



MODULE 8 PRESENTATION SKILLS

UNIT 1 Why use visuals?

Task sheet

The aim of the lesson:	<ol style="list-style-type: none">1) Introduce a variety of visual options for presentations2) Map out the functions of visuals3) Examine the features of effective visuals
Language level:	B2 and up

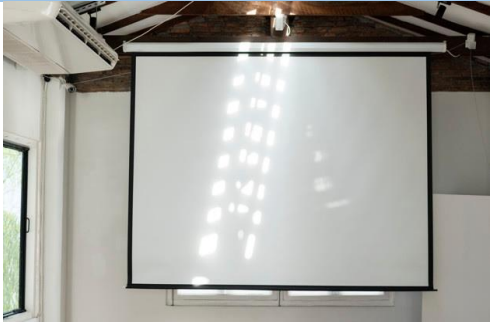
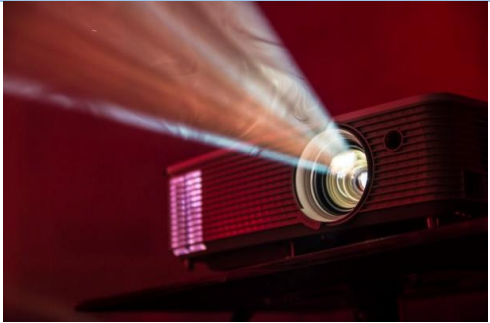

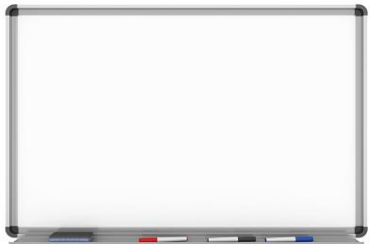




TASK 1 What are visuals?

In short, visuals are visible illustrations including realia (real objects), videos, images (pictures, graphs, charts), and also texts, which support presentations in a variety of ways. They can be presented on different surfaces: e.g., whiteboard, flipchart, digital platforms such as Power Point or Prezi.

TASK 1/A Tools¹ for presenting visuals

Name the following tools which you can use to present visuals.

	
1.	2.
	
3.	4.
	
5.	6.

¹ Source of images:

1: [Free Photo | Meeting room \(freepik.com\)](#)

2: [Premium Photo | Projector in conference room \(freepik.com\)](#)

3: [Laser Pointers and Eye Safety | The Canadian Association of Optometrists](#)


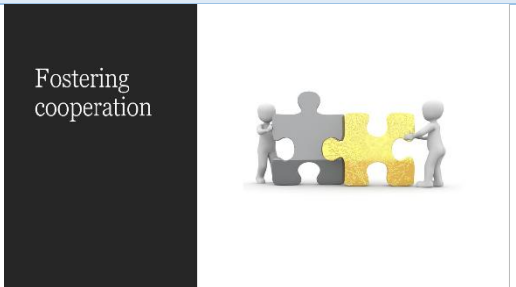

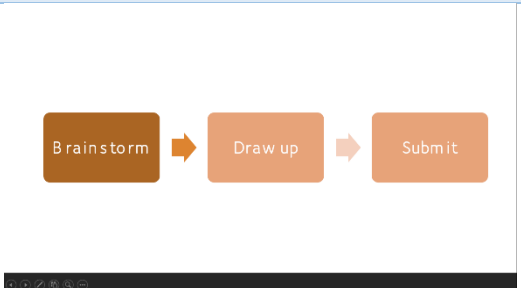
4: [SMARTBoard 680 > TOTAAL ASSORTIMENT > STRALEX | ALTIJD DE SCHERPSTE PRIJS!](#)

5: [Technology - Interactive Displays & Whiteboards for Enterprise - Pro AV Solutions](#)

6: [Premium Photo | Blank flipchart inside a meeting room with copy space - green tone \(freepik.com\)](#)

Task 1/B Types of visuals

Examine the following visuals². Find their names and functions.

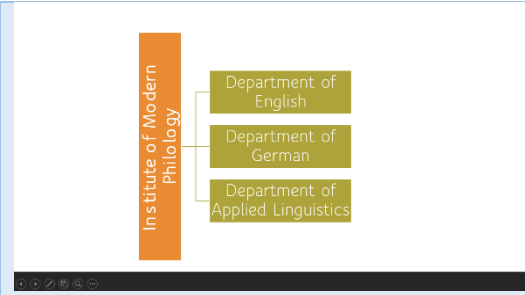
Images	Names	Functions
	Pie chart	Shows change over time in terms of numbers of percentages
	Flowchart	Specific and local, brings closer general idea, acts as evidence, makes information personal
	Flipchart notes	Show the components of the whole
	Hierarchy chart	Shows the proportion of the parts of a whole

² Source of images:

1: [MAC Cosmetics Is Having a Rare 25% Off Sitewide Sale \(theinventory.com\)](https://www.theinventory.com)

2-9: Author's

10: [英語でプレゼンテーション！まずは基本をマスター | 語学をもっと身近に「ECCフォーリン！」公式サイト](#)



Bar chart

Provides a hands-on experience, helps pitch a new product



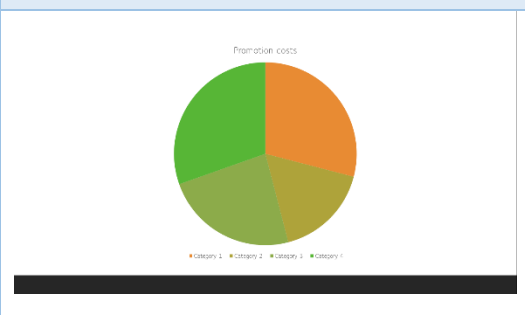
Realia

Demonstrates the change and/or comparison of variables over time



Real-life event

Record notes of discussion, turn contribution of audience into shared knowledge



Symbolic image

Visualises processes



Graph

Simple and general, helps understand or remember an abstract concept or idea

TASK 2 Functions of visuals

While visuals might have their typical functions, in the course of the presentation the speaker might apply them to create a context-dependent function as well.

TASK 2/A True or false?

Consider the following statements and discuss them with your partner. Are they true or false?

	True/False
1. Visuals can represent different styles (i.e., formal or informal), just as language.	
2. Retention of information supported by visuals is twice as effective as remembering information without visuals.	
3. We should write everything we want to say on the visuals, as reading and listening at the same time is more effective than just listening to the presenter.	
4. Visuals are not primarily meant to show texts.	

TASK 2/B Examples

Watch the following extracts from 3 talks and examine the function of visuals in that given presentation. Formulate these functions in your own words.

Vishaan Chakrabarti: A vision of sustainable housing for all humanity TED Talk, 2021 https://www.ted.com/talks/vishaan_chakrabarti_a_vision_of_sustainable_housing_for_all_of_humanity (0-1 min.)	
1. family picture	
2. graph of population growth	
3. two parallel pictures	
4. New York city multiplied picture series	

Julian Treasure: How to speak so that people want to listen
<https://www.youtube.com/watch?v=dEkEAFaV818> (whole)

5. series of 7 pictures in the first part

6. list of 7 items in read (0:51)

7. HAIL image

8. red toolbox

Melissa Fleming Let's help refugees thrive, not just survive
https://www.ted.com/talks/melissa_fleming_let_s_help_refugees_thrive_not_just_survive#t-473816 (2:40 – 3:50, 7:40 – 8:00)

9. map of Lebanon (2:40)

10. map of Syrian refugees

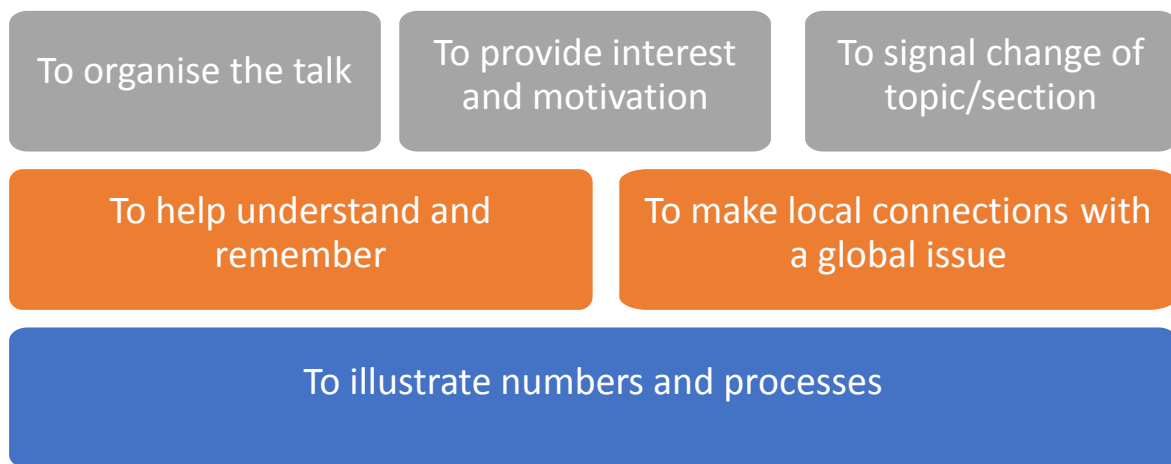
11. image of the number 32,000

TASK 2/C Summary of functions

Now look at the most important functions of visuals in presentations in Figure 1. Is there any function for which you did not find an example in TASK 2/A?

If yes, suggest visual techniques to fulfil these functions.

Figure 1. Typical functions of visuals

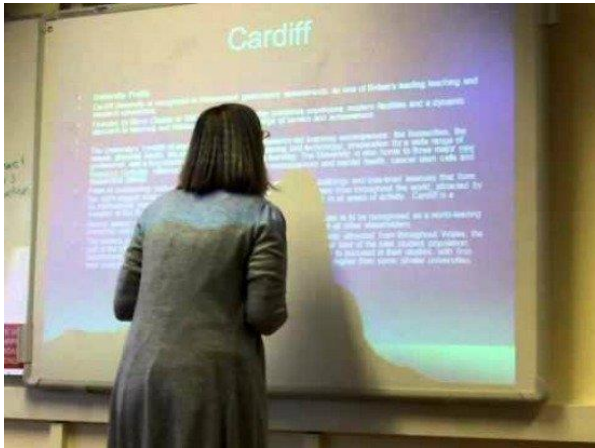


Can you think of further functions that visuals can fulfil? List them, and also add specific techniques.

TASK 3 Why NOT to use visuals

While there are many reasons why we should use visuals, they are definitely inappropriate for certain other purposes.

Look at the following pictures and identify 3-4 reasons why visuals SHOULD NOT be used.

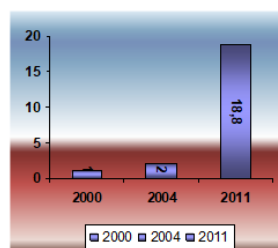


Online marketing: development and opportunity



■ Development

Proportion (%) of net online marketing spendings in advertising (MRSZ)



■ H & H Webranking 2008

- No contact address and info about events

■ Opportunity for

- creating transparency
- accessing and processing consumer data
- creating networks on community surfaces
- various
 - target groups
 - messages
 - channels

³ Source: KelownaNow

https://www.kelownanow.com/columns/smooth_talking/news/Mary_Anthes/15/04/05/Four_PowerPoint_Reminders#fs_106293

⁴ Source: terrific public speaking and presentation skills

<https://terrificpresentations.wordpress.com/2008/11/27/powerpoint-tips/>

Using questions

- Reducing tension
- Using time to relax and think ahead
- Creating a relaxed atmosphere
- Making it more colourful and memorable – „the personal touch”



Take notes here.

In sum

- **Visuals help you illustrate your messages during the presentation, but do not act instead of you. Make sure YOU give the talk and the visuals are only supplements.**
- **Good visuals always have a purpose: they are not merely for decoration. Plan the function of your visuals carefully.**
- **While visuals are useful for the presenter, too (they act as reminders of major content points), it is important that they have to support the audience above all. Don't use them as convenience options instead of planning and practising the talk.**

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UNIT 1 Why use visuals

Key

TASK 1 What are visuals?





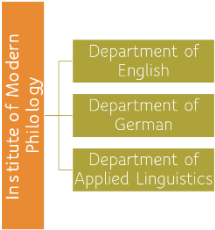
TASK 1/A Tools for presenting visuals

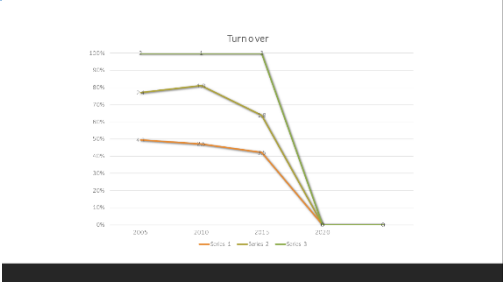
Name the following tools which you can use to present visuals.

	
1. Screen	2. Projector
	
3. Laser pointer	4. Whiteboard
	
5. Smartboard	6. Flipchart

TASK 1/B Types of visuals

Examine the following visuals. Find their names and functions.

Images	Names	Functions
	<p>Realia</p>	<p>Provides a hands-on experience, helps pitch a new product</p>
<p>Fostering cooperation</p> 	<p>Symbolic image</p>	<p>Simple and general, helps understand or remember an abstract concept or idea</p>
 <p>Open day</p>	<p>Picture of real-life event</p>	<p>Specific and local, brings closer general idea, acts as evidence, makes information personal</p>
	<p>Flowchart</p>	<p>Visualises processes</p>
	<p>Hierarchy chart</p>	<p>Show the components of the whole</p>



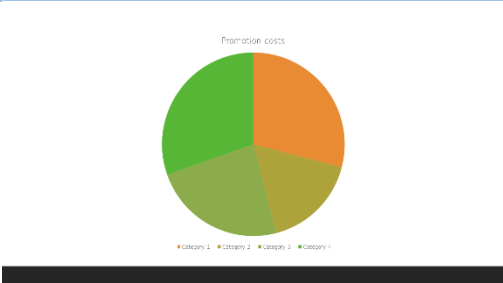
Graph

Shows change over time in terms of numbers of percentages



Bar chart

Demonstrates the change and/or comparison of variables over time



Pie chart

Shows the proportion of the parts of a whole



Flipchart notes

Record notes of discussion, turn contribution of audience into shared knowledge

TASK 2 Functions of visuals

TASK 2/A True or false?

	True/False
1. Visuals can represent different styles (i.e. formal or informal), just as language.	T
2. Retention of information supported by visuals is twice as effective as remembering information without visuals.	F (six times more effective)
3. We should write everything we want to say on the visuals, as reading and listening at the same time is more effective than just listening to the presenter.	F (reading AND listening share attention, which is mentally demanding)
4. Visuals are not primarily meant to show texts.	T

TASK 2/B Examples

Vishaan Chakrabarti: A vision of sustainable housing for all humanity TED Talk, 2021 https://www.ted.com/talks/vishaan_chakrabarti_a_vision_of_sustainable_housing_for_all_of_humanity (0-1 min.)	
1. family picture	Personalises problem, brings global issue to a local level Provides interest and motivation
2. graph of population growth	Illustrates numerical data to make it easier to perceive and understand them
3. two parallel pictures	Express a cause-effect relationship
4. New York city multiplied picture series	Visually illustrate a process
Julian Treasure: How to speak so that people want to listen https://www.youtube.com/watch?v=dEkEAFaV818 (whole)	
5. series of 7 pictures in the first part	Symbolic pictures help remember concepts
6. list of 7 items in read (0:51)	Summary of previous content block, indicates moving on to another idea
7. HAIL image	Introduces new concept, structures and signposts the next speech component
8. red toolbox	Introduces new concept, structures and signposts the next speech component

Melissa Fleming Let's help refugees thrive, not just survive
https://www.ted.com/talks/melissa_fleming_let_s_help_refugees_thrive_not_just_survive#t-473816 (2:40 – 3:50, 7:40 – 8:00)

9. map of Lebanon (2:40)	Visualise numerical data
10. map of Syrian refugees	Visualise numerical data
11. image of the number 32,000	Dramatic effect, highlight important information

Task 2/C Summary of functions

All of them were covered.

Further functions that visuals might fulfil may include

- recording the outcomes of a workshop to turn the information into shared knowledge,
- creating expectations and associations in audience,
- creating dramatic effect.

Task 3 Why NOT to use visuals

Take notes here.

Visuals should not be used for

- presenting long, connected texts or quotes,
- relying on them as presenters' convenience devices,
- conveying ALL the information instead of you,
- acting only as decoration, without having any meaningful function.