Chapter 10
Presentational Aids in an Electronic World

“This say one of a baby’s first non-verbal forms of communication is pointing. Clicking must be somewhere just after that.” ~Anonymous

This chapter focuses on the benefits of using presentation aids. Guidelines are presented for determining what to incorporate and how to use it. The decision to include an aid should be based on the extent to which it enhances your audience’s interest and understanding. Exploring the different types available and offering criteria for their use and display is also discussed.
The Nature of Presentational Aids Today

• Pervasiveness of Technology
  • Technology is ubiquitous
  • As it changes we adapt
  • Technology-based presentational aids have become commonplace and important to both speaker and audience

• Functions of Presentational Aids
  • Satisfy thirst for information and entertainment
  • Enhance, or hinder, our presentations
Advantages of Presentational Aids

• **Availability**
  • A nearly infinite amount of presentational material is available online

• **Engaging**
  • A well prepared presentational aid captures and holds audience interest

• **Persuasive**
  • Presentational aids add impact to your argument

• **Entertaining**
  • Animation and sound effects add entertainment value to slides
Advantages of Presentational Aids

• Memorable
  • Retention increases significantly when messages are presented both verbally and visually

• Clarity
  • A good visual design can make information clearer and more interesting

This chart depicts the effects of visuals on audience memory 3 days after an event.
Advantages of Presentational Aids

• Makes Abstract Ideas Concrete
  • Visuals make abstract ideas more relevant, personal and easily grasped

• Helps Organize Ideas
  • Pictures, flow charts diagrams, graphs, tables and video clips help a listener follow a speaker’s ideas
Disadvantages of Presentational Aids

• **Access**
  • Murphy’s Law for the speaker who relies on technology is “if anything can go wrong, it will go wrong, during your presentation, in the worst possible way!”

• **Impersonal**
  • Often, technology adds impact and clarity but can also create psychological distance and a perception of rigidity

• **Time Consuming**
  • Adding video clips, graphs and music take time and effort and may distract you from your primary goal, which is to develop and support your ideas
Disadvantages of Presentational Aids

• Possible Smoke Screen
  • Some speakers rely heavily on 20, 40 or more slides hoping to cover up their deficiencies as a speaker

• Potential for Reductionism
  • When we reduce issue to slides and little pictures, we risk our audience not getting the big picture

• Guaranteed Glitches and Gremlins
  • Having created an excellent set of slides does not guarantee an effective speech
Types of Presentational Aids

• Actual Objects
• Three-Dimensional Models
• Two-Dimensional Reproductions
  • Photographs
  • Drawings and Diagrams
  • Maps
  • Tables
  • Charts
    • Flow charts
    • Organizational charts
• Graphs
  • Pictographs
  • Line graph
  • Pie graphs

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The fat content of food is measured in a single table

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<thead>
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<th></th>
<th>Saturated</th>
<th>Monosaturated</th>
<th>Polyunsaturated</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chestnuts</td>
<td>18%</td>
<td>35%</td>
<td>40%</td>
<td>7%</td>
</tr>
<tr>
<td>Brazil Nuts</td>
<td>15%</td>
<td>33%</td>
<td>36%</td>
<td>14%</td>
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<tr>
<td>Cashews</td>
<td>13</td>
<td>59</td>
<td>17</td>
<td>11</td>
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<tr>
<td>Pine Nuts</td>
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<td>37</td>
<td>41</td>
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<td>Peanuts</td>
<td>12</td>
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<td>38</td>
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<td>Pistachios</td>
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<td>68</td>
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<td>Hazelnuts</td>
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<td>79</td>
<td>9</td>
<td>6</td>
</tr>
</tbody>
</table>

A speech to outline the projected need for new faculty in the next 30 years would be enhanced by a bar graph such as this.
Types of Presentational Aids

• Displaying Two-Dimensional Presentational Aids

  • Chalk or Dry Erase Board
  • Poster Board
  • Flip Chart
  • Repositional Note Pad
Technology-Based Presentational Aids

• Audio and Projected Images
  • Audiotape/CD/iPod
  • Video, DVD, and Online Media Sharing Sites

• Considerations for Technology-Mediated Communication
  • Speaking on Camera
  • Radio
  • Video Conferencing/Skype/Webinars
    • Computer-based system
    • Desktop system
    • Studio-based system
  • Podcasts and Streaming Audio
Effective Use of Presentational Aids

- Criteria for Presentational Aids
  1. Value to presentation
  2. Item safety
  3. Ease of transportation
  4. Size of object and audience
Principles for Using Presentational Aids

1. Do not let your presentational aid distract your audience
2. Be aware of timing and pauses
3. Make sure the equipment is working but be prepared for failure
4. Use multimedia presentations only with careful planning and practice
Making and Using Computer-Generated Images

1. Choose a presentational aid that fits your purpose, the occasion, and your audience
2. Emphasize only relevant points
3. Implement the “Rule of Six”
4. Select appropriate design features
5. Avoid allowing your presentational aid to upstage you
6. Preview and practice
Advantages of Presentational Aids

• What features make this an ineffective PowerPoint slide?

What features make this an effective PowerPoint slide?

Tips on Traveling Abroad:
Before you go

- Apply for passport
- Copy important documents
- Visit pharmacy
- Email itinerary
- Contact neighbor
- Pack; Re-pack