LESSON 38



ORAL PRESENTATION

Outline:

Writing Oral Presentation   
Types of Oral Presentations

Writing Oral Presentation

Main Ideas or Content

Brainstorm your ideas first. Then decide which ideas are more relevant and appropriate to your audience and to your objective. Carryout any research that is necessary. Be selective, your first list of ideas may be disorganized. Later you can select those ideas that are workable. Don’t think this initial structure will be your final version.

The main ideal is to point out how the audience can benefit from your message. Convince audience that reorganizing the data-processing department will improve customer service and reduce employee turnover.

• Convince audience that we should build a new plant in Lahore to eliminate   
 manufacturing bottlenecks and improve production quality.

• Address audience’s concerns regarding a new employee health-care plan by   
 showing how the plan will reduce costs and improve the quality of care.

Limit Your Scope

Effective presentation focuses on audience's need but also tailor messages to the time   
allowed.

• In one minute, the average speaker can delivery about one paragraph or 125 to   
 150 words.(7500 to 9000 wph)

• Fit your oral presentation to the time allotted.

• Introduction

• Conclusion

• Time to each point

• 10 minutes presentation / one hour

Choose Your Approach

With a well-defined idea you begin to arrange your message

• Structure a short oral presentation like a letter or a memo.

• Organize language speeches and presentations like formal reports.

• For bad news or persuasive plan, to arouse interest or give a preview.

Long Presentation

Organize longer speeches and presentations like formal reports. If purpose is to entertain,   
motivate or to inform, then, use direct order and a structure, imposed naturally by the

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subject e.g. importance, sequence, chronology, spatial orientation, geography or category.   
If you purpose is to analyze, persuade or collaborate organize your material around   
conclusions and recommendation or around a logical arguments. Use direct order if the   
audience is receptive use indirect if you expect resistance. Regardless of the length of   
your presentation, bear in mind that simplicity of organization is valuable in oral   
presentation.

Prepare Your Outline

A Carefully prepared outline can be more than just the starting point for composing a   
speech or presentation - it will help your stay on task. You can use your outline to make   
sure your message accomplishes its purpose to help your keep your presentation both   
audience-centered and within the allotted time. If you plan to deliver your presentation   
from notes rather than from a written text, your outline can also become your final   
“script”. Outline will serve you speaking notes. The heading should be complete   
sentences or lengthy phrase not one two word. Include visual aid. Use transmittal   
sentences Outline can help you compose your presentation and stay on task.

Decide on Style

Choose your style to fit the occasion your audience size subject purpose Decide on an Appropriate Style:

Use a casual style for small groups; use a formal style for large groups and important   
events.

In both formal and informal presentations, keep things simple. Remember to choose your   
words carefully. Don't try to impress your audience with obscure and unfamiliar words.

Developing Your Oral Presentation

Developing a major presentation is much like writing a formal report, with one important   
difference. You need to adjust your technique to an oral communication channel. Her you   
have the opportunity of interacting with your audience. So, formal presentations differ   
with formal reports because they have more interaction with the audience. The speaker   
uses nonverbal cues to express his meaning, has less control of contents and requires   
greater need to help the audience stay on track. How formal presentations differ from   
formal reports:

• More interaction with the audience

• Use of nonverbal cues to express meaning

• Less control of contents

• Greater need to help the audience stay on track

Introduction

The introduction must capture attention, inspire confidence, and preview the contents.

Arousing Audience Interest

• To capture attention, connect your topic to your listeners’ needs and interests.

• Match the introduction to the tone of your presentation

Body

Limit the body to three or four main points. Help your audience follow your presentation   
by using clear transitions between sentences and paragraphs, as well as between major

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sections. Emphasize your transition by repeating key ideas, using gestures, changing your tone of voice, or introducing a visual aid.

Holding Your Audience’s Attention

• Relate your subject to your audience’s needs

• Anticipate your audience’s questions

• Use clear, vivid language

• Explain the relationship between your subject and familiar ideas.

Close

To close should leave a strong and lasting impression. Restating your main Points

Summarize the main idea, and restart the main points

• Increase the overall level of compensation

• Install a cash bonus program

• Offer a variety of stock-based incentives

• Improve our health insurance and pension benefits

Describing the Next Steps

• Be certain that everyone agrees on the outcome and understands what should   
 happen next.

• Make your final words memorable

• Completing oral presentation

• Evaluate the content of your message

Edit for clarity, besides mastering the art of delivery, prepare to speak, overcome anxiety and handle questions with responsively.

Types of Oral Presentations

The effectiveness of your presentation largely depends on how it is delivered. Following are four main delivery methods, you can choose according to need and situation.

1. Extemporaneous

This method of delivery is very carefully planned and practiced. In it, the speaker makes a presentation with the help of an outline, note cards, or visual aid. It is very popular and effective method of delivering a speech. In this way the speaker can glance at his notes, keep eye contact and speak in a natural, conversational tone.

2. Reading

In this method the whole presentation is read aloud. It helps a speaker when the   
presentation has technical or complex topic. If you choose to read your speech, practice   
enough so that you can still have eye contact with your audience, otherwise, your speech   
may become boring.

For reading, some speakers use a page style similar to a TV script, leaving a left margin of about one-third of the page. In that wide margin is pronunciation aids or suggestions as to where to look in an audience.

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3. Memorization

Few speakers today memorize complete speeches. However, it can be useful for short   
speeches. In case of a long speech, often the first few words of a statement can be   
memorized. This technique may sound like a robot. Besides, forgetting a single line may   
cause disaster.

4. Impromptu

It means a speech made without any preparation or made on the spur of the moment. In so many situations you are asked to make a speech or offer your comments, when you’re asked to speak “off the cuff”, take a moment or two to think through what you’re going to say. Avoid the temptation to beat about the bush.

You may feel a bit of stage fright at the time of delivering the speech. In addition   
to the stages mentioned above, you should focus on the following aspects to decrease   
stage fright.

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