



برنامج مهارات البحث العلمي التاسع  
محاضره بعنوان:  
كيفية إلقاء محاضره أكاديميه

How to deliver an academic Talk

By

Prof. Afaf El-Ansary

# Before you start focus on

- ❑ How do adults like yourself learn
- ❑ Focus on the art of communication
- ❑ Focus on what you want to communicate
- ❑ Understand how you will be evaluated



# Your Objectives

- Spend time preparing
- Communicate clearly
- Demonstrate positive attitude
- Avoid any behavior which distract listener



# Adult Learning

- ❑ Want information to solve specific problems
- ❑ Need to integrate new ideas with what they know
- ❑ Prefer to know a few things well



# Adult Learning

- ❑ Adults have their own learning objectives
- ❑ Want to control learning
- ❑ Adults are internally motivated
- ❑ Need learning to be immediately applicable

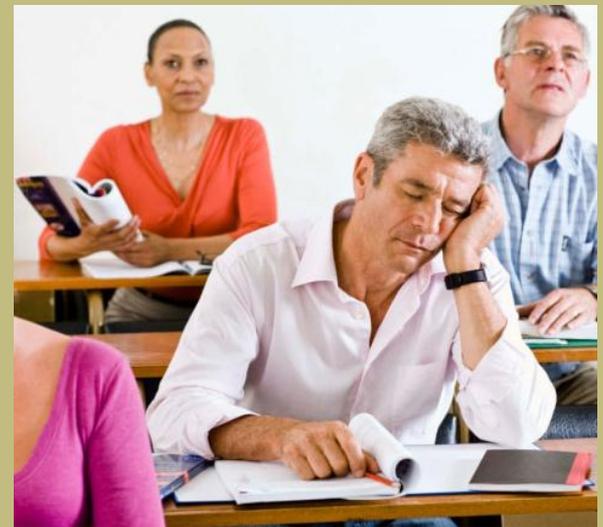


# Preparation

Know your audience

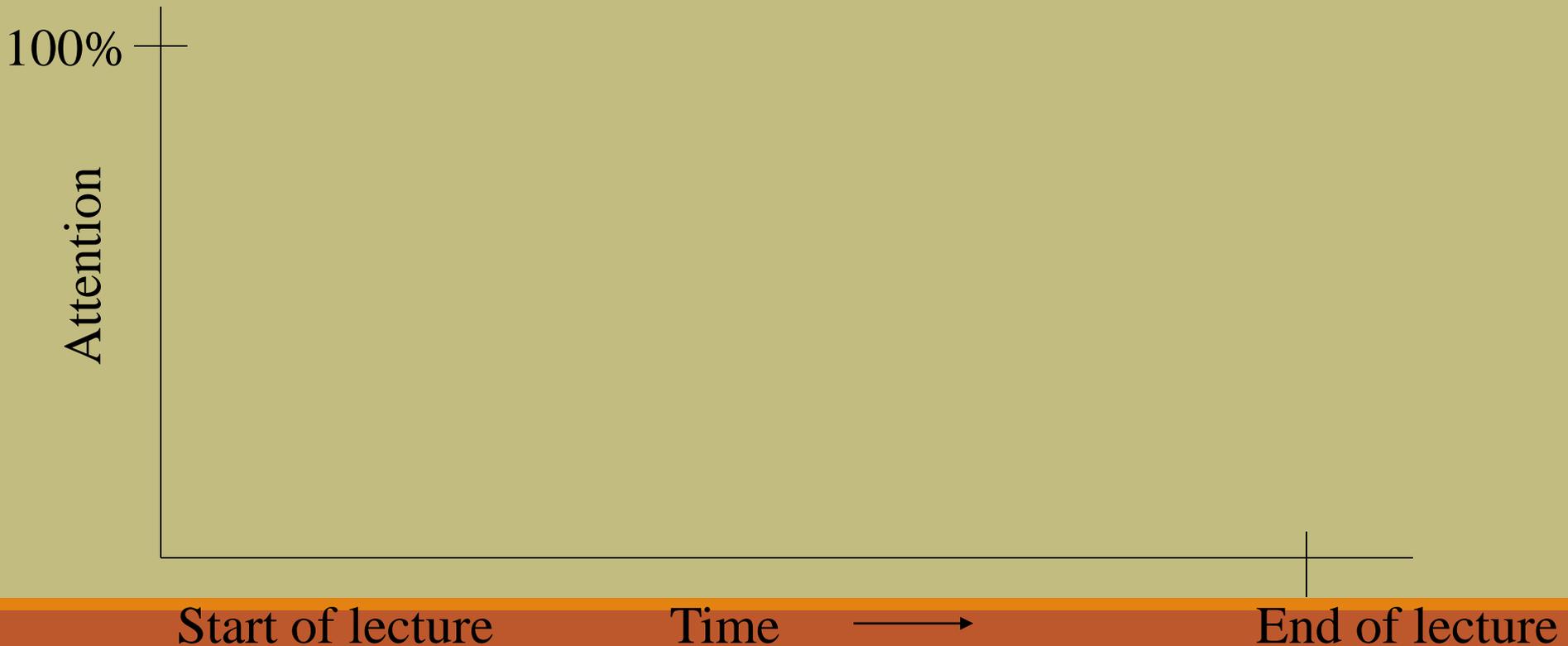
Retention

- How many major points will listener retain?
- How much detail?
- How much should be in a handout?



# Attention

If you could make a graph of audience attention over time in a 1 hour lecture, what do you think it would look like?



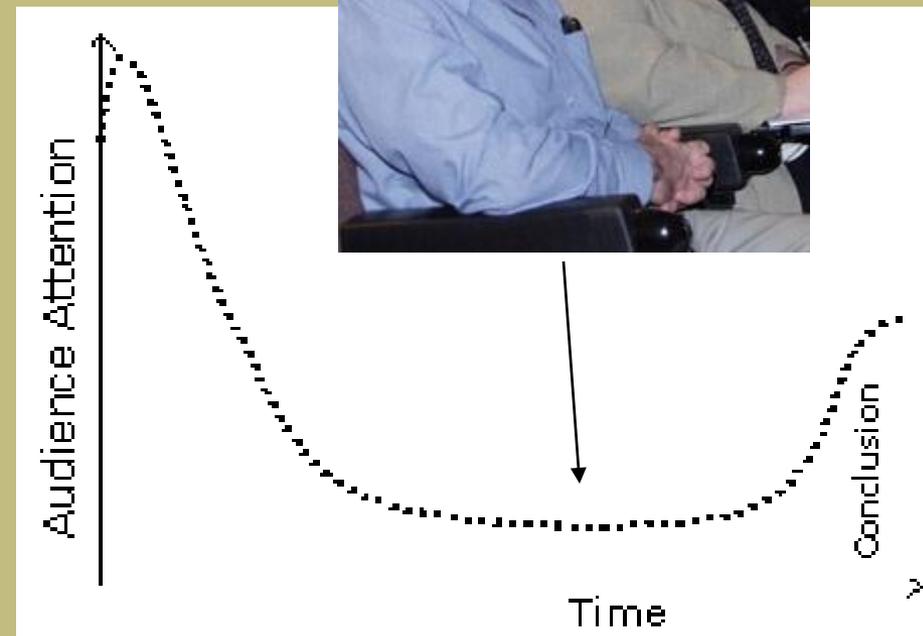
# Attention

Did people come to see your talk specifically?

Almost everyone listens in the beginning.

- Present message, make it clear the audience can't afford to miss the rest!

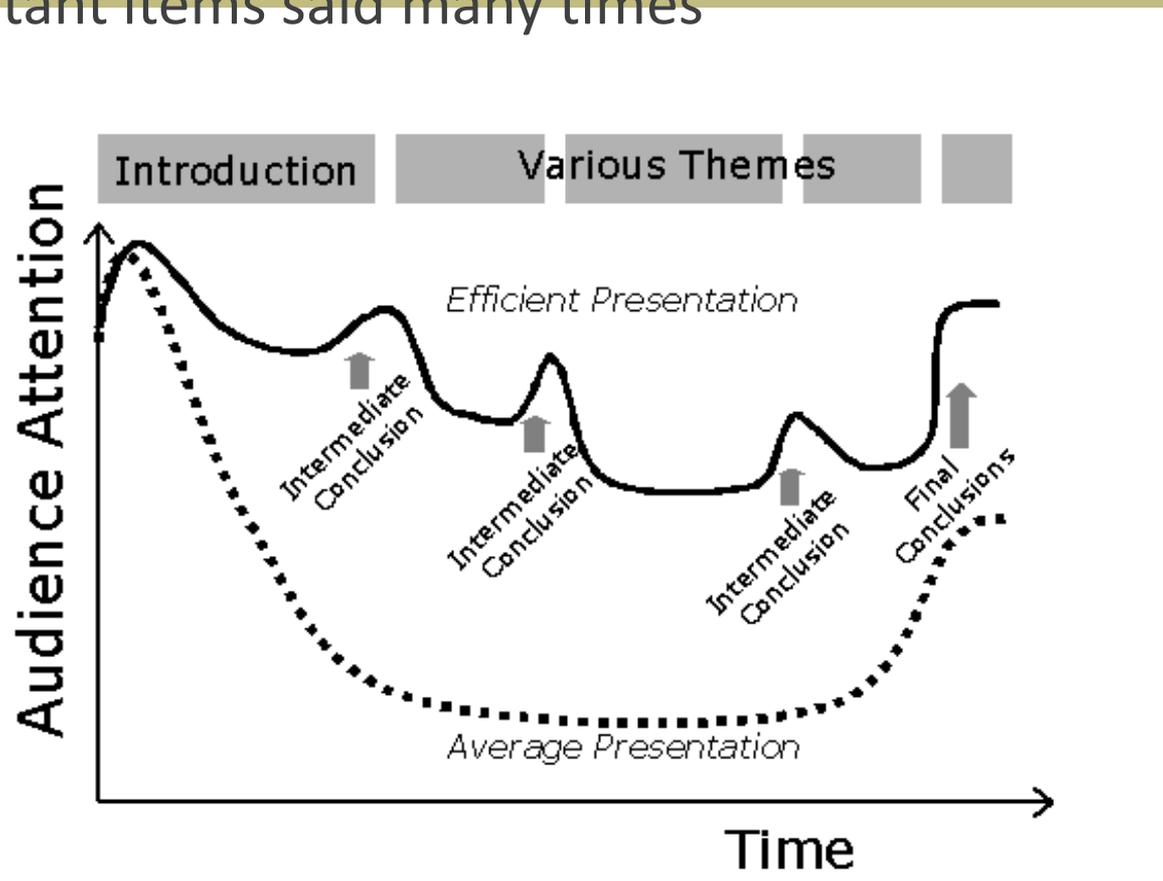
To get message through, state it at the beginning and end



# Better Approach

Divide your presentation in several parts, each ended by an intermediate conclusion

- Distracted people can always easily catch up with you
- Important items said many times



# Why does an audience get distracted?

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## Out of your control

- Not enough sleep
- Poor sound system
- People walking by
- Other noises

## Within your control

- Speaker error
- Presentation error

# Common Errors

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Speaker lives in his own little world

Presentation structure, reasoning, unclear

Visual aids confusing or unreadable

- Too small, too crowded, etc.
- Too many too fast (one per minute a good rule of thumb)

Long, complicated sentences and jargon

- Avoid too many passive sentences
- “From this figure it was deduced that” to “This figure implies that”

# Factors to consider

Let us examine each of the following in turn because they all have an important bearing on the presentation.

- Your voice.
- Your use of eye contact.
- Your positioning.
- The use of body language.
- Involving hand/ face/ whole body gestures.
- Your overall appearance.

# Techniques associated with Voice

## Clarity

Speak clearly. Don't mix words together.

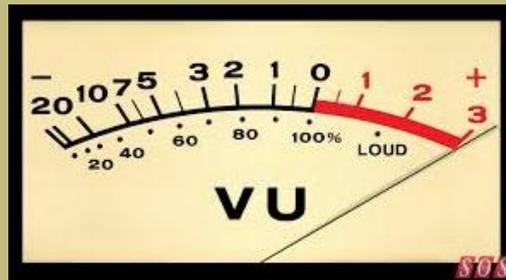
English is a language that requires the presenter to pronounce all parts of the word, especially the beginning and the end (clearly distinguish between 'b' and 'p', 'v' and 'w' and 'd' and 't').



# Loudness



- ❑ Make sure you speak **loud enough** so that all of your audience can hear you, especially those at the back of the room.
- ❑ This may require some practice (but do not strain your voice !!).
- ❑ If you speak loudly and distinctly your voice will project much better.



# Monotony of voice

English is not a tonal language. You can thus use tone for emphasis.

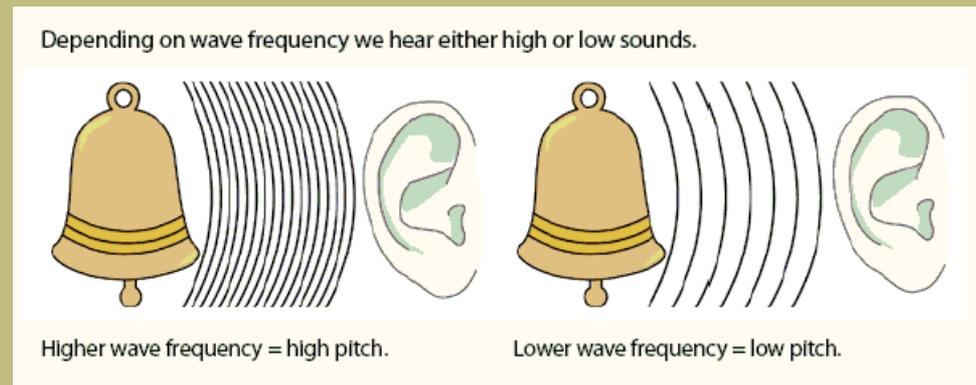
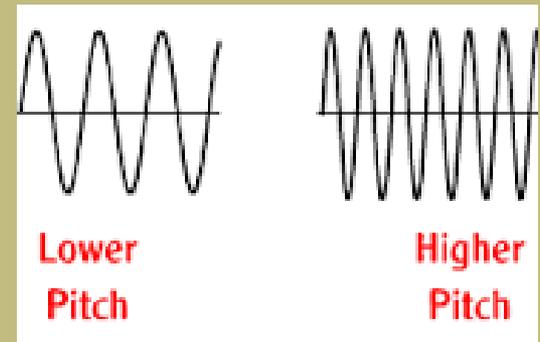
You can use :

change of tone (pitch),

change of pace (speed),

change of loudness (volume), and even

elongation



# Gaining attention



And don't forget two additional, very important components:

- **the pause.** You don't have to talk all the time – pausing can be very effective, especially in drawing attention to finishing one point and starting another.

**attention getting words/phrases** - Welcome, Now, Look, Let me begin, Attention ! Even Good morning/afternoon/ evening can be used this way.

# Speed of Speaking

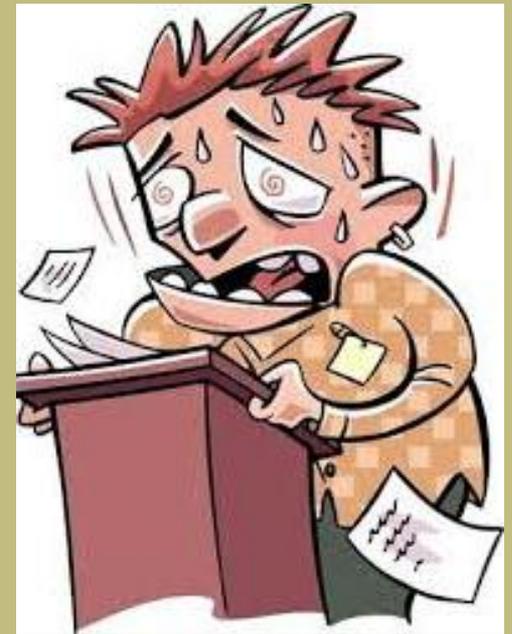
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- ❑ The optimal rate for a research presentation, in English, is about 80-100 words per minute.
- ❑ **Be careful** – foreigners tend to speak English much faster than native people. (It seems other languages are spoken at a faster rate). It is OK to speak English slowly (provided it is done in an affected way).
- ❑ Often, oral presenters, who are nervous, talk too fast. That makes it hard for the audience to follow.  
Slow down, take it easy, be clear.

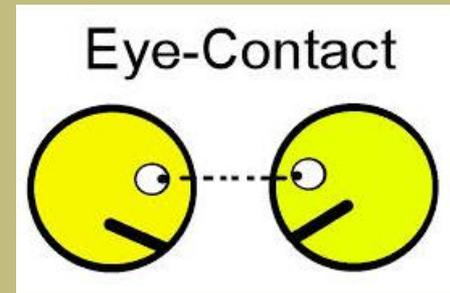


# Verbal Gestures

- ❑ Watch out you do not use negative aspects when speaking.
- ❑ The following can be very irritating (such expressions often comes about if your are nervous) :
  - ❑ 'um,' 'er,' 'yeah,' 'uh,' 'you know,' 'OK' and other kinds of nervous verbal habits.
  - ❑ (Instead of saying "uh," or "you know" etc. every three seconds, try not saying anything at all).



# Eye Contact



The audience wants you to look at them. Therefore, look at the audience as much as possible.

**But**, don't fix your attention on one individual.

Even looking at a select, few individuals only can also be annoying to others, especially if these persons are in the front row).

And whatever you do, **DO NOT**

- Face the display screen
- Look at the computer screen and talk to that.
- And, of course, reading a script is *forbidden* !

# Positioning

- ❑ Position yourself so that everyone can see all of you. (The audience likes to see the person speaking and if you are going to be better than a television screen, it will be by your actions!)
- ❑ If you cannot avoid blocking the screen, etc. for some persons, then try to move so that you are not continually blocking the screen for the same audience members all the time.
- ❑ However, avoid moving about too much!!.



# Use a pointer & visual aids

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- ❑ One of the most powerful things you can do to enhance the way you are perceived as a presenter is to use a presentation pointer.
- ❑ This allows you to bring the next slide without having to stand next to your laptop.
- ❑ This is huge because it frees you to move around and gives your presentation a level of professional polish that we guarantee your audience will notice.



# Body language

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Body language is important.

It covers

- use of the hands
- use of the face
- use of the whole body
- your excitement, the fact you are enjoying the occasion.

# Use of Hand Gestures

- ❑ You can use your hands to emphasise points. Not only does it draw the attention of the audience, but it can be very useful in aiding clarification.
- ❑ Use the hands in different ways so that there is not one style.
- ❑ But in general, plan to keep your hands holding on to the podium, and only occasionally making some gesture.
- ❑ Be careful, presenters, over time, develop particularly habits. We all have them. Some can be irritating.



# Use of Face Gestures

**Do you think the audience will like it if :**

you appear to be happy?

you are smiling ?



**Do you think the audience will notice if:**

you appear tired ?

you are angry (at the audience or any person) ?

you are nervous ?



**Facial expressions can show most of these.**

A happy, smiling face, showing interest, in the audience is important.

Avoid an expressionless face (who wants to see such a face).



# Dress

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- ❑ Your appearance is part of your (non-verbal) message.
- ❑ Dress appropriately.
- ❑ The Americans may like causal dress, but often Europeans like a more formal style.



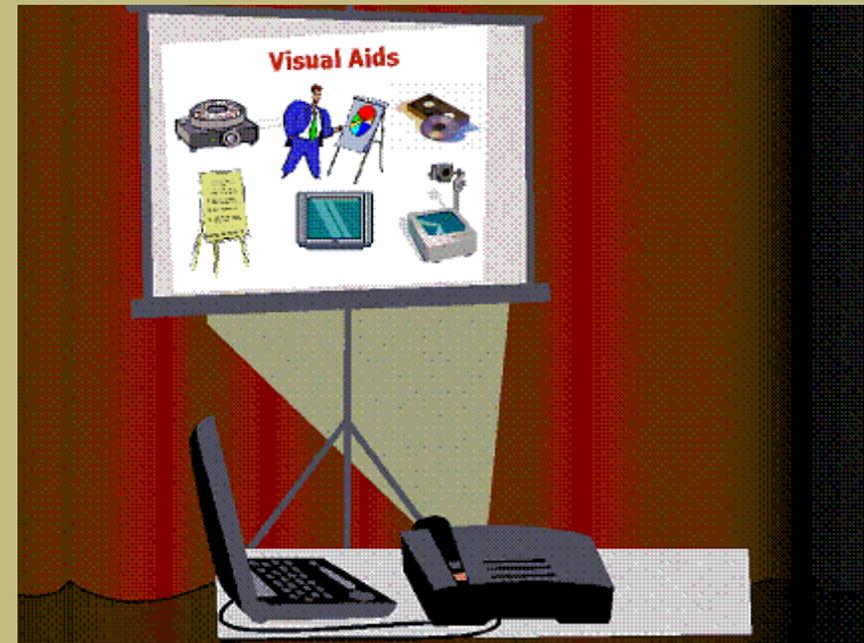
# Some Ways to Open

- ❑ Introduce yourself
- ❑ Refer to group's common experience
- ❑ Give a time frame-"for the next 20 minutes"



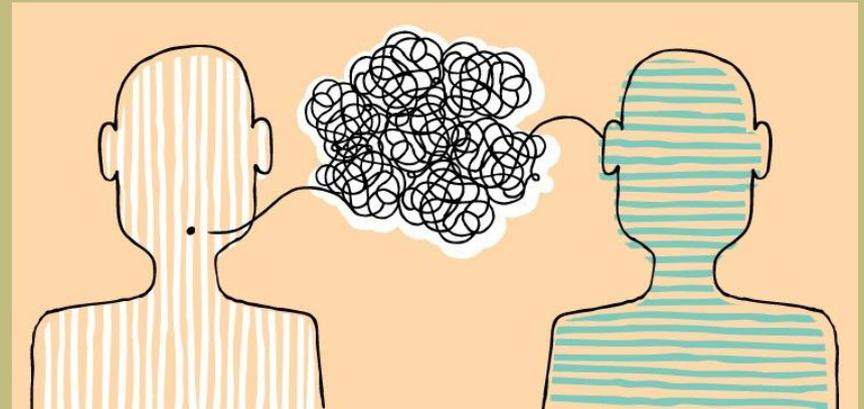
# Visual Aids

- ❑ The speaker should keep the audience's attention-not the slide
- ❑ Use text only as a guidepost
- ❑ Too much data make it harder to read
- ❑ Spell check!



# The Listener

- What is in this for me?
- What is the point of this part?
- Why am I hearing this from you?
- Do I like this person?
- Is this person reliable?



# Points to Remember

- ❑ Take topic
- ❑ Controlled nervousness
- ❑ OK to do something physical early to control nervousness
- ❑ Concentrate on material not yourself



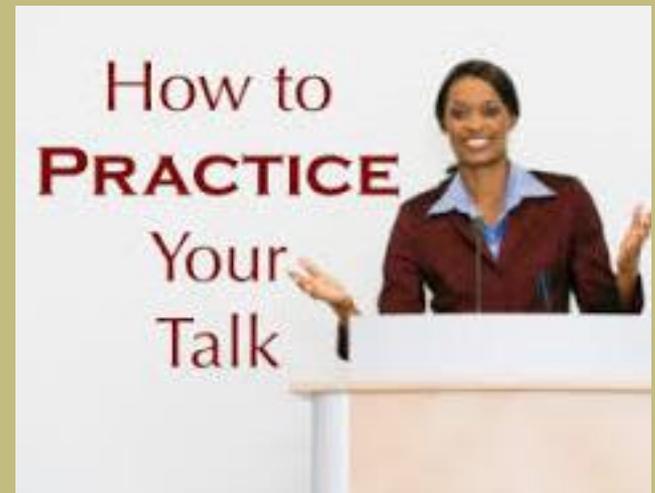
# Tips for Visual Aids

- Dark background
- Use non-Serif fonts
- Arial-good
- Three to four bullets per slide
- Watch out for animation schemes
- Have a back-up**

# Points to Remember

❑ Do not judge listeners' reaction by external signs.

❑ Practice three times



# Aim Presentation at Average Listener-not the Expert

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# General principles

- ❑ Oral medium ≠  
Written medium
- ❑ Nerves complicate  
things.
- ❑ PowerPoint isn't All.

# Oral versus written

□ Different medium

□ Same goal: meet audience needs for information



# What do they need to know?

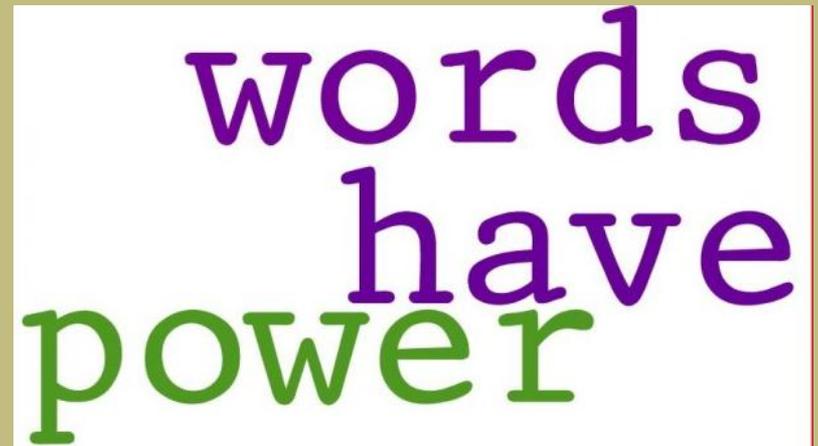
- ❑ What's the goal of the presentation?
  - ❑ → Think 'thesis', not just 'topic'
- ❑ What's the plan for the presentation?
- ❑ Where are you in the presentation?



# Convey the message orally!

Choose words carefully:

- ❑ Organization keywords
- ❑ Short sentences
- ❑ Simpler vocabulary
- ❑ Examples
- ❑ Paraphrase



words  
have  
power

# Convey the message!

- ❑ Use your voice.
  - ❑ Audience must hear from the back row
- ❑ Keep the presentation great until the end...
- ❑ A little inflection would help you catch the important words
- ❑ → Stress / pause / repeat

## 2. Nerves complicate things

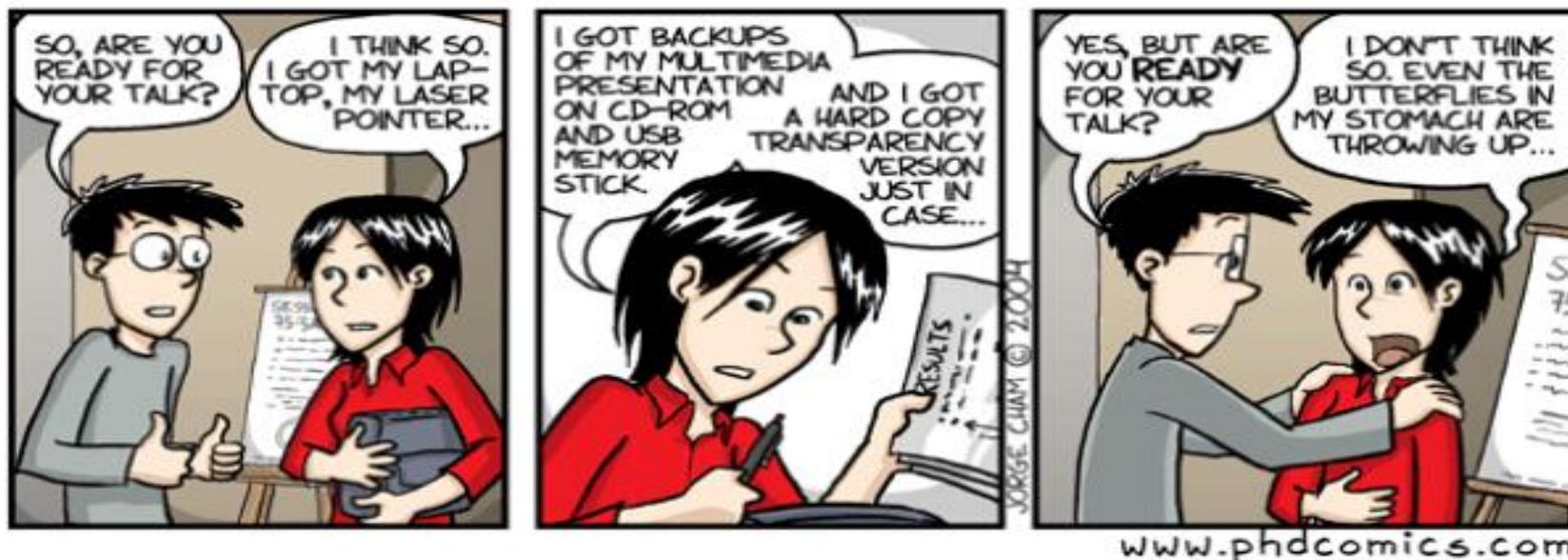
Most important:

- Take time to prepare.
- Plan how to hand off between group members.
- Practice - with a critical audience.

# Useful Tips and Tools to Overcome Speech Anxiety (How)

## Symptoms of Speech Anxiety:

- Nervous when asked to give a speech? Before speech your heart is racing? Are you fearful that you will begin to shake? Are you fearful that your words will somehow be lost? Are you afraid that you are not going to be understood?



# Useful Tips and Tools to Overcome Speech Anxiety (How)

## Skills Training

- ❑ Do practice your speech at home
- ❑ Do forget about forgetting
- ❑ Breathe slowly and deeply before/during speech
- ❑ Keep your body relaxed



# Nerves: A BIG help:

- ❑ Check out the space beforehand.
- ❑ Practice in that space.

# Nerves: The Big Day

- ❑ Remember that you're ready.
- ❑ Remember that you have a message you want to convey.
- ❑ Breathe!



# Finally:

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1. Oral  $\neq$  Written
2. Nerves complicate things
3. PowerPoint isn't All

# Useful Tips and Tools to Overcome Speech Anxiety (How)

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## Skills Training

- Do memorize your first and last few sentences
- Do divert your nervous energy into helpful gestures and movements, do not repress your nervousness
- Don't pace
- Don't fumble with a pencil, watch, or ring while you speak
- Don't speak too rapidly

# Presentations – Opening and Closings (What and How)

- Each presentation (as good stories) have an
  - **Introduction** (tell them what you are going to tell them)
  - **Body** (tell them)
  - **Conclusion** (tell them what you just told them)



# Openings

## Purpose

- **Grab audience's attention** so that they will want to hear what you have to say
- Should be a “**grabber**” or “attention seeker”
- Not only arouse interest, but also **suggest theme** of speech
- Opening does not have to have words, you can use **gestures, demonstration, silence** – related to the topic

# Good Openings

- ❑ Startling question
- ❑ Challenging statement
- ❑ Appropriate short quotation or illustration
- ❑ Surprising generalization
- ❑ Exhibit – object, article, picture
- ❑ Personal story

# Poor Openings

- Long or slow-moving quotation
- Self introduction
- Apologetic statement
- Story or joke which does not connect to the theme
- Statement of your objective

# Closings of Presentation

## Purpose

- Accent your speech objectives
- Leave the audience with **something to remember**
- Closing must **tie with your opening** and your theme
- Poor closing can seriously detract from an otherwise excellent presentation

# Using Colour

Using a font colour that does not contrast with the background colour is hard to read.

Using colour for decoration is **distracting** and **annoying**.

Using a different colour for each point is unnecessary.

- Using a different colour for secondary points is also unnecessary.

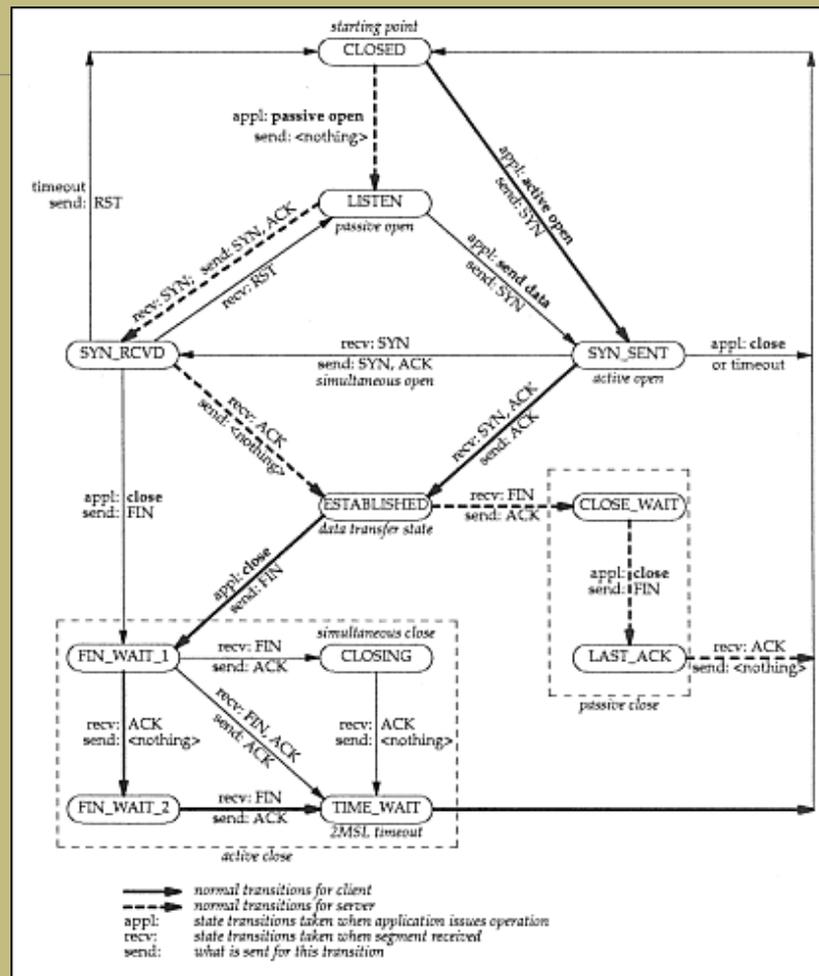
**Trying to be creative can also be bad.**

# Background

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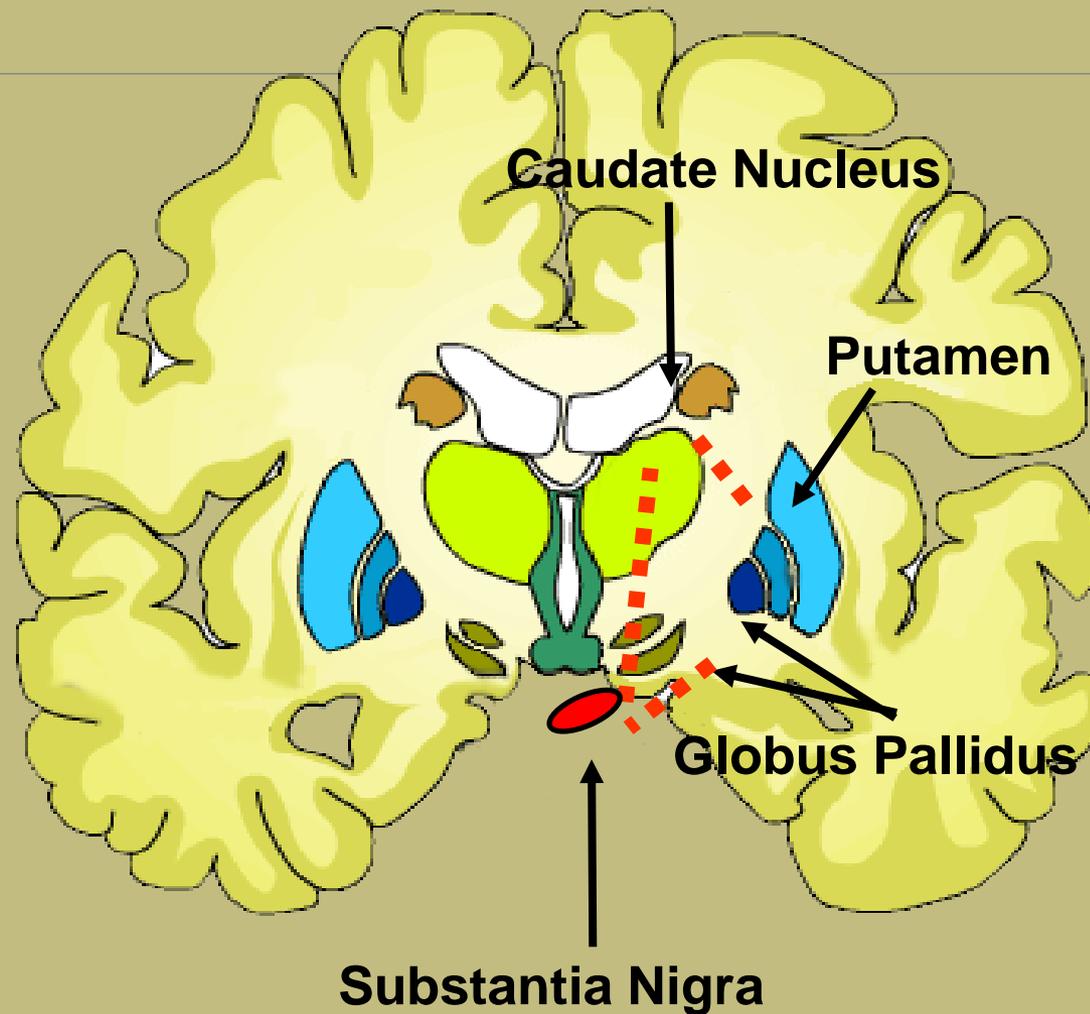
Avoid backgrounds that are distracting or difficult to read from.  
Always be consistent with the background that you use.

# Avoid using PowerPoint for small and intricate diagrams



This would be better given as a handout.

Animated PowerPoint is ideal for presenting complex diagrams in stages.





Thank you  
for your  
Kind Attention

Afaf El-Ansary