

**A POCKET
GUIDE TO
PUBLIC
SPEAKING
4TH EDITION**

Chapter 20

Speaking with Presentation Aids

Presentation Aids

- Benefits

- ▶ Help listeners process and retain information
- ▶ Convey information in a time-saving fashion
- ▶ Enhance an image of professionalism
- ▶ Can spark interest
- ▶ Can make a speech memorable

Select an Appropriate Aid

- Types of presentation aids:
 - ▶ Objects and models
 - ▶ Pictures, graphs, and charts
 - ▶ Audio, video, and multimedia
- Should help listeners grasp information effectively

Props and Models

- Prop
 - ▶ Can be inanimate or live object
 - ▶ Captures audience's attention
 - ▶ Illustrates or emphasizes key points
- Model
 - ▶ Three-dimensional, scale-sized representation of an object

Props and Models (cont.)

- When using a prop or model
 - ▶ Keep it hidden until time for use;
 - ▶ Make sure it is large enough;
 - ▶ Practice your speech using it.

Pictures



- Two-dimensional representations
- Examples:
 - ▶ Photographs and posters
 - ▶ Line drawings
 - ▶ Diagrams (schematic drawings)
 - ▶ Maps

Graphs and Charts

- Graphs
 - ▶ Represent relationships among things
 - ▶ Line graphs
 - ▶ Points connected by lines
 - ▶ Demonstrates how something changes

Graphs and Charts (cont.)



- ▶ Bar graph
 - ▶ Uses vertical or horizontal bars of varying lengths
 - ▶ Compares quantities or magnitudes
 - ▶ May be arranged vertically or horizontally

Graphs and Charts (cont.)



- ▶ When creating line and bar graphs
 - ▶ Label both axes;
 - ▶ Start the numerical axis at zero;
 - ▶ Compare only like variables;
 - ▶ Include no more than two lines of data per line graph

Graphs and Charts (cont.)

- ▶ Pie graph
 - ▶ Depicts division of whole into slices
 - ▶ Each slice represents a percentage

- ▶ When creating pie graphs
 - ▶ Use no more than seven slices;
 - ▶ Represent and identify values accurately.

Graphs and Charts (cont.)



- ▶ Pictogram
 - ▶ Picture symbols illustrating relationships and trends
- ▶ When creating pictograms
 - ▶ Clearly indicate what it symbolizes;
 - ▶ Make all pictograms the same size;
 - ▶ Label the axes.

Graphs and Charts (cont.)



- ▶ Chart
 - ▶ Visually organizes complex information compactly
- ▶ Flowchart
 - ▶ Diagrams progression of a process
- ▶ Table (tabular chart)
 - ▶ Systematically groups data in column form

Audio, Video, and Multimedia

- Audio

- ▶ Short recording of sounds/music/speech
- ▶ Can enliven certain presentations

- Video

- ▶ Movie, television, and other recording instruments
- ▶ Introduce, transition into, and clarify points

Audio, Video, and Multimedia (cont.)

- Multimedia
 - ▶ Combines still, sound, video, text, data
 - ▶ Requires much more planning
 - ▶ Requires familiarity with presentation software programs

Decide How to Present the Aid

- Computer-generated aids and displays
 - ▶ Use LCD panels, projectors, DLP projectors
- Overhead transparencies
 - ▶ Image printed on clear acetate
 - ▶ Can be viewed by projection

Decide How to Present the Aid (cont.)

- ▶ When using overhead transparencies
 - ▶ Check beforehand that the projector works;
 - ▶ Stand beside the projector, facing the audience;
 - ▶ Point to the transparency;
 - ▶ Use a water-soluble transparency pen;
 - ▶ Cover transparencies when finished using them.

Decide How to Present the Aid (cont.)

- Flip charts
 - ▶ Large pads of paper
 - ▶ Often prepared in advance
 - ▶ Flip pages as you progress
 - ▶ Can write/draw as you speak

Decide How to Present the Aid (cont.)

- Posters
 - ▶ Large paperboards
 - ▶ Incorporate text, figures, and images
 - ▶ Illustrate some aspect of the topic
 - ▶ Often rest on an easel