

# Higher School of Economics

## Oral Academic Presentation



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НАЦИОНАЛЬНЫЙ ИССЛЕДОВАТЕЛЬСКИЙ  
УНИВЕРСИТЕТ



- Although the organization of your research paper and your oral presentation are similar, the presentation style should be very different.
- The slides for a presentation should convey ideas, not details.
- Your goal in a presentation is to present the ideas of your research paper in a visually appealing way.

# Outline



- 1) Practicalities
- 2) Preparing an Oral Presentation
- 3) Delivering an Oral Presentation
- 4) Useful Techniques

# Practicalities



- 5-7 min long (~2 min per a double-spaced page if reading)
- 10-15 slides
- 20-24 point font size
- Overall organization
- Balance between text and images
- Simple tables and graphs
- Sentence fragments
- Capitalized Headlines
- Meticulous Referencing (both in-text citations and references)

# Overall Structure



- Title/author/affiliation - 1 slide
- Outline – 1 slide
- Background Information/Research Q/Thesis Statement – 2-3 slides
- Literature Review - 4-5 slides
- Methods and Data - 1-2 slides
- Results – 1-2 slides
- Summary – 1 slide
- References – 1-2 slides

# Research Paper vs. Oral Presentation



	Research Paper	Oral Presentation
Research Content	+	+
Clear Structure	+	+
Spoken Language	-	+
Academic Style	+	+
Rhetorical Devices	-	+
Signposting	+	++
Attention-grabbing elements	-	+
Interaction	-	+

# Strategies to Highlight Key Points



- Bullet points
- Parallel structures in lists (n+n+n; Ving+Ving; V+V)
- Rhetorical signposts to help the listener follow you and remember the content (repeating key words, rephrasing your thesis statement)
- Eye contact
- Assertion-evidence pattern

# Visuals (1)



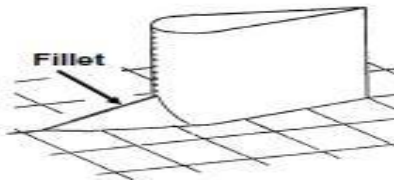
- Simple images to enhance the text
- Verbal assertion-visual evidence (Andion 2010)

## Fillets reduce leading edge vortices in nature and in engineering

Fillet on dorsal fin of shark



Fillet on Seawolf submarine



[Devenport et al., 1991]





## Visual (2)



- Minimum text (sentence fragments are OK)
- Simple and clear graphs, tables and charts
- No disturbing effects
- No bright colours

# References



- Rebecca McGill, Emily Viggiano, Ranjani Murali: Sample oral presentations
- Candy Fowler: Parallelism lesson, Composition 101 oral presentation lesson notes
- Lisa Andion: “How to Avoid Death by PowerPoint”
- Susan Lawrence: sample rubrics (Georgia Tech Research Corp., Pam Lewis & Heinz School of Public Policy at Carnegie Mellon University)
- Sharon Zuber & The College of William and Mary’s Writing Resource Center: Rubric, Delivery DOs and DON’Ts, oral presentation handouts
- Penn State University: “Rethinking the Design of Presentation Slides: The Assertion-Evidence Structure” (<http://www.writing.engr.psu.edu/slides.html>)