

SOC 210: FINAL PRESENTATION

HOW TO TELL A COMPELLING STORY

HABILIDADES (SKILLS)

- Organizing your thoughts
- Presenting to an audience
- Making a convincing argument

TAREA (ASSIGNMENT)

Toward the end of the semester, students are expected to present their projects to the rest of the class. You will have *15 minutes* to present. Ideally, you will leave 3 minutes at the end for questions and answers.

In general, your presentation should:

- Engage the audience with a captivating introduction
- Make a clear argument grounded in evidence from your research
 - This is your focus statement
- Expand beyond the framework of your paper
 - Use your framework but don't simply walk use through your paper
- Creatively engage your audience in the subject
 - Use photos/audio clips/snap shots of your fieldnotes, anecdotes, etc.
 - Try out a new presentation platform: Prezi, Powerpoint, Emaze, Google Docs, Canva, etc.
- Reflect your passion for the issue/community you chose to research
- Leave a lasting impression on your audience.

Step One: Be clear on the subject and purpose of your presentation

- Outline your purpose or goal before you begin to prepare for the presentation. Think carefully about what you would like your audience to remember from your presentation. What is your main purpose?

Step Two: Gather your material

- You should have most of your material already but feel free to incorporate additional information if necessary.

Step Three: Analyze your audience

- Are you speaking to someone in particular or a general group? What are the

characteristics of that individual or group? What will they find interesting? Be sure to tailor your presentation to engage your audience. Remember, you are the expert here, so it's up to you to decide what's important enough to warrant making it into your presentation.

Step Four: Arrange and outline main ideas

- Once you have gathered your material, it is time to organize it. You should have an introduction that previews what you hope to accomplish in your presentation and a brief conclusion that reviews what you have presented. Also, be sure to include at least two policy recommendations that are based on your findings.
- Your presentation should be logically organized and easy to follow. Remember the primacy/recency principle: Place your most important or significant points at the beginning and ending of your speech. Listeners will remember them the most. In other words, begin and end your presentation with a memorable idea. Effective attention-getters and catchy endings will leave the audience with a favorable impression of your presentation. Humor, vital information, novel information, conflict, ideas with which the audience are familiar, activity or movement, suspense, startling statistics, and quotes or stories are all ways to gain attention.
- To maintain attention throughout the presentation, offer diversity and utility. That is, be sure your audience sees the importance of your ideas from a variety of perspectives. Graphically enhancing your ideas through carefully crafted visual aides is one way to maintain the interest of your audience.

Step Five: Develop and communicate confidence

- Be yourself—a public presentation is not the time to act like someone else. Look at your listeners, communicate with your body (i.e. use gestures) and your voice (vary your pitch, volume, rate and tone for emphasis). Above all, be prepared—rehearse your presentation several times. And remember—if you're not nervous, something is wrong with you! Channel your nervous energy into excitement.
- A presentation is a fantastic opportunity to show your audience your strengths and abilities, and it is an opportunity you should not approach haphazardly. Being organized, informed and prepared will allow you to make a favorable impression on your audience. Be sure to have an outline to follow while speaking. Finally, before you speak take a few deep breaths, relax, and remind yourself that presenting to a large group is no different than presenting to your best friend. It's simply you doing you. Present as if you were telling a story that you wanted everyone to hear.

EVALUACIÓN (ASSESSMENT)

- Please see rubric on website.