

How to Make Yourself Understood

English I Online Materials

Steps toward Attractive Presentations

Unit 12

Audience and Presentation Tools



キーワード (key words)

聞き手の規模 (size of the audience)、聞き手の属性 (profile of the audience)

プレゼンテーションに用いる道具 (presentation tools)

Steps toward Attractive Presentations

Unit 12 Audience and Presentation Tools

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How to Convey your Thoughts and Images Properly



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Scripts and Annotations (スクリプトと解説)

Hello everyone. Welcome to the “How to Make Yourself Understood” video series, Unit 12. I’m Emma Cook and I’m from Hemel Hempstead, in the UK. I have been working at Hokkaido University since 2013. In the last video, we learned that it is very important to have a clear idea of the purpose and the content of your presentation before you start preparing for it. In this video, we are going to learn two more aspects we have to bear in mind about presentations: the audience and the presentation tools.

Warming Up Quiz: The Topic is Set. Then, are you Ready?

Suppose that your topic is “How I Changed my Reading Activities”, and that you have decided to introduce how handy and convenient it is to use digitized books. Now, do you have a clear image of how your presentation will turn out to be? If you do not know who you are going to be talking to, it would be very difficult to prepare your presentation even if you already had an idea of what you were going to be talking about. Furthermore, if you do not know what presentation tools you can or cannot use for the particular presentation you are going to make, it will be virtually impossible to start preparing. So let us think about these two important aspects one by one.

1. Who are you Talking to?

1.1 Size of the audience

< small group? >

First of all, you should be conscious of the size of audience you expect to be speaking to. For example, if you are going to talk to a small group of people, say less than 10, you may not have to care much about the volume and speed of your speech. Just try to articulate clearly.

< middle-sized group? >

However, if your audience is a middle-sized group of 20 to 50 people, you will likely have to project your voice to the other end of the room, and may have to speak more slowly and clearly than usual. You will likely have to be careful of the volume of your voice, especially if you are not going to be using a microphone.

< large audience? >

Thus, if you are going to be making a presentation in front of a large audience of more than 50 people, you will have to prepare accordingly. For example, even if you use a microphone, you will have to articulate very clearly, and speak more slowly especially for the parts you would like to emphasize.

Points

→ 伝えるべき内容を分かりやすく伝えることは重要ですが、「どれくらいの規模」の人達に話すのか、この事を意識した場合、必然的に話し方が異なってきます。

・ small group (10人以下)

10人以下のグループに話す際は、自分の言葉、一語一語に気をつけて、はっきりと話す。1人ひとりの顔を見ながら、表情の変化を見ながら語り掛けることが望ましい。不明瞭な話し方をすると聞き手の表情が変わってくるので、伝わりにくかったことは、再度、分かりやすく説明し直すことが望ましい。

・ middle-sized group (20-50人)

20人から50人規模のグループに話す際は、その場所にいる人すべてに自分の声が届くように、大きな声で、ゆっくりとはっきりと話すことが必要です。これくらいの規模までは、聞き手全員の表情が分かりますので、できるだけ彼らの表情の変化に注意し、聞き取りにくいような表情をしていないかを常に確認し、部屋の一番後ろにいる人にもはっきりと話が伝わるように、話し方を調整しよう。

・ large audience (50人以上)

50人以上のグループに話す際は、マイクを使う必要があります。声は大きくなりますが、マイクの性能が悪いと声がこもる場合もあり、聞き取りにくい状況も想定されます。特に、話が長くなる場合、聞き手にとっては単調に聞こえることもあります。このような状況を回避するために、**しっかりした構成の内容を準備することが不可欠**です。その上で、自分が強調したいことを、**はっきりと、ゆっくりと話す習慣をつけましょう**。

1.2 Profile of the audience

The next important thing you have to take into account before your presentation is the profile of the audience. Suppose you are going to be talking about foods in Sapporo.

< audience: classmates in Sapporo >

How will you prepare your presentation if your audience is going to be your high school classmates from Sapporo? You can reasonably assume that all of them already know many things about foods in Sapporo. So you may want to introduce something new or something specific to your own experience so that your classmates get interested.

< audience: college classmates >

By contrast, if the audience is going to be your college classmates, how will you prepare your presentation? This time, you can reasonably assume that your classmates already know many things about your college life, but some who are from mainland Honshu may not have had *jingisukan* mutton barbeque yet, for example

< audience: international students >

Or what if your audience is going to be international students visiting Hokkaido University? Then, you can reasonably assume that they may not know many things about foods in Sapporo.

As you can see from these examples, when you prepare your presentation, it is not enough that you know well what you are talking about. Rather, it's a very good idea to take into careful consideration what your audience may already know about what you are going to talk about, and what they really want to hear from you. In other words, it is very important to remember that you have to talk about what the **audience wants to hear**, not just what YOU want to talk about. In order to do this, you really have to recognize the profile of the audience, namely, who you are talking to, in advance.

So, one of the frequent mistakes presentation beginners commonly commit is to forget the size and the profile of their audience. For instance, it is very likely that your first English presentation will be to your classmates. So don't use very long and complex sentences, and don't use difficult words that even you have known only by consulting a dictionary.

Points

- プレゼンテーションを通して伝えられる情報は、聞き手にとって「新しい情報」で、かつ「知りたい情報」であること。話し手は事前に、**聞き手の属性 (profile of the audience)** を、**しっかりと把握する**必要があります。
- 聞き手がすでに知っている情報は、長々と話すべきではない。
(新しい情報を説明するための入り口として、少し触れる程度が望ましい)

例) 皆さんは、〇〇の事はよくご存じだと思います。これは△△ですね。しかし、いまは状況が変わってしまい、□□なのです。今日はこの事について話をしたいと思います。

2. What Tools are you Going to Use?

OK, so, let's go on to the second part of today's lecture, presentation tools.

< no specific tools >

In some cases, you may not use any presentation tools, like this:

Student A: Good afternoon. My name is Nagisa Nakamura. Would you like to go abroad? What countries do you want to go? I'm here to talk about what I want to do in my college life.

Student B: I think Hokkaido University is good for pursuing my dream, so I am here today.

< **handout materials** >

In some cases, you may use handout materials which you distribute to the audience, like this:

Teacher A: Look at (9) on the handout, OK? Page 3, top of the page 3, look at (9), OK?
Four plausibility conditions ...

< **concrete items** >

In some other cases, you may use a specific object to demonstrate, like this:

Student C: Today, I'm going to talk about my treasure. This is my treasure. This is a silver chain.

Student D: What is your treasure? My treasure is the T-shirt. The T-shirt is basically black, but back of it printed the logo CHICAGO and around the logo is very colorful.

< **presentation slides** >

Or you may use presentation slides, like this:

Student E: ... 360 citizen and I did the survey with the city office and [those in] charge of the promotion of public relations.

Teacher B: As we have seen, what is our language knowledge as adult speakers of native language? What is the endowment; inborn, innate property? And what is the necessary "primary linguistic data"? All of these are not very clear ...

As you can easily imagine, your presentation preparation will vary greatly depending on what tools you are going to use.

Notice also that how to use presentation tools depends on the size of the audience. For example, if your audience is a small group of less than 10 people, demonstration using a real object would be very effective; you can even circulate and let the audience touch the object. However, you cannot do that when the audience is very large. Likewise, if you use presentation slides, you will have to use larger fonts if your audience is large. It is very important to make your slide content easily visible to all the people in the room.

Points

→ プレゼンテーションをする際に使われる道具は、それぞれの状況に応じて、自分が伝えるべき情報が、もっとも伝わりやすいものを選択しよう。

- **no specific tools (特に道具は使わない)**

これがプレゼンテーションの基本です。しっかりした構成の内容を、適切なことばで分かりやすく表現すれば、十分に聞き手に訴えるプレゼンテーションができます(歴史に残る名演説がたくさん知られていますが、それらの多くは、特に道具を利用していませんね)。下記で示す道具はあくまでも補助的なものですので、**まず、道具は何も使わずに聞き手にしっかりと内容を伝える方法を身につけましょう**。これがしっかりできずに道具に頼ったプレゼンテーションをしても、相手に伝わる良い発表にはなりません。

- **handout materials (資料を配布する)**

これには以下の2つの機能があります。

(i) 発表の際に同時に見てもらい、具体的な情報を補足するもの

(ii) 口頭で伝えるには不向きな詳細なデータや情報を聞き手の手元に残すためのもの

(i)は具体的な資料や例を見てもらいながら説明をするのが有効な場合に役に立ちます。(プレゼンテーションスライドを投影する機器が整っていない場所でも使えるという利点があります)。(ii)の方法は、発表の後でじっくりと見ってもらうものという位置づけです。資料を(事前)配布する場合は、**上記(i)(ii)の役割をきちんと区別して利用することが重要**です。特に、プレゼンテーション中に具体的な情報を大量に示しても、聞き手の理解は追いつきません(発表者にとっては、何度も考え抜いた良く知っている内容であっても、聞き手は初めて聞く話しであるということを忘れずに)。したがって、上記(i)の目的で配布資料を利用する場合は、内容のエッセンスだけが伝わるように簡潔な記述にすることが重要です。

- **concrete items (具体的な物を見せる)**

「具体的な物」について話をする際は、聞き手の前に、その実物があれば効果的です。上記 Student C, Student D の「this is my treasure」のような Show and Tell タイプの方法です。さらに、聞き手が少人数グループの場合には、実物をまわして実際に触ってもらうという方法も効果的でしょう。話す場所に持ち込むことが困難な物の場合は、写真やイラストでもいいでしょう。どのような提示方法を選ぶにしても、聞き手が具体的なイメージを抱くような工夫が必要です。「これが私の宝物」というプレゼンテーションをするのに、聴衆に見せる実物も写真もなければ、分かりやすい発表は難しいでしょう。

- **presentation slides (パワーポイント・スライドを使う)**

プレゼンテーション初心者が犯す典型的な間違いは、スライドにたくさんの情報を詰め込んでしまうことです。情報量が多すぎるスライドは、会場から見づらくなるばかりでなく、聞き手がスライドの情報を一生懸命読み始めて、発表者の言葉を聞かなくなってしまう。スライドは発表者のための「発表原稿」ではありません。あくまでも、聞き手の理解を助けるための補助手段です。特に、比較的大きな会場で、多くの人に向かってプレゼンテーションする場合は、会場の人すべてがしっかり理解できるように、各スライドで使う文字は大きく、またできるだけ図表を利用するなど、イメージを中心に描き、自分のメッセージを伝えるようにしましょう。プレゼンテーションの基本は、何も道具を使わずに行うことであるということをもう一度しっかり認識してください。**発表用のスライドはあくまでも補助手段**であるということをお忘れずに。

Summary

OK, let us wrap up today's lecture.

When you prepare your presentation, you have to think seriously about not only what you are going to talk about, but also about who you are going to be talking to: that is, the size and profile of the audience. Further, you have to consider what presentation tools you are going to use. In order to make your presentation attractive, as well as the topic itself, it is extremely important to consider these additional factors when you prepare your presentation.

What is more, considering who your audience will be and what tools you will be using is very important when you make a presentation in Japanese, or in any other native language, as well.

Well, how was the lesson today? What is important when you prepare your presentation? In a nutshell, always try to be audience-friendly. The main player in your presentation is not you: it's the people who are watching and listening to your presentation.

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

OK, guys? Let's start today's story.

“Prince Goose in Ohno Ike Pond”. Once upon a time, there was a deserted pond in the middle of an old university campus. The place was so neglected that no birds or animals came to the pond ...



Further Tips

話者が抱くイメージを伝える

Unit 12 では、聴衆の規模や属性、話す際に使用するアイテム、これらに注意を払いながら、いかに効果的なプレゼンテーションを行うかを説明しました。プレゼンテーションでは、「話し手が抱くイメージを、いかに明確に、聞き手に伝えられるか」が重要です。しかし、いくら熱意があっても、それを明確に伝えるための技術的な裏づけがなければ、自分の抱くイメージは聞き手の心には届きません。外国語でのプレゼンテーションの場合はなおさらです。聴衆の属性や使用する道具について考慮することは、そのために必要な条件の1つです。この他にも、このレクチャーシリーズで扱ってきた、発音・文法・しっかりした全体の構成をなど、総合力を少しでも高めて、話し手と同じイメージが聞き手の心に浮かぶように、プレゼンテーションのスタイルを工夫しましょう。To Make Yourself Understood を目指して！