

ACADEMIC
SKILLS
PRESENTATIONS

BA Advocacy/ BA Sociology

AIM OF THE LESSON

- Improving your knowledge of presentation skills.



OBJECTIVES

By the end of this lesson, you should be able to:

Identify what a presentation is, its structure and purpose.

Understand how to prepare a presentation.

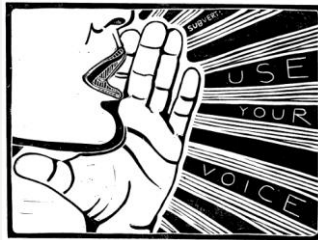
Identify how to create a PowerPoint.

PURPOSE OF A PRESENTATION?

- ▶ Some students present themselves better verbally than on paper.
- ▶ Presentations are often used to assess your knowledge, skills and confidence in an educational or work setting.
- ▶ The ability to give presentations is a skill required in many occupations.

WHAT IS A PRESENTATION?

- A presentation is a form of communication.
- In a presentation, you communicate a message to an audience in an integrated way by: using voice, images and body language.



AIM OF A PRESENTATION?

- ▶ Information
- ▶ Engagement
- ▶ Knowledge
- ▶ Evidence
- ▶ Professionalism



STRUCTURE

- Introduction
 - Aims and objectives
- Main body
 - Split into points
- Conclusion
- Questions and Answers
- Reference List

The Structure of Presentations

Greet audience

Introduce yourself



Outline your talk

Move to the body

Summarize main points

Invite questions

Conclude your talk

Accept questions and comments

BODY LANGUAGE?



- Face the audience and maintain eye contact.
- Build a rapport with the audience, communicate and interact with them.

Smile

PREPARATION FOR A PRESENTATION

- Preparation is the single most important part of making a successful presentation.
- It is an absolutely crucial foundation, and you should dedicate as much time to it as possible, avoiding short-cuts.
- Good preparation will ensure that you have thought carefully about the messages that you want (or need) to communicate in your presentation and it will also help boost your confidence.



POINTS TO CONSIDER INCLUDING

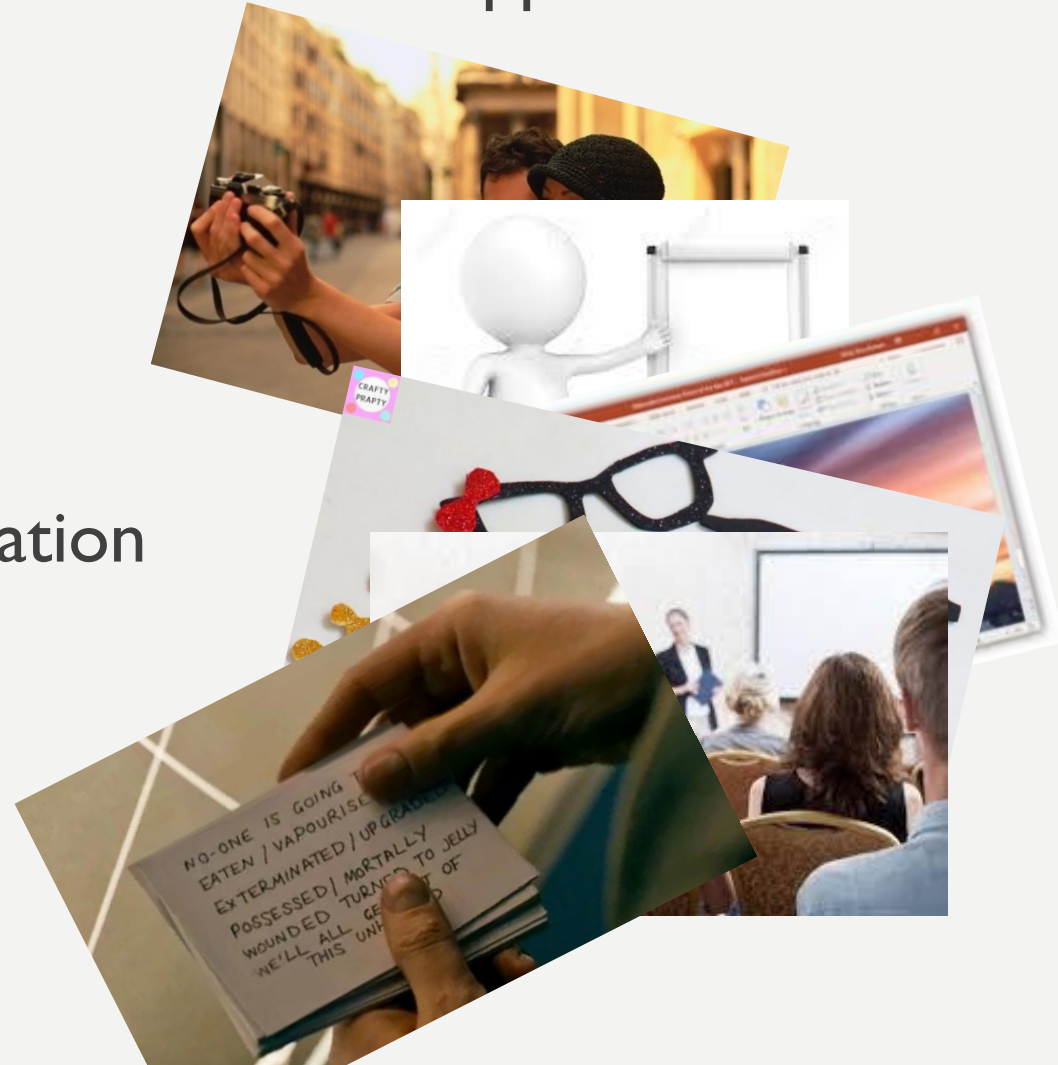
- ▶ The Objective
- ▶ The Subject
- ▶ The Audience



VISUAL AIDS

Use any of the following materials to aid/support the presentation:

- ▶ Images/photos
- ▶ Flip chart
- ▶ PowerPoint/Prezzi Presentation
- ▶ Props
- ▶ Audience participation
- ▶ Cue cards.



HOW NOT TO USE VISUAL AIDS – FILM CLIP



DISCUSSION ACTIVITY

What are the characteristics of a good speaker?

CITATIONS AND REFERENCE LIST

Include citations on each of your slides, and full reference list at the end.



HOW TO USE POWERPOINT

- Some videos and step-by-step guides on how to use PowerPoint are provided in the presentations area in Moodle.



REFERENCES

- Burns, T. & Sinfield, S. (2012) *Essential Study Skills: The complete Guide to Success at University*. London: Sage.
- Edexcel, (2010) *Health and Social Care Level 3: Study Skills Guide*. Harlow: Pearson Education Ltd.