



Oral Communication Center

Express Yourself: The How-To's of a Great Presentation

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November 16, 2016

Agenda

Fundamentals of professional communication

Bolstering your confidence

Structuring your presentation

Using presentation aids



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Professional Communication: E-Mail

Formality

Courteous greeting and closing

Cc, Bcc, and Reply All

Promptness



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Examples

COMM330- Argumentation and Public Policy (Winter 2016)

COMM330 x



10/30/15



to me ▾

Hello Ms. Olson,

My name is [REDACTED] and I am a 1st year PhD graduate student at UMD School of Public Health. I am hoping to get more information about the course you are teaching this Winter 2016 session. I see that it is an online course, and on Testudo it states that class information can be found on ELMS. However, I'm not able to find the course and not sure if I have to register for it before seeing it on ELMS. I was hoping to get a copy of the syllabus for this course and find out what days/times it will be held during the Winter Term. Any information about the course would be very helpful.

Thank you for your time.

Best,

[REDACTED]

Professional Communication: Attire

Learn the levels

Balan

When



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Professional Communication: Etiquette

Take cues from others

Maintain a tone of deference and respect

Ask questions

Carry yourself with confidence

Stay off your phone



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Speaking Anxiety

Briefly discuss the following prompts:

What is fear? What factors cause it?

What are the major factors that cause the fear of public speaking?





Speaking Anxiety: The Causes

Fear of failure, rejection, judgment

Mistakes and stumbles

Personal insecurity and low confidence

Expectation of perfection

Poor preparation



Speaking Anxiety: The Solution

Determine root cause

Breathe and “get in the game”

Visualize success

The audience *wants* you to succeed

Know your material

Practice, practice, practice



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Structuring the Message

Everything's an argument

Order and purpose

Why is this here? What does it *earn* for me?

How do my ideas build on one another?



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Organize Argumentatively

Adapted from Stephen Toulmin's *The Uses of Argument* (1958)



Reasoning that justifies movement from data to claim



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Structuring the Message

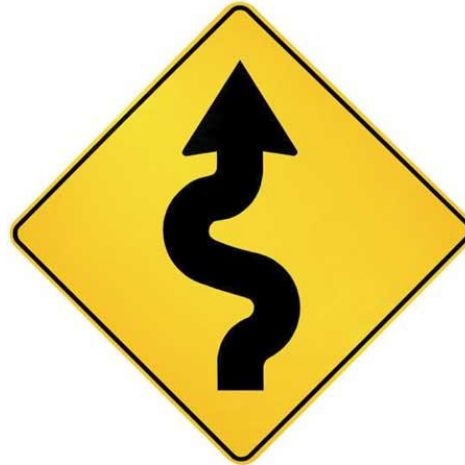
Forecast and review

Signposts

Enumeration

Transitions

Emphasis



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Effective Visual Aids

Briefly discuss the following prompts:

What are the goals of visual aids?

What makes a good (or bad) PowerPoint?



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Effective PowerPoint: The Basics

Use slides strategically

Design *after* your preparation

Simplify your slides

Communicate your brand



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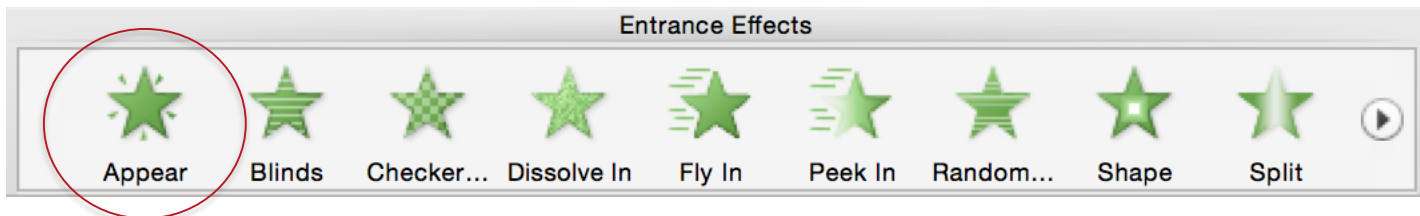
Effective PowerPoint: Design Strategies

5 x 5 rule

Give the eye a break

Use pictures, graphs, and charts

Use the “Appear” function



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Thank you!



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