
How to make a presentation: overview and practical suggestions

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What is this presentation about?

This presentation:

- ❑ provides guidelines about making an academic presentation
 - ❑ gives practical suggestions regarding presentation delivery
 - ❑ gives examples of the phases and expressions you can use when making presentations in English
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Making a presentation: Introduction

The purpose of the introduction is to:

- catch the attention of the audience
 - focus the attention on the topic and objective
 - provide the framework for listening by outlining the plan for the presentation, e.g. *First I will tell you....., then I will..... and finally we will.....*
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Delivery

- appropriate style:
between informal speaking style
and
formal academic written style
- not reading aloud !
But:
- emphasizing certain words
- repeating, rephrasing important information
- using rhetorical questions or other rhetorical strategies

Delivery - using language signals:

for:

- organizing your presentation
(e.g., *First, At the beginning, Then, After that, Finally, ...*)
 - introducing topic:
(e.g., *I'd like to focus on....., What I'm going to do is to explain...*)
 - organizing a particular segment
(e.g., *There are three reasons...*)
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Delivery - using language signals:

- transition to a new section:

*Moving on to....., I'd like to turn to....., Having considered (x) ,
let us now move on to (y)*

- contrasting:

However, On the other hand.....Nevertheless...

- rephrasing, emphasising, giving an example

In other words, ... It is clear that....., For instance....

Delivery – visual aids

Slides with text

- text in note form - not whole sentences
 - a separate line for each point
 - lower case letters, clear simple print, standard fonts
 - correct spelling!
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Delivery – visual aids

slides with pictures:

- pictres, graphs, diagrams can be more effective than text
 - should be visually simple
 - should illustrate key points
 - do not use distracting animation
 - do not use too many colours
 - use language signals to refer to picutres: e.g.,
You can see here....., This slide shows.... Here are the data
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Delivery - Making a presentation interesting

- appropriate objectives (know your audience)
 - good command of the subject matter
 - clarity of communication
 - tone of voice and facial expression
 - vivid details, examples, surprising statistics, analogy, personal anecdote
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Delivery: Non - verbal communication

Be careful about:

- posture
 - movement and gestures
 - voice
 - a little louder
 - a little more slowly
 - vary the speed, use stress, short silence
 - eye contact
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Making a presentation - Conclusion

Your conclusion leaves a final impression, so:

- do not end suddenly
 - leave enough time for conclusion (even if it means shortening something else)
 - signal the conclusion: e.g., *To conclude...., I'd like to finish by saying....*
 - summarize what has been said, include the main points or recommendations, applications, further research
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Remember

What makes a good presentation?

1. preparation
 2. preparation
 3. preparation
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Thank you
