

ORAL PRESENTATIONS

A) THE TRADITIONAL FLOWCHART

STAGE	FUNCTION	AIM
GENERAL INTRODUCTION	<ul style="list-style-type: none"> greetings & thanks get audience's interest & attention statement of purpose state specific objectives 	<ul style="list-style-type: none"> get them relaxed and attentive TELL THEM WHAT YOU'RE GOING TO TELL THEM
MAJOR TRANSITION		
MAIN CONTENT	<ul style="list-style-type: none"> state main ideas/items develop them with supporting data use visuals to clarify examples 	TELL THEM
MAJOR TRANSITION		
CONCLUSION	<ul style="list-style-type: none"> revive attention restate/summarise objectives give conclusion state what you need/expect from them elicit reaction 	TELL THEM WHAT YOU'VE TOLD THEM

B) AUDIENCE ATTENTION

The graph below shows a typical audience's concentration curve:

- Curiosity and anticipation will probably ensure the highest degree of concentration at the beginning.

CONCLUSION: Be brief and clear in statement of objectives to ensure maximum retention by the audience - this will greatly help them to understand what follows.

- At B there is usually a drop in attention levels as you enter the main body of the presentation, so you'll have to work harder to keep them with you.

CONCLUSION: Make changes from the introduction -> move to different places or in a different way; change the pace of your delivery; introduce NEW elements such as visuals, audience participation etc

- The rise at C depends largely on what happens at the end of section B. The speaker who rambles on without clear signposting, or who runs out of things to say, will leave the audience flat. However, a greater upward curve is likely if the audience senses the presentation is coming to an end.

CONCLUSION: Exploit this with a clear, emphatic summary and conclusion, reminding them of some of the major elements they may have missed when they were day-dreaming in section B.

