

2 PREPARING A PRESENTATION

1. Warm-up:

- What is a 'takeaway' of a talk?
- Do you remember your recent presentations? Tell us about them and answer these questions:
What were you talking about? Why did you talk about it? Who were you talking to?

2. Structuring a scientific presentation <https://www.assertion-evidence.com/teaching-films.html> (under Spreading AE, teaching films – Structuring AE presentation)

This teaching film shows extracts from student presentation. Each of them provides a model for successful presentation strategies. What strategies does each extract illustrate?

1. Hip replacements materials
2. Wildfires
3. Ryan homes, safety of construction workers

3. Saving endangered species: Orang-utans

- Where do orang-utans live?
- What threatens them?
- What would be the consequence of the rate of killing of the past four decades?

A. Read the text *Orang-utan conservation – Why is the orang-utan in danger?*

<https://orangutan.org/orangutan-facts/why-is-the-orangutan-in-danger/>

The destruction and degradation of the tropical rain forest, particularly lowland forest, in Borneo and Sumatra is the main reason orangutans are threatened with extinction.

This has been caused primarily by human activity (intense illegal logging, conversion of forest to palm oil plantations and timber estates, mining, clearing forest for settlements, and road construction) and also by large-scale fires facilitated by the El Nino weather phenomena. Additionally, the illegal animal trade has been a factor in the decline of wild orangutan populations. Finally, orangutans are occasionally hunted and eaten by some of the indigenous peoples of Borneo as well as migrant loggers and plantation workers who do not have dietary prohibitions against eating primate bushmeat.

[.....] The Bornean orangutan (*Pongo pygmaeus*) population is estimated to be about 104,700 individuals. Due to substantial orangutan habitat loss on both islands [Sumatra, Borneo], it is probable that current numbers on both islands are actually below those given on the IUCN Red List. Approximately 2,000-3,000 Bornean orangtuans were killed every year in the past four decades alone, representing a loss of more than 50% of the original population in just 40 years. At this rate of killing, orangutan populations could be reduced to extinction in the next 50 years.

B. Watch the extract and answer the question. *Saving the endangered species of Borneo: Orang-utans*

https://www.youtube.com/watch?v=qUXcFcl_DgY 1.06 – 2.34

What are the biological causes why the orang-utan has become endangered with extinction?

How would you design the structure of a presentation about orang-utans?

What can you do in the introduction, in the main body, and in the conclusion?

GUIDELINES

AIMS AND AUDIENCE AWARENESS

Complete the text with these words:

establish encourage heterogeneous emphasize expertise valid

You want to share your research work with your listeners and persuade them that your information is important, 1....., and relevant to them. You must 2..... both the **motivation** for the work and the **outcome** of it and you must present just enough **evidence** to 3..... the validity of this outcome.

- Be **audience-friendly**. The audience can be homogeneous or 4..... (mixed). Try to see things from their perspective, not just those who have 5..... . Experts from other fields should be able to understand what you are saying.
- For fear of being too simple, conference speakers often make their presentations too complicated
- 6..... your audience to do something with that information - remember it/apply it/provide feedback

PRESENTATION STRUCTURE

Put phrases 1-7 in the right gaps A-G in the text below.

- | | |
|---|--------------------------------------|
| 1. are often underestimated | 5. are your last words |
| 2. into a logical sequence | 6. between what they know |
| 3. to help your audience remember | 7. in slightly less technical detail |
| 4. to attract everyone's attention fast | |

1. The introduction

- attention getter**
 - open your presentation with a short attention getter **A**___
 - focus the audience's attention on the need / your motivation
 - be audience-oriented, bridge the gap **B**___ or are interested in and what you will present (a question, a statement, an anecdote, an example)
- main message** – is **the sentence you want your audience to remember**, it is your main conclusion, perhaps stated **C**___ than at the end of your presentation.
- preview /outline** – outline the body of your presentation

2. The body

Main points - identify two, max. five statements to support your main message

Sub-points - think of a few statements to support each main point

- do not mention introduction and conclusion in the outline
- organize your main points and sub-points **D**___

Use transitions between points and between sub-points:

- transitions = linking parts = signalling devices
- transitions are crucial for revealing the structure – the shifts are not obvious to the audience
- transitions **E**___ - wrap up one point, then announce the next by creating a need for it
- Example "So, this is the microstructure we observe consistently ... But how does it change if we? That's my next point. Here is..."*

3. The closing

- review/summary** - review the main points **F**___ them and prepare the audience for your conclusion, make time for a review/summary
- conclusion** – develop your main message more fully in your conclusion
- close** – close the presentation by indicating to your audience that these **G**___, thus giving them the signal to applaud. What works well is to make the link back to your attention getter – thus you indicate that you have completed the loop.

INTRODUCTION AND CONCLUSION

When preparing a presentation, we should pay special attention to these two parts. They enable the audience to understand and remember the presenter's message that is explained in the main body. The two tables below show what elements are effective in the introduction and in the conclusion.

Let's take the topic of endangered species. How could you design the introduction, this time in greater detail? Write your ideas in the table:

Attention getter	A way to lead the audience to the need efficiently
Need	A difference between actual and desired situations
Task	What I decided to do / how I can address the need
Credibility	Why I am experienced in this
Main message	The one sentence I want my audience to remember
Preview/Outline	<p>A map of the body (ideally three points, max. five)</p> <p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>5</p>

Review/Summary	A recap of the body, leading into the conclusion
Conclusion	What the above means to the audience in the end
Close	A way to end the presentation clearly and elegantly

HOMEWORK

Geographic Information Systems (GIS): Dan Scollon at TEDxRedding

https://www.youtube.com/watch?v=9V_Mz7NDy3o

1. Watch the first part (roughly the first 5 minutes) in which the presenter shows the impacts of images and maps on human societies.

Decide if the speech contains any of the introduction components suggested above.

2. In the following part (from about 6th min) the speaker gives a specific example of the impact of mapping in a concrete territory – Borneo. Listen to the extract 6.05 – 9.57.

Read the statements and complete the gaps with the words you hear in this extract.

1. In 1994, he travelled to Borneo following the of his Geography degree.
2. He overcame fears of safety and diseases thanks to his good-natured
3. The Dayak tribe has a mental map of the forest which allows them to by rivers and trails.
4. The spirits of the forest are by orang-utan.
5. 21st century has brought about a rapid in deforestation.
6. The satellite images show how globalization has reached once interior.
7. The Borneo project was an attempt to confront the economic and political forces Dayaks' survival.
8. What they worked on was a mapping programme.
9. The maps have been successfully used in to defend land rights.
10. These maps also created – an opposition from the state government.

3. Read the two quotes below and then go back to the Guidelines. Can you find the reason for using these sentences in the presentation?

"I'd like to share with you some of the ways in which today's maps are altering the way we perceive our world, the way we interact with it and also the way that we engage in the challenges and opportunities of the 21st century. " (0.34 - 0.49)

"Today's maps have created a change in the way that we perceive the world, the way that we interact with each other, and the state and the economy. They have also created a change in the way we are able to represent our own priorities and our own knowledge. No longer are maps held by those who are in positions of power but rather are a canvas on which all of us can convey and claim our own future and our own sense of place. They can still be used for resource exploitation, for economic inequality, for the perpetuation of violence, for violations of privacy. They can also be used to democratize, to organize, to advocate, to design and to dream." (15.00 - 15.54)