



PRESENTATION SKILLS

PSA

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Presentation skills

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ABSTRACT

Oral presentation skills are extremely important for tertiary level students' academic and occupational success. Thus, the primary aim of this E-book is to equip Polytechnic & College Community students with important techniques and skills essentials for giving an effective oral presentation. This book is prepared for Certificate and Diploma level students studying at Polytechnics and Community Colleges in Malaysia.

This E-book is made up of 3 interesting units. Unit 1 deals with various types of presentation methods and key elements involved in giving an impactful introduction during an oral presentation. In Unit 2, the authors have provided insightful and interesting techniques on how to develop content for the body of a presentation. Unit 3 focuses on different methods of concluding a presentation.

We hope that, the knowledge and tips shared in this book would be beneficial and helpful in developing oral presentation competency among its reader.





UNIT
01
Introduction

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LEARNING OBJECTIVES

After completing this unit, the students will be able to:

- Identify the topic and purpose of presentation.
 - Prepare appropriate introduction for presentation.
-

Oral Presentation is a method of conveying message to a group of audience with the objective of improving their understanding about a topic or subject matter and yield the expected outcome. It can range from formal to informal. Structural presentation requires the presenters to focus their attention on the needs of their audience, by planning the content in a structured manner.



Photo credit: Pixabay.com

1.1 The Definition

According to Cambridge Dictionary, presentation is defined as a talk giving information about something. Meanwhile in Wikipedia, it is a presentation conveys information from a speaker to an audience.

1.2 Types of Presentation

There are three basic types of presentation:

Informative

A brief and 'to the point' presentation. This type of presentation usually describe facts.

Examples of topic :

- 5g technology in Malaysia
- The implementation of Virtual learning for primary school learners.

Persuasive

Persuasive presentation offers a solution to a problem or controversy. The purpose is to convince people to agree and accept the proposal.

Examples of topic :

- Is the use of CCTV necessary in our house?
- Disposable diapers do lots of harm to our environment.

Demonstrative

A form of presentation in which presenter teaches the audience on how to do something.

Examples of topic :

- How does a greenhouse work?
- How to draw a cartoon character?

Let's think it out

Choosing a topic is extremely important. Let's think out a few more topics based on types of presentation.

Informative

Persuasive

Demonstrative

1.3 The components of a Presentation

A good presentation consists of main components as below:



Introduction



Body of Presentation



Conclusion /Closure

The objective of these parts are to reinforce the intended message conveyed through the presentation.

In the introduction section, the presenter would give a glimpse of the message that he/she intends to convey throughout the presentation. The presenter tells the audience about the main issues/ideas that will be shared throughout the presentation briefly.

In the body of the presentation, the presenter will describe the details of the ideas or message.

Whereas, in the conclusion section, the presenter would summarize the ideas and wrap up the presentation.

5 COMMON MISTAKES MADE BY PRESENTER(S)



Photo credit: Pixabay.com

Lack of preparation

No purpose of presentation

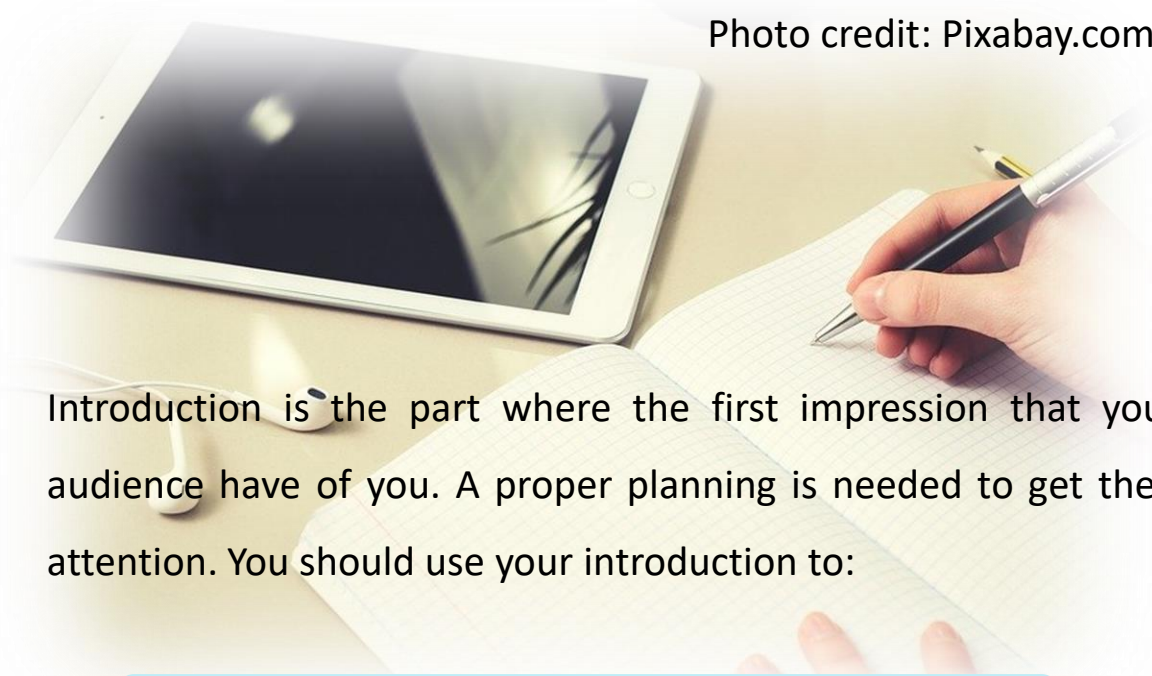
No eye contact

Lack of facial expression

Lack of good visual aids

1.4 Introduction

Photo credit: Pixabay.com



Introduction is the part where the first impression that your audience have of you. A proper planning is needed to get their attention. You should use your introduction to:

1. Welcome your audience

2. Introduce your topic and purpose of presentation

3. Outline the structure of your presentation

Next, let see how you can think of ideas in getting a presentation topic.

1.5 Brainstorm ideas for presentation topic.

1. Personal knowledge & experience

When we are thinking about a topic. We usually think of something that we know and have interest in it. For example, we may want to talk about our best journey trip or maybe sharing about our bad experience of online shopping.

There are a few more examples based on personal knowledge and experience:



1.5 Brainstorm ideas for presentation topic.

2. Clustering

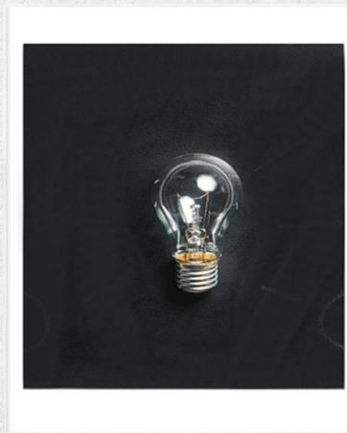
Other than using your personal knowledge and experience, clustering also is one of the easier method to get a presentation topic. Get a paper and start thinking of something which has similarity in group such as:

PEOPLE

- Sudirman
- Thomas Edison
- Barrack Obama

PLACES

- Pyramid
- Langkawi Island
- Dataran Merdeka



SOCIAL ISSUES

- Teenage Suicide
- Child Abuse
- Vandalism

CURRENT ISSUES

- Covid-19
- Tokyo Olympic

Photo credit: Pixabay.com

3. Internet search

Another method of generating ideas for presentation topic is internet search. This is the most popular method among students. They can easily get the topic by browsing the internet using their smartphone, tablet or laptop.

Say it Out



1. Brainstorm and make a list of presentation topic that you are interested.
2. Rank the ideas in the order of important for you.
3. Tell the ideas, which one is better? Why or Why not?

1
2
3
4
5

1.6 Appropriate Introduction

Having a good introduction can attract audience's attention to you. Many speakers often overlook this part. They will just start talking without creating any interest for the audience to listen.

Below are some opening technique that can gain the audience's attention:



ASK A QUESTION

Ask a question but we actually not expect the audience to give the answer.



TELL A STORY

Tell a story that contain a message to our presentation topic.



STATE INTERESTING FACT

Provide some interesting statistic or fact that help to set up our presentation



TELL A JOKE

Tell a joke that tied to our topic.

Useful Phrases for Presentations

Introduction

Welcoming and greeting

- Good morning and welcome to my presentation. First, I would like to thank you for being here today.
- Good morning ladies and gentlemen. It's a pleasure to have had the opportunity to address such a distinguished group of audience here today.
- Hello everyone. Thanks for being able to make it to this presentation today.

Introducing yourself

- Let me introduce myself. First, I'm Asyraf Bin Abu from Polytechnic Sultan Salahuddin Abdul Aziz Shah.....
- For those of you who may not know me, my name is.....and I'm here for....

State the topic

- The topic that I'd like to present to you is about....
- As what you can see on the screen, our presentation today will be about.....
- The topic/title of my presentation/talk/speech today will be on....
- In this presentation, I/we would like to focus on...
- In my presentation I would like to share about...

State the purpose/objective(s)

- The primary aim of this presentation is to....
- Today I'm here to enlighten you with an overview of.....
- I'd like to inform you about the results of my research...

Presenting structure of your presentation

- I've divided my presentation into three main parts.
- In my presentation I'll focus on three major issues.
- We thought it would be useful to divide our talk into three main sections.
- This presentation is structured as follows...



Photo credit: Pixabay.com

LEARNING OBJECTIVES

After completing this unit, the students will be able to:

- Identify ideas for main points and supporting points.
- Use appropriate sign-posting.



Structuring your presentation

Before you proceed to write the content of your presentation, you need to have certain information such as the topic and purpose of your presentation and details of the audience. Now, let's brainstorm some ideas for the content.

2.1 Brainstorm the content

You may use WH questions to deliver your messages to the audience. For example:

WHAT

What will they get and do with the given information?

WHY

Why they need to know about it?

HOW

How do you want them to react?

MIND MAPPING

Instead of using WH questions, you can also use a mind mapping. It is very useful to visualize your ideas. You can organize your ideas using words, images, colors and draw connections to see how your ideas are connected.



Photo credit: unsplash.com

EXERCISE

Can you think of other brainstorming methods to plan for your presentation content?



Photo credit: Pixabay.com

Page

2.2 Main points

A good presenter should provide a sentence statements of the two to four central ideas that the audience needs to understand. They will easily understand and able to follow what you are presenting.

How to identify the main ideas?

First, listing the ideas that you have found that relate to your topic of presentation.

After that, eliminate ideas that are common or your audience might know.

Then, check the ideas whether it can be group together.

Lastly, choose two to four from the remained ideas.

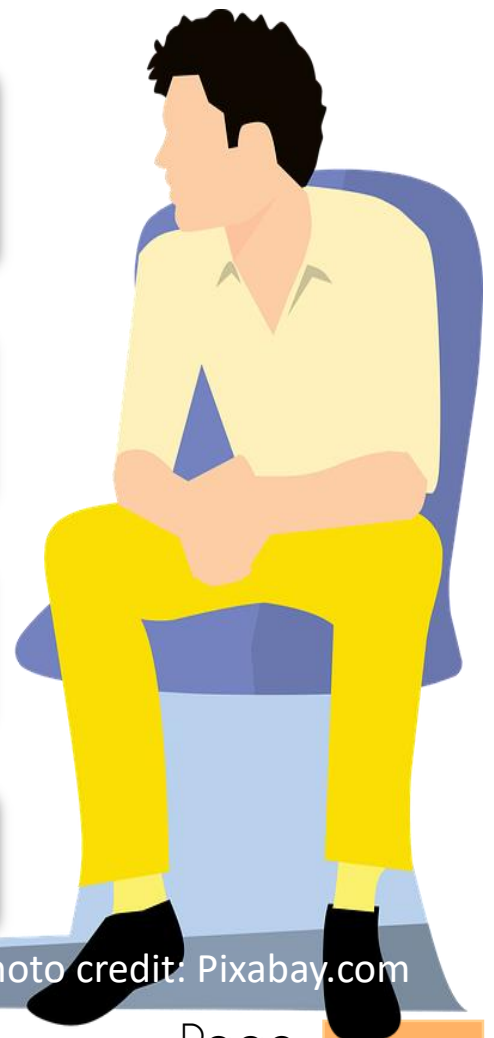


Photo credit: Pixabay.com

2.3 Supporting points

Supporting points are provided to see what information we have that supports each of main points that we have. There must be a relationship between supporting points and main points. Most important, they fit together logically and relevant.



Organising a good point for our presentation helps you to present it smoothly. Remember to start by determining the main points of the topic that you want to have. After that, think of relevant supporting points to get your message across.

EXERCISE**Organizing your ideas.**

Instruction: Choose a topic that you are interested in. For example, you could talk about a hobby, a fitness activity or an organization you are involved with.

Now, think of five points you could include in your talk.

1**2****3****4****5**

After that, decide on the best order for your main points and make brief notes to expand on each one.

Useful Phrases for Presentations

Content

Sequencing

- My first point is....
- I will begin with....Then I will move on to...After that, I will talk about....
- First of all. I'd like to give you an overview of my presentation.
- Secondly, We will look at....
- Finally/Lastly, I will deal with....
- I will finish with...

Elaborating a point

- I'd like to look at this point in a bit more detail
- Can I elaborate this point a bit further?
- Let me explain about this point.

Saying what is coming

- In my presentation, I'd like to talk about....
- First, let me give you a brief overview of my presentation.

Moving to the next point

- My next point is..
- Next, I will talk about...
- Let's now move on to...

Underlining points

- This is important because...
- It's important to remember that...
- Please notice that...

Indicating the end of a section

- This is the end of my first point.
- So, that's the background information about..
- That's all I wanted to say...

Asking rhetorical question

- What can we conclude from this?
- So, what might cause students to be nervous about presentation?
- What is the meaning of life?

Interacting with the audience

- Is everyone here following me so far?
- Are you still with me?

2.4 Key Skills for Presentation

Public Speaking

- Voice
- Intonation
- Confidence

Use of Visual Aids

- Sharing what you know, what you want
- Preparing audio-visual aids.
- Handling audio-visual aids.

Listening

- Listening attentively.
- Showing feedback/questions is appreciated.

Control of audience

- Getting and retaining attention.
- Getting involvement.

Answering question

- Answering honestly and the best you can.
- Soliciting answer from the audience.
- Being polite when we do not know.

Non-Verbal Communication

- Using body language.
- Using gesture and facial expression



5 Tips for Effective Presentation

It is not an easy task to give a speech in front of others. What you need to have is a good planning. So, here are the tips on how to give a dynamic and good presentation:

Plan a strong opening.

Having a simple yet exciting opening can help you to engage with your audience. Make their eyes on you!

1**2**

Know and connect with your audience.

Using appropriate tone and style can attract audience to focus and listen to your presentation until the end.

Structure your content.

Always use bullet points for the main points/concept that you have. Choose a right image also can boost your presentation.

3**4**

End with a strong conclusion.

Summarize the main points and relate them with your purpose of presentation.

Stay calm

Nervousness before a presentation is normal. Be relaxed and acting relaxed to minimize your nervousness. Keep to speak what you know.

5

Tips for Virtual Presentation

Nowadays, the demand for virtual presentations is growing. However, a virtual presentation needs extra skills and preparation. So here are a few guidelines on how to present virtually.

1

SETTING

First, you need to prepare the setting. Find a comfortable place and have a strong internet connection. If you need extra lighting, make sure you switch it on and place your device close to the window

2

LIGHTING

Ideally, you can have a warm white colour (3200 kelvin) of light. Make sure the light does not create shadows. Or else, you can use a natural light. Ensure it is aimed towards your face.

3

INTERNET CONNECTION

Set a wired connection (DSL line) to get a strong, stable and fast internet connection. This will ensure you to look and sound good during your presentation.

4

VOICE PROJECTION

Make sure that your voice has a variety of tones and using the right words for different purposes such as to convince or to inform. Most important, having pause. This action can give time for the audience to react.

5

AVOID DISTRACTIONS

When presenting, the focus will be to your audience. Please avoid having a small sibling sitting close to you. Other than that, make sure the phone is in silent mode and other noises at your surroundings. Remember to avoid distractions!

6

EYE CONTACT

Next, look directly into the camera. Ensure the lens is equal to eye contact. It is suggested to place your camera to your eye level. Do not look at the audience or even at your notes. Most important, make sure to stay in the frame.

7

TIMING

Timing. You need to control the time. Make sure you start, presenting the ideas and finish them as you planned.

8

PRACTICE

Lastly, the most important step to have a better presentation whether it is face to face or virtual is practice. Practice will always make things perfect. During practice, make sure to do all the necessary settings on your computer or phone. Check whether the equipment such as camera and microphone are working.



UNIT
03
Conclusion

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LEARNING OBJECTIVES

After completing this unit, the students will be able to:

- Use appropriate techniques to sum up the presentation.
- Use appropriate visual aids to enhance presentation

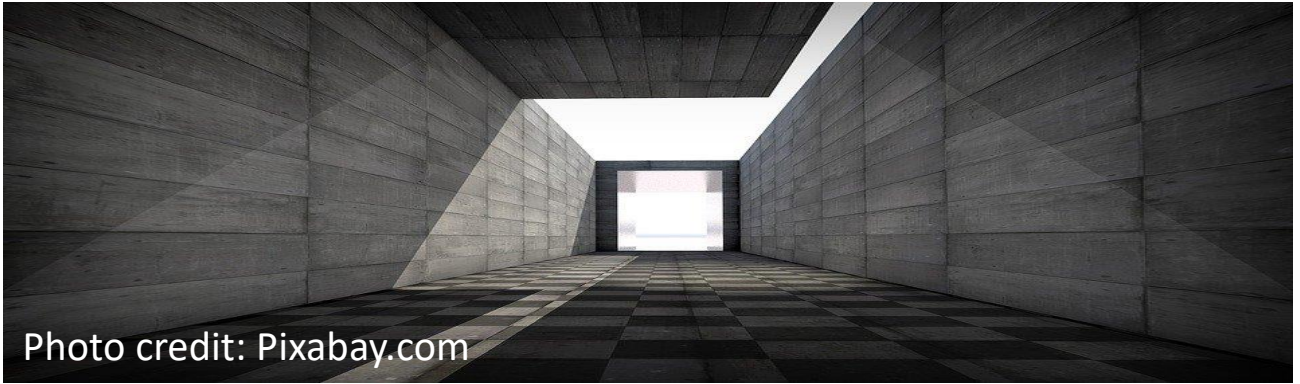
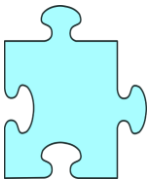


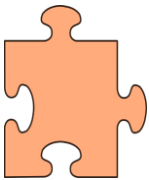
Photo credit: Pixabay.com

Having a good conclusion brings lasting impact to a presentation. It is often the part the audience remembers best. Below are 4 techniques that can be used to sum up your presentation.

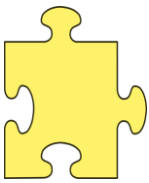
3.1 Techniques to bring positive closure to a presentation.



Repeat core message. Briefly emphasising the theme that you have presented.



Recap. Summarize the main points generally. Remember not to introduce new point.



Call to action. Requesting the audience to take some kind of action (For example: asking what they have gained from your presentation)



Quote. Wraps up your presentation with a witty line or a quote.

EXERCISE

CREATING A SPEECH CONCLUSION

Instruction: Write another two/three different conclusions that review the important points you want the audience to remember.



Photo credit:clipart-library.com

Useful Phrases for Presentations

Conclusion

Indicating the end of your presentation

- In a nutshell, I would like to...
- Well, this brings me to the end of presentation.
- As a final words, I'd like to....
- Finally, I would like to highlight about...

Summarizing points

- Let me just go through with the key points again.
- In conclusion, I would like to....
- I'll will summarize my point of view.

Making recommendations

- I would like to suggest that...
- In my opinion, there should be a...

Looking at visuals

- Now, let's look at...
- May I get your attention on the figure 1
- Ok, so you can see a summary of our findings here...

Summarizing points

- Let me just go through with the key points again.
- In conclusion, I would like to....
- I'll will summarize my point of view.

Closing

- Thank you for lending your ears.
- Well, that's all from me today.
- Thank you for the attention.
- I hope you will have gained a lot today.

Inviting question

- Is there any question?
- Do you have anything to ask me?
- Does anyone have a question?
- If you have any enquiries. I would be glad to answer them.

Survival Language

If you have forgotten to make a point.

- I'm so sorry, I should just mention one other point here.
- Sorry, there is something else that I forgot to mention.

If you cannot remember the term in English.

- Sorry, I am totally lost now. How do you say 'enormity' in English?
- I'm sorry, what is the word I am looking for?

3.3 Types of visual aids

There are many types of visual aids that can be used during presentation. Here, we are listing the most common one for you to consider it:



MS POWER POINT

The most popular used among students for their presentation. This Microsoft Power Point enables students to have interactive, beautiful slideshow presentation.



VIDEO

Using a video in your presentation may attract the attention of your audience. It is best to use when you want to explain a concept, highlighting the issues or giving examples.



WHITE BOARD

Very useful to help explaining the sequence ideas especially when you have to explain a complex terminology or precise information during your presentation.



HANDOUTS

If your information is too detailed to fit in a slide during your presentation. So here, the use of handouts are incredibly useful.

3.4 Designing visual aids

Use your creativity to create effective visual aids for your presentation. The use of sound effects and animation features are allowed but do not overdo it.

Below are a few guidelines in designing a good visual aids:

1 Use a high quality of visual images.

2 Choose common font style and the size.
(Make sure it is readable)

3 Choose a simple background.
(if you consider to have it)

4 Don't overdo the animations features.

5 Make sure to sequence the main points appropriately.



Photo credit: Pixabay.com

SPEECH OUTLINE FORM

○ Introduction

○ Body of content

Main point 1

Sub point A for main point 1

- a. Elaborate on material
- b. Elaborate on material

Sub point B for main point 1

- a. Elaborate on material
- b. Elaborate on material

Main point 2

Sub point A for main point 2

- a. Elaborate on material
- b. Elaborate on material

Sub point B for main point 2

- a. Elaborate on material
- b. Elaborate on material

○ Conclusion

Photo credit: Pixabay.com



Photo credit: Pixabay.com

"The success of your presentation will be judged not by the knowledge you send but by what the listener receives."

- Lilly Walters

Book and website

1. Communicative English 1 internal module
2. <https://audiencealive.com/presentation-design/virtual-presentations/>
3. <https://www.throughlinegroup.com/2020/03/10/coronavirus-how-to-deliver-a-dynamic-virtual-presentation-when-you-cant-go-to-work/>

Images

1. www.pixabay.com
2. www.unsplash.com

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