BUILD A PRESENTATION
Building blocks
Building blocks

1. Main message & Target group analysis

2. Outline/Basic Structure
Rhetoric: "Partes"

Intellectio  formulate message/problem, understand the context

Inventio  find and catalogue arguments and facts

Dispositio  plan the speech, organize the arguments

Elocutio  langue and stylistic elaborations

Memoria  memorize, manage aids

Actio/Pronuntiatio  delivery, body language, voice

Emendatio  evaluation
Building blocks

1. Main message & Target group analysis (Intellectio)

2. Outline/Basic Structure (Inventio/Dispositio)
Storyboard
ETHOS: credibility, personality, morality…
LOGOS: logical arguments, reason, thread …
PATHOS: emotions, elicit feelings, attract…
Building blocks

1. Main message

2. Storyboard/Basic Structure

3. Ideas to introduction

4. Detailed structure, script and illustrations
Ways of putting the blocks together

Chronological structure
  - Intro, Background, methods, results...

Dramatic structure/turning point
  - Strong argument at the end

Emphatic structure
  - Headline intro.
  - Make a list of questions!
  - Answer them in order of relevance to listeners

3 rule
  - tell what are going to talk about, talk about it, tell what you’ve talked about
  - past present future

Rhetoric structure
  - Intro, thesis, argument, counterargument main argument, conclusion
Putting the building blocks together

Story telling
- two levels: story – facts

Circular structure
- beginn and end at the same point

Hour glass
- beginn broad, narrow, and end broad
During the presentation

- Repete
- Summarize
- Exemplify
Rhetoric: Dispositio

**Exordium** - intro

**Propositio** - statement

**Narratio** - arguments

**Refutatio** - counterargument

**Probatio** - climax argument

**Peroratio** - conclusion, "..and therefore..."
Understand

ICP

Volym

Remember

Emotions
Support your message!
Snowflakes danced
Thunder grumbled
Fog crept in...

Different types of illustrations

Verbal images
Object
Illustrative gestures/
body language
Sound
Audience
Projected images
Slides
Basic recommendations

Fontsize
- 24 pt at the least
- 24 pt at the least
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Simple Fonts
(without/sans-serif)

Text
6 words on 6 rows - max!

Bullet points?
Why? Think of the purpose

Color/contrast
light on dark/dark on light
red/green (?)
Slides are not your script!!
Types of pictures

- Metaphorical
- Schematic
- Concrete
- Text

Turning Torso
To illustrate relations
## Clinical characteristics

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<thead>
<tr>
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<td>Age (SD)</td>
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Image banks

http://www.freedigitalphotos.net/

http://www.morguefile.com/

http://www.dreamstime.com/

http://pics.tech4learning.com/
Main message

Smoking is dangerous

Right Place, Right Time: Focalization of Membrane Proteins in Gram-Positive Bacteria

The Commonalities in Bacterial Effector Inhibition of Apoptosis

West Nile Virus Fitness Costs in Different Mosquito Species
Language

- "kill your darlings"
- Simple, short sentences
- Key words
- Abstract *and* tacit language
- Beware of diminutives
Stylistic devices/Figurative language

- Metaphor
- Simili
- Euphemism
- Personification
- Understatement
Metaphor

Connecting one thing to another to highlight how they are alike

from concrete, to abstract, intangible concepts

- an important means of understanding the world;
- an essential way of conceptualizing experience;
- a cognitive tool in creating new meaning
Metaphor

“A heart of stone”

“That’s a budding theory”
Simili – compare someone/something with something else

“As tall as a giraffe”

“Shines like a diamond”

“The town square was buzzing like a beehive”
Euphemism

“A little thin on top” (bald)

”Letting her go” (fired her)

”Passed away (died)
Understatement

“It's just a scratch” (referring to a large dent)”

“It is sometimes dry and sandy” (desert)”
Introduction - function

Make the audience interested

Gain their trust

Legitimize the topic/problem
Introduction-how

- Case-scenario
- Concrete example
- Emotions
- Why
- My relation to the topic
- Prepare them