

# DACSE Course - Presentations

## A) General Characteristics

### **A1. WHAT IS ACADEMIC PUBLIC SPEAKING?**

#### **Who?**

**Who** is speaking?

**Who** is the audience?

#### **What?**

**What** is the talking about?

#### **Why?**

**Why** is the speaking done?

### **A2. PRESENTATION AS A PROCESS**

*Read the parts of the presentation process below, order them according to how you would proceed from the first step to the last one.*

1. preparing the presentation area
2. preparing written notes
3. delivering the presentation
4. structuring the presentation
5. choosing the main idea
6. handling questions
7. research of the topic
8. writing down the speech
9. choosing the topic
10. rehearsing the presentation
11. preparing any audio-visual aids
12. setting aims and objectives
13. audience analysis
14. developing main points and supporting arguments

## **B) PREPARATION**

### **B1. TIME MANAGEMENT**

### **B2. TOPIC**

In general, people agree that it is wise to know **WHAT** you would like to talk about before you actually start talking. That is why the choice of a topic has usually a clear priority in one's preparation.

### **B3. AIMS and OBJECTIVES**

Before speakers begin to prepare their presentations, they should decide not only **WHAT** they would like to talk about but also **WHY** they should talk about it. In other words, they should know what they want to achieve while paying special attention to the relevant and efficient aims and objectives of the speech.

### **B4. AUDIENCE ANALYSIS**

Although most will agree that it is vital to know **WHAT** to talk about and many will support the idea that knowing **WHY** talking about something is also essential, fewer speakers are aware of the fact the **WHO** you are going to talk to is equally important. Therefore, it is critical that the preparation efforts include some degree of audience analysis where one should consider at least the following four points:

1. Who are they and how many will be there?
2. What is their knowledge of the subject?
3. Why are they there and what do they expect to learn from me?
4. What are my needs as the speaker? What are their needs as the audience?

### **B5. RESEARCH**

Very often, the most difficult part of the presentation process is actually getting started. After presenters have thought about the presentation topic, the aims and objectives of the speech and about their audience, they have to make the first step - careful background research which consists of two main stages:

- 1) gathering material
- 2) selecting information

### **B6. REHEARSAL**

Rehearsal is an essential process of each presentation preparation.

## C) INTRODUCTIONS

### C1. STRUCTURE

GREETING  
POSITIVE COMMENT  
NAME  
POSITION  
TOPIC / TITLE / SUBJECT  
PURPOSE  
OUTLINE  
TIME  
AUDIO-VISUAL AIDS  
QUESTIONS

**C2.** *Introductions can become repetitive. It is important to have a choice of words and expressions at your fingertips. Use one of the following expressions to replace each of the expressions in italics in this introduction.*

|                       |                      |                    |                      |                 |                |
|-----------------------|----------------------|--------------------|----------------------|-----------------|----------------|
| <b>don't hesitate</b> | <b>a chance</b>      | <b>I take care</b> | <b>I'm delighted</b> | <b>sections</b> | <b>divide</b>  |
| <b>go through</b>     | <b>in more depth</b> |                    | <b>my purpose is</b> |                 | <b>finally</b> |

Good morning, everyone. If I may have your attention, please? Thank you for coming. *It's a pleasure* to be with you today. My name is Ian Cottrell and *I'm in charge* of the research team communication. *We are here today* to *review* the key purposes of the project. So what I intend to do is to *break down* this presentation into three *parts*: first, a deeper understanding of the ideology and work practices of free and open source software development, second, the characterization of the free software movement as a new type of computerization movement and, *third*, a presentation of a conceptual diagram and framework with an analysis showing how the free software computerization movement has evolved into an occupational community. If you have any questions, please *feel free* to interrupt me, but I should also say there'll be *an opportunity* to discuss issues *at greater length* after my talk.

Adapted from: Elliott, M.S., Scacchi, W.(2008): Mobilization of software developers: the free software movement, Information Technology and People:21:1, pp. 4 – 33

## **D) ENDING**

### **D1. STRUCTURE**

SIGNAL TO END

SUMMARY

CONCLUSION

CLOSE

INVITATION FOR QUESTIONS

**D2. Complete the following conclusion with words from the list.**

**comments    To sum up    argued    that's all issues    then    listening    insight**  
**sustainability    On the whole    currently    facilitates**

Well, \_\_\_\_\_ I wanted to tell you today. I hope that has given you a reasonable \_\_\_\_\_ into the area of resilience. \_\_\_\_\_ here are the most important \_\_\_\_\_ related to IT-based innovations: First, we \_\_\_\_\_ that organizational resilience needs to be understood more broadly than is \_\_\_\_\_ the case in the literature, and \_\_\_\_\_ we showed how resilience applies across levels of analysis and changes over time in the particular context of adoption of IT-based innovations. \_\_\_\_\_, I'd like to emphasise that this approach leads to an understanding in which resilience \_\_\_\_\_ swift and productive adoption of IT-based innovations while at the same time implicates tensions that endanger further diffusion and the long-term \_\_\_\_\_ of the innovation. Thanks for \_\_\_\_\_ and if you have any questions or \_\_\_\_\_, I'll be happy to answer them.

Adapted from: Cho,S., Mathiassen, L., Robey, D. (2007): Dialectics of resilience: a multi-level analysis of a telehealth innovation, *Journal of Information Technology*, 22, pp. 24–35.

## **E) QUESTIONS**

The after-presentation discussion is a social situation where the presenter's role is to encourage the audience to express their opinions and ask questions. Each answer should serve as an invitation for other questions and comments. A polite audience always reacts in some way to what has been said in the presentation.

INVITE QUESTIONS - LISTEN CAREFULLY RIGHT TO THE END - WELCOME THE QUESTION - REPEAT, PARAPHRASE, OR CLARIFY IF NECESSARY - TAKE TIME TO THINK BEFORE – ANSWERING - ANSWER THE QUESTION RELEVANTLY - CHECK WHETHER THE QUESTIONER IS SATISFIED