



# English Presentation Skills

## Lecture 4 Effective Communication


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## Some comments about assignment 2

- ❖ Why is your research important - background?
  - ❖ Justify why you are doing this research
    - ❖ How does your research help our life?
    - ❖ What is an application that uses your research outcomes?
    - ❖ What problems do we have at the moments?
- ❖ What is your research problem – problem?
  - ❖ Problems in the related works
  - ❖ How is your work different from the related works?




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## Presentation Outline

- ❖ Effective communication [1]
 

1. <b>S</b> implicity	2. <b>U</b> nexpectedness
3. <b>C</b> oncreteness	4. <b>C</b> redibility
5. <b>E</b> motions	6. <b>S</b> tories
- ❖ Emblem
 

[1] C. Heath and D. Heath, "Made to Stick: Why Some Idea Survive and Others Die", Random House, Jan, 2007

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## Simplicity

- ❖ Eliminate wordy expressions
- ❖ Use abbreviation
- ❖ Avoid unnecessary repetition
- ❖ Less is More

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## Example




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## Unexpectedness

- ❖ People get interested by violating their expectations.



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## Concreteness

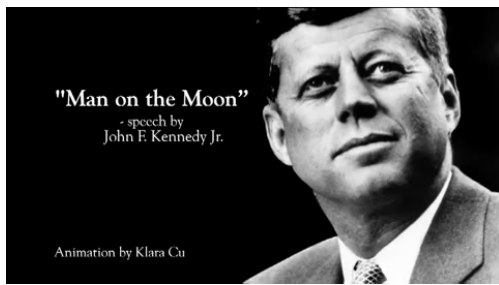
- ❖ Use specific facts and figures.
- ❖ Choose vivid, image-building words.



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## Credibility

- ❖ How do we make people believe our ideas?

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## Emotions

- ❖ People are emotional beings.
- ❖ Making them feel something.



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### Example 1

- 315 million people survive on less than 1\$/day.
- 184 million people suffer from **malnutrition**.
- Less than 50% of Africa's population has **access to hospitals or doctors**.
- The average life expectancy is **41 years**.
- Only **57% of children are enrolled in primary education**, and only 1/3 of children complete.
- **1/6 of children die before the age of 5**. This number is 25 times higher than in the OECD countries.

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### Example 2



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### Stories

- ❖ Good presenters do not give great speeches, they tell stories.



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### Example



The government is communist, those who run it are communist and that means we and they view such issues as freedom and human right very differently.

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## Emblem

- ❖ Universal sign that we do with our body



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## Example – V sign



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## Example – Thumbs up



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## Example – A-OK



A\*\*H\*\*E



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## Tea break or conference dinner

- ❖ Why do we attend a conference or workshop?
- ❖ To know is one thing, to talk is another.  
Especially, talk in different language.
- ❖ A story telling needs practice.
- ❖ 1 minute talk ...

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## Assignment

- ❖ Prepare slides that explain your proposed solution and some results including conclusion.
- ❖ So, ... it is time to prepare a complete presentation which includes:
  - ❖ Title page
  - ❖ Content page
  - ❖ Background page
  - ❖ Problem definition page
  - ❖ Solution
  - ❖ Results
  - ❖ Conclusion
- ❖ Let's make it to 15 minutes.

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