

Phoenix College
ORAL PRESENTATION RECOMMENDATIONS
“information for students”

There are **five major competencies** to keep in mind as you prepare your oral presentation.

1. **Central message:** The main point/thesis/"bottom line"/"take-away" of a presentation.
 - A clear central message communicates to your audience *what your oral presentation is about* and is easy for your listeners to identify.
 - This message is delivered in the introduction and summarized in the conclusion.
2. **Organization:** The grouping and sequencing of ideas and supporting material in a presentation.
 - A well organized presentation typically includes:
 - Introduction – opening words, central message, preview of supporting points to be discussed in the body, why topic is of interest or need to audience.
 - Body – main supporting points are discussed one at a time
 - Conclusion – summary of central message, a discussion of “now what?”
 - The body of the presentation (consisting of the main points) reflects a purposeful choice among possible alternatives, such as a chronological pattern, a problem-solution pattern, an analysis-of-parts pattern, etc.
 - Transitions are used allowing your listeners to follow the organization of your ideas.
 - In the first place, let’s look at X.
 - Now that we’ve examined X, let me move on to the third and final benefit, which is Y.
 - So X is clearly the problem, now let’s see how Y is the solution.
3. **Supporting material:** Information or analysis from relevant authorities that supports the principal ideas of the presentation.
 - The information provided in the body supports your central message and does not stray into other central ideas.
 - Supporting material is relevant and derived from reliable and appropriate sources.
 - Supporting material comes in a variety formats:
 - Example – clarifies an idea with a specific instance.
 - Statistic – numbers that support the point you’re trying to make.
 - Description – words that bring an idea to life through details.
 - Anecdote – a small story that illustrates a point.
 - Testimonial or quote – words spoken by a person that support an idea.
 - Analogy – explains an unfamiliar concept by relating it to a familiar one.
 - Visual – allows your audience to see that which you are trying to explain.
 - PowerPoint slides of your speaking outline, which you in turn read, do not help you meet this goal.
 - Instead, use pictures, graphs, charts, animations, and other visual material that enhances your message.

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4. **Language: Vocabulary, terminology, and sentence structure.**
 - Language is appropriate to the topic, respectful to the audience, grammatical, and clear.
 - Language is authentic to you, but also reflects your 'best.'
 - Language is conversational and natural; the presentation is not 'an essay read aloud.'
 - Follow the grammatical rules of the language you are using.
5. **Delivery techniques: The use of your voice and body.**
 - You use your voice expressively.
 - You speak so you are heard and understood.
 - You use minimal vocal fillers ("um," "uh," "like," "you know," etc.).
 - You know how to properly pronounce all words, terms, names, etc.
 - You stand and move naturally yet with authority.
 - You look more often at the audience than at your speaking materials/notes
 - You dress appropriately for the occasion; it shows respect for your audience.