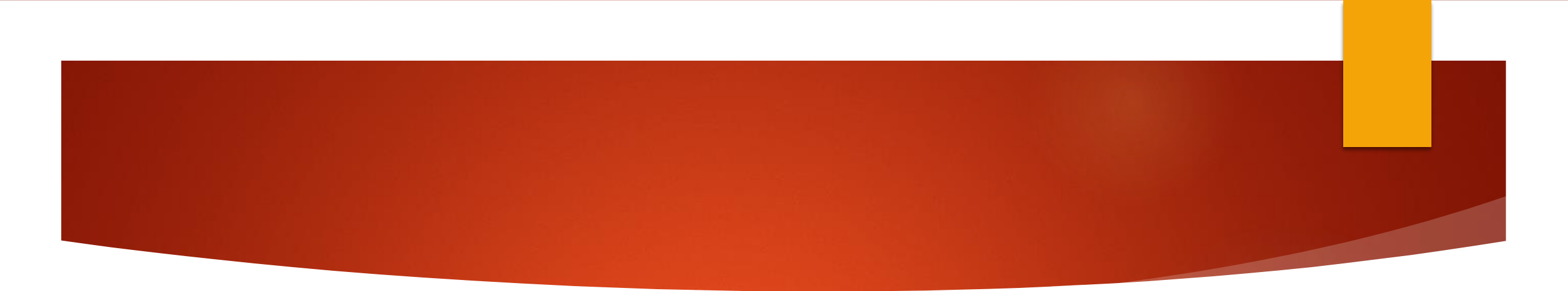


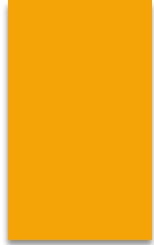
PUBLIC SPEAKING

Lecture 9: Designing and Using Presentation Aids

LECTURE'S NOTES

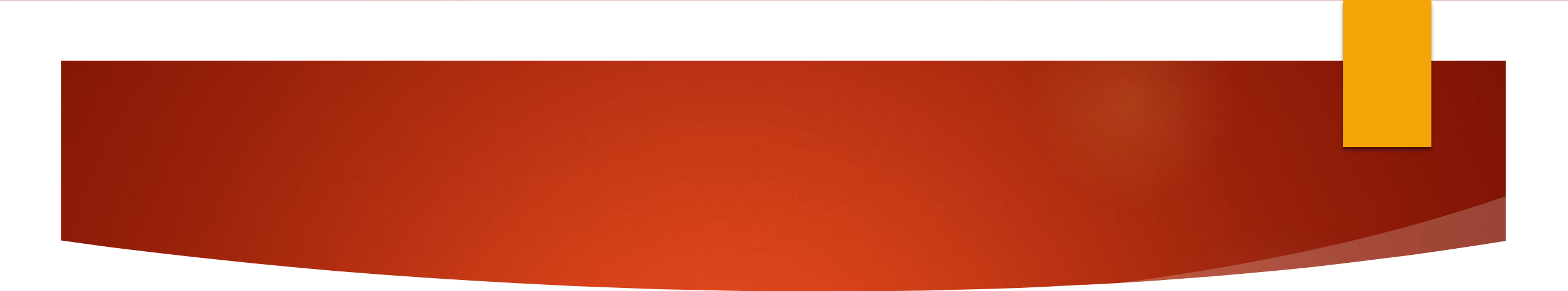
LERISSA DANIELA, S.S., M.Pd.

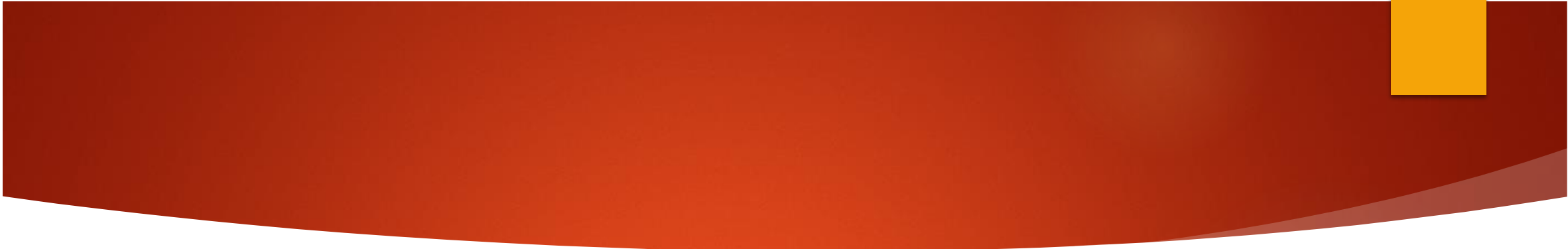
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- ▶ Hello ladies and gentlemen, welcome to the Public Speaking course with me Lerissa Daniela. I am a lecturer of the English Literature Department at Jakarta International University in Indonesia.
 - ▶ Today, in this lecture nine, I am going to continue with the topic entitled Designing and Using Presentation Aids. Let's get started.
 - ▶ To start our discussion, I want you to watch the following video.



Objectives

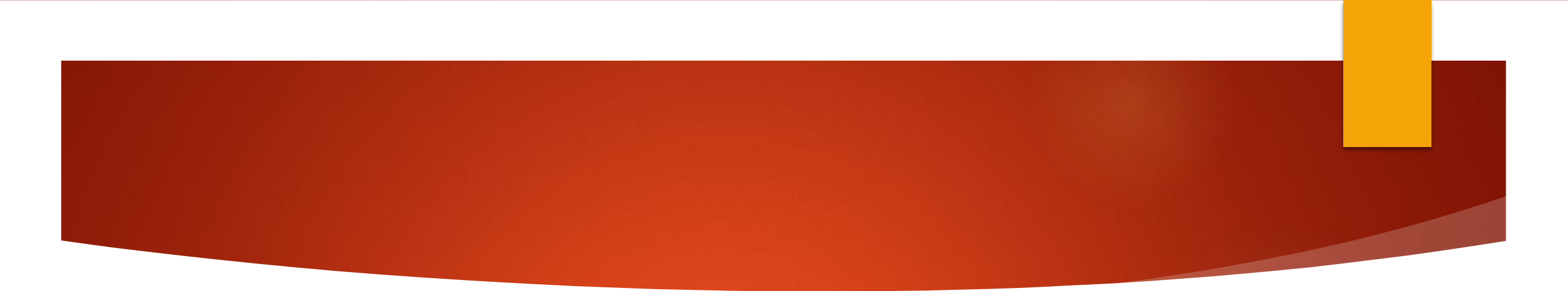
- ▶ In this session, there are several things that I want to discuss.
 - ▶ Discuss five ways in which presentation aids help communicate ideas to an audience.
 - ▶ Describe the types of presentation aids and identify tips for using them effectively.
 - ▶ Identify guidelines for developing effective presentation aids.
 - ▶ Identify guidelines for effectively using presentation aids.

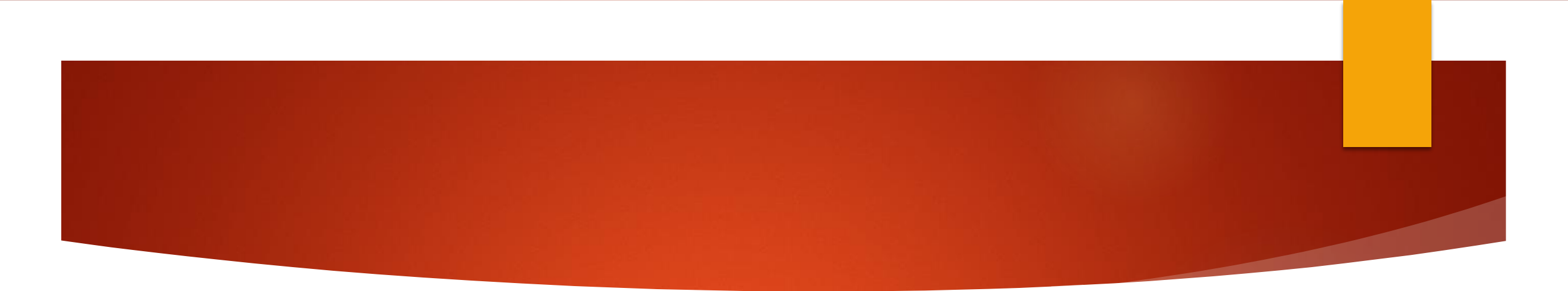
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- ▶ When you give a speech, you are presenting much more than just a collection of words and ideas.
 - ▶ Presentation aids are the resources beyond the speech itself that a speaker uses to enhance the message conveyed to the audience.

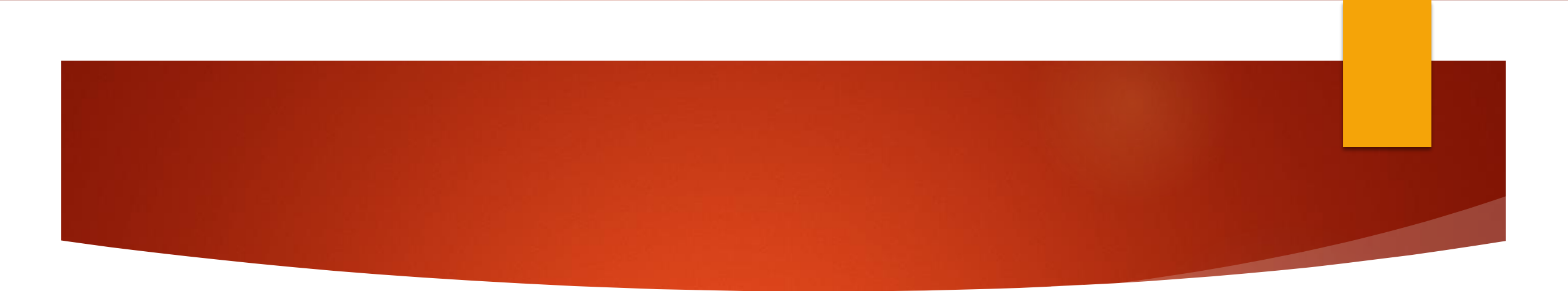
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- ▶ Why should you use presentation aids? If you have prepared and rehearsed your speech adequately, shouldn't a good speech with a good delivery be enough to stand on its own? While it is true that impressive presentation aids will not rescue a poor speech, it is also important to recognize that a good speech can often be made even better by the strategic use of presentation aids. Steve Jobs, in the previous video, used visual aids to remind the audience the selling points of the iPod and how the features were combined into an all-in-one device.

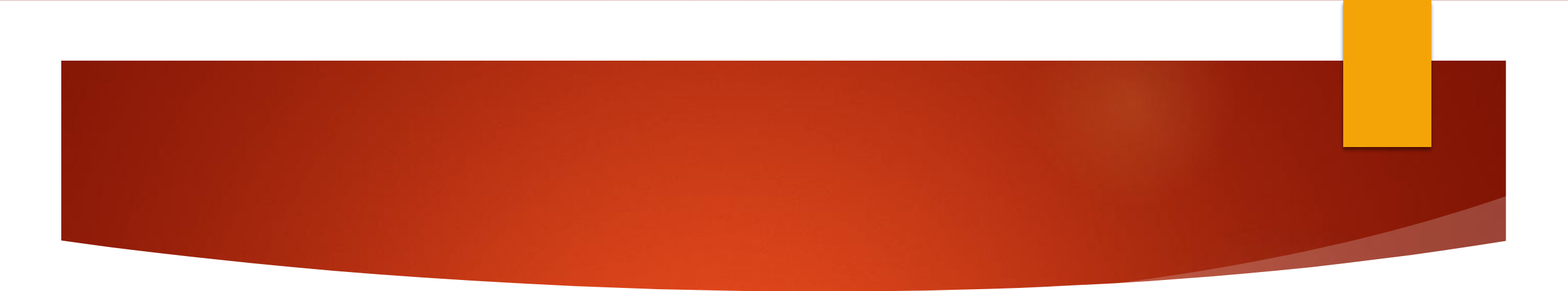
The Functions of Presentation Aid

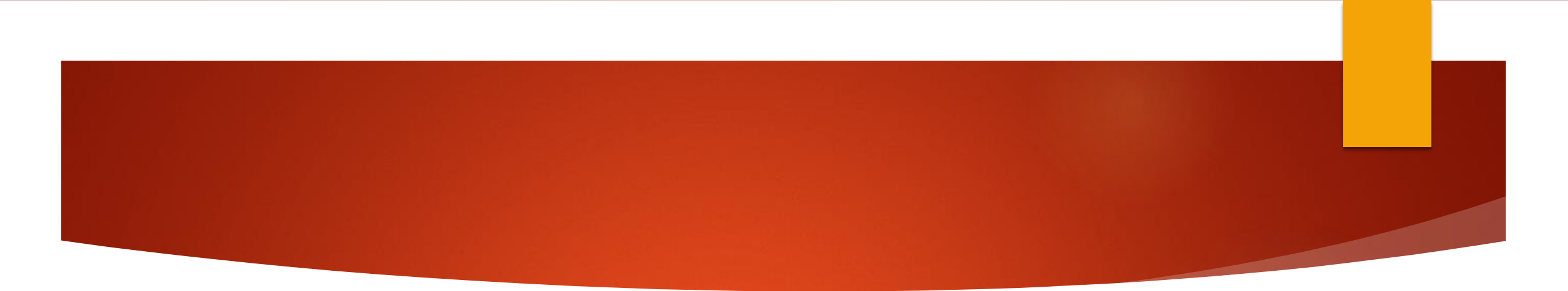
- ▶ Presentation aids can fulfill several functions: they can serve to improve your audience's understanding of the information you are conveying, enhance audience memory and retention of the message, add variety and interest to your speech, and enhance your credibility as a speaker. Let's examine each of these functions.
 - ▶ Improving Audience Understanding
 - ▶ Clarifying
 - ▶ Emphasizing
 - ▶ Aiding Retention and Recall
 - ▶ Adding Variety and Interest
 - ▶ Enhancing a Speaker's Credibility

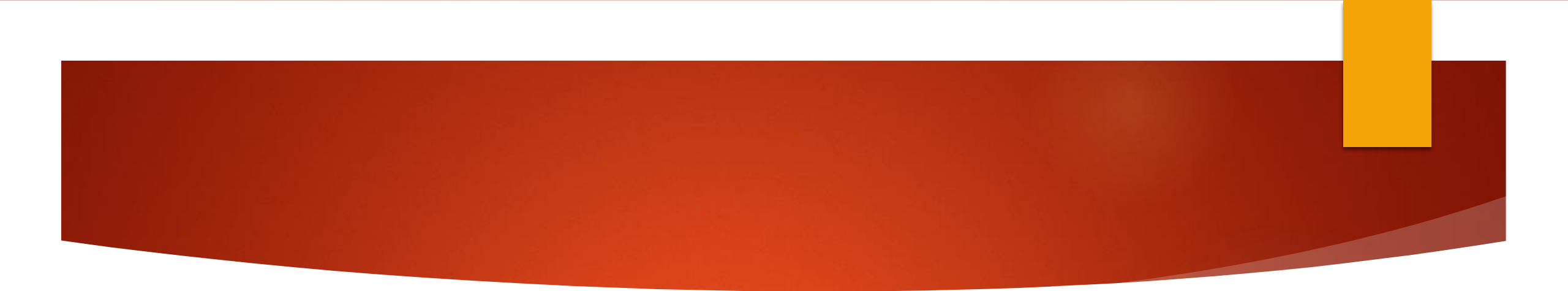
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- ▶ **Improving Audience Understanding.** Human communication is a complex process that often leads to misunderstandings. If you are like most people, you can easily remember incidents when you misunderstood a message or when someone else misunderstood what you said to them. Misunderstandings happen in public speaking just as they do in everyday conversations.
 - ▶ One reason for misunderstandings is the fact that perception and interpretation are highly complex individual processes. Most of us have seen the image in which, depending on your perception, you see either the outline of a vase or the facial profiles of two people facing each other. This shows how interpretations can differ, and it means that your presentations must be based on careful thought and preparation to maximize the likelihood that your listeners will understand your presentations as you intend them to.
 - ▶ As a speaker, one of your basic goals is to help your audience understand your message. To reduce misunderstanding, presentation aids can be used to clarify or to emphasize.

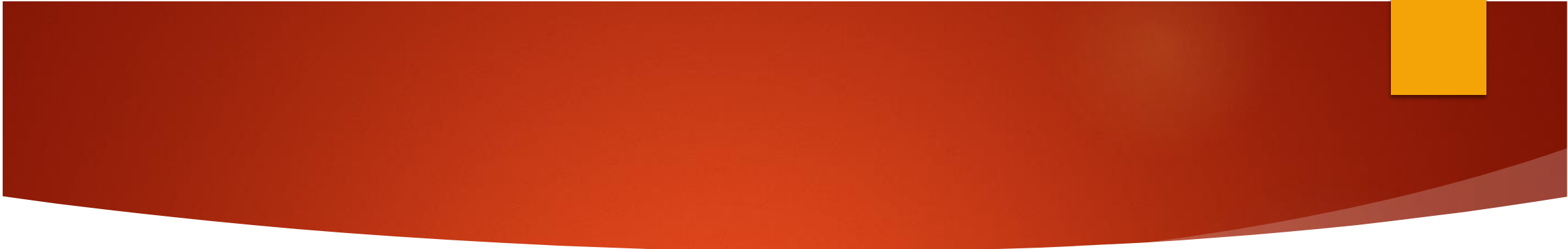
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- ▶ **Clarifying.** Clarification is important in a speech because if some of the information you convey is unclear, your listeners will come away puzzled or possibly even misled. Presentation aids can help clarify a message if the information is complex or if the point being made is a visual one.
 - ▶ If your speech is about the impact of the Coriolis effect on tropical storms, for instance, you will have great difficulty clarifying it without a diagram because the process is a complex one.
 - ▶ **Emphasizing.** When you use a presentational aid for emphasis, you impress your listeners with the importance of an idea. In a speech on water conservation, you might try to show the environmental proportions of the resource.

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- ▶ **Aiding Retention and Recall.** The second function that presentation aids can serve is to increase the audience's chances of remembering your speech. Most of how people learn is through seeing things, so the visual component of learning is very important.
 - ▶ For this reason, exposure to a visual image can serve as a memory aid to your listeners. When your graphic images deliver information effectively and when your listeners understand them clearly, audience members are likely to remember your message long after your speech is over.
 - ▶ Moreover, people often are able to remember information that is presented in sequential steps more easily than if that information is presented in an unorganized pattern. When you use a presentation aid to display the organization of your speech, you will help your listeners to observe, follow, and remember the sequence of information you conveyed to them. This is why some instructors display a lecture outline for their students to follow during class.

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- ▶ An added plus of using presentation aids is that they can boost your memory while you are speaking. Using your presentation aids while you rehearse your speech will familiarize you with the association between a given place in your speech and the presentation aid that accompanies that material. For example, if you are giving an informative speech about diamonds, you might plan to display a sequence of slides illustrating the most popular diamond shapes: brilliant, marquise, emerald, and so on. As you finish describing one shape and advance to the next slide, seeing the next diamond shape will help you remember the information about it that you are going to deliver

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- ▶ **Adding Variety and Interest.** A third function of presentation aids is simply to make your speech more interesting. While it is true that a good speech and a well-rehearsed delivery will already include variety in several aspects of the presentation, in many cases, a speech can be made even more interesting by the use of well-chosen presentation aids.
 - ▶ For example, you may have prepared a very good speech to inform a group of gardeners about several new varieties of roses suitable for growing in your local area. Although your listeners will undoubtedly understand and remember your message very well without any presentation aids, wouldn't your speech have a greater impact if you accompanied your remarks with a picture of each rose? You can imagine that your audience would be even more enthralled if you had the ability to display an actual flower of each variety in a bud vase.
 - ▶ Similarly, if you were speaking to a group of gourmet cooks about Indian spices, you might want to provide tiny samples of spices that they could smell and taste during your speech. Taste researcher Linda Bartoshuk has given presentations in which audience members receive small pieces of fruit and are asked to taste them at certain points during the speech.

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- ▶ **Enhancing a Speaker's Credibility.** Presentation aids alone will not be enough to create a professional image. As we mentioned earlier, impressive presentation aids will not rescue a poor speech. However, even if you give a good speech, you run the risk of appearing unprofessional if your presentation aids are poorly executed. This means that in addition to containing important information, your presentation aids must be clear, clean, uncluttered, organized, and large enough for the audience to see and interpret correctly. Misspellings and poorly designed presentation aids can damage your credibility as a speaker. Conversely, a high quality presentation will contribute to your professional image. In addition, make sure that you give proper credit to the source of any presentation aids that you take from other sources. Using a statistical chart or a map without proper credit will detract from your credibility, just as using a quotation in your speech without credit would.

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- ▶ If you focus your efforts on producing presentation aids that contribute effectively to your meaning, that look professional, and that are handled well, your audience will most likely appreciate your efforts and pay close attention to your message. That attention will help them learn or understand your topic in a new way and will thus help the audience see you as a knowledgeable, competent, credible speaker.

Types of Presentation Aids

3D
Presentation
Aids

2D
Presentation
Aids

Audiovisual

- ▶ The first question many students ask when they learn that they are required to use presentation aids is “What type of presentation aid should I use?” We will discuss three classes of presentation aids: three-dimensional, two-dimensional, and audiovisual.

3D Presentation Aids

Objects

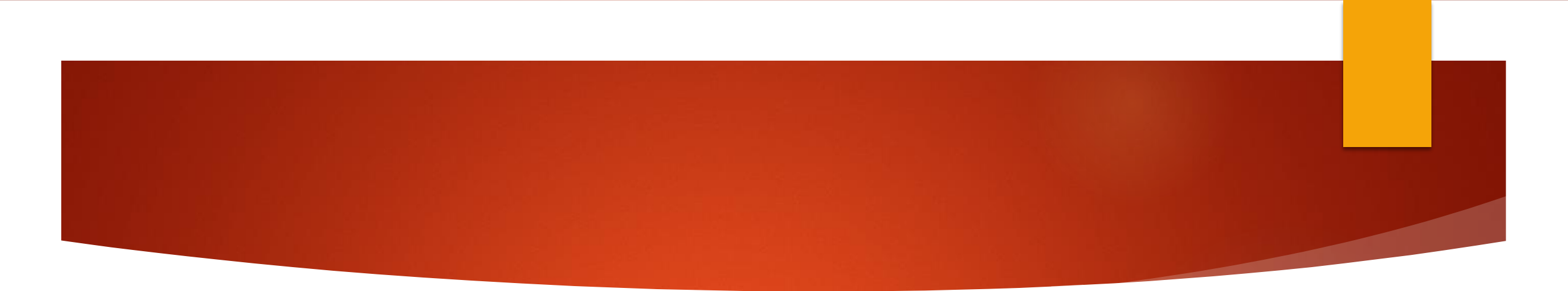
- Add interest because they are tangible, real; audiences like the real thing.

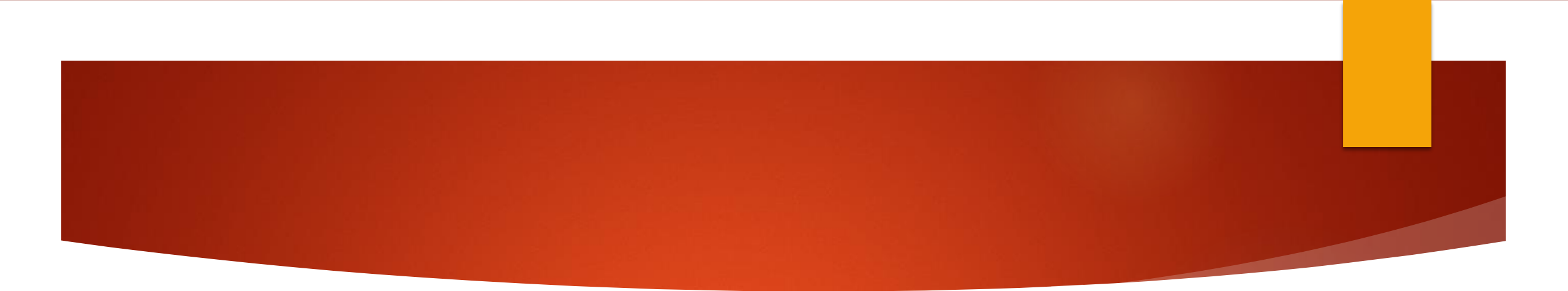
Models

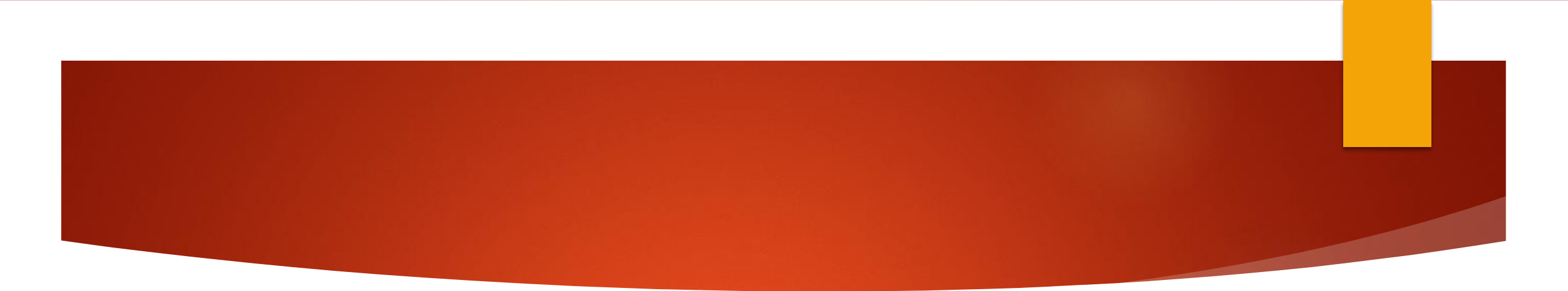
- Use it If it is not possible to bring along the object.

People

- Use it to demonstrate your message related to human activity.

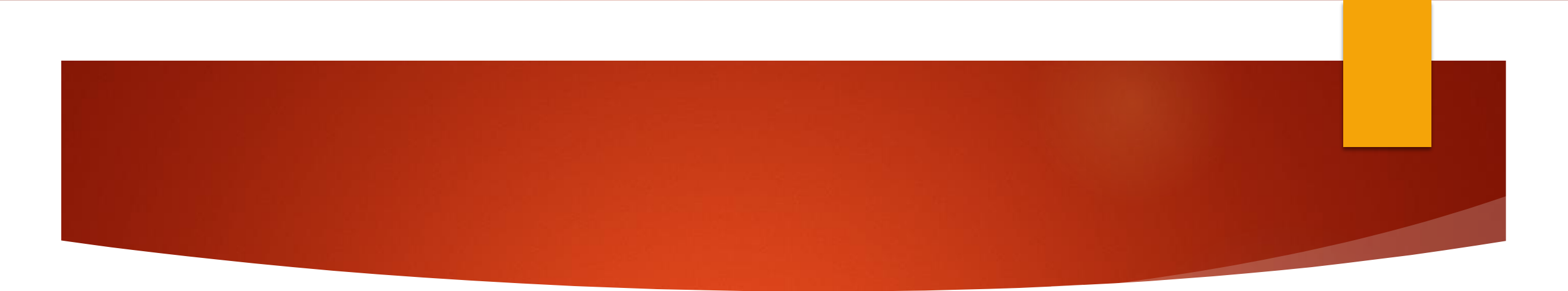
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- ▶ There are some 3D things you may use to aid your presentation.
 - ▶ Firstly, **Objects**. You have played the trombone since you were in fifth grade, so you decide to give an informative speech about the history and function of this instrument. Your trombone is the obvious presentation aid that you would show to your audience as you describe how it works. You might play a few measures to demonstrate its sound and your talent. Or perhaps you are an art major and you have just finished a watercolor painting. Why not bring your picture to class to illustrate your talk about watercolor techniques?

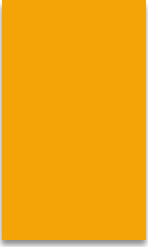
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- ▶ Objects add interest because they are tangible. They can be touched, smelled, heard, and even tasted as well as seen. Objects are real, and audiences like the real thing.
 - ▶ When you use an object to illustrate an idea, make sure that you can handle the object with ease. If an object is too large, it can be unwieldy and difficult to show to your audience. Tiny objects can be seen only close up. It will be impossible for your listeners to see the detail on your antique thimble, the intricate needlework on your cross-stitch sampler, or the attention to detail in your miniature log cabin. Other objects can be dangerous to handle. One speaker, who attempted a demonstration of how to string an archery bow, made his audience extremely uncomfortable when his almost-strung bow flew over their heads. He certainly got their attention, but he lost his credibility.

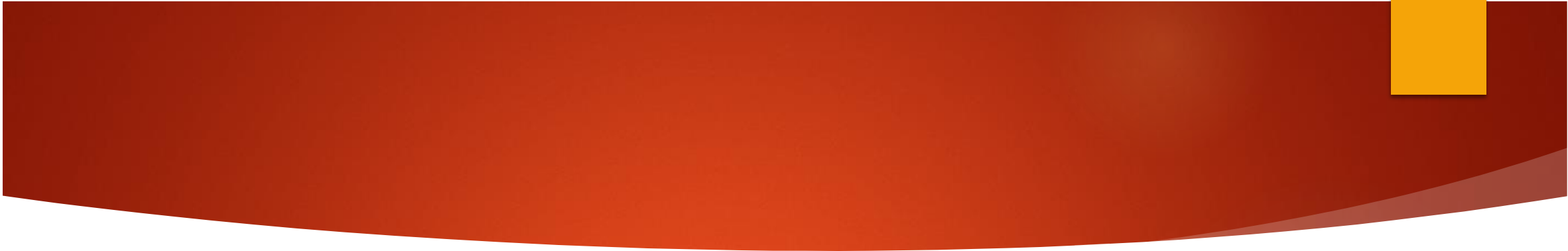
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- ▶ Secondly, **Models**. If it is not possible to bring along the object you would like to show your audience, consider showing them a model of it. You cannot bring a World War II fighter plane to class, so buy or build a scale model instead. To illustrate her lecture about human anatomy, one student brought a plastic model of a skeleton. An actual human skeleton would have been difficult to get and to carry to class. Similarly, because most colleges and universities do not allow firearms on campus, a drawing that shows the features of a gun is a much safer presentation aid than a real gun or even a toy gun. If you need to show the movable parts of a gun, perhaps a papier-mâché, plastic, or wood model would serve. Make sure, however, that any model you use is large enough to be seen by all members of your audience. When Brad brought his collection of miniature hand-carved guitars to illustrate his talk on rock music, his tiny visuals didn't add to the message; they distracted from it.
 - ▶ Thirdly, **People**. In classroom speeches, too, people can serve as presentation aids. Amelia, a choreographer for the Ballet Folklórico Mexicano, wanted to illustrate an intricate Latin folk dance, so she arranged to have one of the troupe's dancers attend her speech to demonstrate the dance. Using people to illustrate your message can be tricky, however.

How to Use People as Presentation Aids

- ▶ **Choose models with care.** Choose a trusted friend or colleague.
- ▶ **Plan and practice.** Before your presentation, be sure that you fully inform your model about what needs to be done.
- ▶ **Time your model's appearance.** If you don't need the person to demonstrate something during your opening remarks, allow the person to be seated in a convenient place.
- ▶ **Stay in control.** Do not allow your assistants to run away with the show.

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- ▶ There are some tips to Use People as Presentation Aids
 - ▶ Choose models with care. It is usually unwise to ask for spur-of-the-moment help from volunteers while you are delivering your speech. Instead, choose a trusted friend or colleague.
 - ▶ Plan and practice. Before your presentation, be sure that you fully inform your model about what needs to be done. You should also rehearse your speech using your living presentation aid.
 - ▶ Time your model's appearance. It is distracting to have your support person stand beside you doing nothing. If you don't need the person to demonstrate something during your opening remarks, allow the person to be seated in a convenient place. Then introduce him or her to your audience when needed.
 - ▶ Stay in control. Remember that your presentation aids are always subordinate to your speech. Do not allow your assistants to run away with the show. For example, don't let your dancer perform longer than necessary to illustrate your point about technique or permit your models to prance about too provocatively while displaying your dress designs. And don't allow your buddy to throw you when you demonstrate the wrestling hold that made you the district wrestling champ.



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- ▶ Let's take a look again how Darren Tay uses an underwear to illustrate bullying at school.
 - ▶ He has successfully attracted his audience to the topic he wants to introduce using the real object and example. You might want to consider using object for your next presentation.

Two-Dimensional Presentation Aids

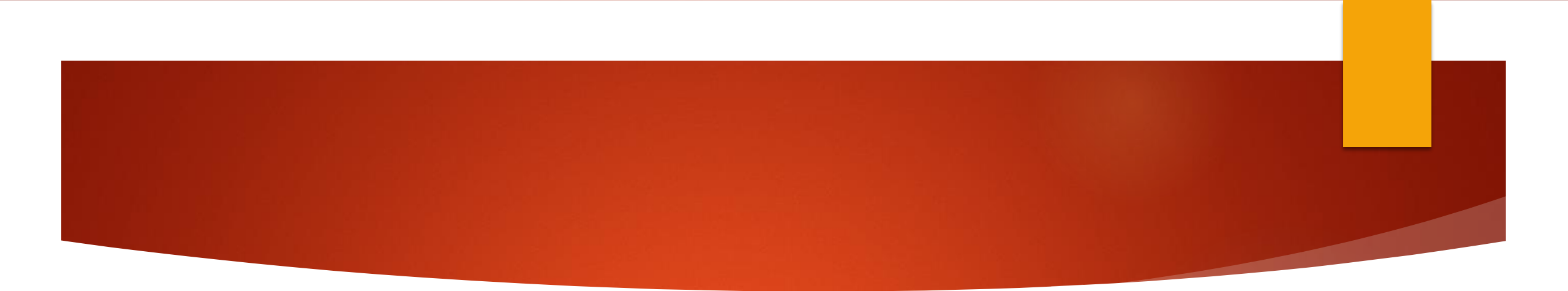
- ▶ The most common presentation aids are such two-dimensional images as drawings, photographs, maps, graphs, and charts. Although a few presenters continue to use overhead transparencies, you'll more than likely incorporate these presentation aids into PowerPoint or other slides to illustrate your message. As we discuss two-dimensional visual aids, we'll offer general suggestions both for using them in the old-fashioned way and for incorporating them into presentation software.



Drawings

- ▶ Drawings are popular, often-used presentation aids because they are easy and inexpensive to make.
- ▶ They can be tailored to your specific needs.
- ▶ Ex: To illustrate the functions of the human brain, one student traced an outline of the brain and added labels to indicate the location of specific brain functions.

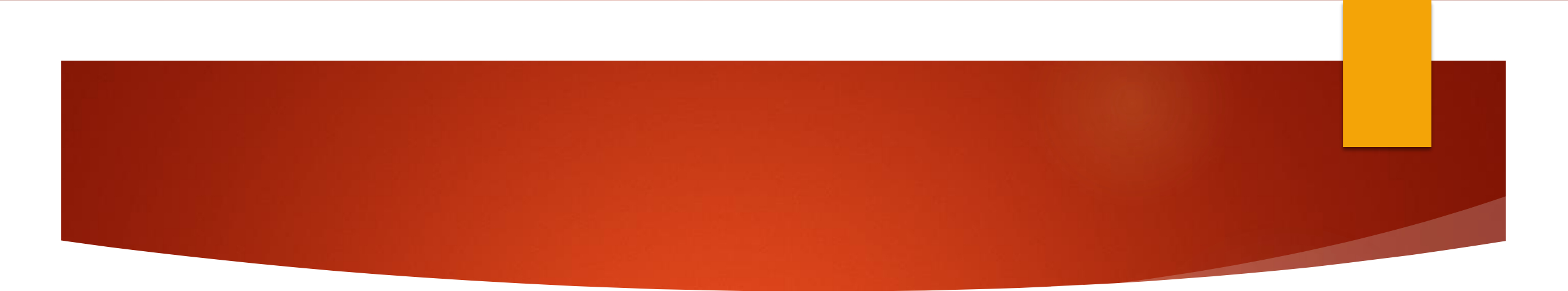


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- ▶ Drawings are popular and often-used presentation aids because they are easy and inexpensive to make. Drawings can be tailored to your specific needs. To illustrate the functions of the human brain, for example, one student traced an outline of the brain and labeled it to indicate where brain functions are located. Another student wanted to show the different sizes and shapes of leaves of trees in the area, so she drew enlarged pictures of the leaves, using appropriate shades of green.
 - ▶ You don't have to be a master artist to develop effective drawings. As a rule, large and simple line drawings are more effective for stage presentations than are detailed images. If you have absolutely no faith in your artistic skill, you can probably find a friend or relative who can help you to prepare a useful drawing, or you may be able to use computer software to generate simple line drawings.

Photographs



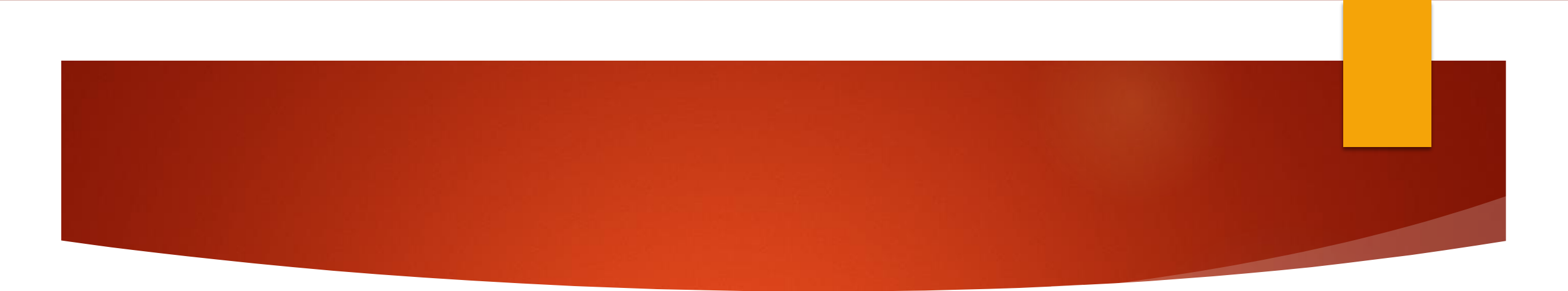
- ▶ Photographs can be used to show objects or places that cannot be illustrated with drawings or that an audience cannot view directly.
- ▶ The problem with printed photos or photos on a smartphone, however, is that they are usually too small to be seen clearly from a distance.

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- ▶ Photographs can be used to show objects or places that cannot be illustrated with drawings or that an audience cannot view directly. The problem with printed photos, however, is that they are usually too small to be seen clearly from a distance. If your listeners occupy only two or three rows, it might be possible to hold a photograph close enough for them to see a key feature of the picture or to display a photo on a computer tablet such as an iPad. Passing a photograph among your listeners is not a good idea either; it creates competition for your audience's attention.
 - ▶ The only way to be sure that a photograph will be effective as a presentation aid for a large audience is to enlarge it, either as a big print or through electronic projection. If you're using nondigital images, you can scan them and have them enlarged. Or, if you're using presentation software such as PowerPoint, you can import your photos into PowerPoint slides to make them large enough for everyone to see.

Maps

- ▶ Most maps are designed to be read from a distance of no more than two feet.
- ▶ The details on most maps won't be visible to your audience.
- ▶ To make a map large enough for your audience to see, you can enlarge it using a colorcopier, draw a simplified largescale version, or embed it in a computer-generated slide.

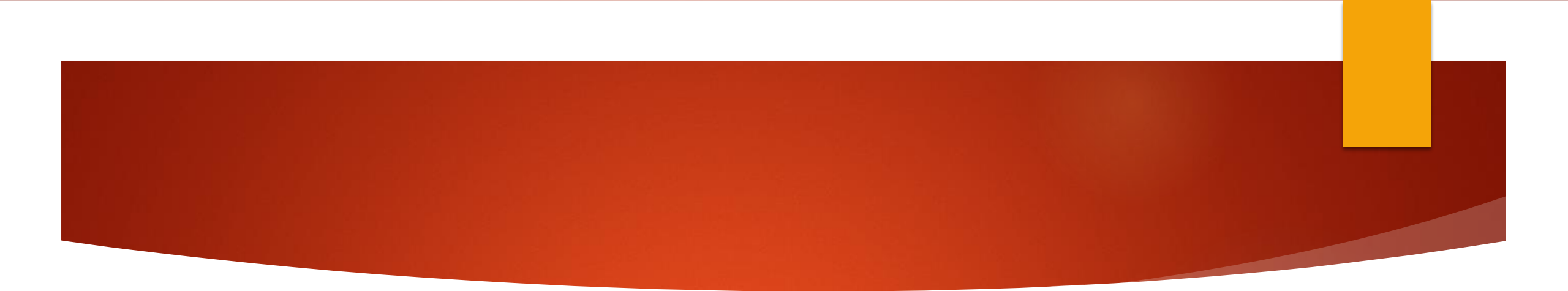


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- ▶ Most maps are designed to be read from a distance of no more than two feet. As with photographs, the details on most maps won't be visible to your audience. You could use a large map, however, to show general features of an area. Or you can use a magnified version of your map. Certain copiers can enlarge images as much as 200 percent. It is possible, using a color copier, to enlarge a standard map of Europe enough for listeners in the last row to see the general features of the continent. Using a dark marker, one speaker highlighted the borders on a map of Europe to indicate the countries she had visited the previous summer. She used a red marker to show the general path of her journey. You can also search online for "public domain" maps that you can download without violating copyright laws.

Graphs



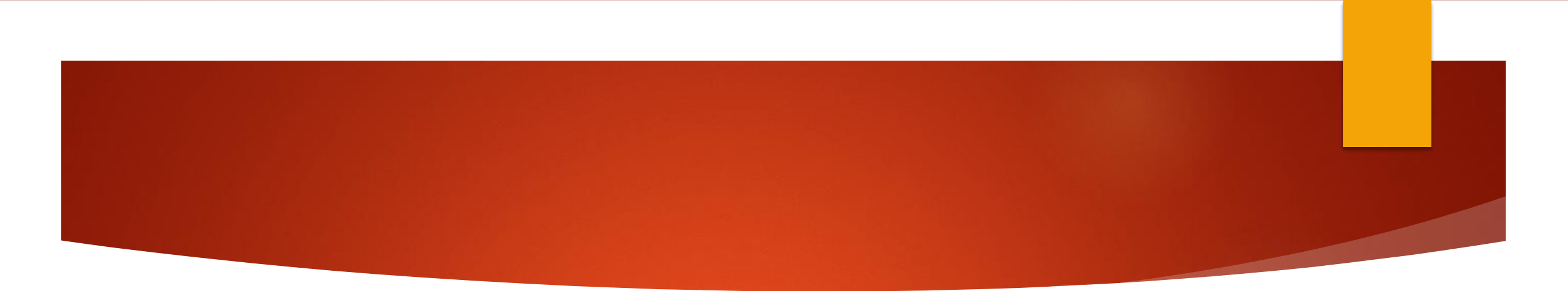
- ▶ A graph is a pictorial representation of statistical data in an easy-to-understand
- ▶ Seeing relationships among numbers is better than just hearing statistics.
- ▶ Graphs are particularly effective for showing overall trends and relationships among data.

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- ▶ A graph is a pictorial representation of statistical data in an easy-to-understand format. Most graphs that are used in speeches are prepared by using either Excel or Word and then displayed as computer-generated slides.
 - ▶ Why use a graph? Seeing relationships among numbers is better than just hearing statistics. Statistics are abstract summaries of many examples. Most listeners find that graphs help make the data more concrete and easier to understand. Yet research also suggests that in addition to presenting information in a graph, it's important to talk about the information presented. Graphs are particularly effective in showing overall trends and relationships among data.

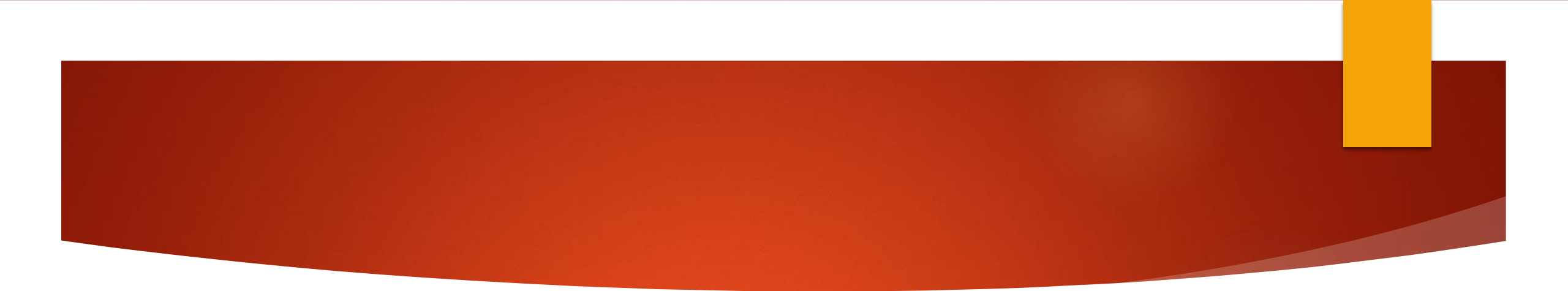
Chart

- ▶ A chart is commonly defined as a graphical representation of data (often numerical) or a sketch representing an ordered process.
- ▶ Whether you create your charts or do research to find charts that already exist, it is important for them to exactly match the specific purpose in your speech.



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- ▶ A chart summarizes and presents a great deal of information in a small amount of space. The tables throughout this text are charts. Charts have several advantages: They are easy to use, reuse, and enlarge. They can also be displayed in a variety of ways, such as on a flipchart, a poster, or a computer-developed slide. As important with all other presentation aids, charts must be simple. Do not try to put too much information on one chart.
 - ▶ The key to developing effective charts is to prepare the lettering of the words and phrases you use very carefully. If the chart contains too much information, audience members may feel it is too complicated to understand and ignore it. If your chart looks at all cramped or crowded, divide the information into several charts and display each as needed. Make sure your letters are large enough to be seen clearly in the back row. Use simple words or phrases, and eliminate unnecessary words. Do not handwrite the chart; given the availability of computers, a hand-lettered chart can seem unprofessional.

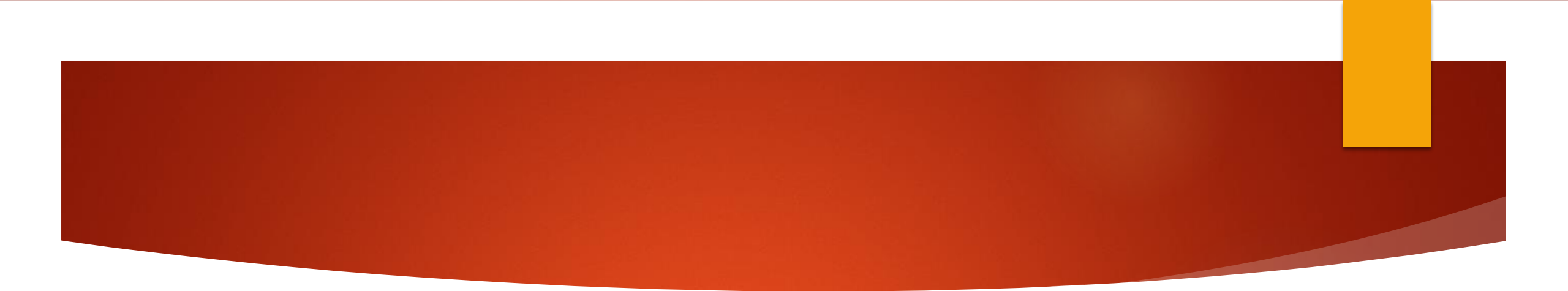


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- ▶ Let's take a look at how the speaker in her informative uses visual aid.
 - ▶ Visual aids help the speaker to illustrate her ideas. You can use pictures to explain and describe the ideas that you are talking about, so that your audience can understand your message easily.

Audiovisual Aids

- ▶ With audiovisual aids, you combine the power of visual rhetoric with a supporting audio rhetoric track.

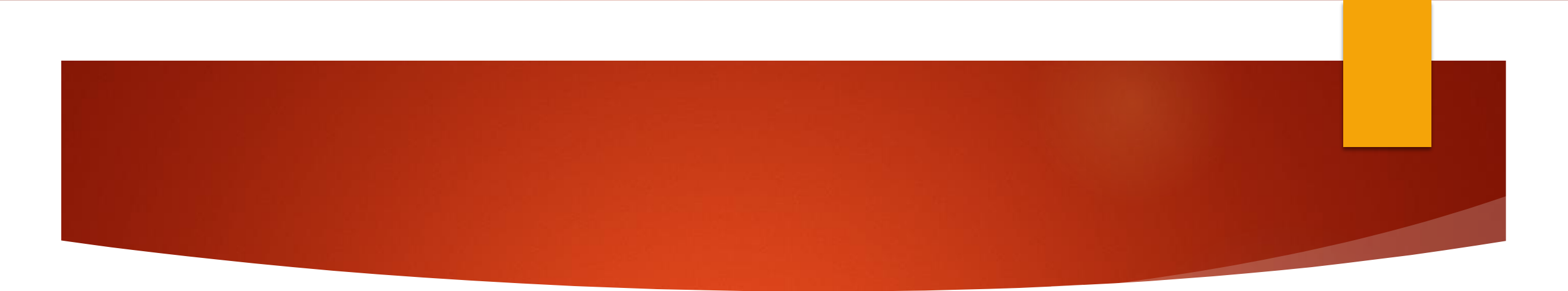


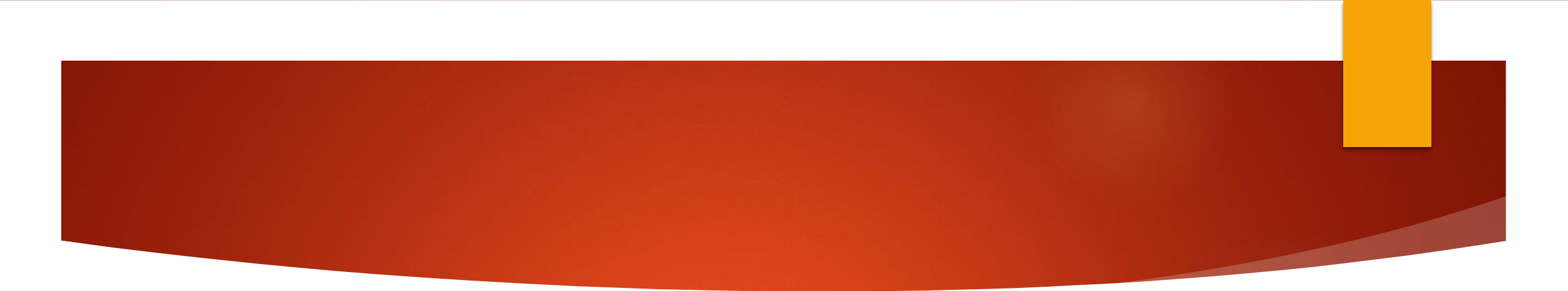
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- ▶ You are undoubtedly familiar with media that combine images and sound to communicate ideas. Audiovisual aids do the same. With audiovisual aids, you combine the power of visual rhetoric with a supporting audio rhetoric track. It's now easy to record video images and audio clips to support speech ideas; digital video cameras are inexpensive, widely available, and a standard feature of smartphones. In addition, you can also import sounds and music from DVDs or Internet sources.

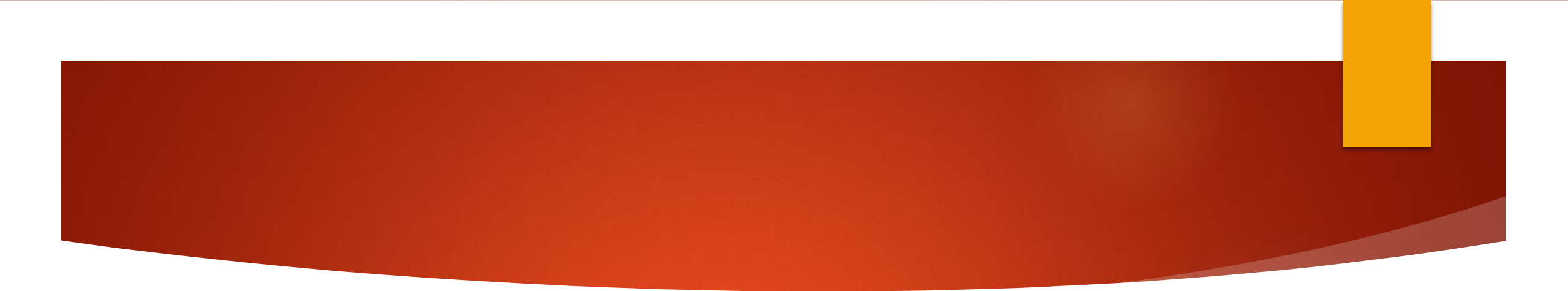
Video Aids



- ▶ Video images can sometimes make your point better than would words alone.
- ▶ Keep the focus on the speech rather than the video.
- ▶ Show a short clip from a movie or TV show to help you make your point.
- ▶ Incorporate video files into your own PowerPoint slides.

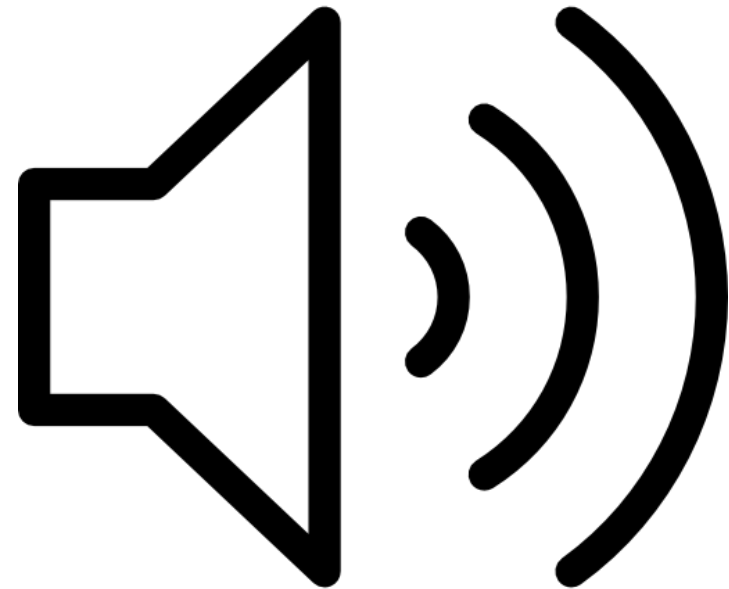
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- ▶ Video images can sometimes make your point better than would words alone. If, for example, you want to illustrate the frustration of not being able to park on your campus, recording and showing a video of full parking lots and harried commuters hunting for parking spots would help you make your point. Or to convince your listeners to support a ban on thin plastic bags being used in your community, show images of how the bags can be seen clinging to fences and cluttering landfills.
 - ▶ As with other presentation aids, keep the focus on the speech rather than the video. Before you decide to use a video image, think about whether or not it will really enhance your speech. Short, well-selected clips are most likely to be effective.

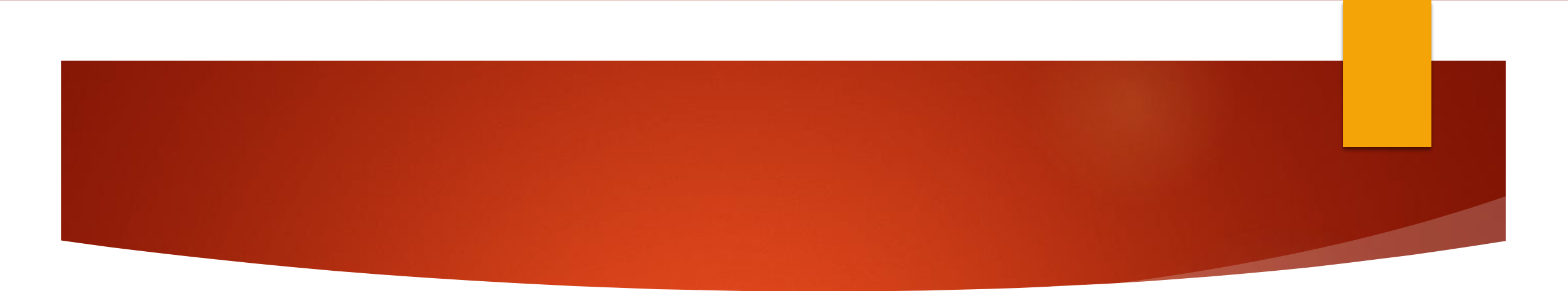
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- ▶ Showing a short clip from a movie or TV show may help you make your point or provide an attention-catching opening or a memorable closing to your talk. If you are using video from movies or TV to support your talk, you'll likely get the images from YouTube, other Internet sources, such as Hulu, or commercially prerecorded digital video disks (DVDs). Movies and TV shows, however, are not designed to be supporting material for a speech. Usually, they are conceived as self-contained packages, and unless you show only short excerpts, they can overwhelm your speech. Longer videos can exceed your listeners' attention spans and may detract from your live-and-in-person presentation.
 - ▶ As we noted earlier, it can be helpful to incorporate video files (if you can obtain them legally from your video source) into your own PowerPoint slides. Building the video into a slide can give you more control over precisely what clip you are showing as well as the visual context and timing when you play it. For example, you could show printed lyrics at the same time that you show a musician performing.

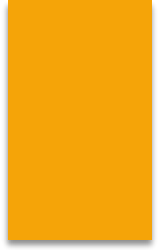
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- ▶ You can use a variety of devices and technologies to store your videos and play them back during your speech, like DVD player, computer or electronic device, and the Internet. When using any of these technologies, you'll want to practice using your video and make sure all the equipment you need is available. Unless you're using a wireless system, for example, you might need a cable to connect your storage device to a monitor. We also recommend that, before you give your speech, you do a technical run-through, ensuring that your video image will be ready when you want it.

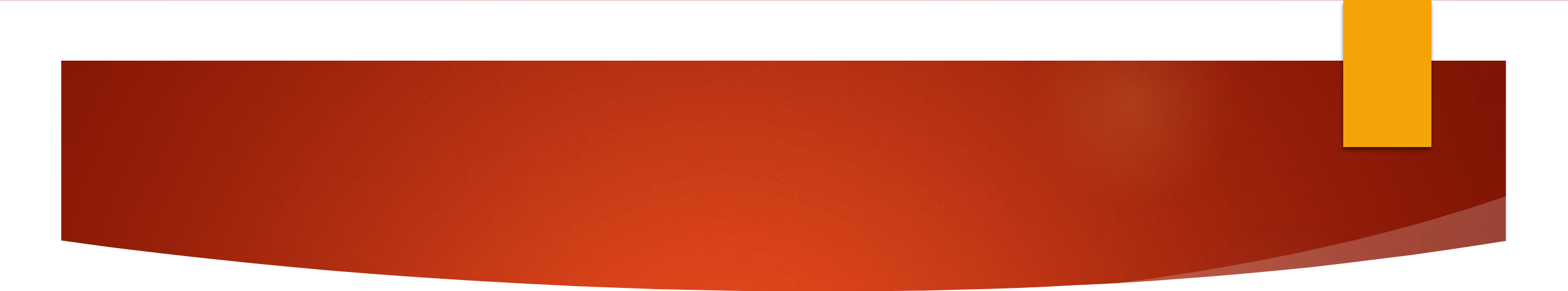
Audio Aids

- ▶ Create your own audio content or use prerecorded sources.
- ▶ Sound can effectively establish a mood or support your points.
- ▶ Rehearse with and master any technology that is needed for your audio aids
- ▶ Don't let your audio soundtrack overwhelm or distract from your own words.



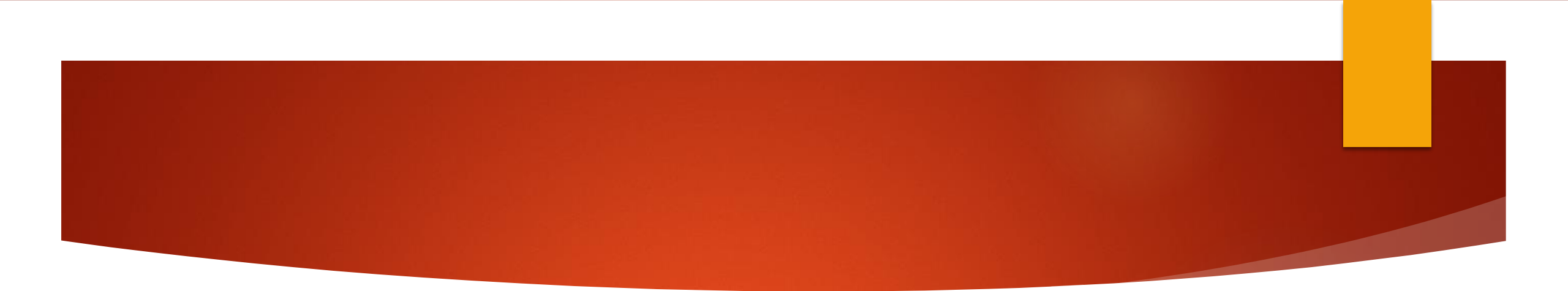
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- ▶ Audio can be used to complement visual displays. As with video, you can either create your own audio content or use prerecorded sources. You also have a number of options for storage and playback. You might play an instrumental music from your iPod—or even live, on a portable electronic keyboard—to illustrate a point.
 - ▶ Used sparingly, sound can effectively establish a mood or support your points. While showing PowerPoint slides of her recent Caribbean vacation, one student used a recording of soft steel drum music as an introductory background for her talk. Another student played excerpts of taped interviews with frustrated students who had difficulty figuring out the most recent changes in how to apply for financial aid.
 - ▶ As with video, be sure to rehearse with and master any technology that is needed for your audio aids, and don't let your audio soundtrack overwhelm or distract from your own words.

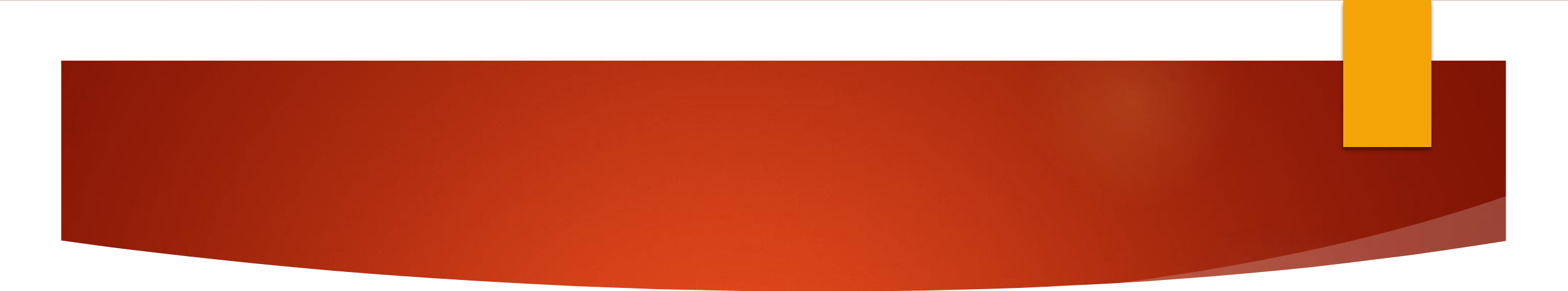


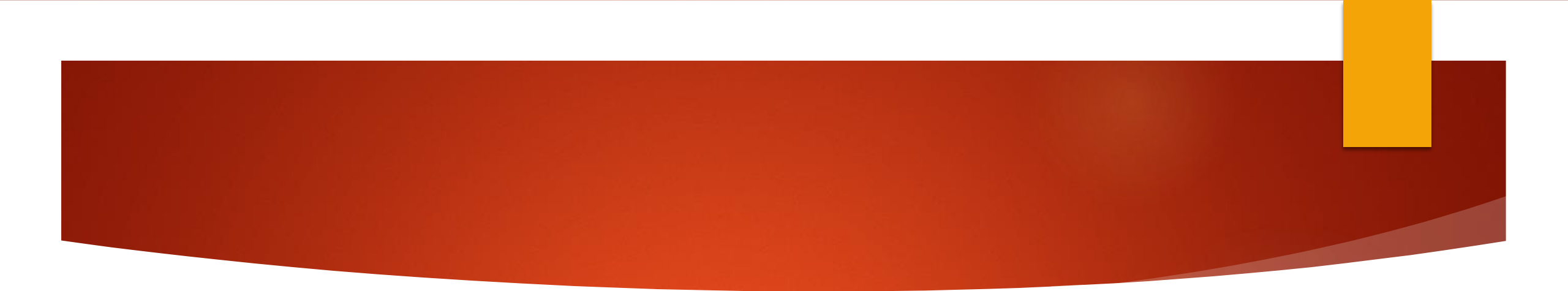
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- ▶ In this video, Julian Treasure introduces the five ways to listen better. He uses background audio correctly and timely to illustrate listening in a certain condition.
 - ▶ If you are about to use audio, make sure it is relevant to your message so it won't distract your audience.

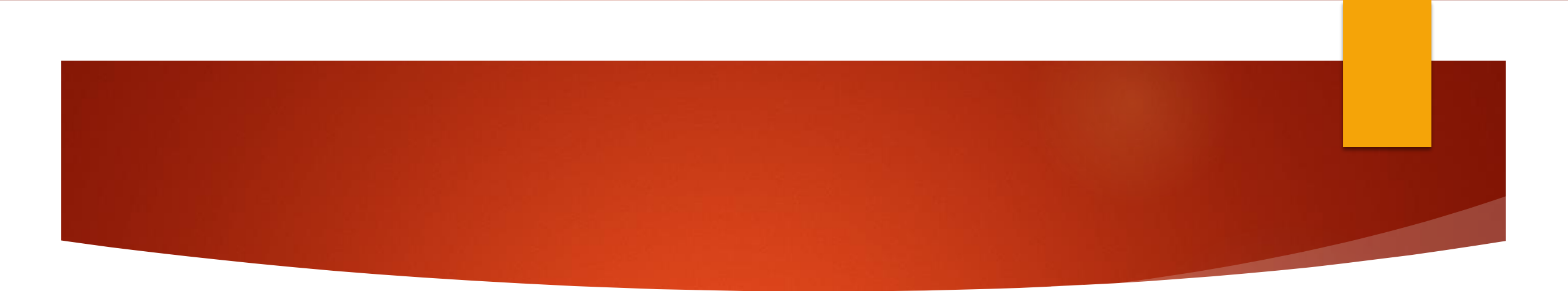
Guidelines for Developing Presentation Aids

- ▶ Make Them Easy to See.
- ▶ Keep them simple.
- ▶ Select the Right Presentation Aid.
- ▶ Keep them safe and legal.

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- ▶ A speech should be more than just what a speaker says with a few PowerPoint slides or other visual aids added as an afterthought. Spend time carefully developing your visual rhetoric as well as your words. The following commonsense and research-based strategies can help you prepare effective presentation aids for your speeches.
 - ▶ First, Make Them Easy to See. Without a doubt, the most violated principle of using presentation aids in public speaking is “Make it big!” Countless speeches have been accompanied by a chart or graph with writing that is too small to read, a computer-generated image that is not large enough to be legible, or a graph on a flipchart that simply can’t be deciphered from the back row. If the only principle you carry away from this chapter is to make your presentation aid large enough to be seen by all in your audience, you will have gained more skill than a majority of speakers who use presentation aids in speeches. Write big!

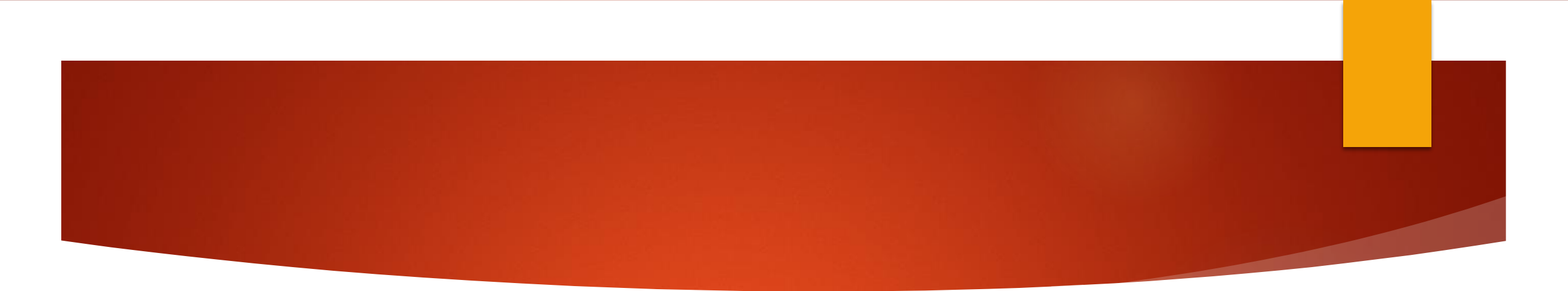
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- ▶ Second, Keep Them Simple. Some students think that the visuals accompanying a speech must be as complicated as a Broadway production, complete with lights and costumes. Resist trying to make your visuals complicated. Indeed, any complexity is too much complexity.
 - ▶ Simple presentation aids usually communicate best. Text should be limited to key words or phrases. Simple images are better than overly detailed graphics. Don't cram too much information on one chart or computer slide. If you have a lot of information, it is better to use two or three simple charts or slides than to attempt to put all your words on one visual.

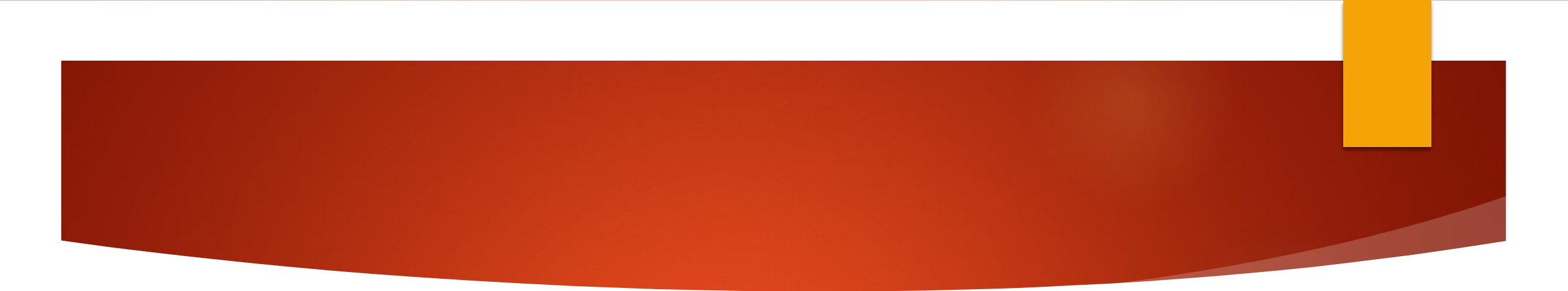
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- ▶ Third, Select the Right Presentation Aid. Because there are so many choices, you might wonder, “How do I decide which presentation aid to use?” Here are some suggestions:
 - ▶ Consider your audience. Factors such as audience size dictate the size of the visual you select. If you have a large audience, do not choose a presentation aid unless everyone will be able to see it clearly. The age, interests, and attitudes of your audience also affect your selection of audiovisual support.
 - ▶ Consider your speech objective. Don’t select a presentation aid until you have decided on the purpose of your speech.
 - ▶ Consider your own skill and experience. Use only equipment with which you are comfortable or have had practical experience.

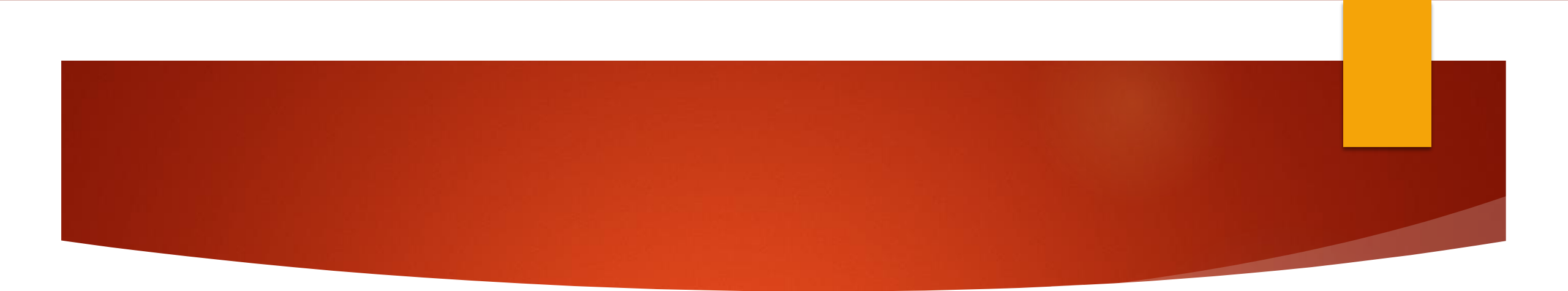
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- ▶ Fourth, Do Not Use Dangerous or Illegal Presentation Aids. Earlier, we described a speech in which the speaker accidentally caused an archery bow to fly over the heads of his startled audience. Not only did he lose credibility because he was unable to string the bow successfully, but he also endangered his audience by turning his presentation aid into a flying missile.
 - ▶ Dangerous or illegal presentation aids may either shock your audience or physically endanger them. Such aids will also detract from your message. They are never worth the risk of a ruined speech or an injured audience member. If your speech seems to call for a dangerous or illegal object or substance, substitute a picture, a chart, or some other representation device.

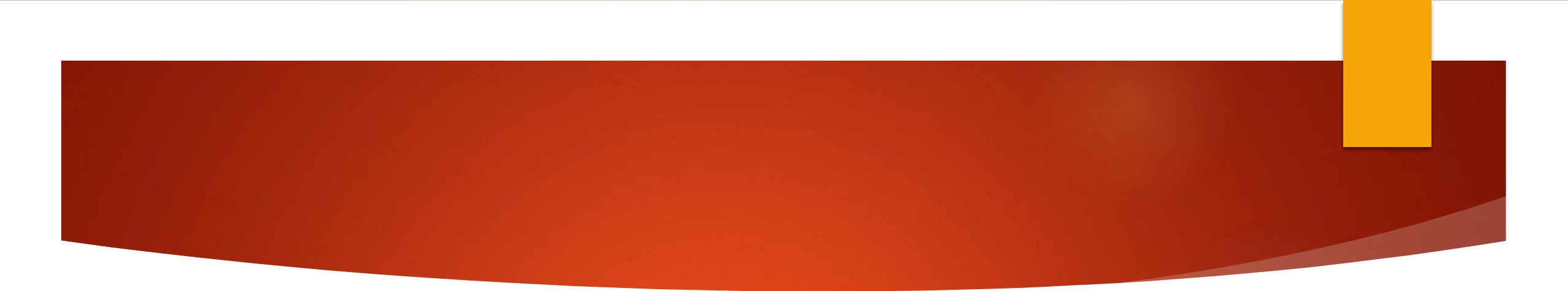
Guidelines for Using Presentation Aids

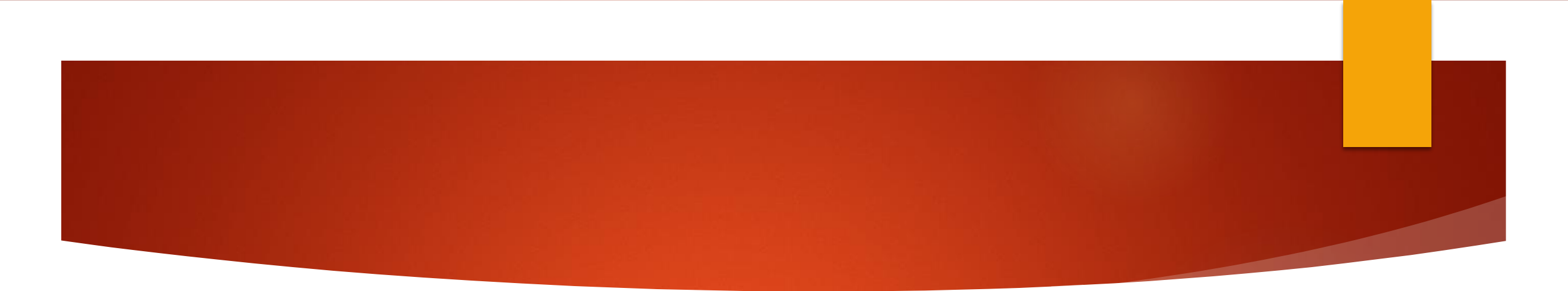
- ▶ Rehearse with Your Presentation Aids
- ▶ Maintain eye contact with audience.
- ▶ Talk about the information or image on the aid.
- ▶ Don't pass around objects.
- ▶ Be careful with animals.
- ▶ Use handouts and technology effectively.
- ▶ Control listeners' attention.
- ▶ Use Technology Effectively.

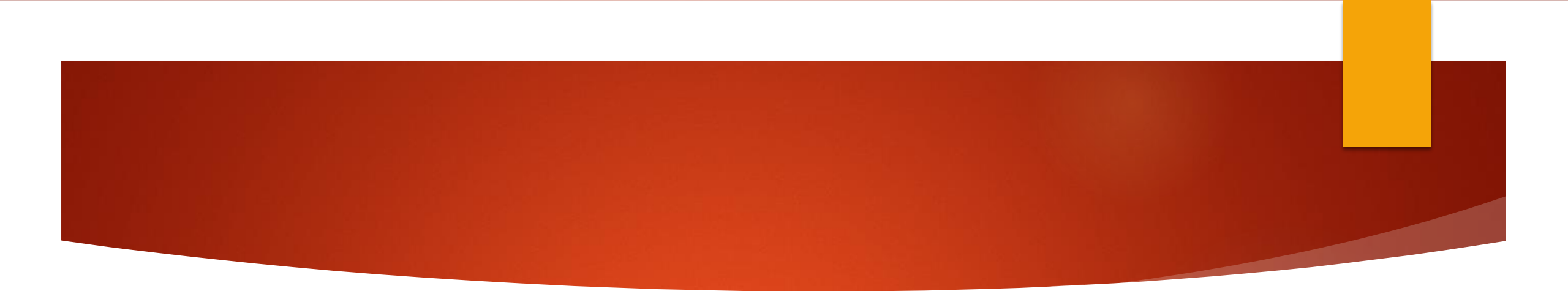
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- ▶ Now that we have offered strategies for developing effective presentation aids, here are tips for using them for maximum audience impact.
 - ▶ Rehearse with Your Presentation Aids. Your appearance before your audience should not be the first time you deliver your speech while holding up your chart, turning on the overhead projector, operating the remote control to show your slides, clicking on your YouTube video, or using the flipchart. Practice with your presentation aids until you feel at ease with them.
 - ▶ Make Eye Contact with Your Audience, Not with Your Presentation Aids. You might be tempted to talk to your presentation aid rather than to your audience. Your focus, however, should remain on your audience. You will need to glance at your visual to make sure that it isn't upside down and that it is the proper one. But do not face it while giving your talk. Keep looking your audience in the eyes.

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- ▶ Explain Your Presentation Aids. Some speakers believe that they need not explain a presentation aid; they think it's enough just to show it to their audience. Resist this approach. When you exhibit your chart showing the overall decline in the stock market, tell your audience what point you are trying to make. Visual support performs the same function as verbal support: It helps you communicate an idea. Make sure that your audience knows what that idea is. Don't just unceremoniously announce, "Here are the recent statistics on birth rates in the United States" and hold up your visual without further explanation. Tell the audience how to interpret the data. Always set your visuals in a verbal context.

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- ▶ Do Not Pass Objects among Members of Your Audience. You realize that your marble collection will be too small to see, so you decide to pass some of your most stunning marbles around while you talk. Bad idea. While you are excitedly describing some of your cat's-eye marbles, you have provided a distraction for your audience. People will be more interested in seeing and touching your marbles than in hearing you talk about them.
 - ▶ What can you do when your object is too small to see without passing it around? If no other speaker follows your speech, you can invite audience members to come up and see your object when your speech is over. If your audience is only two or three rows deep, you can even hold up the object and move in close to the audience to show it while you maintain control. Or you can use your phone to take photos of the object, embed the photos in presentation software, and project the images at a size even a large audience can see.

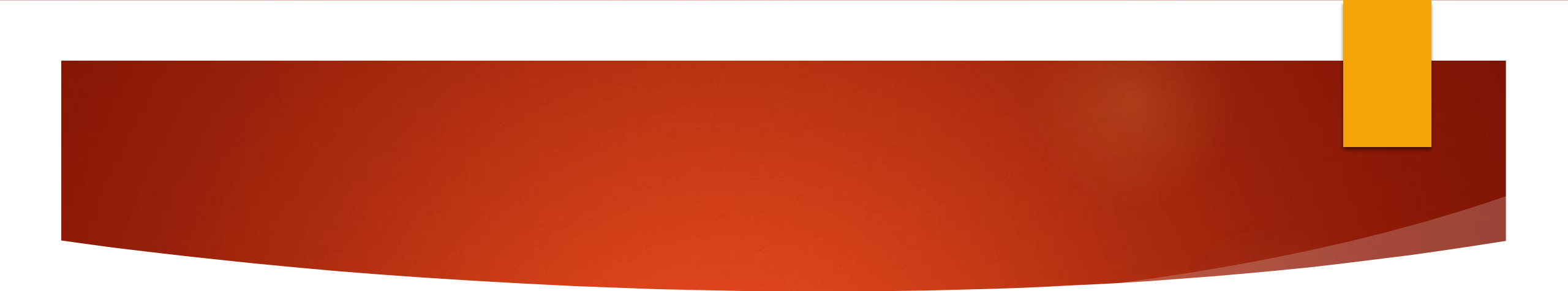
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- ▶ Use Animals with Caution. Most actors are unwilling to work with animals—and for good reason. At best, they may steal the show. And most often, they are unpredictable. You may think you have the smartest, best-trained dog in the world, but you really do not know how your dog will react to a strange environment and an unfamiliar audience. The risk of having an animal detract from your speech may be too great to make planning a speech around one worthwhile.
 - ▶ A zealous student at a midwestern university a few years ago decided to give a speech on cattle. What better presentation aid, he thought, than a cow? He brought the cow to campus and led her up several flights of stairs to his classroom. The speech in fact went well. But the student had neglected to consider one significant problem: Cows will go upstairs but not down them. (The cow had to be hoisted out a window.) These and other examples emphasize our point: Use animals with care, if at all.

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- ▶ Use Handouts Effectively. Many speech instructors believe that you should not distribute handouts during a speech. Handing out papers in the middle of your presentation will only distract your audience. However, audiences in business and other types of organizations will often expect a summary of your key ideas in written form or a printout of your PowerPoint or Prezi slides.
 - ▶ If you do find it necessary to use written material to reinforce your presentation, keep the following suggestions in mind: Don't distribute your handout during the presentation unless your listeners must refer to the material while you're talking about it; Control listeners' attention; After distributing your handouts, tell audience members to keep the material face down until you're ready to talk about the material; Clearly number the pages on your handout material; Consider preparing images of each page to project on a computer-prepared slide; If your listeners do not need the information in your handouts during your presentation, tell them that you will distribute a summary of the key ideas at the end of your talk.

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- ▶ Time the Use of Visuals to Control Your Audience's Attention. A skillful speaker knows when to show a supporting visual and when to put it away. It's not wise to begin your speech with all your charts, graphs, and slides in full view unless you are going to refer to them in your opening remarks. Time the display of your visuals to coincide with your discussion of the information contained in them.
 - ▶ Use Technology Effectively. You may be tempted to use some of the newer technologies we have described because of their novelty rather than their value in helping you communicate your message. Some novice speakers will overuse presentation aids simply because they can quickly produce eye-catching visuals. Resist this temptation. Don't assume that the hardware and software you need will be available in the room where you are speaking. Be sure to find out what kinds of technology exist.
 - ▶ Even if you have asked and you are appropriately prepared on the basis of the information you were given, have a backup plan. You might want to bring your own laptop or a backup flash drive or other device for storing your slides. Another strategy is to email your computer slides to yourself, or back up the files to a cloud storage site, so that you can retrieve them as a backup.

Conclusion

- ▶ Presentation aids are tools that help you communicate your ideas more dramatically than words alone can.
- ▶ Make sure your visuals are simple and large enough to be seen clearly by all of your listeners.
- ▶ Remember to look at your audience, not at your presentation aid.

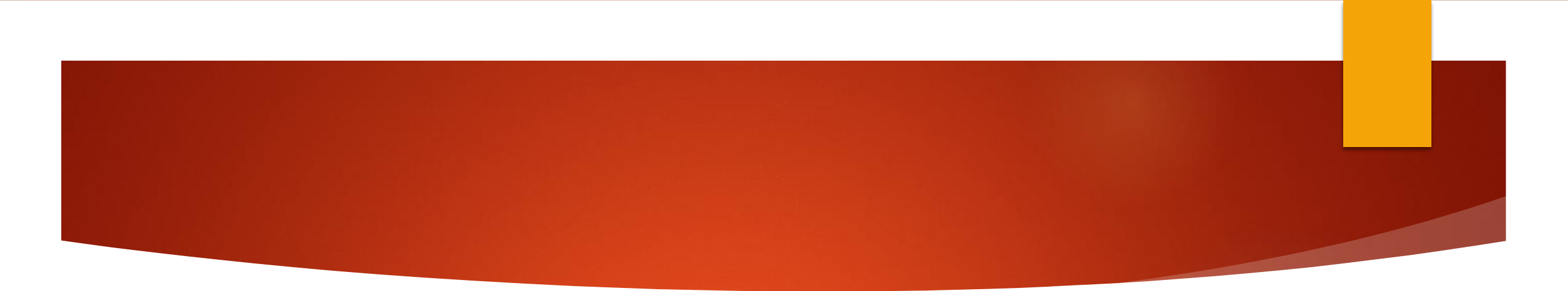
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- ▶ Presentation aids are tools that help you communicate your ideas more dramatically than words alone can. They help improve listeners' understanding and recollection of your ideas. They can also help you communicate the organization of your ideas, gain and maintain the audience's attention, and illustrate a sequence of events or procedures.
 - ▶ When you prepare your presentation aids, make sure your visuals are simple and large enough to be seen clearly by all of your listeners. Adapt your presentation aids to your audience, the speaking environment, and the objectives of your speech. Prepare your visuals well in advance, and make sure they are not illegal or dangerous to use.
 - ▶ As you present your speech, remember to look at your audience, not at your presentation aid; talk about your visual, don't just show it; avoid passing objects among your audience; use handouts to reinforce the main points in your speech; time your visuals carefully; and be sure to have backup supplies and a contingency plan.



Thank you

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