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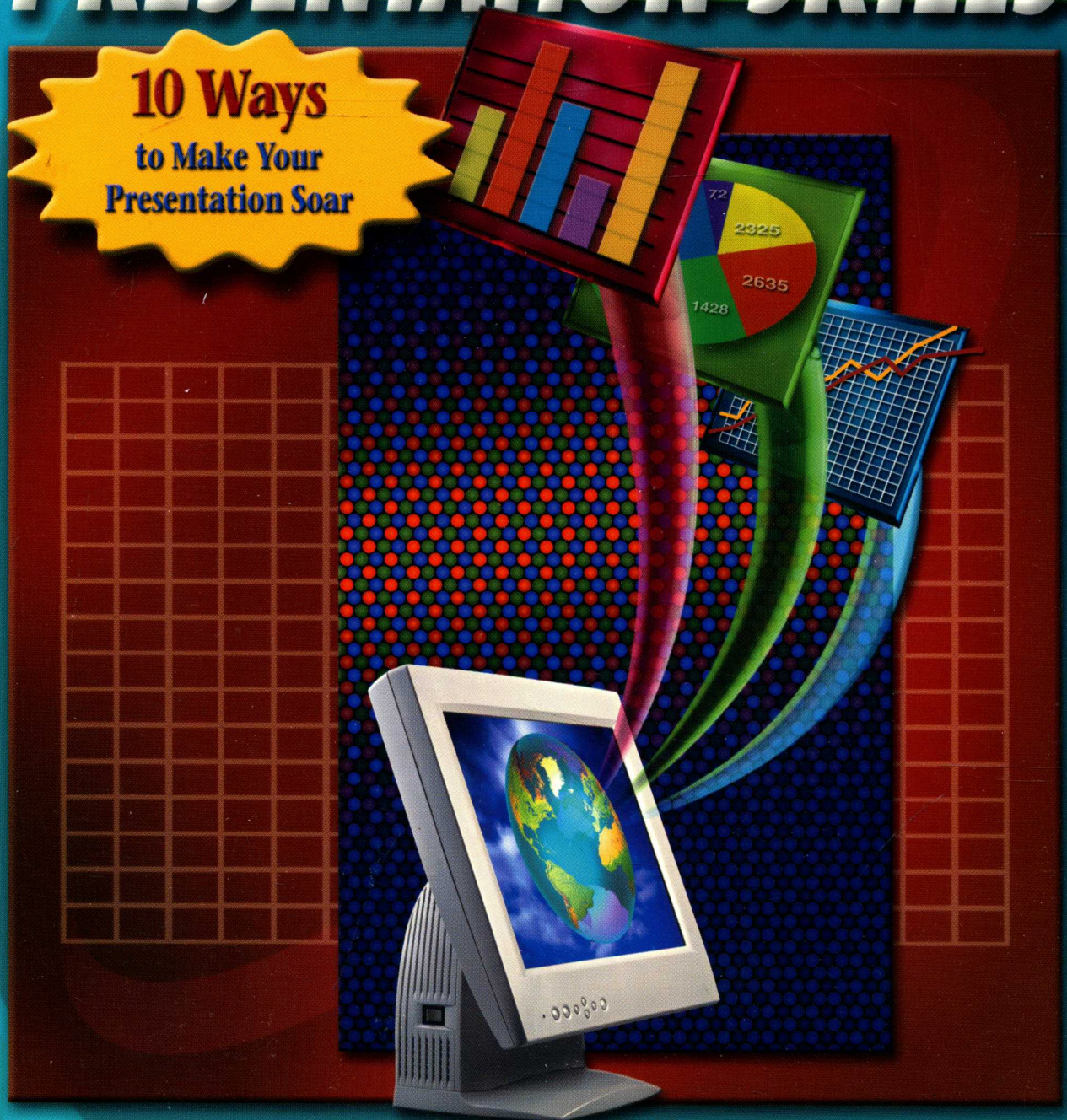
Communication Series

MULTIMEDIA PRESENTATION SKILLS



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Professional Communication Series

MULTIMEDIA PRESENTATION SKILLS

10 Ways to Make Your Presentation Soar

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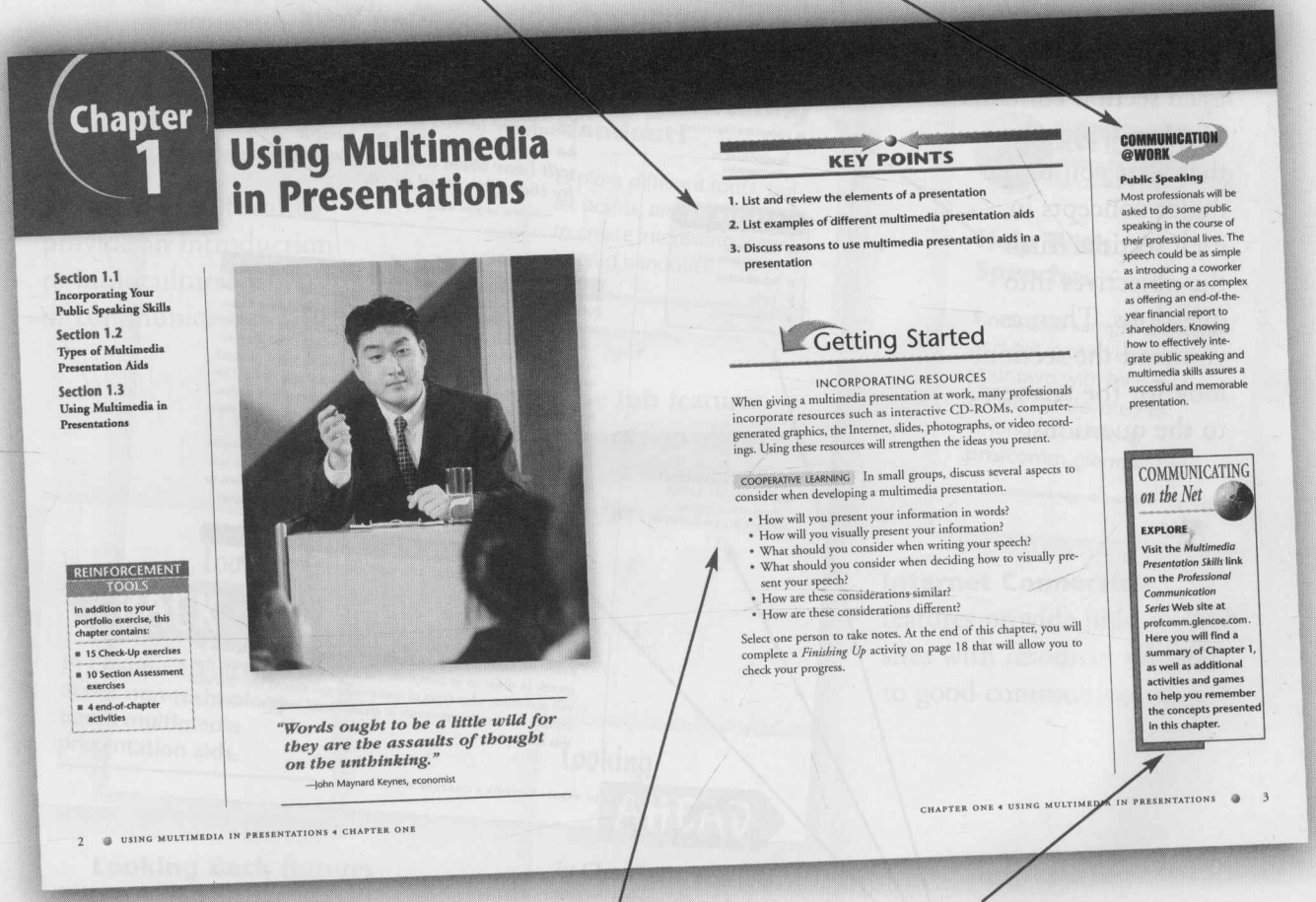
This book was designed to help you learn. The content of the 10 chapters, together with special self-learning features, will help you learn and develop the skills necessary for using multimedia presentation aids effectively.

Beginning the Chapter

Key Points draw to your attention important concepts that you should be aware of while reading the chapter.

Communication@Work features illustrate how beneficial effective communication is in the real world.



Chapter 1

Using Multimedia in Presentations

Section 1.1 Incorporating Your Public Speaking Skills

Section 1.2 Types of Multimedia Presentation Aids

Section 1.3 Using Multimedia in Presentations

REINFORCEMENT TOOLS

In addition to your portfolio exercise, this chapter contains:

- 15 Check-Up exercises
- 10 Section Assessment exercises
- 4 end-of-chapter activities

"Words ought to be a little wild for they are the assaults of thought on the unthinking."

—John Maynard Keynes, economist

2 USING MULTIMEDIA IN PRESENTATIONS ◂ CHAPTER ONE

KEY POINTS

1. List and review the elements of a presentation
2. List examples of different multimedia presentation aids
3. Discuss reasons to use multimedia presentation aids in a presentation

Getting Started

INCORPORATING RESOURCES

When giving a multimedia presentation at work, many professionals incorporate resources such as interactive CD-ROMs, computer-generated graphics, the Internet, slides, photographs, or video recordings. Using these resources will strengthen the ideas you present.

COOPERATIVE LEARNING In small groups, discuss several aspects to consider when developing a multimedia presentation.

- How will you present your information in words?
- How will you visually present your information?
- What should you consider when writing your speech?
- What should you consider when deciding how to visually present your speech?
- How are these considerations similar?
- How are these considerations different?

Select one person to take notes. At the end of this chapter, you will complete a *Finishing Up* activity on page 18 that will allow you to check your progress.

COMMUNICATION @WORK

Public Speaking

Most professionals will be asked to do some public speaking in the course of their professional lives. The speech could be as simple as introducing a coworker at a meeting or as complex as offering an end-of-the-year financial report to shareholders. Knowing how to effectively integrate public speaking and multimedia skills assures a successful and memorable presentation.

COMMUNICATING *on the Net*

EXPLORE

Visit the *Multimedia Presentation Skills* link on the *Professional Communication Series* Web site at profcomm.glencoe.com. Here you will find a summary of Chapter 1, as well as additional activities and games to help you remember the concepts presented in this chapter.

CHAPTER ONE ◂ USING MULTIMEDIA IN PRESENTATIONS 3

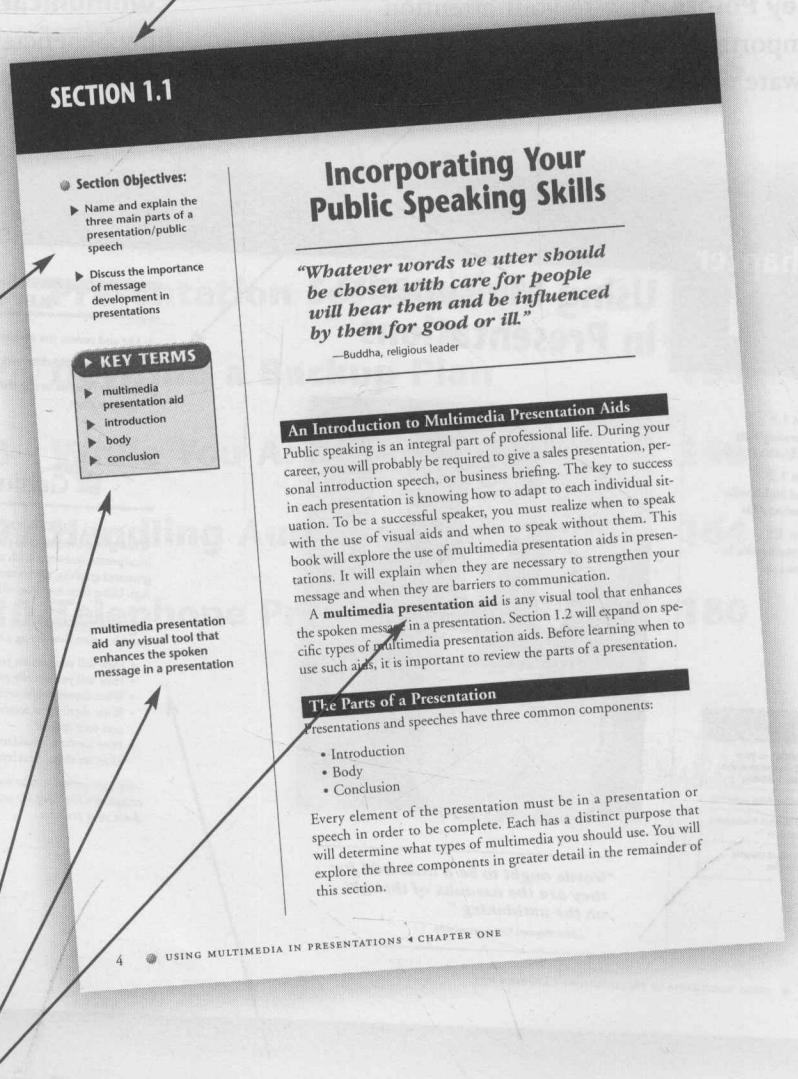
The **Getting Started** activities begin each chapter with a group activity to set the stage for what you will learn as you progress through the instruction.

Communicating on the Net features provide activities and links on the Internet that reinforce the concepts you learned about in each chapter.

Previewing Chapter Concepts

Chapter **sections** group the material into brief, related concepts. Each chapter includes three sections.

Each section contains **Section Objectives** that alert you to the major concepts in each section. Turn the objectives into questions. Then as you read the section, look for the answers to the questions.



SECTION 1.1

Section Objectives:

- Name and explain the three main parts of a presentation/public speech
- Discuss the importance of message development in presentations

KEY TERMS

- multimedia presentation aid
- introduction
- body
- conclusion

multimedia presentation aid any visual tool that enhances the spoken message in a presentation

Incorporating Your Public Speaking Skills

"Whatever words we utter should be chosen with care for people will hear them and be influenced by them for good or ill."

—Buddha, religious leader

An Introduction to Multimedia Presentation Aids

Public speaking is an integral part of professional life. During your career, you will probably be required to give a sales presentation, personal introduction speech, or business briefing. The key to success in each presentation is knowing how to adapt to each individual situation. To be a successful speaker, you must realize when to speak with the use of visual aids and when to speak without them. This book will explore the use of multimedia presentation aids in presentations. It will explain when they are necessary to strengthen your message and when they are barriers to communication.

A **multimedia presentation aid** is any visual tool that enhances the spoken message in a presentation. Section 1.2 will expand on specific types of multimedia presentation aids. Before learning when to use such aids, it is important to review the parts of a presentation.

The Parts of a Presentation

Presentations and speeches have three common components:

- Introduction
- Body
- Conclusion

Every element of the presentation must be in a presentation or speech in order to be complete. Each has a distinct purpose that will determine what types of multimedia you should use. You will explore the three components in greater detail in the remainder of this section.

4 USING MULTIMEDIA IN PRESENTATIONS ◂ CHAPTER ONE

Key Terms are in boldface and explained when introduced. They are also defined in the margin.

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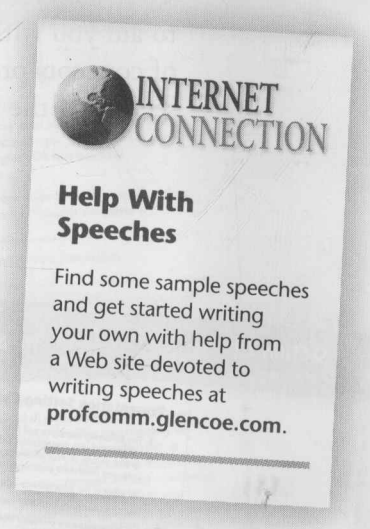
Special Tips

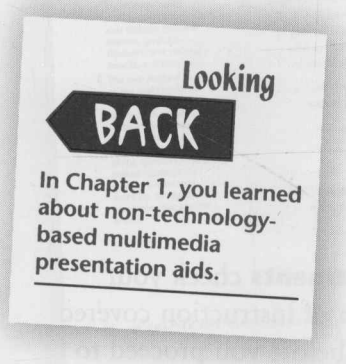
Special tips in the margin reinforce chapter concepts and provide useful real-world insights.

Going Global features provide an introduction to multicultural aspects of communication.

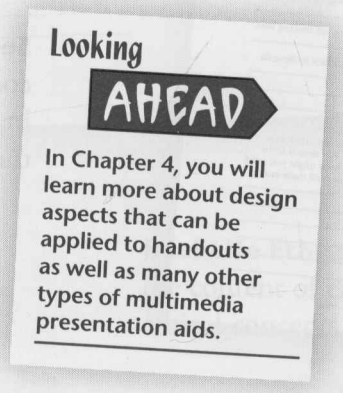
Tech On The Job features provide information about various types of technology used in the workplace.



Internet Connection features provide links to Web sites with resources valuable to good communicators.



Looking Back features link concepts currently being studied to content that you have studied earlier in the text.

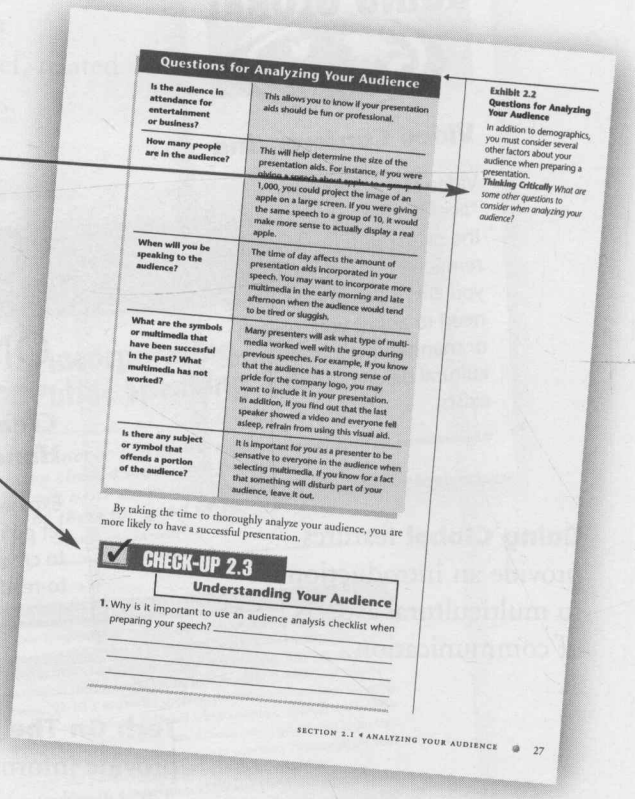


Looking Ahead features indicate that you will study related concepts in future chapters of the text.

Reviewing Section Material

Thinking Critically questions found with exhibits require you to apply your real-world knowledge to what you are studying in the text.

Check-Ups provide questions to aid you with the retention of concepts presented in each section of the text.



Questions for Analyzing Your Audience

Is the audience in attendance for entertainment or business?	This allows you to know if your presentation aids should be fun or professional.
How many people are in the audience?	This will help determine the size of the presentation aids. For instance, if you were [illegible] about 2 apples to a group of 1,000, you could project the image of an apple on a large screen. If you were giving the same speech to a group of 10, it would make more sense to actually display a real apple.
When will you be speaking to the audience?	The time of day affects the amount of presentation aids incorporated in your speech. You may want to incorporate more multimedia in the early morning and late afternoon when the audience would tend to be tired or sluggish.
What are the symbols or multimedia that have been successful in the past? What multimedia has not worked?	Many presenters will ask what type of multimedia worked well with the group during previous speeches. For example, if you know that the audience has a strong sense of pride for the company logo, you may want to include it in your presentation. In addition, if you find out that the last speaker showed a video and everyone fell asleep, refrain from using this visual aid.
Is there any subject or symbol that offends a portion of the audience?	It is important for you as a presenter to be sensative to everyone in the audience when selecting multimedia. If you know for a fact that something will disturb part of your audience, leave it out.

Exhibit 2.2
Questions for Analyzing Your Audience

In addition to demographics, you must consider several other factors about your audience when preparing a presentation.

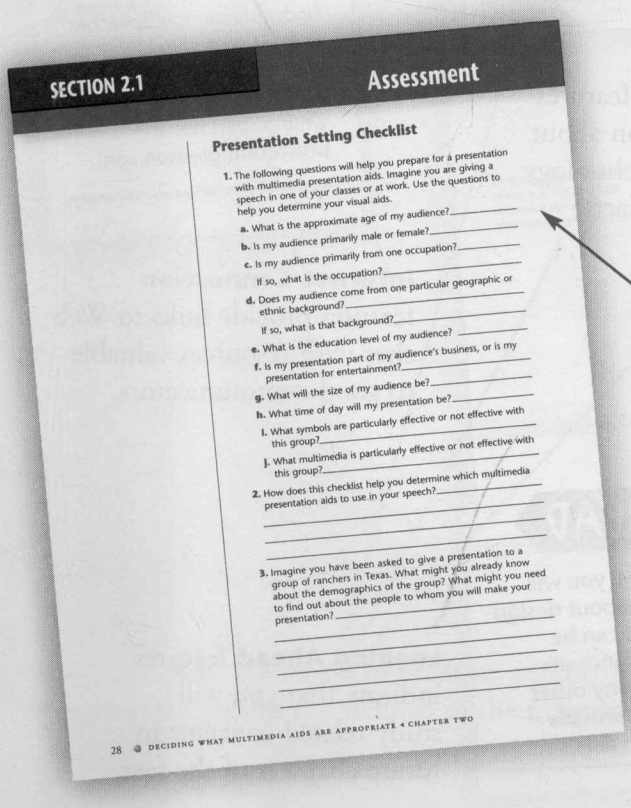
Thinking Critically *What are some other questions to consider when analyzing your audience?*

By taking the time to thoroughly analyze your audience, you are more likely to have a successful presentation.

CHECK-UP 2.3

Understanding Your Audience

1. Why is it important to use an audience analysis checklist when preparing your speech?_____



SECTION 2.1 **Assessment**

Presentation Setting Checklist

1. The following questions will help you prepare for a presentation with multimedia presentation aids. Imagine you are giving a speech in one of your classes or at work. Use the questions to help you determine your visual aids.
   a. What is the approximate age of my audience?_____
   b. Is my audience primarily male or female?_____
   c. Is my audience primarily from one occupation?_____
   If so, what is the occupation?_____
   d. Does my audience come from one particular geographic or ethnic background?_____
   If so, what is that background?_____
   e. What is the education level of my audience?_____
   f. Is my presentation part of my audience's business, or is my presentation for entertainment?_____
   g. What will the size of my audience be?_____
   h. What time of day will my presentation be?_____
   i. What symbols are particularly effective or not effective with this group?_____
   j. What multimedia is particularly effective or not effective with this group?_____
2. How does this checklist help you determine which multimedia presentation aids to use in your speech?_____
3. Imagine you have been asked to give a presentation to a group of ranchers in Texas. What might you already know about the demographics of the group? What might you need to find out about the people to whom you will make your presentation?_____

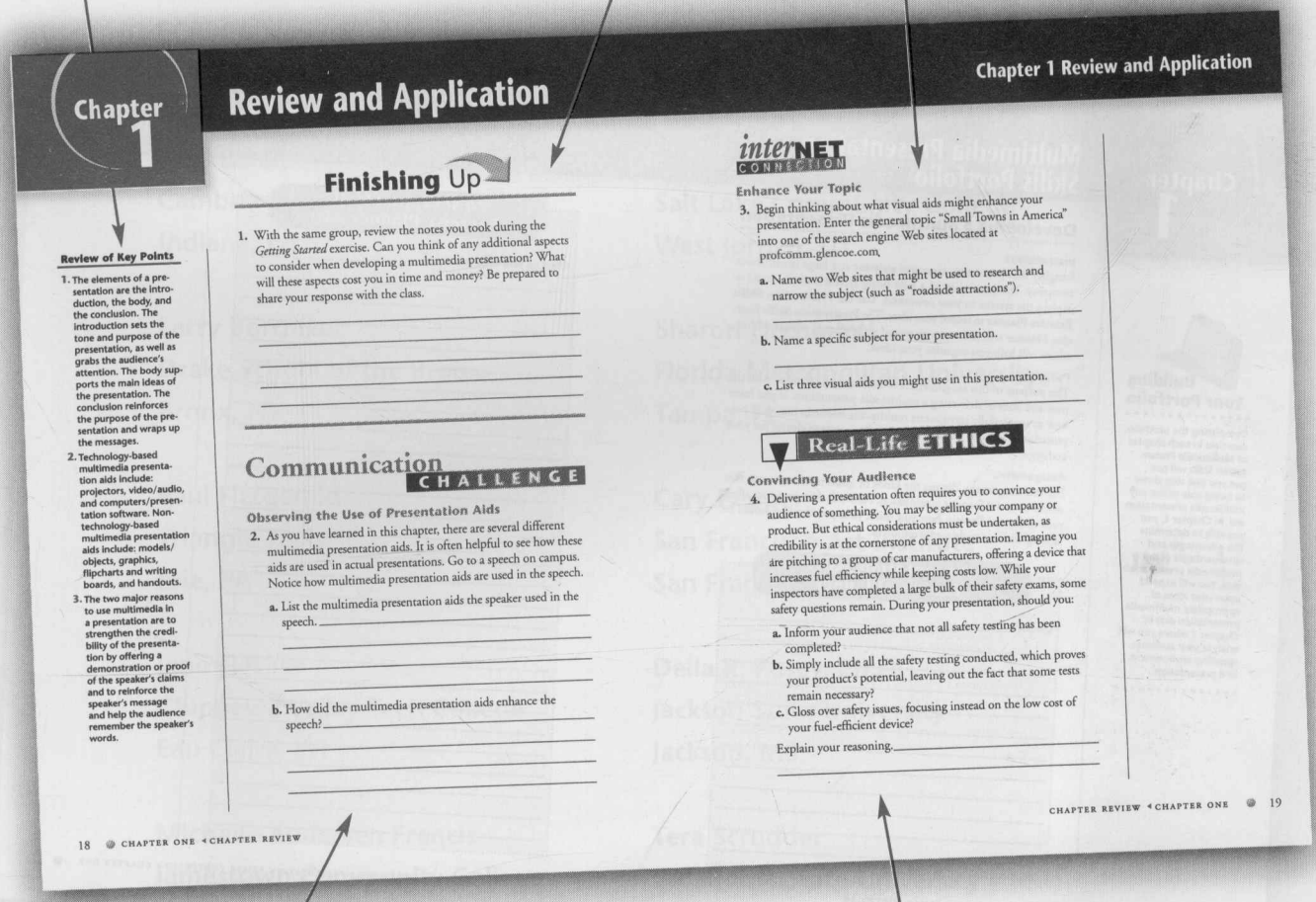
Section Assessments check your comprehension of instruction covered in the chapter before you proceed to the next section.

Reviewing and Applying Chapter Concepts

Review of Key Points sums up the major points of the chapter.

Finishing Up activities check your progress on the **Getting Started** activities at the beginning of the chapter.

Internet Connection activities allow you to expand upon the concepts you have learned in a chapter using the information on the Internet.



Chapter 1 Review and Application

Chapter 1

Review and Application

Review of Key Points

1. The elements of a presentation are the introduction, the body, and the conclusion. The introduction sets the tone and purpose of the presentation, as well as grabs the audience's attention. The body supports the main ideas of the presentation. The conclusion reinforces the purpose of the presentation and wraps up the messages.
2. Technology-based multimedia presentation aids include: projectors, video/audio, and computers/presentation software. Non-technology-based multimedia presentation aids include: models/objects, graphics, flipcharts and writing boards, and handouts.
3. The two major reasons to use multimedia in a presentation are to strengthen the credibility of the presentation by offering a demonstration or proof of the speaker's claims and to reinforce the speaker's message and help the audience remember the speaker's words.

Finishing Up

1. With the same group, review the notes you took during the *Getting Started* exercise. Can you think of any additional aspects to consider when developing a multimedia presentation? What will these aspects cost you in time and money? Be prepared to share your response with the class.

Communication CHALLENGE

Observing the Use of Presentation Aids

2. As you have learned in this chapter, there are several different multimedia presentation aids. It is often helpful to see how these aids are used in actual presentations. Go to a speech on campus. Notice how multimedia presentation aids are used in the speech.
   a. List the multimedia presentation aids the speaker used in the speech.
   b. How did the multimedia presentation aids enhance the speech?

18 CHAPTER ONE ◂ CHAPTER REVIEW

internet CONNECTION

Enhance Your Topic

3. Begin thinking about what visual aids might enhance your presentation. Enter the general topic "Small Towns in America" into one of the search engine Web sites located at profcomm.glencoe.com.
   a. Name two Web sites that might be used to research and narrow the subject (such as "roadside attractions").
   b. Name a specific subject for your presentation.
   c. List three visual aids you might use in this presentation.

Real-Life ETHICS

Convincing Your Audience

4. Delivering a presentation often requires you to convince your audience of something. You may be selling your company or product. But ethical considerations must be undertaken, as credibility is at the cornerstone of any presentation. Imagine you are pitching to a group of car manufacturers, offering a device that increases fuel efficiency while keeping costs low. While your inspectors have completed a large bulk of their safety exams, some safety questions remain. During your presentation, should you:
   a. Inform your audience that not all safety testing has been completed?
   b. Simply include all the safety testing conducted, which proves your product's potential, leaving out the fact that some tests remain necessary?
   c. Gloss over safety issues, focusing instead on the low cost of your fuel-efficient device?

   Explain your reasoning.

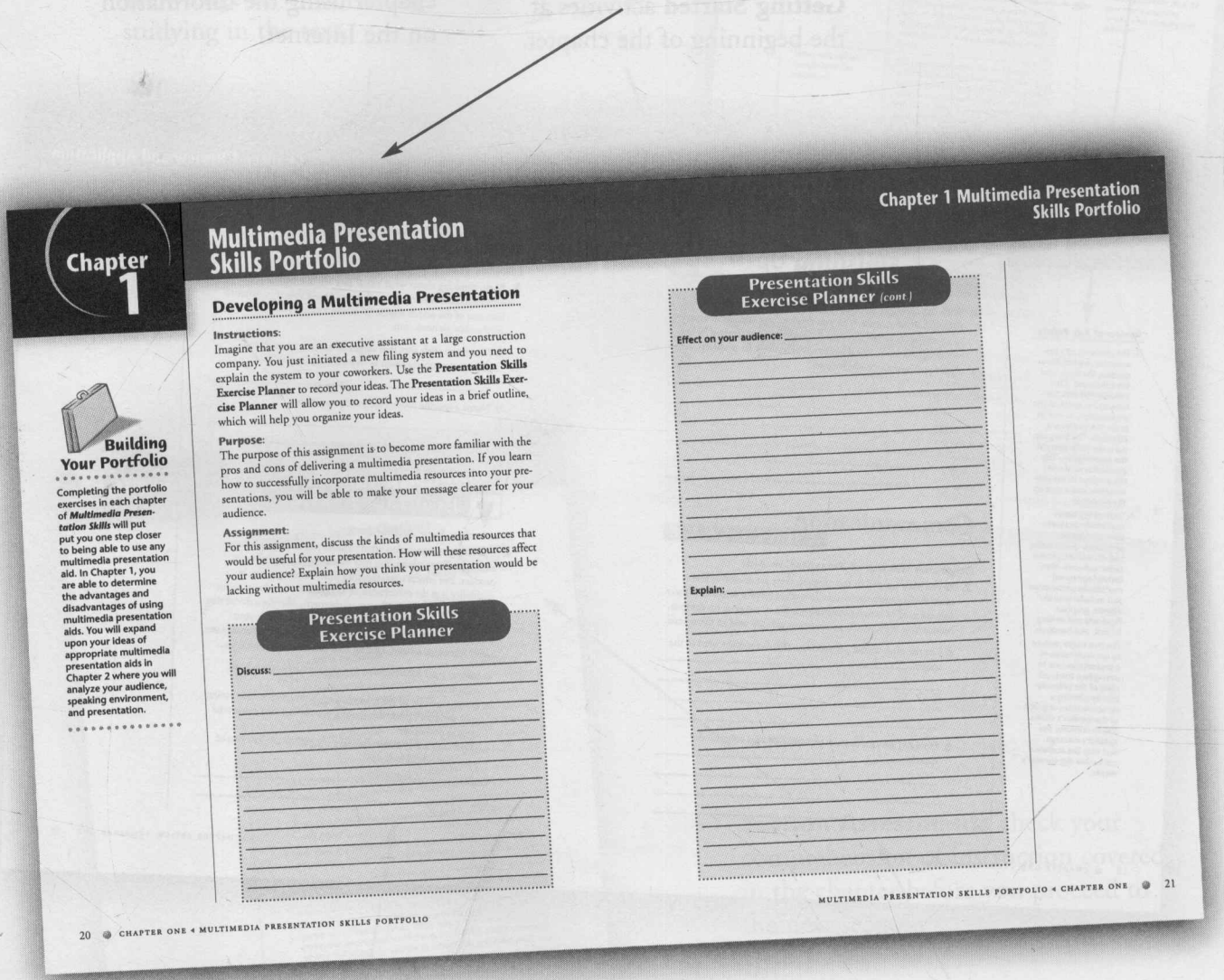
CHAPTER REVIEW ◂ CHAPTER ONE 19

Communication Challenge exercises challenge your critical-thinking skills based on what you have learned in the chapter.

Real-Life Ethics are scenarios that tie the content of each chapter to real-world ethical concepts.

Working With the Portfolio Exercises

Unique to this program is the **Portfolio Exercise** consisting of ten real-world activities in which you will master elements of multimedia presentation aids in a step-by-step guided approach. At the end of the book each element will come together as a collection of all that you have learned in the class.



Chapter 1

Multimedia Presentation Skills Portfolio

Chapter 1 Multimedia Presentation Skills Portfolio

Building Your Portfolio

Completing the portfolio exercises in each chapter of ***Multimedia Presentation Skills*** will put put you one step closer to being able to use any multimedia presentation aid. In Chapter 1, you are able to determine the advantages and disadvantages of using multimedia presentation aids. You will expand upon your ideas of appropriate multimedia presentation aids in Chapter 2 where you will analyze your audience, speaking environment, and presentation.

Developing a Multimedia Presentation

Instructions:
Imagine that you are an executive assistant at a large construction company. You just initiated a new filing system and you need to explain the system to your coworkers. Use the **Presentation Skills Exercise Planner** to record your ideas. The **Presentation Skills Exercise Planner** will allow you to record your ideas in a brief outline, which will help you organize your ideas.

Purpose:
The purpose of this assignment is to become more familiar with the pros and cons of delivering a multimedia presentation. If you learn how to successfully incorporate multimedia resources into your presentations, you will be able to make your message clearer for your audience.

Assignment:
For this assignment, discuss the kinds of multimedia resources that would be useful for your presentation. How will these resources affect your audience? Explain how you think your presentation would be lacking without multimedia resources.

Presentation Skills Exercise Planner

Discuss:

Presentation Skills Exercise Planner *(cont.)*

Effect on your audience:

Explain:

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