



HOW TO MAKE AN EFFECTIVE PRESENTATION?

PSY 256- ACADEMIC WRITING AND PRESENTATION

Finding Your Voice

➤ **Becoming a Competent Speaker**

- preparing speeches
- making presentations

➤ **Learning About Yourself**

- knowledge of topics of interest or concern
- developing your style as a speaker

➤ **Discovering Your Place in Society**

- developing an “other orientation”
- engaging ethical obligations



Other-orientation



- Other-orientation is a quality of interpersonal effectiveness that includes the ability to adapt your messages to the other person. It involves communicating attentiveness to and interest in the other person and genuine interest in what the person says.

Ethical obligations



- Ethical obligations are a set of “ought to” standards that define a moral course of action and draw a line between right and wrong.
- Truthfulness, accuracy, honesty, and reason are essential to the integrity of communication.
- Strive to understand and respect other communicators before evaluating and responding to their messages.

Benefits of Public Speaking

➤ PERSONAL BENEFITS

- finding your voice
- success in school and the workplace

➤ SOCIAL BENEFITS

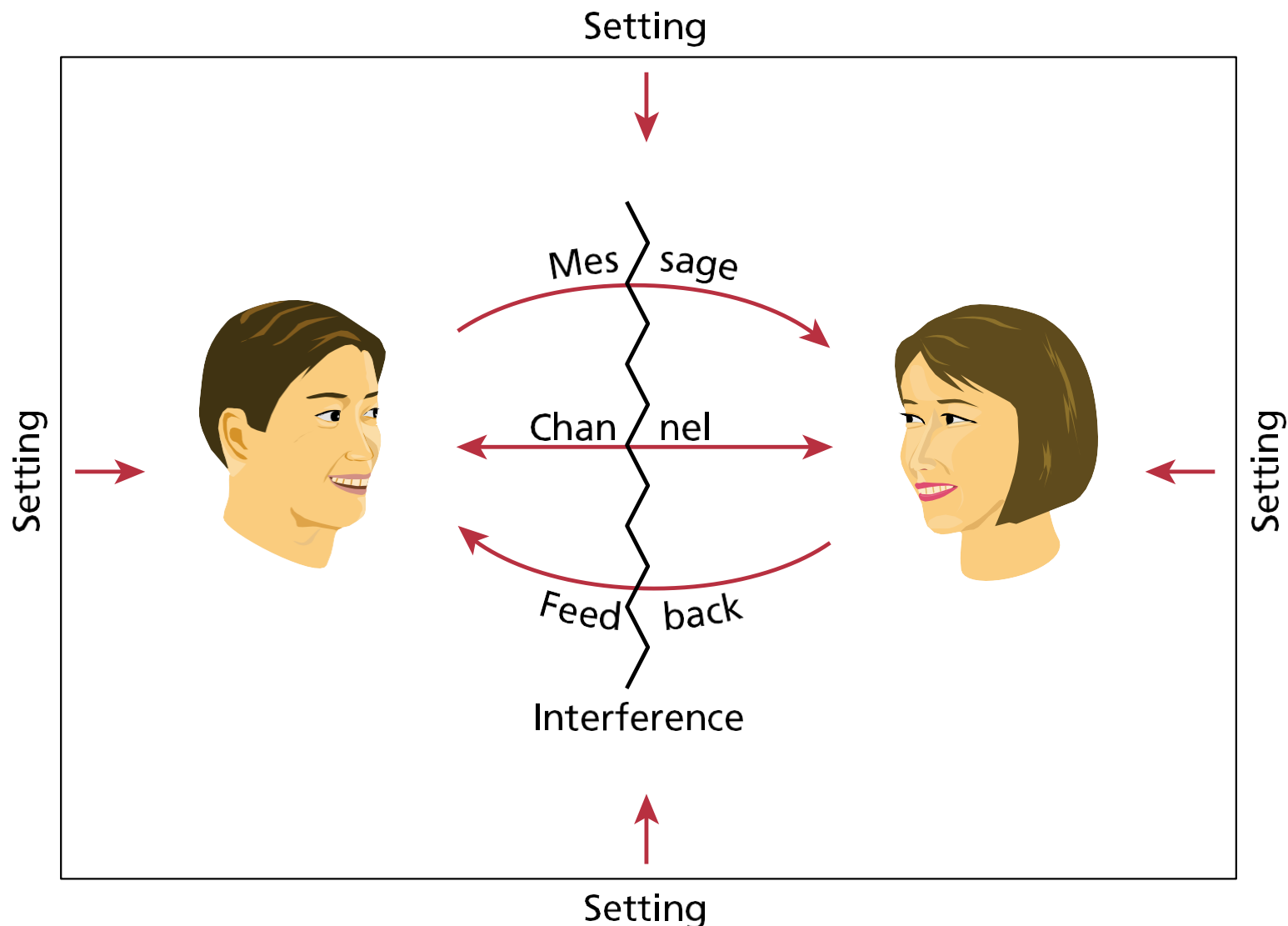
- defending your values and interests
- better democratic discussions

➤ CULTURAL BENEFITS

- engaging diverse audiences
- expanding your horizons

PUBLIC
SPEAKING

The Interactive Process



Public Speaking as an Interactive Process

- Speaker
- Audience
- Message
- Feedback
- Channel
- Interference
- Physical and psychological setting



Public Speaking as an Interactive Process

****Speaker****

- The originator of the message.
- Responsible for crafting, delivering, and adjusting the message.
- Effective speakers also listen and adapt to the audience's reactions.

****Audience****

- Not just passive listeners—they actively interpret and respond (verbally or nonverbally).
- Understanding their needs, background, and expectations is key to effective communication.

****Message****

- The content or idea being communicated.
- Includes ****verbal elements**** (words) and ****nonverbal elements**** (tone, gestures, facial expressions).
- Should be clear, engaging, and relevant.

****Feedback****

- The audience's response—can be immediate (nods, expressions, questions) or delayed (evaluations, behavior change).
- Helps the speaker adjust their delivery in real time.

Public Speaking as an Interactive Process

****Channel****

- The medium through which the message is delivered—voice, microphone, visual aids, slides, video, etc.
- The effectiveness of the channel influences how well the message is received.

****Interference (Noise)****

- Anything that distorts or blocks the message.
 - External noise: talking, poor lighting, bad acoustics.
 - Internal noise: audience fatigue, speaker anxiety, biases.

****Physical and Psychological Setting****

- ****Physical****: Room size, layout, temperature, seating, lighting—all affect attention and comfort.
- ****Psychological****: Mood, expectations, previous experiences, and relationship between speaker and audience.

Components of Speech

- **Speaker:** a person who speaks formally before an audience; lecturer; orator.
- **Audience:** the group of spectators at a public event; listeners or viewers collectively.
- **Message:** a communication containing some information, news, advice, request, or the like, sent by messenger, telephone, email, or other means.

Components of Speech

- **Feedback:** a reaction or response to a particular process or activity; evaluative information derived from such a reaction or response.
- **Channel:** a route through which the message passes or progresses.



Components of Speech

- **Interference:** any barrier to the communication transaction. External or internal interference distracts listeners from the message.
- **External interferences:** (auditory or visual) loud fans, classmates whispering among themselves, traffic outside, an airplane flying overhead and etc.
- **Internal interferences:** (physical or psychological) a distracting headache, hunger, thirst, worry for losing your concentration.

The Psychological Setting

- Relevant beliefs and predisposition of listeners
- Awareness of recent events and developments
- Anticipations of your speaking performance
- Expectations regarding the occasion

Responsible Knowledge



- Know main points of relevance to your topic
- Know what the experts think
- Acknowledge opposing views!
- **Be aware of latest events** and developments
- Consider relevance of your information to listeners

Avoiding Academic Dishonesty

- Don't present the work or wording of others as your own!!
- Consult a variety of quality sources 😊
- Cite your sources of ideas and information while speaking
- Allow sufficient time for research
- Take careful notes



Credo for Ethical Public Speaking

- Truth, honesty, and reason
- Free speech and tolerating dissent
- Promoting mutual respect and understanding
- Equal access to information and communication resources
- A constructive and nurturing communication climate
- Responsibility for consequences

Preparing and Presenting Your First Speech

- Find and focus your topic
- Gather supporting ideas and information
- Organize the body of your speech
- Add the introduction, transitions, and conclusion
- Prepare a formal outline
- Practice, practice, practice 😊😊
- Present your speech again and again...

“There are no boring topics. Boring is an attitude. There are boring speakers.”

Marjorie Brody



Speech Introductions

- Should engage and interest listeners
- Should preview your central message
- Should (as necessary) establish identification
- Should (as necessary) establish your credibility
- Should be brief with brief presentations

Speech Conclusions

- Should summarize your main points
- Should reinforce the meaning of your message
- Should give listeners something to remember
- Should provide a sense of closure
- Should be brief with brief presentations

Transitions

- Verbal and nonverbal cues that connect the main points and parts of your message
- Make it easier for listeners to follow your message
- Make for easier, smoother presentations



Any Questions???