



Communication: Principles for a Lifetime 3rd Edition

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CHAPTER 13

DELIVERING YOUR PRESENTATION

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METHODS—MANUSCRIPT

- **Manuscript speaking** is reading a presentation from a written text. It is rarely done well enough to be interesting.

Guidelines

- Type your manuscript in short, easy-to-scan phrases.
- Use appropriate nonverbal messages and maintain eye contact.
- Do not read the manuscript too quickly.
- Vary the rhythm, inflections, and pace of your delivery.
- Use gestures and movement to add nonverbal interest.

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METHODS—MEMORIZED

- **Memorized speaking** is delivering a presentation word-for-word from memory without using notes.

Guidelines

- Do not deliver your memorized speech too rapidly
- Avoid patterns of vocal inflection that make presentation sound recited
- Uses gestures and movement to add interest and emphasis

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METHODS--IMPROMPTU

- **Impromptu speaking**, off-the-cuff, is delivering a presentation without advance preparation.

Guidelines

- Consider your audience
- Be brief
- Organize
- Draw upon your personal experience and knowledge.
- Use gestures and movement that arise naturally.
- Be aware of the potential impact of your communication.

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METHODS-EXTEMPORANEOUS

- **Extemporaneous speaking** is speaking from a written or memorized outline without having memorized the exact wording. This method is preferred by most audiences.

Guidelines

- Use a full-content preparation outline when rehearsing presentation.
- Prepare abbreviated delivery outline and speaking notes.
- Do not try to memorize your message.
- As you deliver a presentation, adapt it to your audience.

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USING WORDS WELL

- **Specific words** refer to an individual member of a general class.
- **Concrete words** refer to objects or describe an action in most specific way.
- **Unbiased words** are words that do not stereotype, discriminate against, or insult any sexual, racial, cultural, or religious group.

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USING WORDS WELL

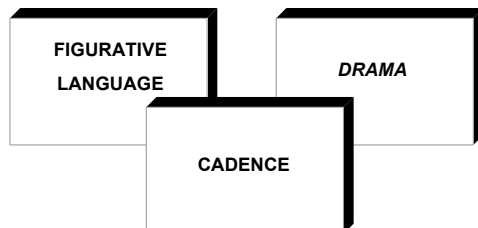
- **Vivid words** add color. Think of using adjectives and consulting a thesaurus.
- **Simple words** are short words known to most people who speak the language.
- **Correct words** are words that mean what the speaker intends and are grammatically correct.

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CRAFTING MEMORABLE WORD STRUCTURES



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FIGURATIVE LANGUAGE

- Figurative language is language that deviates from the ordinary, expected meaning of words to make description or comparison more unique and memorable.
 - **Metaphors**...implied comparisons
 - **Similes**...overt comparisons, using "like" or "as"
 - **Personification**...attribution of human qualities to non-human things or ideas

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DRAMA

- **Drama** is suspense created by phrasing something in a way that differs from audience expectations.
 - **Omission**...strip a phrase or sentence of nonessential words that the audience expects
 - **Inversion**...invert the usual subject-verb-object sentence pattern
 - **Suspension**...saving a key word or phrase for the end of a sentence

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CADENCE

- **Cadence** is the rhythm of speech.
 - **Parallelism**...two or more clauses have the same grammatical pattern
 - **Antithesis**...the two structures contrast
 - **Repetition**...repeat key word or phrase
 - **Alliteration**...repetition of an initial consonant sound several times in a phrase, clause, or sentence

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EFFECTIVE NONVERBAL DELIVERY

- Eye contact—maintain eye contact with audience
- Physical delivery
 - Gestures
 - Movement
 - Posture
- Facial expression



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VOCAL DELIVERY

- **Vocal delivery** refers to nonverbal voice elements including pitch, rate, volume and articulation.
 - Volume...softness or loudness
 - Pitch/inflection...how high or low
 - Rate...how fast or slow
 - Articulation...clear and distinct pronunciation

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APPEARANCE

- **Appearance** refers to the speaker's dress and grooming.
 - Don't wear anything potentially distracting
 - Wearing clothing as a presentation aid
 - Take appearance cues from audience
 - When in doubt dress conservative

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EFFECTIVE PRESENTATION AIDS

- **Presentation aid** refers to any tangible item used to help communicate ideas.
- **Advantages**
 - Gain and maintain audience attention.
 - Communicate your organization of ideas.
 - Illustrate sequences of events or procedures.
 - Help your audience understand and remember your message.

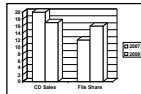
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TYPES OF PRESENTATION AIDS

- Objects
- Models
- People
- Drawings
- Photographs
- Maps
- Charts
- Graphs
 - Bar, pie, line



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ELECTRONIC PRESENTATION AIDS

- Videotapes
- CD-ROMs and DVDs
- Audio tapes and CDs
- **Suggestions**
 - Use only brief audio/video clips
 - Be sure equipment is adequate for room size
 - Equipment in place and tested before speaking

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COMPUTER-GENERATED PRESENTATION AIDS

- Create and present professional-looking visual aids inexpensively and easily.
- Use PowerPoint and/or other multimedia software.
- Adapt to audiences that expect sophisticated technical support.
- Practice!

GUIDELINES FOR PREPARING PRESENTATION AIDS

- Select the right presentation aids
 - Adapt to your audience
 - Be constantly aware of your specific purpose
 - Consider your own skill and experience
 - Consider the room in which you will speak
- Make presentation aids easy to see
- Keep presentation aids simple
- Polish your presentation aids

GUIDELINES—2

- Rehearse with your presentation aids.
- Maintain eye contact with audience, not your presentation aids.
- Explain your presentation aids.
- Time your presentation aids to coincide with your discussion of them.
- Do not pass objects among your audience.
- Use handouts effectively.
- Use small children and animals with caution.
- Use technology thoughtfully.

FINAL TIPS FOR DELIVERING YOUR PRESENTATION

- Finish your full-content outline several days before you must deliver the presentation.
- Practice, practice, practice.
- Practice good delivery skills while rehearsing.
- If possible, practice your presentation for someone.
- Tape record or videotape your presentation.

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FINAL TIPS—2

- Re-create speaking situation in final rehearsals.
- Get plenty of rest night before speaking
- Arrive early.
- Review and apply suggestions in Chapter 11 for becoming a more confident speaker.
- After you have delivered your presentation, seek feedback from your audience.

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