

How to Make Yourself Understood

English I Online Materials

Steps toward Attractive Presentations

Unit 11

Purpose and Content of Presentation



キーワード (key words)

情報伝達型 (informative type) 説得型 (persuasive type)

普遍的価値 (universal value) 個人的な体験 (personal experience)

示唆や教訓 (suggestion / lesson)

Steps toward Attractive Presentations

Unit 11 Purpose and Content of Presentation

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Scripts and Annotations (スクリプトと解説)

Hello everyone. I'm Chuck Brown. Welcome to the "How to Make Yourself Understood" video series, Unit 11. We'll now start talking about "Steps toward Attractive Oral Presentations." At the moment, you may not have a clear image of yourself making a presentation in English in front of a large audience. Or you might be nervous already simply by thinking about the act of making a presentation. Well, don't worry. You are going to learn some basics of oral presentations through this video series so that you may get prepared for making attractive presentations.

Warming Up Quiz: What is the Purpose?

Let's consider the following titles of presentations first.

Suppose that you are making a presentation under Title 1, in front of international students visiting Hokkaido University: Some Beautiful Spots on the Hokkaido University Campus. What is the purpose of this presentation? Clearly, the purpose here is to provide information; something about Hokkaido University. OK, how about the next title?

Suppose that you are making a presentation in front of your classmates, under Title 2: Let's Set Up a Bicycle Recycling Project on Campus. This time, the purpose of the presentation is not just to provide information, but rather to make a proposal and to try to persuade the audience to join the project.

As can be seen from these simple examples, presentations usually have their own objectives. So the types of presentation can be classified in terms of the objective of the presentation.

Points

➔「プレゼンテーション」は、公式な場所で多くの人々に向けて話をする形態だけとは限りません。上述のように、北海道大学のキャンパスを誰かに紹介したり、社会的意義のある企画を誰かに持ち掛けることも、「プレゼンテーション」と理解しよう。プレゼンテーションをする場合は、常に以下のことを意識しよう。

- ・「誰に対して」、「どのような目的で」、「どのように（どのような手段を使って）」プレゼンテーションするのか。（相手が十分に受け止められるプレゼンテーションの形態を模索する）

In terms of Objective

Therefore, before you actually prepare your presentation, it's a good idea to be aware of what your presentation will be about. Is it just to provide information? Is it to persuade your audience? Or will your

primary objective be to entertain your audience?

< informative type >

If your primary purpose is to provide information, the content must be accurate, and easy to understand. You always have to keep in mind that the audience are just listening to your speech for the first time. The information in your talk will be completely new to them. So it's a good idea to try to avoid using difficult words, to try to be concise, and to make your presentation easy to follow.

< persuasive type >

If your main purpose is to try to persuade the audience, you should present your argument logically to make it convincing, as well as accurate and easy to understand.

OK? We've just seen that presentations can be classified in terms of the objective. Let's now look at some specific examples. Suppose that you are introducing Ohno Ike Pond on campus to international students.

Points

➔ プレゼンテーションの目的として、大きくは、**informative type (情報伝達型)**と **persuasive type (説得型)**に分かれます。実際には、この二つのタイプがミックスした場合がありますが、まずは、それぞれのタイプを成立させるために、どのような要素が必要なのか理解しよう。

・ **informative type (情報伝達型)** 正確かつ新しい情報であること。また聞き手にとって、理解しやすい表現であることが求められる。

* 新しい情報が専門用語である場合、それらの用語を相手に理解してもらえるように、必ず簡単な言葉に置き換えて説明する必要がある。また同時に、具体的な例を挙げて、相手がしっかり理解できる環境を整える必要もある。

・ **persuasive type (説得型)** 説得的であること。そのために、何よりも論理的に話を組み立てることが求められる。

* 説得的であっても複雑な論理を組み立てると、聞き手は混乱しますので、分かり易い論理構成の中に、必要最低限の情報を織り込もう。

下の例<Sample 2>(bicycle recycle project)であれば、

a) 「問題提議」 → b) 「解決方法の提示」 → c) 「想定されるメリット」

この3段階の論理を示すことで、聞き手を説得しようとしています。

Sample passage: informative type**< Sample 1 >**

Ohno Ike Pond is located somewhere in the middle of the campus. It was dilapidated for a long time, but it was restored sometime ago. Now it is one of the most beautiful spots on campus.

If this informative passage is a part of your presentation, it has at least two shortcomings. First, the word *dilapidated* is too difficult. Second, the audience cannot understand where the pond is and when it was restored. That is, this paragraph is not easy to understand and not accurate on some important information. So you may want to revise it as follows.

< Sample 1 (revised) >

Ohno Ike Pond is located between the engineering department and the faculty restaurant. It was neglected for a long time, but it was restored in August, 1998. Now it is one of the most beautiful spots on campus.

This is much better because the relevant information is accurate and clear.

Let us next look at another sample paragraph which is supposed to be an instance of the persuasive type.

Sample passage: persuasive type**< Sample 2 >**

There are too many bicycles discarded on campus. I really don't like this kind of mess. Some of them are still in good shape, and so we can recycle them. This may be a good idea. If you are interested, please let me know.

Well, what do you think of this talk? Would you like to join this project? You can understand the point of the talk but it may not sound very convincing. Let's try to revise it to make it more logical and persuasive.

< Sample 2 (revised) >

About 200 bicycles are discarded on campus every year, many of which are still usable. If we set up a system to recycle such bikes, we can make our campus cleaner, save resources, and also help needy students. I believe this is a good idea. So let's do it. Why don't you help me?

Well, you may find this revised version more convincing. The speaker gave reasons for this project clearly and logically. Based upon these revisions, we can easily imagine that more people will be persuaded and join the project.

In terms of Content

Presentations can also be classified in terms of their content; in other words, the topic of the presentation. Your presentation may contain universal values, or your presentation may be mainly about your personal matters and experiences, or your presentation may contain suggestions or lessons for the audience to seriously think about and learn something important.

Containing Universal Values

When you talk about universal values or general topics, it's a good idea to try to make the audience recognize that the topic is familiar to them. Providing specific examples is always helpful.

Containing Personal Matters

When your talk contains your personal experiences or stories, the audience will be strongly attracted, because they like this kind of content. It would be a good idea that you also try to extract some general value from your personal story.

Containing Suggestions/Lessons

The third type of presentation content contains suggestions or lessons. This, again, is different from simply providing information, universal values or personal experiences. It may include some issues for serious consideration, or it may contain an important lesson to take to heart.

Points

➔ プレゼンテーションの内容として、以下の**どれに特化して話をまとめるのかを決めよう**。

・ Containing Universal Values（普遍的な価値を提議する）

普遍的な価値を提議することはやさしいことではないかもしれませんが、注意深く考えてみると、身近にも小さな題材はたくさんあります。上述した論理構成（「問題提議」→「解決方法の提示」→「想定されるメリット」）にもとづき内容を組み立てることが重要ですが、その内容は、あくまでも聞き手がその話を聞くことによって自分の生活に新たな価値を見出すものでなければなりません。

・ Containing Personal Matters（個人的な体験などを述べる）

個人的な経験談は、誰もが興味を示すものです。この内容を上手に提示すれば、聞き手が寝てしまうことは、ないでしょう。内容をまとめる際のポイントは、以下の a)～c)にまとめられます。

- a) 「どのような状況で経験したことか」
- b) 「どのような経験をしたのか」
- c) 「その経験によって何を感じたのか（考えたのか）」

これらを分かりやすくまとめるということです。聞き手はあなたのその話によって、自分の経験には無い新しい世界を経験するために興味を示すのです。

・Containing Suggestions / Lessons (示唆や教訓を示す)

示唆や教訓を示すことなど、一見とても難しいことに思えるかもしれません。しかし、自分の目線で気がついたことや学んだことが、多くの人にとっても示唆に富む内容であることも少なくないはずです。これは、上述の「普遍的な価値を提議する」タイプの内容と似ていますが、示唆や教訓を示す場合は、個人的な経験を素材にすることも多いでしょう。辛い経験をどのように克服してきたか、楽しい経験から何を再認識したかなどを具体的に示すことは、少し工夫をすれば、それほど難しくはないでしょう。ちょっとした小さな経験が自分の考え方や物の見方を変えるきっかけになったということは、誰にでもあることでしょう。

以下に示される、皆さんの先輩が行ったプレゼンテーションは、個人的な経験です。深刻な内容でありながら細やかな状況描写、身内と深く向き合う状況、そこから学ばれた教訓、これらが、聞き手の心に強く訴えかける、重要なメッセージを生み出していることが分かるでしょう。

以下に、具体的なプレゼンテーション（北大学生の例）を見ていきましょう。

Now, as you may easily notice, any specific presentation actually may contain all of these types of content to some extent at any one time.

Possible Presentation Types

OK, next, let's quickly consider some possible presentation types which you may be requested to do as a first year Hokudai student.

First year college class

First of all, it is most likely that your very first presentation will be a presentation in your college classes. The audience is your classmates, and in the simplest case, you will just simply be reporting on your homework assignment. For the purpose of presentation practice, you may be assigned one of the following topics. For instance, "This is my treasure", "The person who changed my life", "What I want to do in college", and so on. These topics are related to your personal matters, and therefore, easily adaptable to an oral presentation. In other words, you already have something to talk about.

"First Step Program"

Alternatively, there is a possibility that you might join the "First Step Program" provided by the Office of International Affairs, Hokkaido University, and make a presentation to international students. In this case you might be asked to introduce something about Hokkaido University, Sapporo, or Japan, to an international audience. In this situation, possible topics might be "Brief History of Hokkaido University," "Attractive Places

on the Hokudai Campus”, “Interesting Spots in Sapporo”, “How to Enjoy Hokkaido Foods,” and so on. If this were the case, you would want to do some research on facts and data, because you would want for the information that you would be presenting on to be accurate.

These two situations are rather realistic ones for first year Hokudai students. So, based on these you can try to imagine a specific situation in which you might make a presentation and prepare yourself accordingly.

As we’ve seen so far, there are various possible situations in which you may have to make a presentation during your college years. Finally, let us watch one sample presentation given by one of your *sempai* senior students. The title is “The most influential event in my life.”

Demo Presentation by your *Sempai* Student

I have a younger brother. In his childhood, my parents treated him like a baby, so I thought he was a little, powerless boy. Five years ago when he was 11, he had a hard surgery, which changed my feel[ings] about him. Before the operation, he was very nervous and whenever nurses came to his room, he cried and made us tired. So I wondered what would happen to him after the operation. When the operation finished, he lay in bed weakly. He wasn't able to move because of pain. Nevertheless, he was very patient and never cried. This time, I found that he was not a little, powerless child. He was very brave. Thanks to this incident, I learned that I had seen only people's appearance[s]. Everyone has strength in their heart even if it does not appear usually. Though my brother is still powerless, I don't make a fool of him because I know he is honorable. When we communicate with people, it is important to try to understand what they really are. Thank you.

How do you like it? This is a short but very good presentation. Notice that the content of this presentation is a mixture of the three types of content we have introduced in today's lecture. The presenter is talking about a very personal experience of hers: her brother and his surgery. However, the important message in this presentation contains universal values; that is, everyone has strength in their heart, and a lesson to remember: we should not judge people by their appearance.

Summary

OK? Let's wrap up today's points. Oral presentations can be classified in various ways.

1. In terms of Objective

First, each presentation should have its own objective. The purpose will be to provide information, or to persuade the audience, or to simply entertain the audience.

2. In terms of type of Content

Presentation types can be classified in terms of content as well. The topic may be about your personal matters. Or the presentation may contain some universal values, or the presentation may contain an important suggestion or lesson for everyone to remember. As we have just seen in the last sample presentation, one single presentation may often contain all of these three types of content to some extent. In other words, even if the main topic of your presentation involves some suggestion, for instance, it's a good idea to include your personal experience as a concrete example. Likewise, even if your primary purpose is to convey your personal experience, it's a good idea to extract some universal value from your experience and share it with your audience.

Well, how was the lesson today? As we have learned, there are various types of presentations in terms of objective and types of content. Therefore, when you prepare a presentation, it's very important to have a clear image, in advance, of the purpose and content of your talk.

Ok, that's all for today. Good luck, keep working hard, and see you next time!

Yu: Chuck! Are you all done?

Chuck: Oh, Onee-chan! Yes, I'm all finished here.

Yu: Well, good boy. Let's go home then!

Chuck: OK. Let's go!

Points

→ 目的と内容を明確にしてから準備を

どのような「プレゼンテーション」であっても、漫然と人前で思い付きを話すわけではありません。何らかの「目的」があり、話す内容の「タイプ」があります。大学生活では、これからプレゼンテーションの機会はさまざまあるでしょう。そして、その時のプレゼンテーションはどのようなタイプのものであるのかをしっかりと意識して、準備をすることがとても大切です。

