PRESENTATIONS

Presentation Audience

Presentation Audience

Analyze your audience. The more you learn about your audience, the better prepared you will be to adapt your presentation to their needs and make it useful. Develop strong logos, ethos, and pathos based on what you uncover about your audience.

- Find out what unites them as a group.

- Determine how much they know about your topic

- Establish their interest in your topic. Are they enthusiastic or hostile to what you are saying?

- Anticipate their most likely response to you

While many elements of audience analysis pertain both to readers of your work and to listeners of your presentation, keep in mind that there are several fundamental differences between these two groups. The audience listening to your presentation:

- Is a captive audience

- Has only one chance to get your message

- Has less time to digest what you say

- Has a shorter attention span

- Can't go back to review what you said or jump ahead to get a preview

- Is more easily distracted

- Cannot absorb as many of the technical details as you would include in a written report.

You should take all of these differences into account as you plan your presentation and assess your audience.

Relate everything in your talk to them--make it applicable. Select only details that are relevant to your audience and your purpose. Choose concrete examples--look for memorable stories, anecdotes, analogies, or events that an audience can easily recall after you have completed your presentation.

Never exceed your allotted time.

Presentation Delivery

- Speaking "off the cuff." It is dangerous to believe that once you start talking, everything will fall into place smoothly. You only fool yourself if you think you have all the necessary details and explanations in the back of your head.

- Memorizing a speech. Exact opposite of speaking "off the cuff." Can appear stiff and mechanical.

- Reading a speech. Mostly appropriate if there can be no deviation from the printed word. Doesn't have to be that way, but it sets up a barrier between yourself and the audience.

- Delivering a presentation extemporaneously. Most widely used. You do not come before your audience with the entire presentation in hand. By no means, though, is an extemporaneous delivery an off-the-cuff performance. You prepare an outline of the major points. You rehearse, but the actual words you will use in your presentation may change. You are free to establish contact with your audience.

PowerPoint Presentation

- **Rhetorical Situation.** The PowerPoint presentation should clearly develop and advance a specific purpose and specific message to a specific audience.

- **Content.**
  - The content of PowerPoint presentation is written clearly and concisely   with a logical progression of ideas and supporting information.
  - The presentation includes motivating questions and advanced organizers that provide the audience with clear sense of the project's main idea.
  - The information in the presentation is accurate, current, and comes from reliable sources.

- **Text Elements.**
  - The fonts are easy-to-read and point size varies appropriately for the headings and the text.
  - The use of italics, bold, and indentations enhances readability.
  - The text is appropriate in length for the target audience and to the point.
  - The background and colors enhance the readability of the text.

Presentation Delivery

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- **Layout**. The layout is aesthetically pleasing and contributes to the overall message with appropriate use of headings and subheadings and white space.

- **Citations**.
  - Sources of information are properly cited so that the audience can determine the credibility and authority of the information presented.
  - All sources of information are clearly indentified and credited using APA citations throughout the presentation.

- **Graphics**
  - The graphics assist in presenting an overall theme and make visual connections that enhance understanding of concept, ideas, and relationships.
  - Original images are created using proper size and resolution, and all images enhance the content.
  - There is a consistent visual theme.

- **Writing Mechanics.** The text is written with no errors in grammar, capitalization, punctuation, and spelling.

Checklist

- ☐ Have you analyzed your audience for your presentation?

- ☐ Have you considered what unites them as a group?

- ☐ Have you considered their knowledge of and interest in the topic?

- ☐ Have you anticipated their responses to your presentation?

- ☐ Have you made your presentation applicable to the audience?

- ☐ Have you stayed within your time limit?

- ☐ Have you prepared an outline of your presentation?

- ☐ Are you prepared for your presentation?

- ☐ Have you practiced your presentation?

- ☐ Have you determined a clear rhetorical situation for your PowerPoint presentation of a specific purpose and message to a specific audience?

- ☐ Does the content of your PowerPoint presentation include motivating questions and advanced organizers?

- ☐ Are the text elements of your PowerPoint presentation easy-to-read and appropriate?

- ☐ Are your PowerPoint slides readable?

- ☐ Is the layout of the PowerPoint aesthetically pleasing?

- ☐ Does the layout of the PowerPoint contribute effectively to the overall

Checklist

message of the presentation?

☐ Do the PowerPoint graphics assist in presenting the overall theme of the presentation?

☐ Are sources of information documented within the PowerPoint presentation?

☐ Is the text of the PowerPoint presentation free of errors in grammar, capitalization and spelling?