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Chapter 21: Presenting Re

- S Overview
- S Fundamentals of presentations
- S Audiences for public affairs research
- S Written presentations
- S Slide presentations

Fundamentals of Present

S Know your audience

- S What do they know?

- S What do they want to know?

S Know your mode of communication

- S What type of information does your mode of communication facilitate?

- S What type of information is difficult to communicate using your mode of communication?

S Know your argument – what are the “take-aways”?

Audiences of Public Affairs R

– Internal Audiences

- S Internal audiences are within your own organization
 - S What will they know that an average person from outside would not know?
 - S What are the traditions of communication within the organization?
- S Internal managers
- S Line and staff

Audiences for Public Affairs R

– External Audiences

- S External audiences include everyone outside organization
 - S What sort of language (jargon) will you have to
 - S What level of familiarity with the subject can y
- S Academics
- S Political officials
- S The public

Strengths and Weaknesses Written Communication

S Strengths

- S Consistent
- S Asynchronous
- S Plenty of opportunity for revision

S Weaknesses

- S Static/inflexible
- S Permanent

Strategies for Written Presentation

- S Structure and sectioning:
 - S Help readers understand the big picture within the text
- S Formatting – use your options for formatting **IMPORTANT** terms
- S Integration of figures

Strengths and Weaknesses of Presentations

- S The “rules” are the same whatever software

- S Strengths

 - S Interactive

 - S Captivating

- S Weaknesses

 - S Management of technical issues

 - S Setting: timing with other presenters, etc.

 - S Difficult to prepare for all possible questions

Strategies for Slide Presentation

- S Balancing visual and oral elements
 - S The speaker should *always* be the focus of the presentation
- S Agenda
- S Repetition
- S Simplicity
- S No more than 40 words / slide
- S Font size

The Three Times to Tell Your Audience Anything

S Preview:

S “Tell them what you are going to tell them”

S Argument / Material:

S “Tell them”

S Review:

S “Tell them what you told them”



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