

Public Speaking Lecture Notes

Week 9

Chapter 21

Using Presentation Aids in the Speech

Presentation aids include objects, models, pictures, graphs, charts, video, audio, and multimedia. Each of these elements, used alone and in combination, helps the audience see relationships among concepts and elements.

Functions of Presentation Aids

❖ Help Listeners Process and Retain Information

- Most people process and retain information best when they receive it in more than one format.
- Audience members better understand and remember what is seen and heard than what is only seen or only heard.
- We learn better from words and pictures than from words alone
- However, multimedia effect does not work if the accompanying aid merely repeats the spoken information.
 - In this event, audience members will actually learn less than if the speaker used no aid.
 - To be beneficial, the aid must complement, or add to the information rather than simply match the spoken point.

❖ Promote Interest and Motivation

- Effective presentation aids draw audience members into a speech and stimulate their interest through visual rhetoric
 - The conveyance of meaning by integrating the visual with the verbal message.

- Literally seeing the facts of an argument laid out in front of them, can make a significant difference in how listeners respond

❖ **Convey Information Concisely**

- Presentation aids concisely communicate ideas that might otherwise be difficult or time-consuming to express.
- Complex ideas and abstract or difficult concepts can also be more clearly explained with presentation aids.

❖ **Lend a Professional Image**

- By using quality visual aids, you show your listeners that you are approaching the presentation professionally and motivate them to approach it in the same way.
- This increases your credibility
- Moderation is important
- Emphasis should be on using the aids to fulfill the speech purpose and not on the aids themselves.

Types of Presentation Aids

- Base your choices on which aid will most effectively convey the information

❖ **Props and Models**

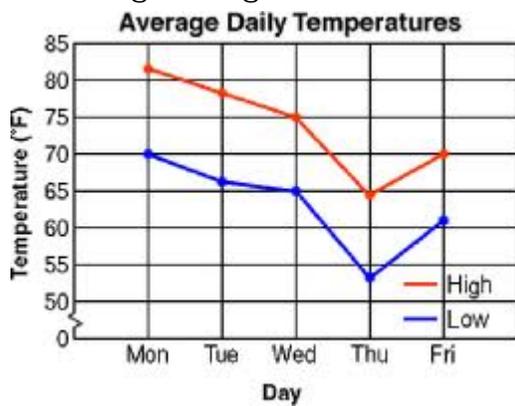
- A prop can be any live or inanimate object
- A model is a three-dimensional, scale-size representation of something

❖ **Pictures**

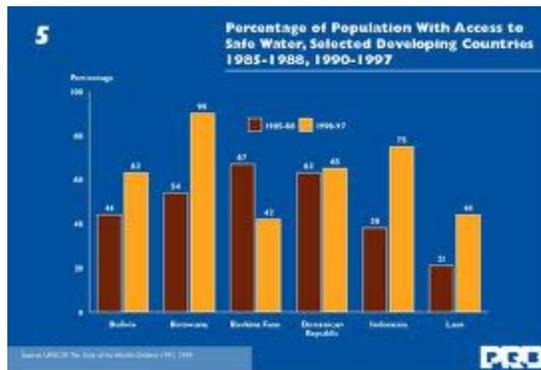
- Pictures are two-dimensional representations of people, places, ideas, or objects,
 - Including photographs, line drawings, diagrams, maps and posters.
- A diagram or schematic drawing explains how something works or how it is constructed or operated.
 - Best suited to clarifying complicated procedures and operations.
- Maps help audience members visualize geographic areas and understand various relationships among them
- A poster is a large, bold, two-dimensional design incorporating words, shapes, and if desired color, placed on an opaque backing.

❖ **Graphs and Charts**

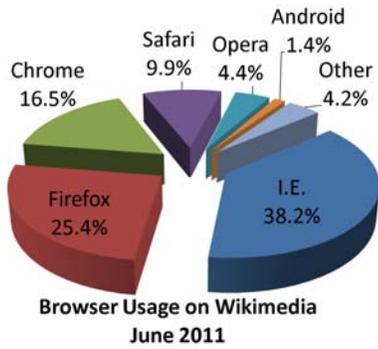
- A graph represents numerical data in pictorial form.
- Graphs neatly depict relationships among components or units and show trends.
- Four major types of graphs are:
 - Line graphs
 - Bar graphs
 - Pie graphs
 - Pictograms
- A line graph uses points connected by lines to demonstrate how something changes or fluctuates in value.



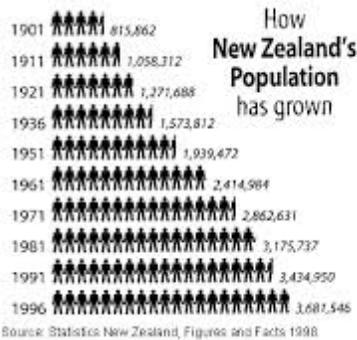
- A bar graph uses bars of varying lengths to compare quantities or magnitudes.



- A pie graph depicts the division of a whole. The pie, which represents 100 percent, is divided into portions or segments call slices.

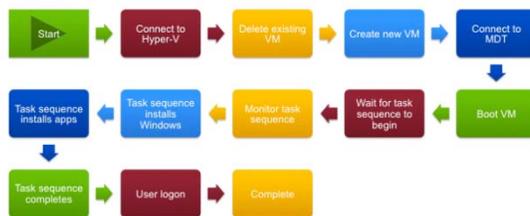


- A pictogram uses picture symbols (icons) to illustrate relationships and trends.



- A chart visually organizes complex information into compact form
 - Several different types of charts are helpful for speakers:
 - A flowchart is a diagram that shows step-by-step progression through a procedure, a relationship, or a process.

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- An organizational chart illustrates the organizational structure or chain of command in an organization.
 - It shows the interrelationship of the different positions, divisions, departments, and personnel.

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- A tabular chart or table is a succinct display of comparative information or numerical data in rows and columns.

Tabular Chart (■ = 25,952.8 Births):

Race of Mom	1989	1990
American Indian		
Asian/Pacific Islander	■	■
Black	■	■
Hispanic	■■■■■	■■■■■
White	■■■■■■■	■■■■■■■

Links to Additional Output Formats:

- [Bar Chart](#)
- [ASCII Text](#) · [dBASE III \(Database\)](#) · [CSV \(Spreadsheet\)](#)

❖ **Audio and Video**

- An audio clip – a short recording of sounds, music, or speech
 - Can add interest, illustrate ideas, and bring humor to the mix
- Video clips from movies, television, and other recording instruments motivate listener attention by helping to introduce, transition into, and clarify points in a speech

❖ **Multimedia**

- Multimedia combines several media (stills, sound, video, text and data) into a single production
 - The richer the variety of information cues, the better for audience attention, comprehension, and retention

Options for Displaying the Presentation Aid

- Once you've selected the types of aids that are best suited for communicating your ideas you can choose from a variety of options for displaying them.
- ❖ **Computer Generated Graphics and Displays**
 - With software programs such as Microsoft PowerPoint and Apple Keynote
 - Many speakers create slides, transparencies, and other presentation aids on the computer.
- ❖ **Overhead Transparencies**
 - An overhead transparency is an image printed on a clear sheet of acetate that can be viewed by projection, either onto a large film screen or a wall.
 - It can be used much like a chalkboard.
 - You can also create transparencies in advance using PowerPoint.
 - Transparencies have several advantages.
 - First, most facilities have an overhead projector.
 - Second, transparencies are inexpensive, and overhead projectors are portable and simple to operate.
 - Third, overhead projection is flexible. Material may be added to or taken away from the projector during the presentation.
- ❖ **Flip Charts**
 - A flip chart is simply a large (27 – 34 inches) pad of paper on which a speaker can draw visual aids.
 - They are often prepared in advance, although you can also write and draw on the paper as you speak.
- ❖ **Chalkboards and Whiteboards**
 - Writing boards are useful for impromptu explanations, as when someone asks a question for which you do not have an aid but feel you can clarify with words or drawings.
- ❖ **Handouts**
 - Handouts are page sized items of information that is either impractical to give to the audience in another format or intended for audience members to keep after the presentation.

- Handouts can effectively and inexpensively give an audience more information than can be covered in the presentation.
- Sometimes handouts have blanks to be filled in by the listeners as the speaker covers key points.
 - This approach has been shown to enhance recall and retention, especially when the handouts contain relevant graphics.
- To avoid distracting listeners, unless you specifically want listeners to read the information or fill in blanks as you speak, wait until you are done before you distribute the handout.

Chapter 22

Designing Presentation Aids

Whether you fashion the aids with pen and paper or generate them on a computer, certain principles of rhetorical communication and graphic design apply.

Focus on the Message

- Research and practice alike suggest that the use of presentation aids can hurt your effectiveness as a speaker if the audience's attention is drawn more to the aids than to the message itself.
- The purpose of the presentation aids is to support, summarize, or add to your ideas, not to repeat verbatim what you are saying in your speech.

Strive for Simplicity

- Visual displays that try to communicate too many messages or that appear overly complex will quickly overwhelm the audience.
- Focus on designing the aids simply and using text sparingly.
- ❖ **Assign Each Point a Separate Slide**
 - Plan on presenting one major idea per aid.

- Use short phrases in place of full sentences.
 - Six-by-six-rule – using no more than six words in a line and six lines on one slide.
 - This lessens the likelihood that the audience will spend too much time reading the aid rather than listening to you.
- ❖ **Use Active Construction**
 - Word your text in active verb form and parallel grammatical structure (see Chapter 17 on language); this too will keep it simple.
- ❖ **Avoid Clutter**
 - “Chartjunk” – slides jammed with too many graphs, charts, and other meaningless design elements that obscure rather than illuminate information.
 - Using a few slides as possible and only those design elements that truly enhance meaning.

Focus on Continuity

- The principle of continuity dictates that you apply the same design decisions you make for one aid to all of the aids you display in a speech.
- Doing so maintains their consistent professional image and ensures that viewers don't become distracted (and irritated) by unrelated visual elements.
- To help maintain continuity, carry your choice of any key design elements – colors, fonts, upper and lowercase letter, and styling through to each aid.

Select Appropriate Typeface Styles and Fonts

- A typeface is a specific style of letter, such as Arial, Time Roman, or Courier.
 - Typefaces come in a variety of fonts.
- Some studies show that small amounts of text, such as headings, are best viewed in sans serif type.
- For a body of text, serif typefaces are easier on the eye.

- More recent studies indicate that varying common typefaces and fonts for the body of a text, such as Helvetica and Times Roman, does not reduce audience recall or comprehension
 - Your choice of any of these is the safest option as long as you consistently apply them throughout.

Following are a few key points to observe when selecting type styles for presentations:

- Check your lettering for legibility
 - Take into consideration the audience's distance from the presentation.
- Most text for on-screen projection should be 18 points or larger.
- Major headings should be displayed in 36-point type
- Subheadings in 24-point type
- Regular text in 18-point type.
- Check that your lettering stands apart from your background
 - Either light lettering on dark background (more commonly), or vice versa.
- Use a familiar typeface that is simple and easy to read, not distracting.
- Don't overuse boldface, underlining, or italics.
 - Use them sparingly to emphasize a special or very important point.
- Use standard upper and lowercase type rather than all capitals.

Use Color Carefully

- Skillful use of color can draw attention to key points, set the mood of a presentation, and make things easier to see.
- Poor color combinations will set the wrong mood, render an image unattractive, or make it just plain unreadable. See Table 22.1 (p 302)
- Because colors evoke distinct associations in people, take care not to summon an unintended meaning or mood.
 - For example, studies suggest that red evokes associations with failure, while green elicits those of success. See Table 22.2 (p 303) for tips for using color effectively in your presentation aids:
- Keep the background color of your presentation constant.
- Use bold, bright colors to emphasize important points.
 - Warm colors such as yellow, red, and orange rank highest in visibility

- Use these colors to highlight text or objects within a frame
 - These colors can be difficult to see from a distance.
- For typeface and graphics, use colors that contrast rather than clash with or blend into the background.
 - Limit the number of colors you use in a graphic to two or three.
 - Consider that meanings associated with certain colors may differ across cultures.
 - Stay within the same family of hues.