Written analysis

By the end of the course week, you will perform a 10-minute oral presentation. Before or while you prepare this presentation you are required to do a written analysis in which you reflect on contextual aspects and your choice of structure and illustrations. You address the questions below and describe how you have taken into account the listeners’ perspective and how you have chosen to present your material to meet their needs. In what ways do your choice of content, structure, illustrations as well as non-verbal aspects of your performance motivate and engage your listeners and help them process the information given. Your reasoning on structure and illustrations shall be based on arguments you find in relevant literature. Your written analysis should extend over one to two pages (A4) and be handed in no later than Thursday afternoon 2pm.

Address the following questions in writing:

- My listeners are……
  Define and analyse the target group for your presentation. You probably have to do some guessing but describe some characteristics of the target group and how these characteristics might influence your choice of content.

- I make this presentation to……
  Define the aim of your presentation, e.g. to inform objectively, demonstrate, teach, elucidate, explain, argue, debate, amuse etc.

- My main message is…….
  Use one or two sentences to describe the core of your message, what you wish that your listeners “take home”...

- The listeners want to know……
  Speculate about the listeners’ previous knowledge of your topic, what might interest them the most and what they need in order to understand your message.

- The title of my presentation is…..
  What does the title tell the listeners? Is it abstract or tangible? Is it understandable? Does it create interest? Is it of appropriate length?

- I have chosen the following structure/disposition because…..
  Which are the main building blocks in your presentation and how much time will you spend on the different parts? How does your structure engage your listeners, keep their attention high, help them to process, and remember the information? Give some arguments for your choice of introduction and structure based on what you have found in the literature.

- I have chosen the following slides because…..
  Choose a couple of slides and describe why the particular pictures/illustrations/text on those slides are used, which message you intend to convey or strengthen with this way of visualizing your message. Base your reasoning on arguments you have found in the literature.

- When considering my voice and my body language during the presentation, the most important points are….
  Discuss what you can do to reinforce your message and engage the listeners.

GOOD LUCK!