Organization and Planning of Scientific Research

BASELINES TO THE ART OF ORAL PRESENTATIONS (Lecture 11)

Z.G. Aytasheva

Folder L11_2023 in MS Teams

Definition

- Oral presentation is also known as public speaking or simply presentation. It consists of an individual or corporative verbal addressing to the audience on a specific topic.
- There may be four types of oral presentations:
- impromptu, extemporaneous, manuscript, and memorized.

Description of oral delivery types

- Impromptu delivers a message on the spur of the moment, when the talker is requested for “saying a few words.”
- Extemporaneous type means delivering a speech as a sort of conversation using notes.

Alternative forms of talks

- Lectures
- Simulations
- Games
- Dramatized readings
- Interviews
- Debates
- Skits (пародии)

Students may use supporting materials (videos, ppts, overhead projections, posters, questionnaires, song records, in advance recorded interviews, costumes, or props (something you use as a support, stage decoration, garbage cans, etc.).

Baseline of the talk is introduction!

- Oral introduction should begin with a short or longer assessment of study's current state-of-art. Irt should demonstrate graduate's knowledge and quite broad comprehension of a topic. Introduction allows to indicate both the level of research that has been done by the graduate , and a number of cognitive and transferable skills, methods, software-use capabilities, etc.

Short talk

- Short oral presentation lasts about 10-12 min. It covers major concepts and results of investigation or recently published article.

Stages as methods of presenting

- There are three widely known stages of oral talks:
- Step 1 Planning
- Step 2 Practicing,
- Step 3 Presenting.

Parts of the oral talk

- Similar to other forms of academic writing, a research talk is divided into three parts:
- an introduction explaining the aim and structure of the talk;
- a body clarifying the main experiments and their sense;
- and a conclusion summarising and highlighting the significance of graduate's talk.

The Seven Cardinal Virtues (FEATURES) of Oral Presentation

https://www.hamilton.edu/academics/centers/oralcommunication/seven-cardinal-virtues/the-seven-cardinal-virtues-of-oral-presentation

- Audience-Centeredness.
- Unity and Coherence.
- Stickiness.
- Credibility.
- Conversational Manner of Delivery.
- Listenability.
- Visual Effectiveness.

Procedure of presenting a talk

https://www.aps.org/meetings/policies/oral.cfm#:~:text=Oral%20sessions%20are%20typically%20twelve,which%20is%20open%20for%20questions.

- Oral sessions last usually 12 min, including a 10-min talk, then 2 min for questions. During this time a graduate should tell the entire story of own research from the very beginning to the end. There is no such a requirement to posters, which remain open to questions.

Presentation Tips and Slide Design

- Presentations should engage an audience, tell interesting story. If it is enough time, go beyond the science.
- Rehearsal is needed. Handle skillfully in-room and/or online presenting equipment.
- If presenting from a distance (remotely), make sure that websites are white-listed with your institution, and all the software, such as Zoom or MS Teams, is updated.
- Your presentation slides should use a 16:9 aspect ratio so they are aligned with the APS presentation screens. A 4:3 slide layout may reduce your presentation's impact.

Slide Layout Standards

- Slides should be readable from a distance. A part of your audience may be watching your presentation on a computer or handheld tablet/phone. Please, use these best practices for fonts:
- 28-40 point size for headlines
- 18-28 point size for text
- 12-14 point size for references
- Use Sans Serif fonts.

Other useful advises:

- Charts, diagrams and graphs should be readable
- Avoid ALL CAPS
- Put main points of the talk in *italics* or **bold**, since underlining can make the text more difficult to read

The talk equipment

- Equipment provided for speakers is different for each meeting. Please, **contact the meeting team** for specific information about available equipment.

Usually rooms may be equipped with:

- An LCD projector
- Screen
- A Lavalier microphone
- Laser pointer
- You may need to upload your ppt to the meeting presentation system in advance, or you will be asked to connect your laptop to the projector.
- If you are required to bring your own laptop computer, please remember to bring the power cord and any supplementary cords necessary for your computer, especially if your device is new or outdated. The session room will have an HDMI cable available. If you have a different output than HDMI, such as USBC, please bring your own adapter.

Successful presentation setup

- For in-person presentations at the meeting, you must upload your slides prior to the meeting, or visit the Speaker Ready Room at least three hours prior to the start of your session to upload your presentation slides (ppt- or pdf-formatted). There may be also the option to bring your personal laptop to connect it to a video switcher.
- If you have difficulties, consult with the AV technicians in the room. The responsibility for a technically trouble-free presentation ultimately rests with the presenter. Session times are strictly adhered to, therefore the talk giver should arrive to the session room at least 10 min earlier.

Equipment Rental

- If you may need additional equipment, it can be rented through the official meeting's audiovisual vendor, for example, Freeman AV. Contact the meeting team in advance to inquire. The cost of additional AV equipment will be covered by the speaker. As a rule, the speakers are not permitted to bring their own projection equipment for use at the meeting.

During your talk

- Wear the Lavalier microphone six inches (20-25 cm) below your chin. Often, microphone problems arise, when the microphone is placed too close or too far from the speaker's mouth.
- Conclude your presentation and switch off your laptop and other your equipment when signaled by the Session Chair.
- When you leave the session, fetch your laptop, accessories, and papers with you. Disseminate handouts, if any for the audience. The organizers are not responsible for the security of PC and other belongings.

Music and Film Copyrights While Presenting a Talk during Meetings

- Please only include music or film clips as part of your presentation if it is directly relevant to your research.
- If your presentation includes music or film clips, please be mindful of copyright laws and only use only an openly available source or that one, for which you have the rights to use.
- Always get permission from the owner before using the work for anything. Simply crediting the author doesn't get you past copyright infringement, as the author might not be the owner of the copyright.
- Music credits in a presentation if you used the performance of a copyrighted song should be written as follows: (Song Title); Written by (songwriters/composers/writer); Performed by (artist); Courtesy of (recording copyright claimant).
- Fair use allows limited use of copyrighted material without permission from the copyright holder for purposes such as criticism, parody, news reporting, research and scholarship, and teaching.
- If you wish to include music in your presentation, please consult relevant resources.

References and websites

- 1. See the folder L11_2023 in MS Teams.
- 2.https://www.hamilton.edu/academics/centers/oralcommunication/seven-cardinal-virtues/the-seven-cardinal-virtues-of-oral-presentation
- 3.https://www.aps.org/meetings/policies/oral.cfm#:~:text=Oral%20sessions%20are%20typically%20twelve,which%20is%20open%20for%20questions.