

# **Methodology of presentation**

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## **Chapter 1**

# Oral Presentation

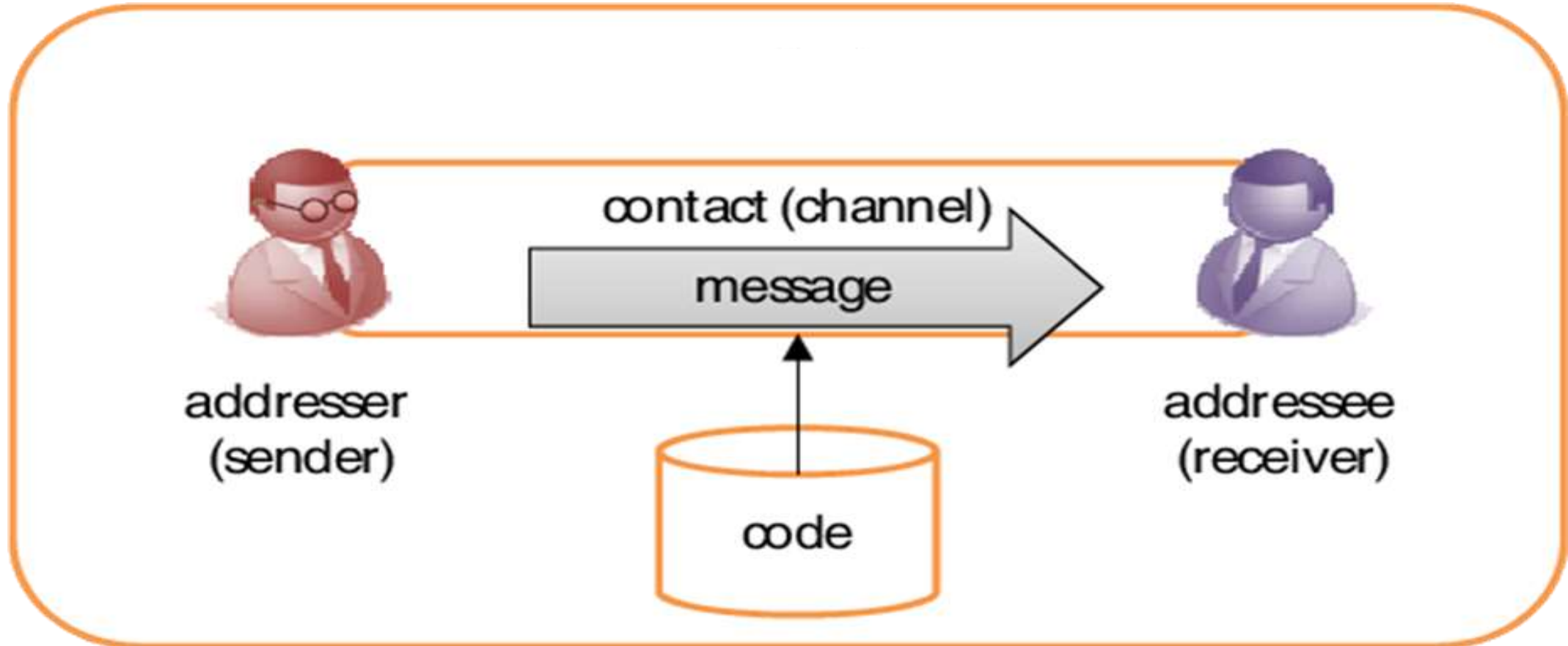
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### Definition of oral communication

**Oral communication is the transfer of information from sender to receiver by verbal and visual means in the presence of the both. The main feature of oral communication is its richness, as it is considered a means of rapid and direct communication. As is the case in speeches, discussions, etc..**

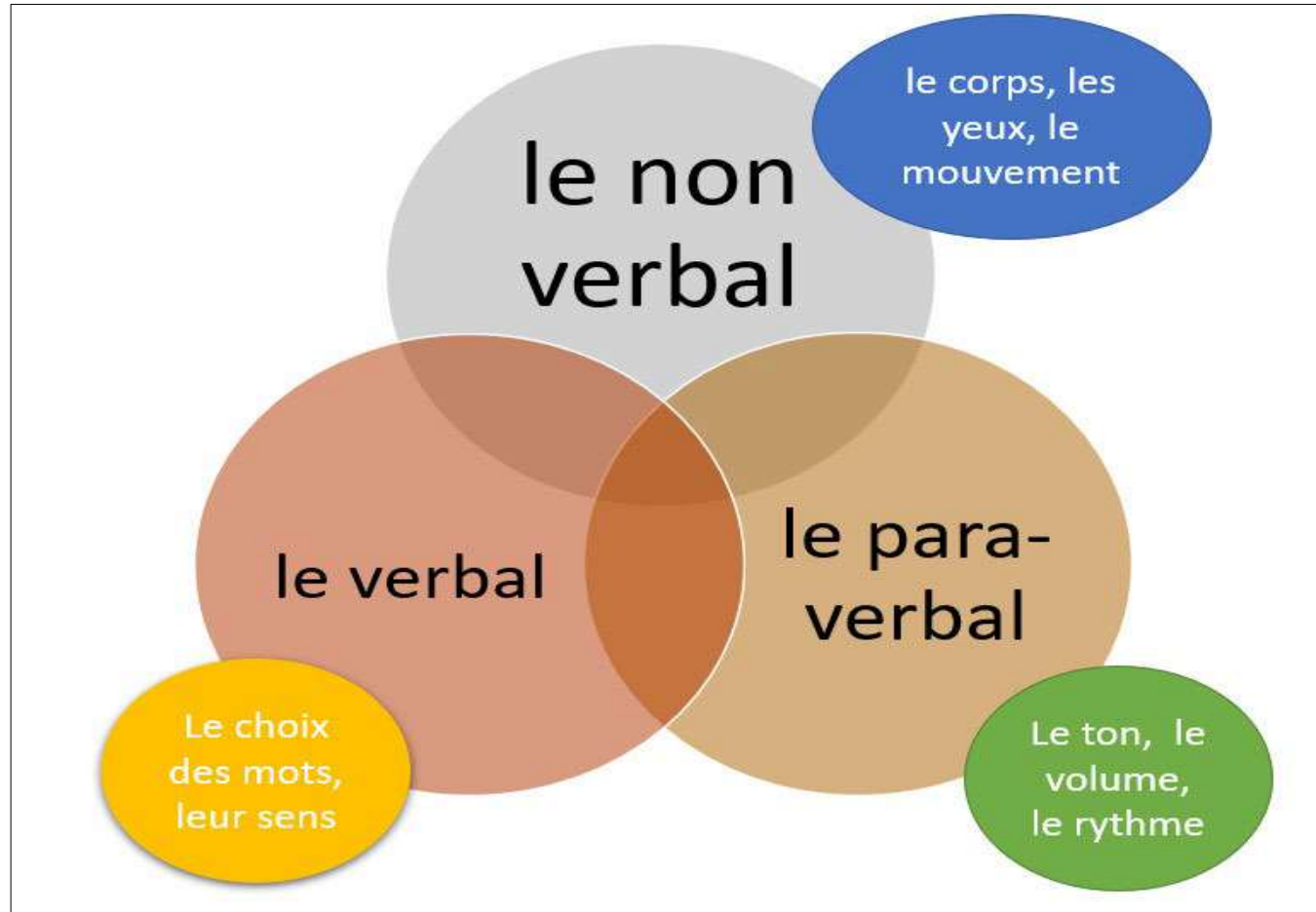


**Oral communication system**



**Diagram 1:** the oral communication system according to Jakobson

# Types of Oral Communication



**Diagram 2** : the types of oral communication.

## The objectives of using oral communication

**Oral communication is used to :**

- **convey opinions**
- **emotions.**
- **ideas, beliefs and other information in many everyday situations.**





### **Advantages of Oral Communication**

- **This method of communication is a fast and direct.**
- **It also saves a lot of time and effort.**
- **This method of communication allows for immediate feedback and is therefore a form in which two-way communication can be activated..**
- **The other main advantage of this method of communication is that it helps in conveying the message with the desired pitch and tone of the message.**
- **This communication associated with an appropriate type of verbal communication, oral forms can create trust and loyalty from the sender to the receiver's side.**





## Disadvantages of Oral Communication



- **This method of communication can be misinterpreted very easily.**
- **The listener cannot retain verbal messages in his memory for a long time.**
- **Oral communications are often considered informal.**
- **Effective oral communication requires good speaking skills. Less confident people may find it difficult to express their ideas clearly, which prevents effective communication.**

**PREPARING  
AN  
ORAL  
PRESENTATION**



# PREPARING AN ORAL PRESENTATION



**PLANNING  
AND  
STRUCTURE**



**TARGET  
AUDIENCE**



**CONTENT**



**Time  
Management**

## Preparing an oral presentation



### ✚ Planning and Structure :

- **Gather the key information from the thesis and organize it in a way that is suitable for the presentation**
- **Make sure they are coherent and in a logical sequence.**
- **Make sure that the presentation you are preparing contains their essential elements: an introduction, a main body, and a conclusion.**
- **Write down the main headings included in the presentation, so that each heading appears on a separate sheet of paper.**
- **After preparing the entire text, you can access your preferred program and start preparing the presentation.**

### Preparing an oral presentation

#### ✚ Planning and Structure :



- It is preferable to use audiovisual media to animate the presentation (PowerPoint presentation or documentary, Google Slides..... ).
- Choose a simple template that fits the theme of the note and avoid bright colors and busy designs.
- Prefer index cards over papers; One index card for each title and business plan, one or two index cards at most for the introduction and conclusion, and between 10 and 30 index cards for the presentation, which is enough for a 15-20 minute presentation.

## Preparing an oral presentation

### ✚ Planning and Structure :



- **Use appropriate visuals and visual effects to illustrate important points and make the presentation more interesting. Add transitions between slides to improve the flow of your presentation.**
- **Use headings, paragraphs, bullet points, or charts to make the information easier to understand.**
- **Use images, illustrations, and charts to add value and clarify the information.**

## Preparing an oral presentation

### 🚩 Target Audience



- **Make sure to use short text and key points in your slides rather than writing long sentences. This helps to focus the audience and make the presentation easier to follow.**
- **Make sure the information provided in the presentation is understandable and easy to digest**



## Preparing an oral presentation

### Content



- **Be concise and precise:** Provide relevant information and support it with concrete examples or evidence.
- The written presentation accompanying the oral presentation should include an introduction, a body and a conclusion according to a simple plan.
- Avoid the urge to say everything, but rather three or four basic ideas are enough and stick to the initial plan applied during Research.

### Preparing an oral presentation

#### ✚ Content :



- **References are written at the bottom of the document.**
- **You write the main ideas on each document, while the secondary ideas are presented orally.**
- **Organize the ideas into headings.**
- **All visuals and graphics should be simple, professional, precise and clear.**
- **Revise the plan and visuals if necessary.**

## Preparing an oral presentation

### + Time management :

**Stick to the time allotted for your presentation.**

