



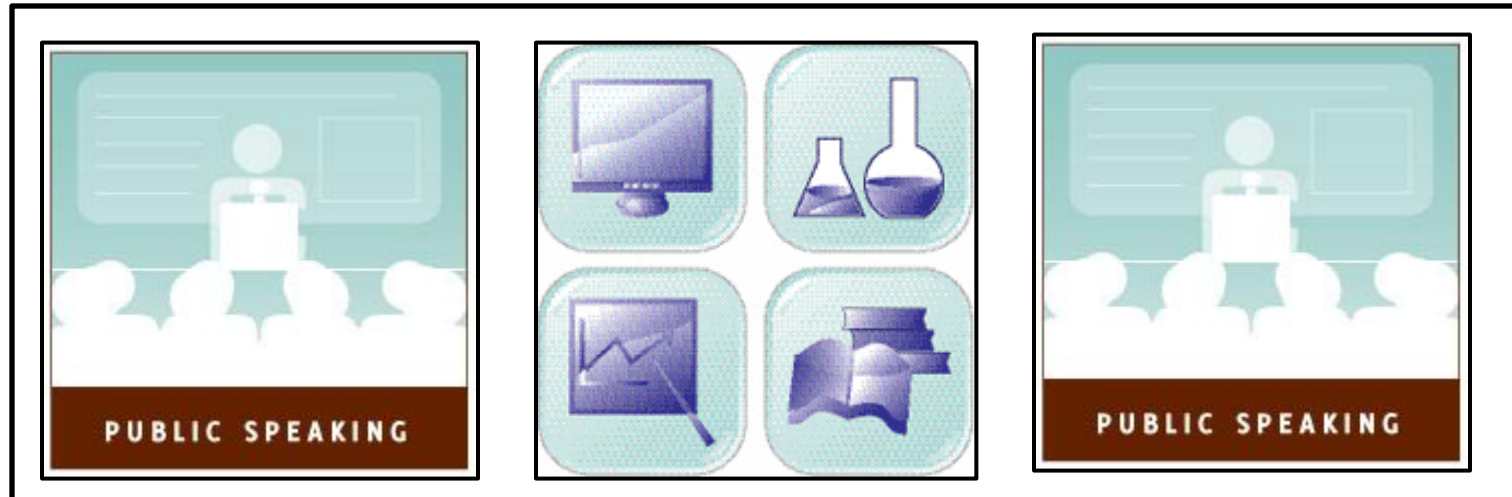
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Fundamentals of Communication and Presentation Guidelines

TAMU National Science Foundation Summer Research Program

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What is the most common overused meaningless words?

- a) You know*
- b) Um*
- c) Well*
- d) Okay?*
- e) Like*


Presentation Outline

1. The Fundamentals of Communication
2. Your Audience
3. Research Talk
4. Stage Fright
5. Answering Questions from the Audience
6. Appearance
7. Preparation
8. PowerPoint Slides

The Fundamentals of Communication

Communication Systems are categorized in six categories:

- 1. Transmitter:** *Speaker*
- 2. Channels:** *Senses (speech, hearing, seeing, etc.)*
- 3. Message:** *Speaker's topic*
- 4. Receiver:** *Audience*
- 5. Noise:** *Internal and external factors that affect message reception by audience: e.g., daydreaming, traffic, noise, etc.*
- 6. Feedback:** *Audience reaction*

 Speaker has immediate control

 Speaker can influence

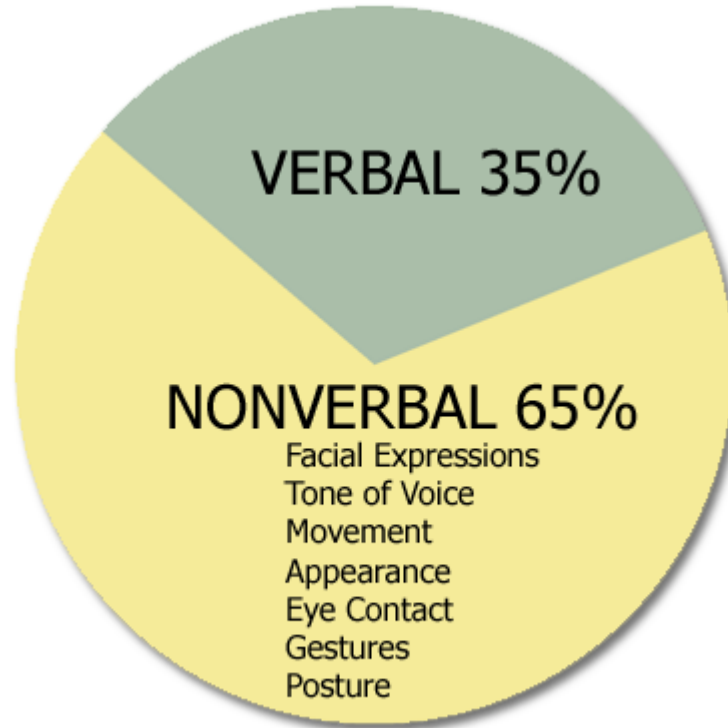
Two Categories of Verbal Communication

- a) **Persuasive Speech:** is used to influence both individuals and groups to accept a particular position.

- b) **Informative Speech:** is used to transmit information of a factual nature. Considered the “workhorse” of academic and business.



Nonverbal Communication



Nonverbal > Verbal



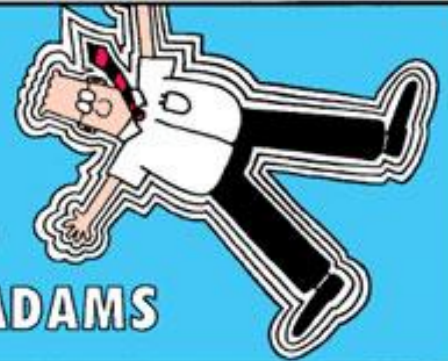
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DILBERT[®]

BY

SCOTT ADAMS



BEFORE YOU ENERGIZE MY TEAM WITH YOUR PROPOSAL, LET ME INTRODUCE EVERYONE.

THIS IS WALLY. HE'LL SHOW NO REACTION BECAUSE HE HOPES APATHY WILL KILL YOUR IDEA BEFORE IT CREATES WORK.

E-mail: SCOTTADAMS@AOL.COM

THIS IS ALICE. SHE'LL LEAVE HALFWAY THROUGH YOUR PRESENTATION TO TAKE A PHONE CALL.

THIS IS ASOK. HE'LL BE ENTHUSIASTIC BECAUSE HE DOESN'T UNDERSTAND HOW THE REAL WORLD WORKS.

THIS IS DILBERT. HE'LL TELL YOU WHY YOUR IDEA IS IMPOSSIBLE.

THIS IS CAROL. SHE'LL SPEND THE ENTIRE MEETING WONDERING IF THAT'S YOUR REAL HAIR.

AND THIS IS TED. HE GAVE HIS TWO-WEEKS' NOTICE LAST WEEK.

AND I LIKE TO KEEP MY EYES CLOSED THE ENTIRE TIME BECAUSE OF MY ALLERGIES.

GO.

www.dilbert.com

Know Your Audience

Who would be in attendance?

- Scientists expert in your field
- Scientists not related to your field
- Students (classmates)
- Non experts



Reach Your Audience

- Voice modulation
- Speed and enunciation
- Pronunciation
- Hand gestures
- Eye contact
- Stopping points
- Verbal pause fillers & slang
- Do not read

Motivate Your Audience

1. State your main point clearly
2. Limit yourself to one main point and state it clearly and succinctly
3. The content of the presentation should be chosen to illustrate and support your point
4. Explain your main point
5. Support your main point with evidence from other sources
6. Conclude/restate your main point

Motivate Your Audience

Engage your audience:

- At the beginning of your talk motivate your audience with easy to understand examples
- Present your results early and in simple terms
- Use images and diagrams
- Present your solution (if any) or shortcomings

Fundamentals of Communication and Presentation Guidelines



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Purpose of Research Talk

Is not to:

- Impress the audience
- Tell them all you know about a subject
- Present every little detail of your work

Is to:

- Give the audience a sense of what your idea/work is
- Make them want to read your paper
- Get feedback on your work

The Structure of Your Research Talk

- What is the problem?
- Purpose and goals
- Relevant state of the art
- What is your key idea/contribution
- Why is your approach good/better
- What I just said and what I want to do next



Keep Them Engaged!

- Highlight where you are in the process
- Remind where you are in the process

1. Preprocessing
2. 1. Preprocessing
3. 2. Filtering
4. 3. Texture Extraction
5. 4. Decision Trees
5. 5. Classification



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Answering Questions

- Repeat the question for the entire audience
- If you do not understand a question, ask for clarification or ask the questioner to rephrase the question.
- If you do not know the answer to a question and can offer no educated guesses, say so.
- If you do not know the answer but can offer a methodology for arriving at the answer, by all means do so.
- Handle all questions graciously



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How to Handle Stage Fright?

Creating rapport with your audience can result in :

- Relaxed audience
- A caring audience
- Attitude



How to Handle Stage Fright?

Showing confidence by:

- Correct posture (e.g. feet shoulder apart, weight evenly distributed)
- Avoid manipulating objects
- Breathe at a normal rate
- Show humor (if possible)
- **Practice a lot**



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Practice

- Choose your test audience
 - Knowledgeable audience (e.g. professor)
 - Naïve audience (e.g. roommate)
- Practice in front of at least one person from your discipline
- Make them as formal as possible
- Brainstorm questions that might be asked
- Practice in the room you will present in

Contingency Plan

- Have a backup plan for equipment failure
- What if you lost your train of thought?
 - Repeat your last sentence (e.g. rephrase it)
- What if you misspeak?
 - If it is funny and the audience laugh then use it as a “breaking ice” point (correct your statement too!)

Pre-Presentation Check List

- ✓ Check the audience seating arrangement
- ✓ Check the podium or stage
- ✓ Check audiovisual equipment
- ✓ Check microphones (if required)
- ✓ Check for any other resources required (e.g. chalkboard)

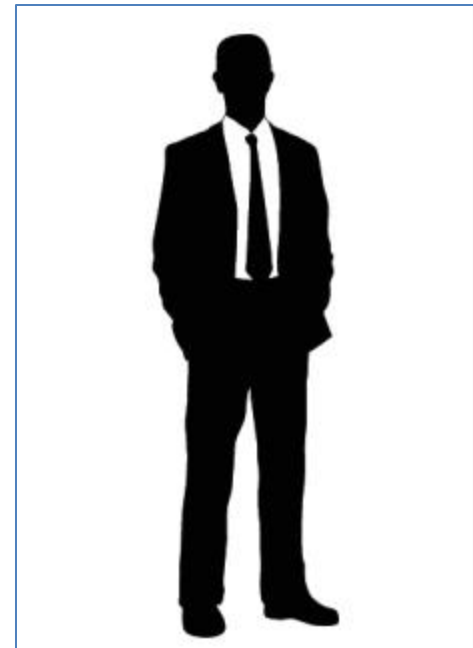


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Appearance

The nature of your environment (academic) often dictates your appearance:

- Plan how will you present yourself
- Visibility
- Posture





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Formatting Power Point Slides

- Make your 1st or 2nd slide an outline of your presentation
- Follow the order of your outline for the rest of the presentation
- Only place main points on the outline slide

Font

- Use at least an 18-point font
- Use different size fonts for main points and secondary points
 - this font is 24-point, the main point font is 28-point, and the title font is 36-point
- Use a standard font like Times New Roman or Arial

Background

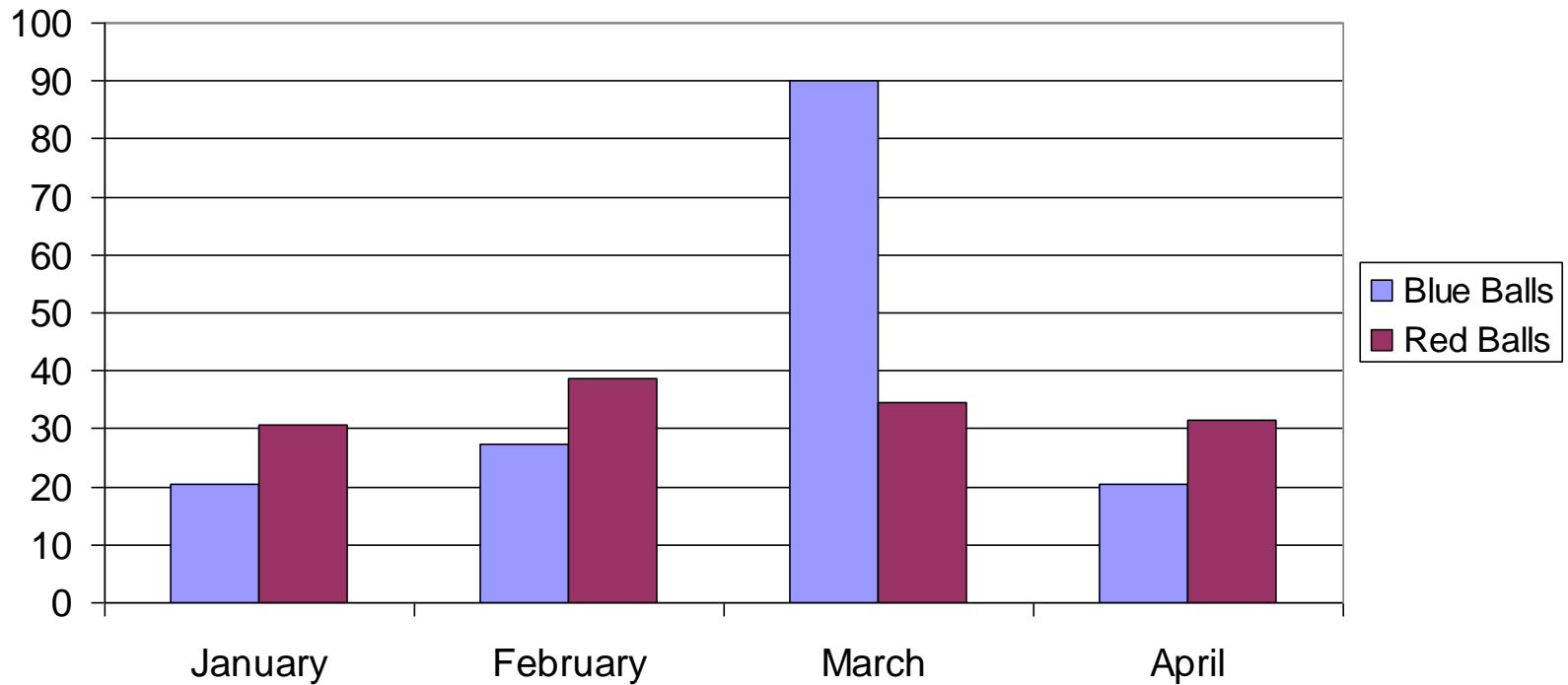
- Use backgrounds such as this one that are attractive but simple
- Use light color backgrounds
- Use the same background consistently throughout your presentation

Graphs Format

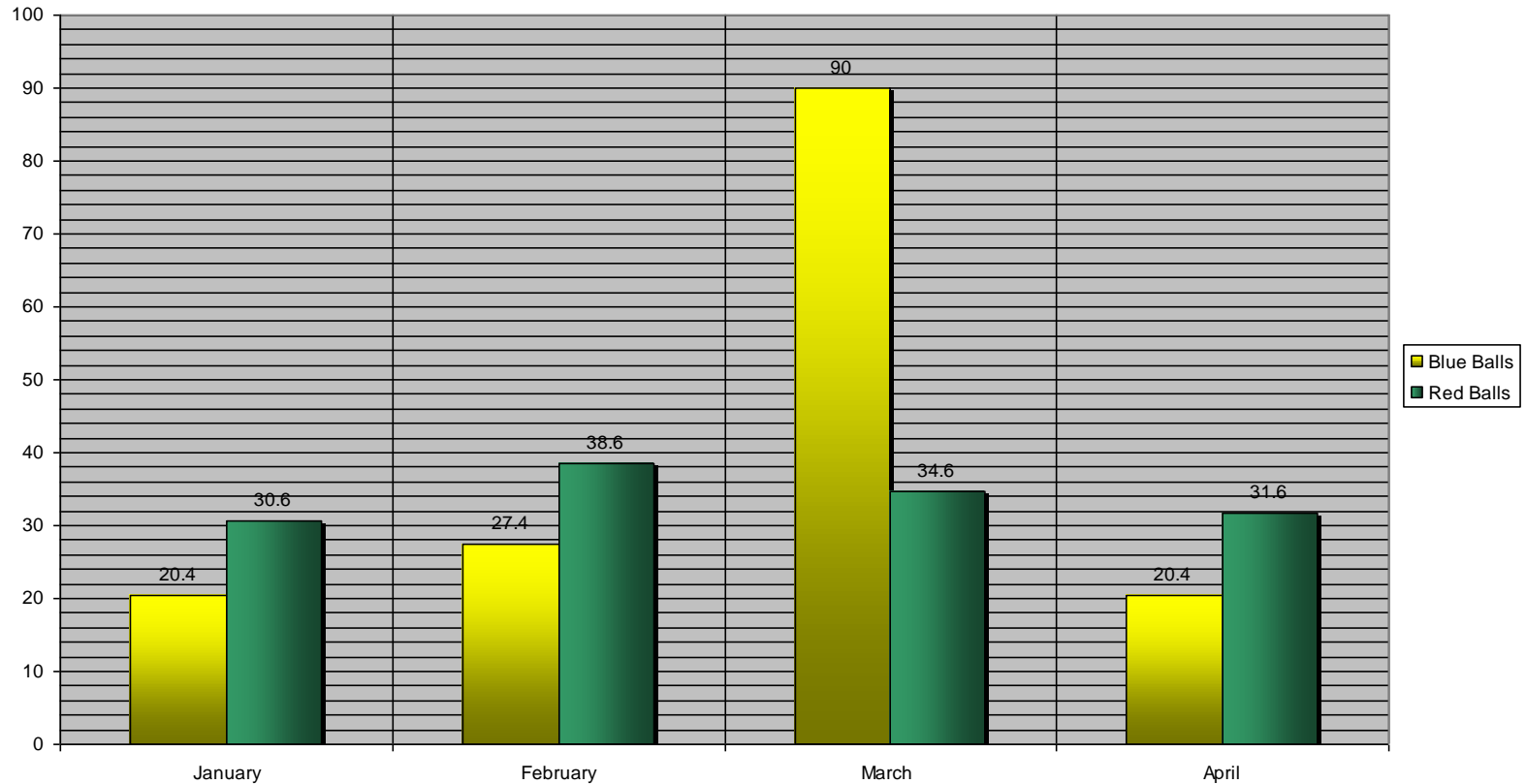
- Use graphs rather than just charts and words
 - Data in graphs is easier to comprehend & retain than is raw data
 - Trends are easier to visualize in graph form
- Pay particular attention to the labeling of axes and points.
- Always title your graphs

Examples of Good Graphs

Items Sold in First Quarter of 2002



Examples of Bad Graphs



	January	February	March	April
Blue Balls	20.4	27.4	90	20.4
Red Balls	30.6	38.6	34.6	31.6

Technical Details: In/Out?

- Present specific aspect that show the essence of your work
- Do not fill up your slides with equations
- Prepare back-up slides to answer questions and leave them at the end of the presentation

Grammar

- Proof your slides for:
 - spelling mistakes
 - the use of of repeated words
 - grammatical errors you might have make
- ESL students, please have someone else check your presentation

Questions?

- [Bad presentation](#)
- <http://www.writing.engr.psu.edu/slides.html>