

Presentations



Communication I

Communicate in a clear, complete, concise, correct, and courteous manner on personal and professional levels.

What is Communication?

■ Nonverbal Communication

- body language
- eye contact



Importance of Communication

- **Class Presentations**
- **Field Research**
- **Business Communications**
- **Public Speaking**



Fear of Public Speaking

■ Population

- | No.1 fear=Public Speaking

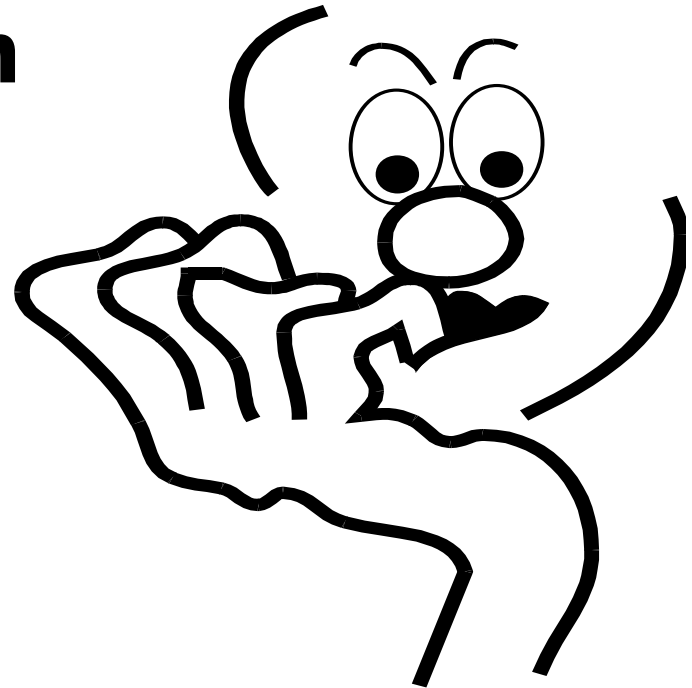
- | Fear No.2=Death

■ Stage fright

- In spotlight

- unprepared

- inexperienced



Effective Communication

- Preparation

- Practice

- Presence



Effective Communication



■ Preparation

- research -non-research
- format -speak on what you know
 - Notes- outline main points
 - note cards vs. full sized paper

Sample Speech Outline



I. Introduction

- | Thesis

II. Body

- | support arguments

III. Conclusion

- | review

Effective Communication

■ Practice

- practice makes perfect
- revision
- get time right



Effective Communication

■ Presence

- nervousness- fright is common
- Body language
 - voice tone
 - gestures
 - eye contact
- positive attitude

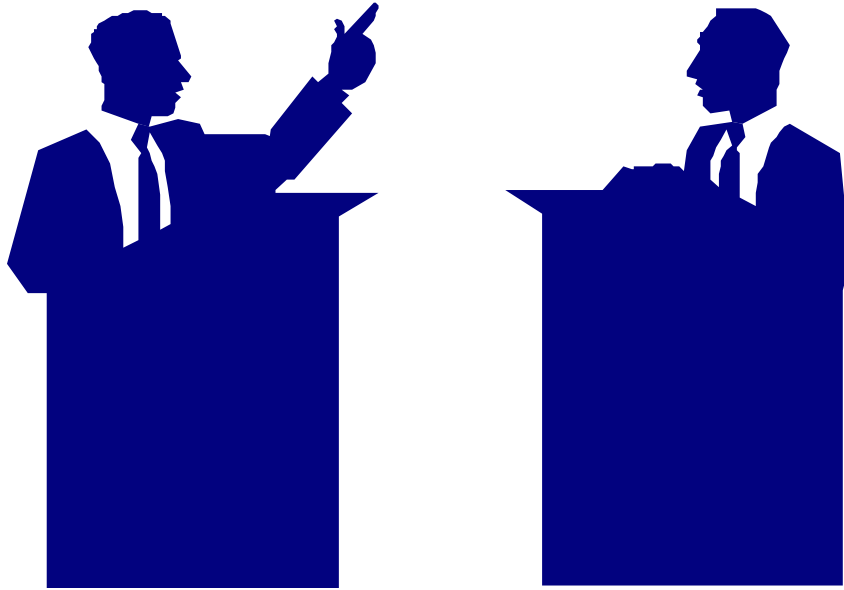


Things You Shouldn't Do

- **Read directly from notes**
- **Read directly from screen**
- **Turn back on audience**
- **Slouch, hands in pockets**
- **No um, ah, you know's**
- **No nervous gestures**
- **Talk too fast,**
- **Talk too quietly**



Things You Should Do



- **Eye contact**
- **Can glance at notes**
- **Appropriate gestures**
- **Rhetorical questions to involve audience**

Ten Successful Tips **Control the “Butterflies”**



- **Know the room- become familiar with the place of presentation**
- **Know the audience- greet or chat with the audience before hand. It's easier to speak to friends than to strangers**
- **Know your material-increased nervousness is due to un-preparedness**

Control the “Butterflies”



- **Relaxation- relax entire body by stretching and breathing so as to ease the tension**
- **Visualize giving your speech-
Visualize yourself giving your speech from start to finish. By visualizing yourself successful, you will be successful**

Control the “Butterflies”



- **People want you to succeed-the audience is there to see you succeed not to fail**
- **Don't apologize-by mentioning your nervousness or apologizing, you'll only be calling the audience's attention to mistakes**

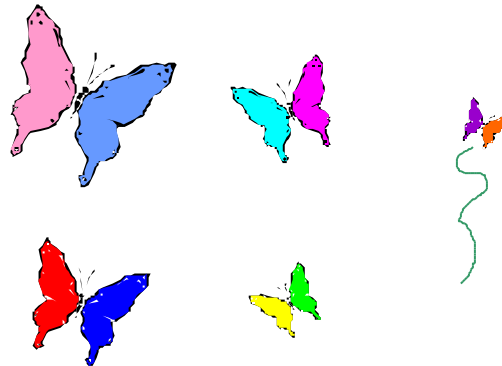
Control the “Butterflies”



- **Concentrate on your message-not the medium. Focus on the message you are trying to convey and not on your anxieties**
- **Turn nervousness into positive energy-nervousness increases adrenaline, transform it into vitality and enthusiasm**

Control the “Butterflies”

- **Gain experience-experience builds confidence, which is key to effective public speaking**



Practice takes you from this..



To this....



ETHOS: THE SPEAKERS CHARACTER AS PERCEIVED BY THE AUDIENCE

INTELLIGENT

TRUSTWORTHY

FUNNY

NERVOUS

COMMITTED

WEAK

SLICK

UNSURE

HAPPY

The One-Point Speech

Introduction

1. Wake up!!!
2. This concerns You
3. Generally Speaking

Body

4. Example

Conclusion

5. So What???



Introducing Yourself

- The situation:
- You have 3 minutes to introduce yourself to your classmates. 3 minutes isn't enough time to describe everything there is to know about you, so choices must be made!



Making Choices



■ How should you decide what you want to share about yourself?

Should you consider the members of your audience? Your class? Your class subject? How much or little do you want others to know about you?

What else might you consider?

Making Choices cont.



- What is the most relevant information to relay to your fellow students?
- Should you describe your primary likes and dislikes?
- Where you're from?
- What your hobbies are?
- What other info might you include in your speech?

Organizing Your Speech

- I. The Introduction
- II. The Body
- III. The Conclusion



Decisions about Organization



■ I. The Introduction

A. Get the audience's attention

B. State your thesis

C. Preview how you will develop your thesis (Natural transition to the body of the speech telling listeners what to expect.)

Decisions about Organization



- II. The Body- the largest portion of the speech. It develops your thesis statement and offers whatever proof you need to support your claims.
 - * Decide which kinds of supporting materials you need:
 1. Experience
 2. Narratives
 3. Data
 4. Opinions

Decisions about Organization



■ II. The Body cont.

- | *Decide how to organize the supporting materials
- | 1. Time Order 2. Spatial Order
- | 3. Cause-effect Order 4. Problem-Solution Order
- | 5. Topical Order

Decisions about Organization

■ III. Conclusion

- | A. Draw together the ideas in the speech
- | B. Provide a strong note of finality

- | *In your next speech the conclusion must include a "Call to Action"



Ethics: respect for audience and topic



- As a public speaker you set out to affect others, aiming to **change what listeners believe or what they do.**
- Given this **powerful interaction** in public speaking, both speakers and listeners should seek **high standards of ethical conduct**

As a listener:



- You owe the speaker care and consideration.
- Think critically- don't reject the speaker's message simply because it differs from yours; nor should you blindly accept the message
- Assess the speech carefully- Does it merit your support?

As a speaker:




- 1. Respect for your listeners
- 2. Respect for your topic
- 3. Responsibility for your statements
- 4. Concern for the consequences of your speech

Respect for your listeners



- Meet listeners where they are.
Acknowledge the audience's current position and
- Rather than ignoring the listeners' views, incorporate them into the speech, showing respect by meeting listeners on their own ground.



I understand that you have some reservations about the death penalty because you are worried that an innocent person might mistakenly be executed. This is certainly an important consideration. Death is final, and no one wants to be responsible for such a horrible mistake. Today I want to examine the possibility that a mistake might occur in the criminal justice system and to explore the consequences of such a mistake.



Don't insult listeners' intelligence or judgement.



- Acknowledge listeners' views, and also respect their judgment and intelligence by examining their position.
- Avoid patronizing or looking down to the audience.
- Never make a listener feel somehow deficient in judgment.

Make sure your message merits the audience's time



- Recognize that you are receiving a gift of time, and prepare a speech that deserves their gift.

Respect listeners' ability to assess your message



- Never mislead listeners about your purpose or conceal what you want them to believe, feel, think, or do.
- If you're urging them to make a choice among alternatives, don't try to manipulate them by hiding options or by casting any particular option in unduly favorable or unfavorable light.

Ethnocentrism



- Ethnocentrism- The tendency to imagine that one's own views are typical of everyone else.
- Respect cultural diversity by being aware of one's own assumptions and resisting the temptation to assume that everyone else will share them.

5 C's for Evaluating Internet Sources

- 1. Content
- 2. Credibility
- 3. Copyright
- 4. Context
- 5. Citation



- What are some do's and don'ts you've learned by using the internet to research?

Review the Ethical considerations we've talked about



- Work with a partner to list some guidelines our class will use as our “Code of Ethics” that both speakers AND listeners will abide.
- We will create a class “Code of Ethics” today!

Listening Critically



- Critical Thinking- Listening that enables you to offer both an accurate rendering of the speech and an interpretation and assessment of it.
- *Critical* does not mean “negative” or “hostile”
- *It does mean “judgmental”*

Critical Thinking

1. Characteristics of Critical Thinkers

- Distinguish facts from opinions
- Seek to uncover assumptions
- Open to new ideas
- Apply reason and common sense to new ideas
- Relate new ideas to what they already know.

Critical Thinking Skills

- Questioning and Challenging
- Recognizing differences
- Forming opinions and supporting claims
- Putting ideas into a broader context

Public Speaking Persuasive Speech

- Goal is to persuade the audience to do something
- It must be something that is do-able for this audience
- It should be something that they are capable of doing this year
- You should provide them with everything they need to know in order to accomplish what you have asked
- You need to demonstrate why they need to do it
- You should stress the advantages of what will happen if they do it

Motivational Sequence

- Attention
- Need
- Satisfaction
- Visualization
- Action



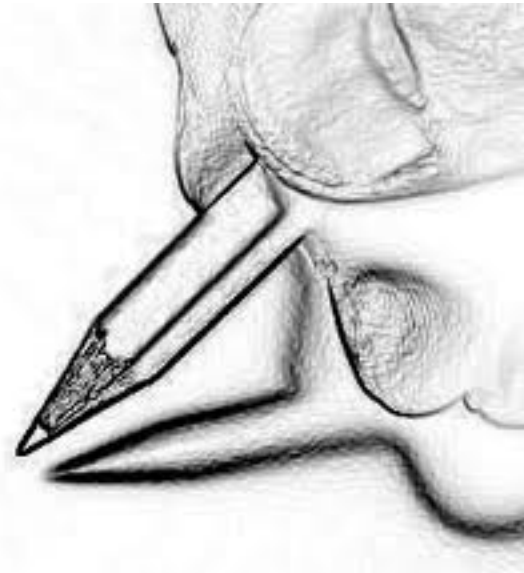
Outlining Your Speech

**Memorizing or Reading
Word for Word**

■ Good Idea??

Speaking Impromptu

■ Good Idea??



Outlining your Speech

■ EXTEMPORANEOUS-

■ MIDDLE GROUND



■ A mode of presentation in which the main ideas and structure have been worked out in advance but specific wording has not been developed.

Outlining your speech

- You will plan out your organization of the main points, but not plan the speech in advance word for word!



Begin to develop your speech



Preparation Outline

- It helps to identify your main ideas and to organize them sensibly, and it lists supporting materials and how you will use them.
- Write in complete sentences!

Example:

- **Main Idea:** The city of Menifee needs a resource for injured rabbits.
- **Support:**
 - A. Menifee currently has none.
 - B. Menifee has an extremely large wild rabbit population.
 - C. The city of Menifee currently supports Sun City K9 which rescues cats and dogs, but will not take wild rabbits.

Developing your speech

Presentation Outline

- Prepare a brief outline of key words that will jog your memory and remind you of what comes next.
- This outline will be used during your actual speech.
- Written on index cards.

Example

- **Main idea:** No rabbit rescue
- **Support:**
 - **A.** none in Menifee
 - **B.** Large population
 - **C.** Sun City K9

Practicing Your Delivery



- 1. Develop and talk through the preparation outline.
- After you've practiced once or twice make a video of yourself.
- Ask yourself whether your main point is clear and easy to identify. If not, change your explanation or transitions to present your thesis more effectively.

Practice your Delivery cont.



- 2. Reduce the preparation outline to a presentation outline.
- Get familiar enough with your speech that key words trigger the statements you want to make.
- If a key word doesn't trigger, change it!

Practice your Delivery cont.



- 3. Develop exact wording from the introduction and the conclusion.
- Unlike the body of the speech, you may want to memorize the introduction and conclusion because of their importance in shaping the audience's first and last impressions.

Practice your Delivery cont.

- 4. Simulate the conditions under which you will speak.



Persuasion Map

“Why everyone should have a personal mission statement”

- Today you will complete the Persuasion Map found on our class website.
- Be sure to save as a PDF and email me your completed map by end of class.

Map a Speech



- Example Speech, President Obama
- Listen to this speech and identify the thesis statement, main ideas, and evaluate its claims. Ask yourself: 1. Are these claims reasonable? 2. Are the ideas supported? 3. Does rejecting or accepting this thesis affect my beliefs?
- You will submit your answers on [turnitin.com](https://www.turnitin.com)

Begin to explore



- What ideas do you have for your speech?
Begin researching an idea and develop your support!
- Your speech topic and thesis statement is due Monday Dec. 3.