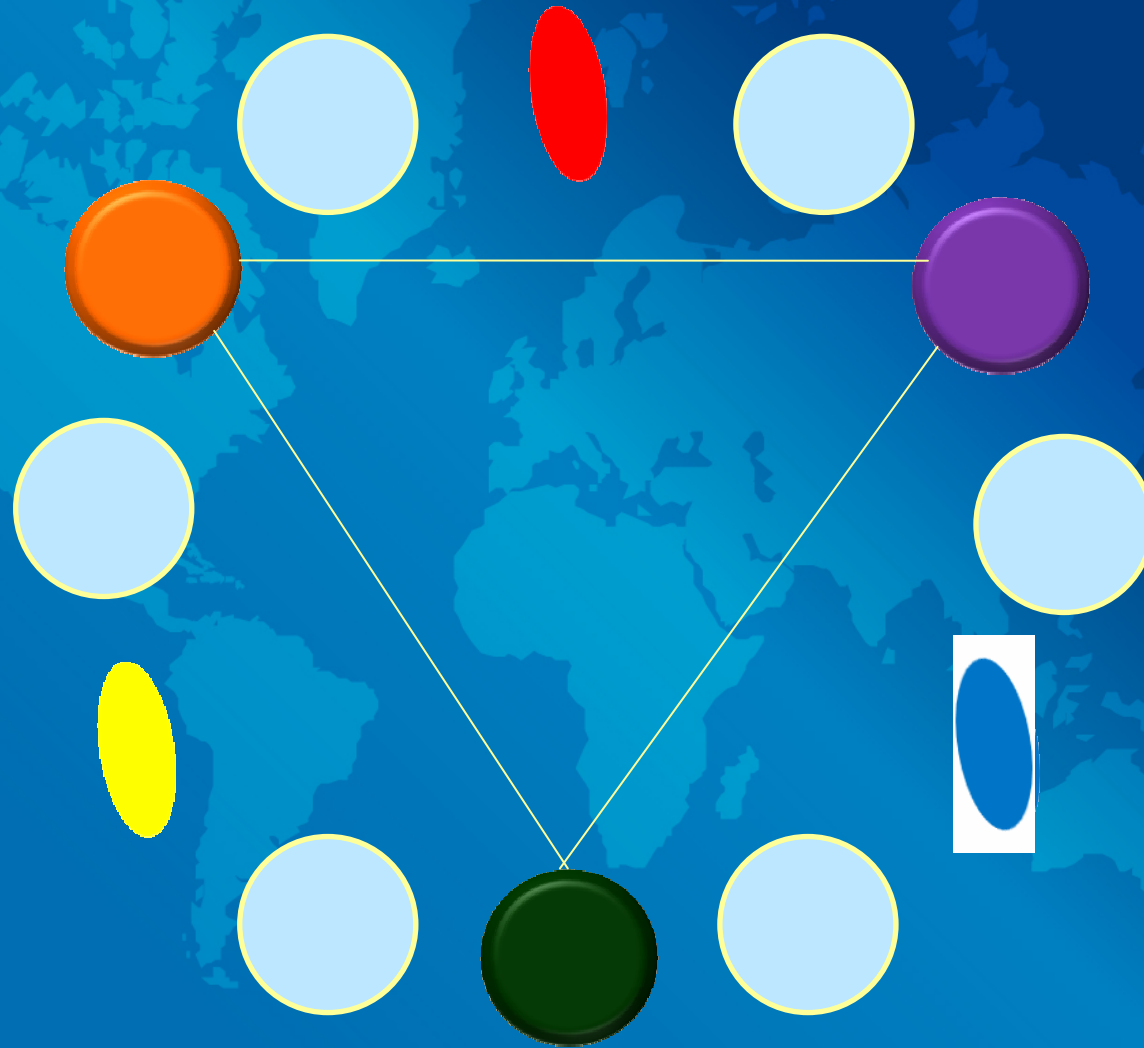
Blending

Affect

4.2.1 Primary colours



4.2.2 Secondary colours (colours made by mixing primaries)



4.2.3 Tertiary colours

(colours that mix primary and secondary)



4.2.4 Analogous colours

(colours positioned next to each other on the wheel)



**These colours have
very little contrast.**

**Therefore, they provide
harmonious blends.**

4.2.5 Complementary colours



**Colours opposite
from one another
on the wheel.**

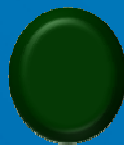
**Opposite colours
make the most
visual contrast.**

4.2.6 Use of colours



**Emphasise
Decorate
Symbolise**

**Question:
What colour of flower
could be added to this
photo to provide a
strong and attention
drawing contrast?**



4.3 Background, text

Background: Cold colours: blue, green
appear to be more distant from eyes

Text: Warm colours: yellow, orange, ochre
appear to be closer to eyes

Dark room: dark background, light text

Light room: light background, dark text

4.4 Graphics

Yes

Graph

6 vertical columns

3 horizontal lines

Table

4 columns

6 lines

Video recording

15 – 20 seconds

for 10 minutes

Give resources

No

- Details
- Sound effects
- Flying letters (Fly-ins)
- Logo
- Animations not supporting the message



4.5 Pictures

One picture is worth thousand words



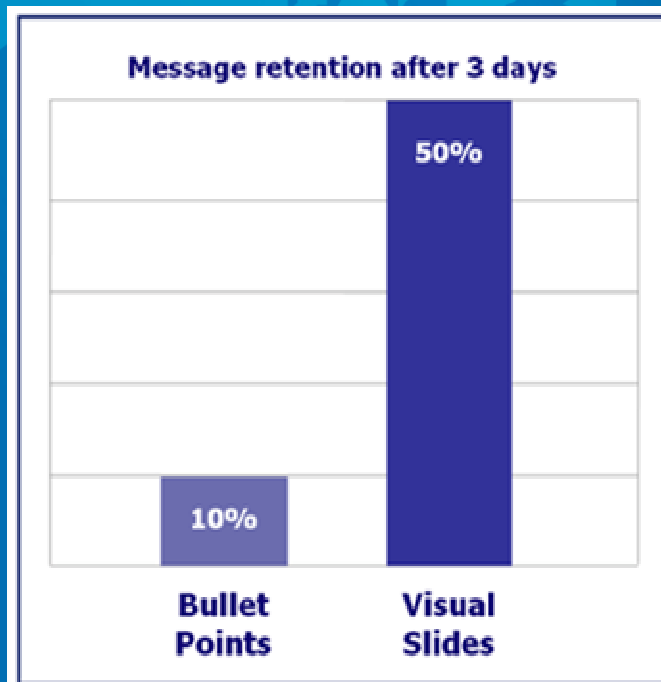
Prof. Albert Mehrabian: How we percieve information during presentation.

4.6 Bullet points

Replace bullet points with pictures

Yes

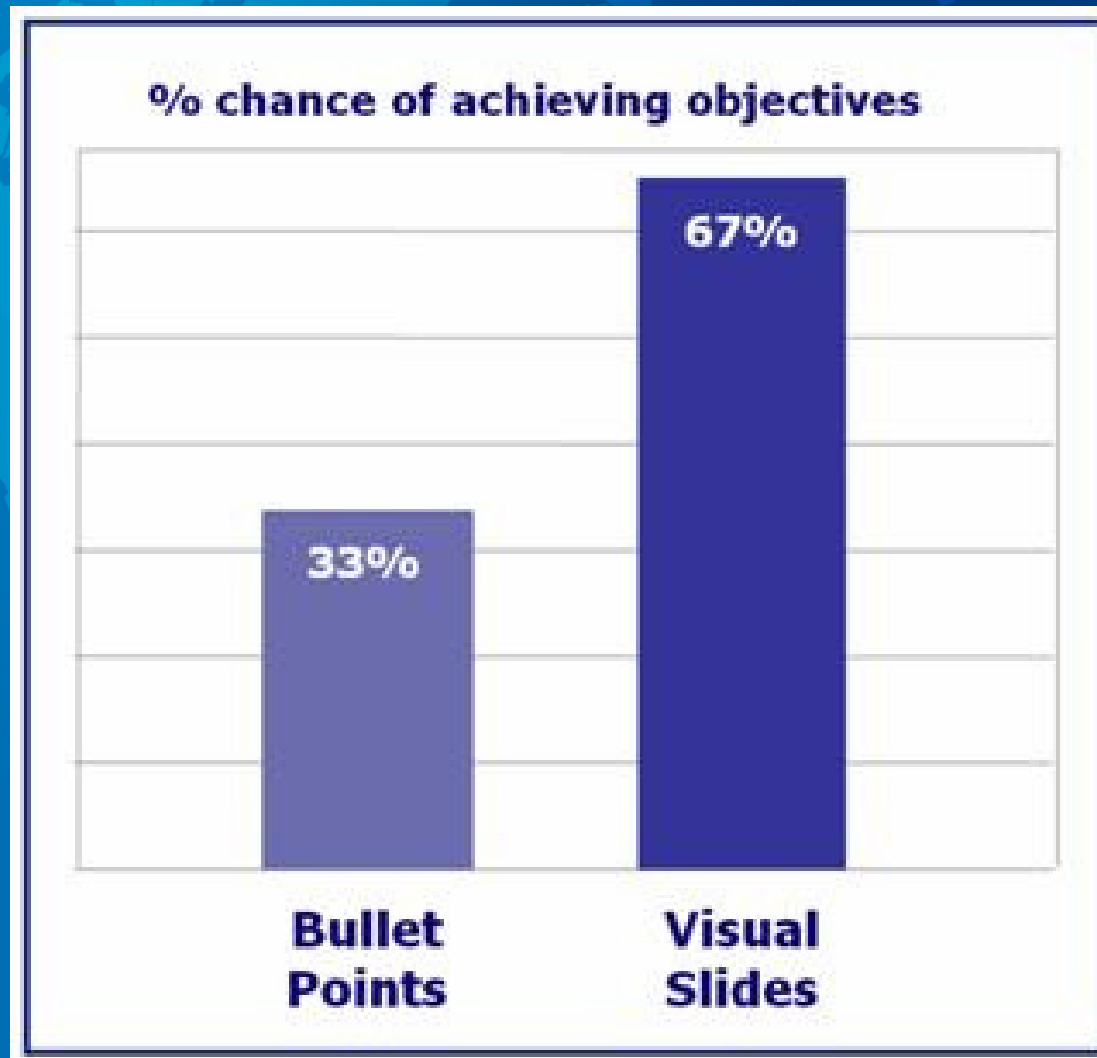
No



Retention after three days:

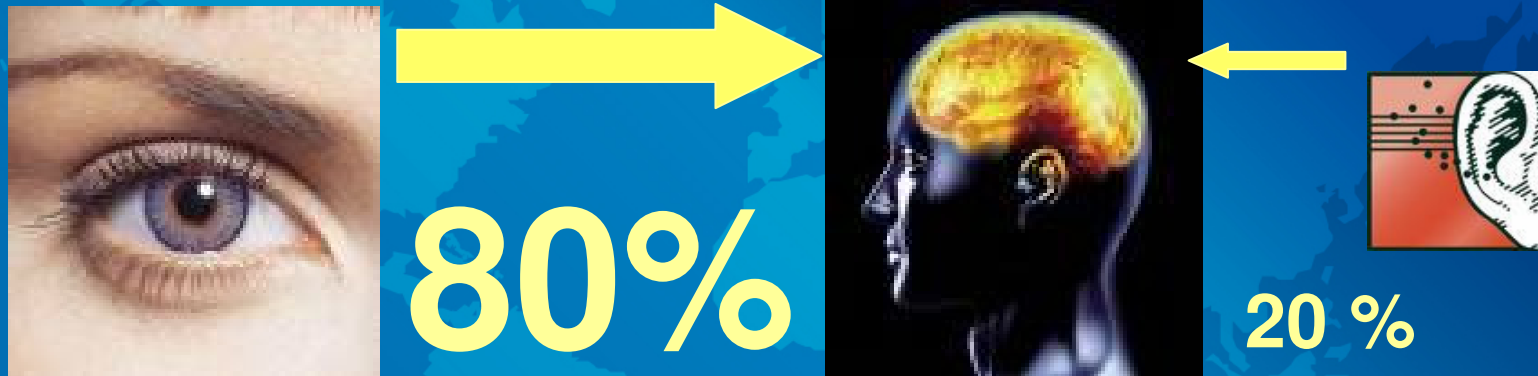
- 50 % of visual information
- 10 % of text

4.7 Visual perception



4.8 Information channels

VAK: Visual Auditory Kinesthetic



We are more likely to believe in what we see than what we hear.

4.9 Remembering

Veni, vidi, vici

1. Necessary to know

must know

2. Useful to know

should know

3. Interesting to know

could know



4.10 Graphs

Comprehension, strengthening, design

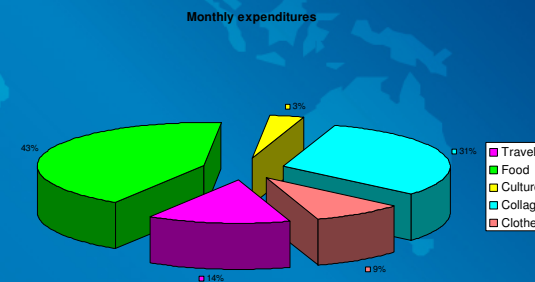
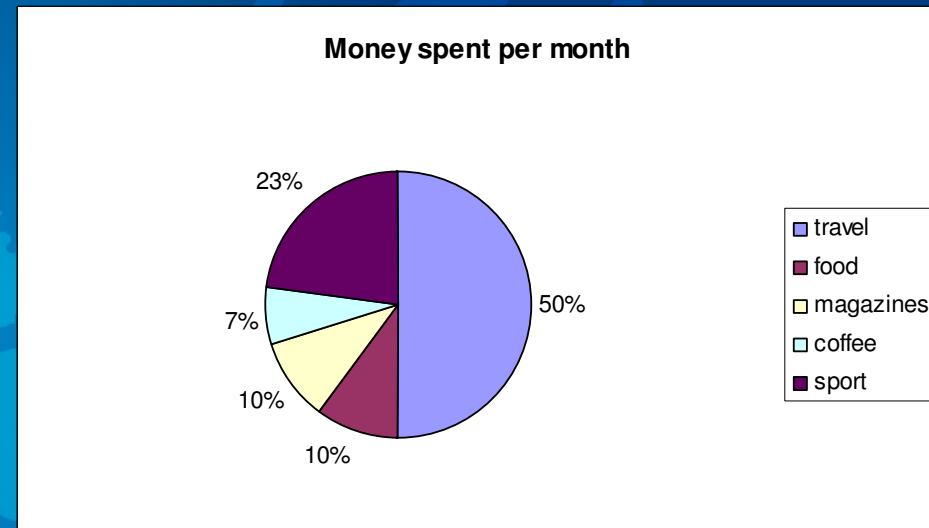
1. Describe

2. Explain

3. Evaluate

4.11 Circle graph

1. This pie chart shows my monthly expenditures.
2. Half of my money goes to travel costs every month. I spent 23 % of my pocket money on sport. Food and magazines took 20 % of my budget.
3. I shouldn't drink so much coffee. 7% is too much.



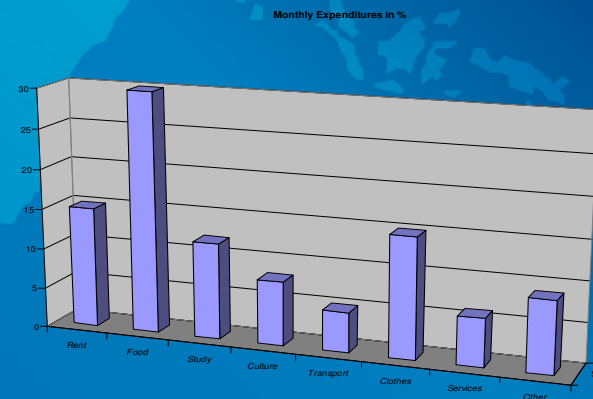
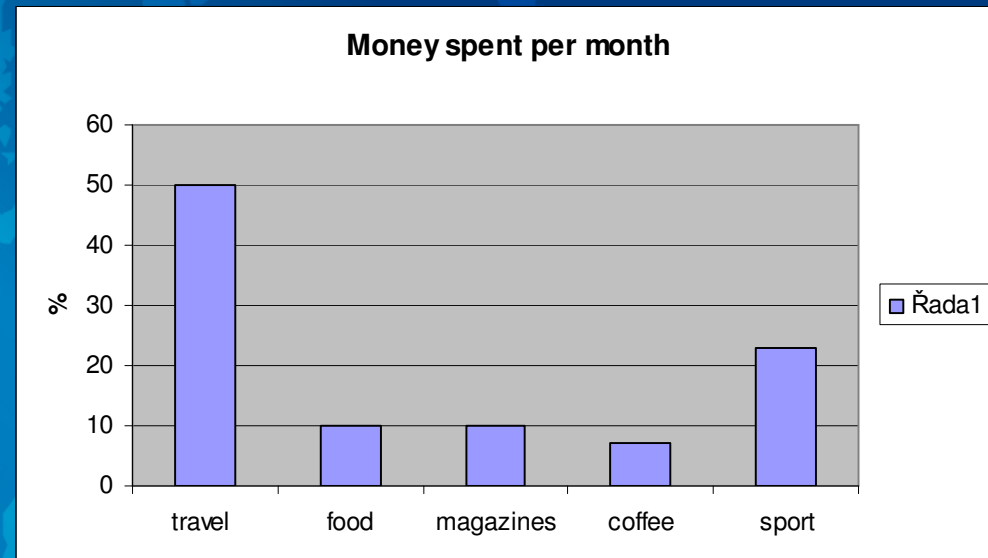
4.12 Bar graph

Categories are arranged on the horizontal axis (on the x-axis)

Values are arranged on the vertical axis (on the y-axis).

The x-axis represents items on which I spent my money.

The y-axis represents percentages of my monthly budget.



4.13 Table

Displays:

- data
- results of analysis
- trends

Contains:

- title of table
- labels of columns and lines
- columns
- lines
- cells

Price of Corn versus Quantity Demanded	
Price per Bushel (dollars)	Quantity Demanded per Week (bushels)
\$5	10
4	20
3	35
2	55
1	80

<http://cstl.syr.edu/FIPSE/TabBar/RevTable/revtable.htm>

4.14 Picture

Visuals are aids, not distractions

Definition:

Term

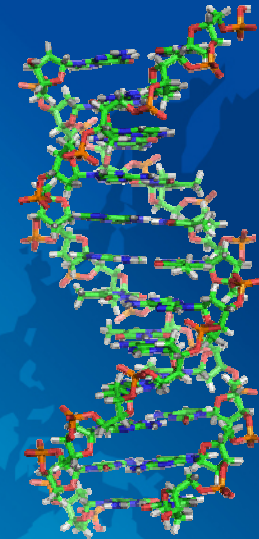
Nucleic acids – DNA and RNA

Class

are macromolecules composed of chains of monomeric nucleotides,

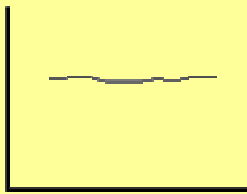
Differentiating features

carrying genetic information.

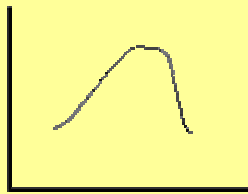


4.15 Statistics, trends

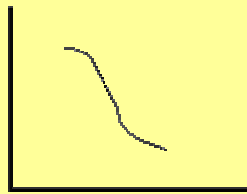
to stagnate



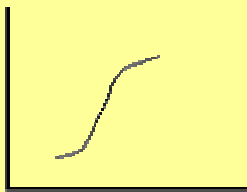
to top out



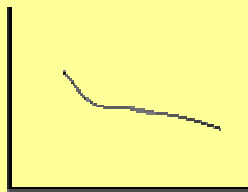
to crash



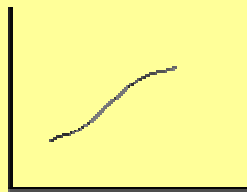
to surge



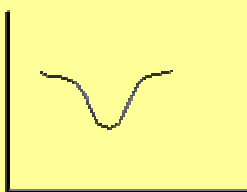
to slump



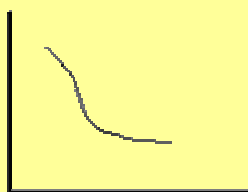
to soar



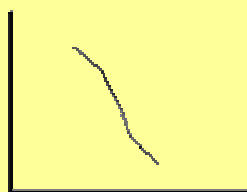
to tumble



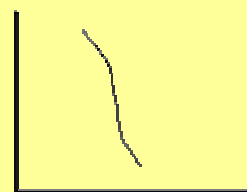
to bottom out



to plunge



to plummet



4.16 Changes in trends

Adjectives

Rapid
Quick
Swift
Sudden
Steady
Gradual
Slow

Adverbs

Rapidly
Quickly
Swiftly
Suddenly
Steadily
Gradually
Slowly



4.17 Interpretation of statistical data

- This was an **increase of** nearly 1 million households with Internet access since 2002.
- There is a **steady increase in** sugar consumption.
- Car prices **have increased by** 20 %.
- Real estate prices are **on gradual increase /decrease.**

5 Language of presentation

Yes

- Active voice
- Pronouns: you, your, I, my
- Simple sentences
- Facts
- Exact names, titles, terms
- Professional language
- Clear thoughts
- Simple verb tenses

No

Passive voice
they, oneself, itself
Complex sentences
Suppositions
Abstract notions
Slang, jargon
Clichés
Conditionals

5.1 Introduction

Greeting, name, work position

Good morning, dear colleagues.

Let me start by saying a few words about my background.

My name's

I'm a student of Informatics / Applied Chemistry /
Biotechnologies, Faculty of Natural Sciences,
University of SS Cyril and Methodius in Trnava.

I'm in my second year.

Thank you all for coming.

5.1.1 Introduction: Purpose. Question policy

Title, purpose, aim

Today I'd like to inform you about the latest findings in nano-technologies.

In particular, I am going to describe new applications of nano-computing in medicine.

Duration, questions

My presentation will last about 10 minutes.

If you have any questions, feel free and ask any time.

I'd be glad to answer your questions after my talk.

5.1.2 Introduction: Signposting. Human touch

Signposting - outline, division

I've divided my presentation into three parts.

To start with, I'd like to look at ..., Next, I'll be talking about ...

Finally, I'll be looking at ...

Human touch - contact with the public: question, story, experience, joke

May I ask you a question? How often do you use a computer? Daily? Once a week? How many hours?

Imagine that 50 percent of our students spend more than 5 hours a day working on a computer!

I wonder when they move.

5.2 Main body: Signals

Delivery of information: conversational tone

Logical sequence: 1, 2, 3; a, b, c

Signalling the change in topic:

Introducing a problem:

As you may know ...

Finishing a point:

That's all I have to say
about ...

Starting another point

Let's turn now to ...

Analysing

Let's consider this in more
detail ...

Recommendation

Therefore I recommend ...

5.2.1 Main body: Link words

Coherence of talk: linking words

Addition	and, also, besides
Comparison	similarly
Concession	naturally, of course
Contrast	and yet, despite that
Emphasis	certainly, indeed, in fact
Example	for example, for instance
Illustration	as an illustration

5.3 Summary, conclusion

1 Summary

Reinforce the central theme and purpose of your presentation.

Briefly emphasize the key points and main ideas:

Now I'd like to summarise the key points...

Finally, let me remind you of some of the issues we've covered ...

I would like to end by emphasising some observations based on what I've said ... I'd like now to recap the main points ...

2 Thought for home

You can save your PowerPoint presentation in **HTML format** and insert it in a Web page.

3 Thanking, opening a discussion

Thank you for listening - and now if there are any questions, I would be pleased to answer them.

That concludes my talk. Any questions or comments?

5.4 Discussion

Understanding, interest, politeness

That's an interesting question. Thank you for asking.

Does this answer your question?

Sorry, I'm not sure I've understood. Could you repeat?

I'm afraid I'm unable to answer that at the moment. Perhaps I can get back to you later.

5.5 Frequent mistakes

Pronunciation

Data, video, dialogue, binary, chemistry, multi-

Orthography

*typ (type, tip), *processing (processsing)

Grammar

*Ladies and gentlemen**s**.

*Information**s are** given in the table.

*A digital camera **we can use** to take pictures ...

*Can you tell me **what does it mean?**

Usage

***Good day**, dear colleagues. Welcome to ...

5.6 Bloom's taxonomy of cognitive levels

Diagram of a revised Bloom's taxonomy showing a procedure and process of learning.
- A Churches



5.6.1 Bloom's taxonomy: Questions

Remembering

How can you describe?

Understanding

What is the main idea of ...?

Applying

How can you use ... ?

Analysing

What is the relationship between ... ?

Evaluating

Based on what you know ...?

Creating

How can you improve ... ?

6. Delivery: Verbal and non-verbal communication

You are the most powerful message!

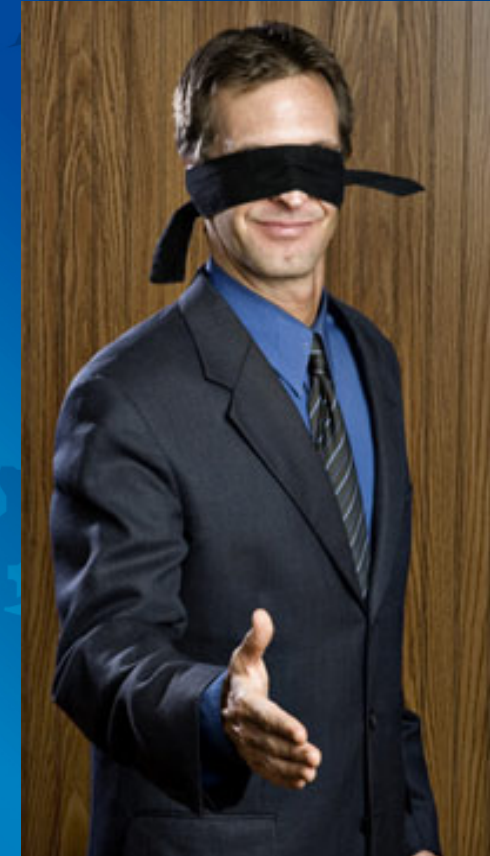
Positive
Competent
Self-confident



6.1 Eye contact

The most important in communication

- Lasts 3 – 4 seconds
- Helps to keep public's attention
- Helps to make feedback
- Control the whole public following the points of letters M, W
- Tell 1 thought to 1 listener



6.2 Gestures, facial expressions

Gestures

- under the shoulder
- above the waist
- concrete
- in concordance with mimics



Facial expressions

- closed, mild smile
- pleasant, natural



6.3 Posture, movements

- Have your weight on both feet
- One foot slightly in front of the other
- Lean forward a little
- Get in the communication
- Relax your shoulders
- Use open, double-handed gestures
- Open palms
- Elbows at 90 degrees

- Look at the audience
- Take a deep breath
- Smile and start

(Allan Bonner, Canadian expert for communication)



6.4 Rhetoric

Speak to audience, not to material

More loudly than normal

More slowly than normal

Articulate

Modulate voice

Make pauses

Earned value

= your personal
contribution



"I'M ASKING YOU TO BELIEVE.

Not just in my ability to bring about
real change in Washington ... I'm
asking you to believe in yours."

-BARACK OBAMA

7. Multicultural differences

Iceberg model of culture



Culture

a. Visible, conscious 10%

material artefacts; doing behaviours, greetings, gestures, food, dress, music, dance, rituals, laws, customs, art, architecture, institutions, language

b. Non-visible, unconscious 90 %

values, norms; thinking, feeling corporate culture, work position, communication styles, national culture, worldviews, beliefs, religion, history, family values, gender differences, habits, personal values, attitudes to rules, modes of thinking, motivations

7.1 Intercultural communication



👍 Visible

- It's a lovely day, isn't it?
- What's your favourite food?
- I've heard Slovakia has a well-known opera theatre.

🗨️ Non-visible

- How much do you earn?
- Are you married?

👍 Be informed

👍 Polite

👍 Courteous

👍 Tactful

👍 Reserved



8. Conclusion

*90 % of your success lies in the **preparation***

***Just prepare,
write,
rehearse,
and present!***



<http://www.communication-type.com/types-of-group-communication>

Resources

<http://www.project-presentation.com>

<http://www.exfosys.com>

<http://www.ellenfinkelstein.com>

<http://www.ubiquity.acm.org>

<http://www.walden-family.com>

<http://www.forums.adobe.com>

<http://www.leadersinstitute.com>

<http://www.theegglestongroup.com>

<http://www.presentation-pointers.com>

<http://www.slidefinder.net>

<http://skp.mvps.org>

<http://www.presentationstraining.net>

<http://www.mariaclaudiacortes.com/>

http://owl.english.purdue.edu/media/ppt/20071116043652_715.ppt

Effective Presentation in English Language



helena.zarubova@ucm.sk

Department of English Language
Faculty of Natural Sciences
University of SS Cyril and Methodius in Trnava
www.fpv.ucm.sk