

Technical Communication



ORAL PRESENTATIONS (PART 1)

Oral Presentations

2

- Must be able to present your work effectively.
 - Conferences
 - Department Lectures
 - Invited Talks
- Type of presentations
 - Discussion -- small group, or one-on-one
 - Informal presentation -- single person presents to group
 - Formal presentation -- single person presents to group
- Survey
 - 367 engineers from different field.
 - 42% of “important” communications task were oral.
 - 50% of oral tasks were presentations.

Formal Presentations: Preparation

3

1. Analyze your audience
2. Determine your primary purpose
3. Select effective supporting information
4. Choose an appropriate pattern of organization
5. Prepare an outline
6. Select appropriate visual aids
7. Prepare a suitable introduction
8. Prepare a closing summary

1. Analyze your Audience

4

- Questions
 - What do your listeners already know about the topic?
 - What do they want to know?
 - What do they need or want to know about it?
 - How much new information can they absorb?

2. Determine your primary purpose

5

- Questions
 - What is your main point you want to get across?
 - Is there something you want your listeners to believe, or be able to do?

3. Select effective supporting information

6

- Questions
 - What kind of information will best support your main point?
 - What kind of information will appeal to your listeners?
- Considerations
 - Audience will probably only remember 3-4 supporting points
 - Audience will probably only remember 2-3 supporting details for each point.
 - MUST choose wisely.

4. Choose appropriate pattern of organization

7

Single dominant pattern of organization

- Instructive talk
 - Use chronological pattern
- Method talk
 - Use descriptive pattern
 - ✦ Introduction + background
 - ✦ Method
 - ✦ Results
 - ✦ Discussion

5. Prepare an outline

8

- Two outlines
 - Preparation outline
 - Presentation outline
- These are for your use only.
 - NOT the outline which is shown to the audience.
- Keep the outline brief
 - Main points, and main supporting points only.

6. Select appropriate visual aids

9

- Visual aids are the key to the talk
- Types of aids
 - Slides
 - Chalkboard
 - Handouts
 - 3D objects
- Visual aids must be simple, and easy to understand.
 - Must be able to be understood in real-time.

Visual aids – bad example

10

Results on SIVAL Benchmark

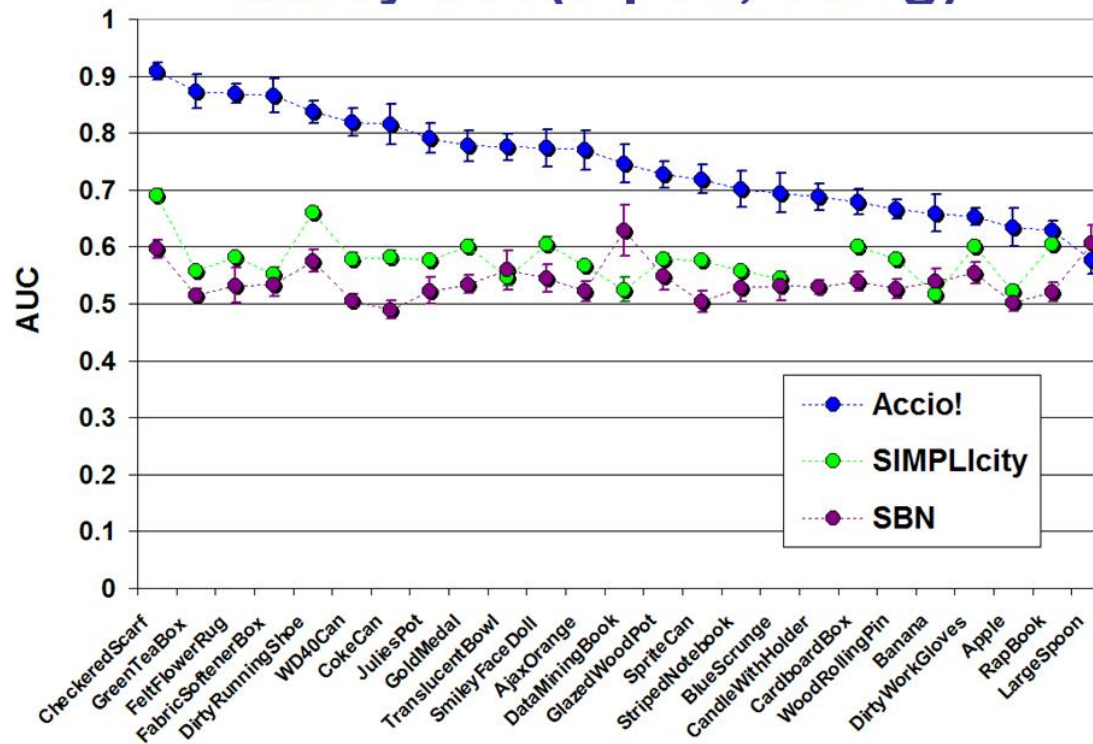
Object Type	Query Set (8 pos., 8 neg.)			Single Positive Query Image		
	Accio!	SIMPLicity	SBN	Accio!	SIMPLicity	SBN
CheckedScarf	90.8 ± 1.6	69.1 ± 1.0	59.6 ± 1.6	78.2 ± 3.5	65.2 ± 1.6	58.0 ± 3.6
GreenTeaBox	87.3 ± 3.0	55.8 ± 0.7	51.6 ± 1.0	65.6 ± 4.4	53.5 ± 1.5	50.1 ± 1.0
FeltFlowerRug	86.9 ± 1.7	58.2 ± 0.9	53.2 ± 3.1	69.2 ± 3.9	55.4 ± 1.3	45.9 ± 1.5
FabricSoftenerBox	86.6 ± 3.0	55.3 ± 1.1	53.3 ± 2.1	70.8 ± 4.8	54.1 ± 1.6	52.1 ± 2.1
DirtyRunningShoe	83.7 ± 1.9	66.0 ± 0.9	57.5 ± 2.0	78.6 ± 2.9	61.9 ± 1.1	57.6 ± 1.8
WD40Can	82.0 ± 2.4	57.9 ± 1.0	50.6 ± 1.2	65.4 ± 5.2	55.8 ± 1.8	49.4 ± 1.3
CokeCan	81.5 ± 3.5	58.2 ± 1.1	48.9 ± 1.6	65.5 ± 3.8	55.0 ± 1.2	47.0 ± 1.6
JuliesPot	79.2 ± 2.6	57.7 ± 0.7	52.3 ± 2.3	58.9 ± 3.1	55.4 ± 1.6	49.6 ± 2.0
GoldMedal	77.7 ± 2.6	60.1 ± 1.1	53.4 ± 1.6	57.3 ± 2.3	57.1 ± 2.1	51.6 ± 3.1
TranslucentBowl	77.5 ± 2.3	54.6 ± 1.5	55.9 ± 3.4	61.2 ± 3.7	54.6 ± 3.3	45.8 ± 2.8
SmileyFaceDoll	77.4 ± 3.3	60.5 ± 1.2	54.4 ± 2.4	60.0 ± 2.4	55.1 ± 1.5	46.7 ± 3.2
AjaxOrange	77.0 ± 3.4	56.8 ± 0.6	52.2 ± 1.8	56.3 ± 2.7	54.6 ± 1.1	52.4 ± 2.0
DataMiningBook	74.7 ± 3.4	52.4 ± 2.1	62.8 ± 4.5	53.9 ± 3.1	55.6 ± 4.4	46.0 ± 3.6
GlazedWoodPot	72.7 ± 2.3	57.9 ± 0.8	54.9 ± 2.5	58.0 ± 2.6	55.6 ± 1.9	49.3 ± 2.0
SpriteCan	71.9 ± 2.5	57.6 ± 0.8	50.4 ± 1.8	60.8 ± 3.4	54.4 ± 1.5	48.6 ± 1.3
StripedNotebook	70.2 ± 3.2	55.7 ± 0.9	52.8 ± 2.4	56.3 ± 2.4	56.9 ± 1.5	51.9 ± 1.8
BlueScrunge	69.5 ± 3.4	54.4 ± 1.1	53.2 ± 2.5	50.4 ± 3.2	53.9 ± 2.7	46.7 ± 3.5
CandleWithHolder	68.8 ± 2.3	-	53.0 ± 1.2	62.5 ± 2.2	-	54.1 ± 0.8
CardboardBox	67.9 ± 2.2	60.1 ± 0.9	53.9 ± 1.7	61.6 ± 2.2	56.6 ± 1.4	50.6 ± 2.6
WoodRollingPin	66.7 ± 1.7	57.9 ± 0.8	52.5 ± 1.7	60.2 ± 1.5	55.1 ± 0.8	50.0 ± 3.7
Banana	65.9 ± 3.3	51.7 ± 0.9	53.9 ± 2.3	52.8 ± 1.7	50.8 ± 1.7	49.6 ± 2.2
DirtyWorkGloves	65.3 ± 1.5	60.1 ± 0.9	55.4 ± 1.9	60.7 ± 1.4	56.6 ± 1.2	51.8 ± 2.7
Apple	63.4 ± 3.4	52.2 ± 1.0	50.2 ± 1.5	52.2 ± 3.0	50.5 ± 1.4	45.0 ± 3.0
RapBook	62.8 ± 1.7	60.4 ± 0.6	52.0 ± 1.7	56.4 ± 1.1	57.0 ± 0.9	51.2 ± 1.5
LargeSpoon	57.6 ± 2.3	-	60.7 ± 3.1	53.2 ± 1.9	-	55.3 ± 5.0



Visual aids – good example

11

Results: Object Repository Query Set (8 pos, 8 neg)



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ACM MIR 2005

7. Prepare a suitable introduction

12

- Focus on
 - Problem statement
 - ✦ Cognitive dissonance
 - Background
 - ✦ Context of problem

8. Prepare a closing summary

13

- Psychology
 - Listeners are sleeping in the middle.
 - They “perk up” at the end.
 - So your summary is very important
- Discuss what you have done
- Discuss why it is important
- State the bottom line

Practice

14

1. Devise ways of reiterating your important points without being too repetitive
2. Create smooth transitions between sections
3. Familiarize yourself with the equipment you'll be using
4. Prepare yourself for questions
5. Develop your own speaking style
6. If you are going to be reading from a manuscript, work on giving it a lively intonation