



DEMONSTRATE

WHAT YOU WILL LEARN IN THIS UNIT

- 1) How to demonstrate how to do something, or explain how something works.**
- 2) How to organize your ideas logically**
- 3) How to add a hook and an agenda to your introduction**

ATTENTION-GRABBING INTRODUCTIONS (HOOKS)

Consider being more creative and interactive in your introduction. The following types of introductions are designed to grab the audience’s attention and make them feel more involved.

TYPE OF HOOK	EXAMPLE
Find out who’s in your audience	<u>How many people here are</u> currently teaching English as part of a university program? <u>And how many of you are</u> teaching English in a private program such as a cram school? <u>And how many of you are</u> teaching English at a public or private elementary or private school? I think one thing we all have in common is that we need the interaction of a teacher community to improve how we teach, wouldn’t you agree?
Start with an interesting image or object	<u>Before I begin, I’d like to show you something.</u> Take a look at this image (object) and tell me what you think you see. Take a look at this image and think about how it makes you feel. Take a look at this image and think about a time when you were...
State a problem (actual or theoretical)	<u>Suppose</u> you plan to purchase a new home 10 years from now, and that you currently have \$100,000 to apply toward the purchase of this home. <u>How would you</u> invest these funds, given the choice between a riskless investment and a risky investment?
Ask a rhetorical question (a question that you will answer)	We live in an earthquake-prone region. <u>Do you know</u> how safe the building is that you live or work in? <u>Do you think</u> it would survive an earthquake?
Refer to surprising data or facts (often statistical)	<u>According to a recent study</u> , the average clinical cost of approved compounds has more than quadrupled since the last study of drug development costs in 1991. Why are they so high? That’s the question we asked ourselves, and today, we present to you our findings.
	<u>Did you know that</u> there are over 300 million PowerPoint users in the world, who do an estimated 30 million presentations are every day?
	<u>Statistics show</u> that more and more women in Taiwan are delaying marriage until later years. This delay has a marked effect on the birthrate, which has been declining. Taiwan’s birthrate, in fact, is now the lowest in the world.
	<u>Have you ever wondered why</u> it is that some student experiences - even rich, exciting, hands-on types of active learning - do not result in real learning of new concepts?
	<u>I read recently that</u> , on average, as many as one in five adults and up to a third of the elderly population still suffers from chronic pain despite proven, effective medication being available.
Make an Informal survey	<u>How many people here</u> regularly drink green tea? <u>And how many of you</u> are aware of the health benefits from drinking it? Well, imagine if I told you that certain extracts from green tea may have very important implications in the treatment of cancer. Do you think that’s possible? That’s the question we asked.

<p>Use a short anecdote to introduce your topic</p>	<p><u>Have you ever been in a situation where you're caring for a patient who is in the last stages of a disease, and feel that you just don't care?</u> I remember when I began my career as a critical care nurse. I was working at a clinic with many several end-stage renal disease patients. At first, I did all I could to make them comfortable; I took the time to talk and listen to them and sometimes even held their hands and sat by their sides if they were afraid or sad. But all this dying took its toll on me, and before long I began losing sleep and appetite. Worse, I started to feel indifferent toward the patients, and only did what was basically required of my job, moving through my shifts like a programmed robot. It turned out my problem was a common one for critical care nurses – that of compassion fatigue.</p>
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<p>TYPE OF INTRODUCTION HOOK</p>	<p>RATIONALE FOR USING IT</p>
<p>Find out who's in your audience</p>	<p>Allows you to see who is attending your talk, especially at a conference; it also shows that you're interested in who's attending your talk.</p>
<p>Interesting image</p>	<p>An image is a very powerful communicator; it can effectively symbolize your theme and get the audience wondering what you're going to present.</p>
<p>State a problem (actual or theoretical)</p>	<p>Involves the audience by getting them involved in your problem-solving and gets them curious to know how you solved it.</p>
<p>Rhetorical question</p>	<p>Gets the audience involved by focusing their thinking on the topic you're presenting by having them consider how they would answer.</p>
<p>Interesting results or facts</p>	<p>These are usually shocking or surprising, so it creates an emotional response in the audience and grabs their attention.</p>
<p>Informal survey</p>	<p>Involves your audience in the topic by personalizing the theme to them.</p>
<p>Short anecdote</p>	<p>Make the research more personal and increases the sympathy of the audience toward the research problem.</p>

STATING YOUR PURPOSE/AGENDAS

Many presenters outline the purpose and content of their presentations in an agenda during the introduction. This should be done orally, No PowerPoint slide is needed.

PRACTICE TASK

Below you will find a number of ways of stating the purpose of your presentation. Complete them using the words given. Combining the sentences with the number 1 will give you a complete introduction. Then do the same with those numbered 2, etc.

OK, let's get started. Good morning, everyone. Thanks for coming. I'm (your name). This morning I'm going to be:

showing talking taking reporting telling

1. _____ to you about the YuShan Net project.
2. _____ you about the collapse of the housing market in the early 90s.
3. _____ you how we implemented a Global Programming Grid to free
programmers from the obscure RPC code.
4. _____ a look at the development of gold nanorods for bioapplications.
5. _____ on the results of the stock market study we carried out in Taiwan

...so, I'll begin by:

making outlining bringing giving filling

1. _____ you in on the background to the project..
2. _____ a few observations about the events leading up to that collapse.
3. _____ how we conceived of the new programming grid.
4. _____ you an overview of the history of nanorods.
5. _____ you up-to-date on the latest findings of the study.
- 6.

... and then I'll go on to:

put discuss make highlight talk

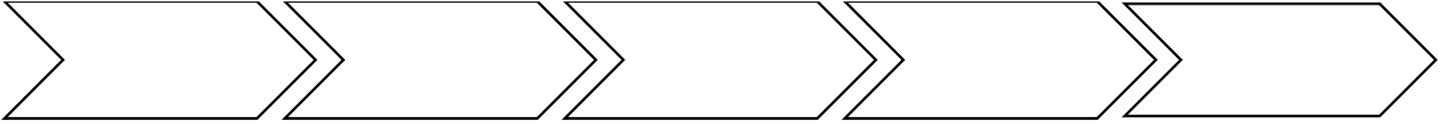
1. _____ what I see as the main advantages of the new system.
2. _____ the situation into some kind of perspective.
3. _____ you through our design strategy.
4. _____ detailed recommendations regarding our own research.
5. _____ in more depth the implications of the data in the files in front of you.

ACADEMIC PROCESSES

An important step in presenting a method, approach or process is to outline the steps involved. This will also help you predict many of the words you need. In this task, put the verbs in the word partnerships into the most likely chronological order

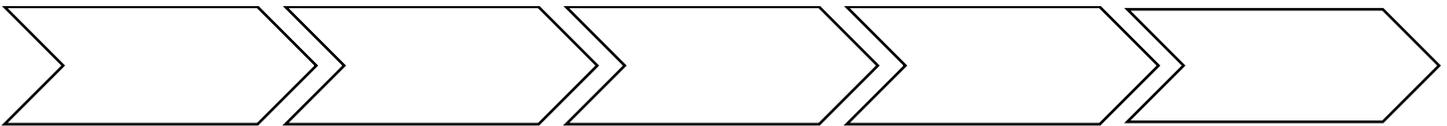
A PROBLEM

define, evaluate, identify, solve, study



A PROJECT

propose, conceive, develop, terminate, present



A RESEARCH HYPOTHESIS

analyze, conclude, construct, formulate, test



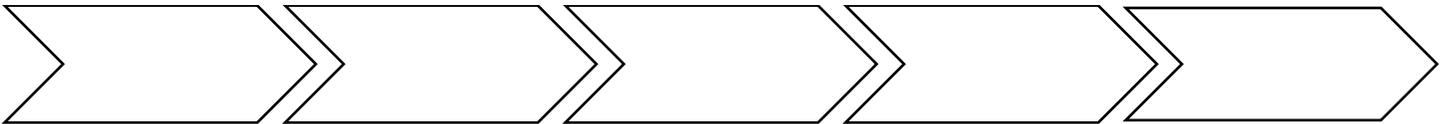
A JOURNAL ARTICLE

proofread, draft, submit, outline, revise



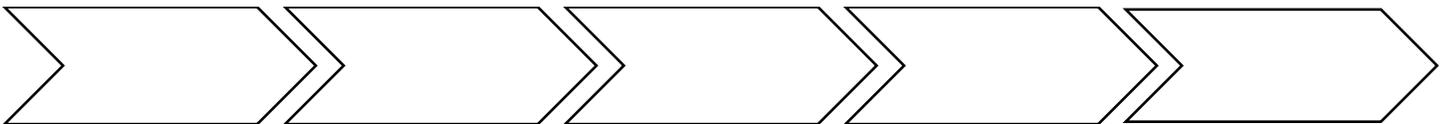
A PROPOSAL

accept, put forward, implement, come up with, consider



A RESEARCH TEAM

report to, form, organize, join, meet with



EXAMPLE OF A “HOW TO” TALK

TOPIC: HOW TO MEDITATE

(The presenter has brought a cushion to sit on, and a mala (beads))

Meditation is an approach to training the mind, similar to the way that fitness is an approach to training the body. But since many meditation techniques exist, how do you learn how to meditate? The easiest way to begin meditating is by focusing on the breath. Sit in a relaxed position with your legs crossed. Close your eyes. Make no effort to control the breath; simply breathe naturally. Focus your attention on the breath and on how the body moves each time you inhale and exhale.

This common type of mediation uses the ability to concentrate on something. Concentration meditation involves focusing on a single point or object. Besides focusing on the breath, you can also repeat a single word or mantra, stare at a candle flame, listen to a repetitive gong, or count beads on a mala. Since focusing the mind is challenging for some beginners, you might meditate for only a few minutes and then work up to longer durations.

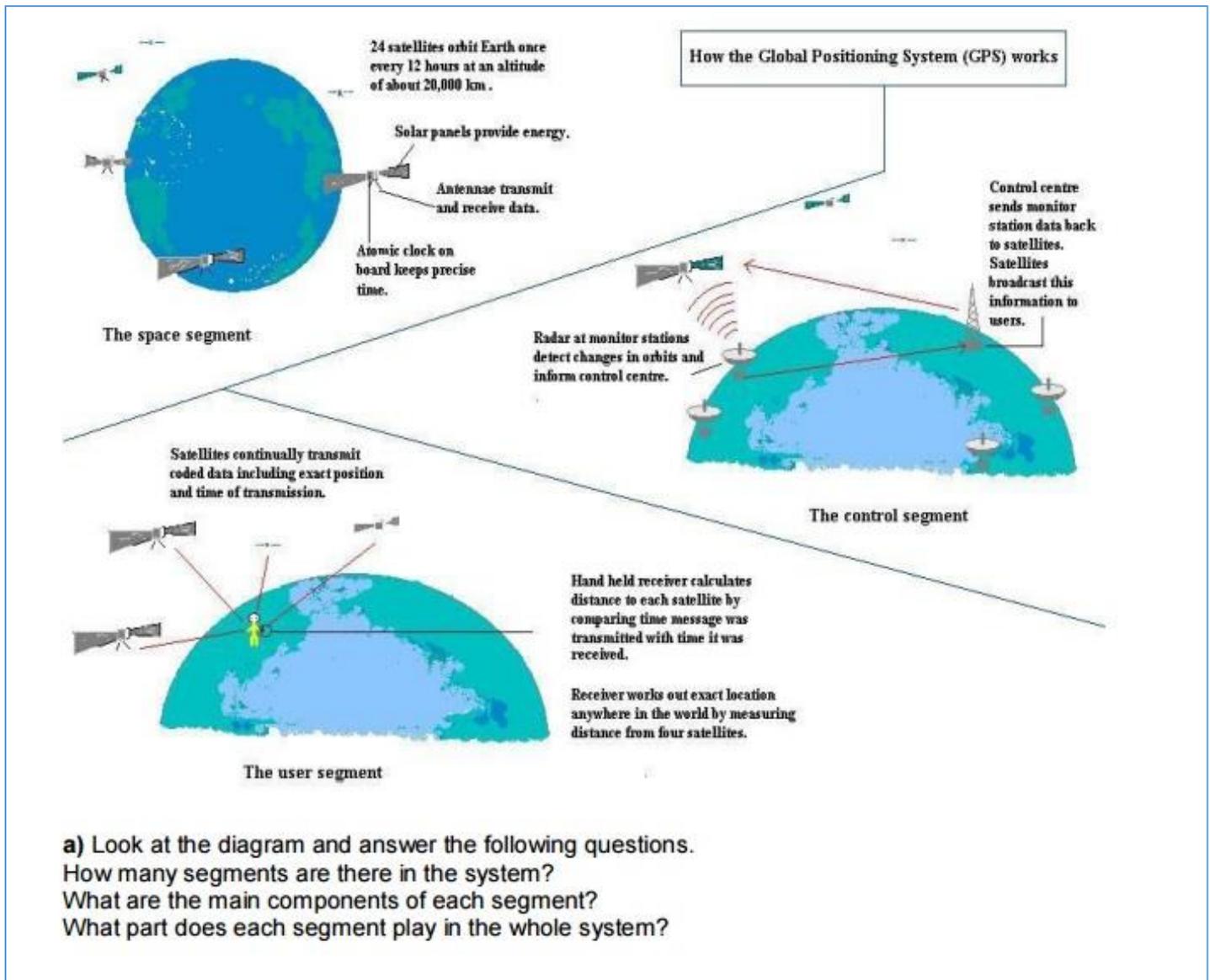
In this form of meditation, you simply refocus your awareness on the chosen object of attention each time you notice your mind wandering. Rather than pursuing random thoughts, you simply let them go. Through this process, your ability to concentrate improves.

Most people meditate to relax. But there are many proven benefits to mediation. Meditation reduces stress and improves concentration. The practice increases self-awareness and happiness. But the most important benefit mediation brings is how it affects your health. Regular practice of meditation has been found to improve cardiovascular, neurological and immune health.

Now, let's try a little meditating together.

EXAMPLE OF A “HOW IT WORKS” TALK

TOPIC: Global Positioning System (GPS)



This diagram shows how anyone can find their exact location anywhere in the world by means of the Global Positioning System, also known as GPS. The system has three main segments: the space segment, the control segment and the user segment.

The space segment consists of 24 satellites which are put into orbit at an altitude of about 20,000 km. Each one takes 12 hours to orbit the earth once. They have solar panels which provide power and antennae to receive and transmit data. Each satellite continually transmits a coded message which includes information about its position and the exact time of transmission. The satellites are fitted with atomic clocks so that time is kept with great accuracy.

The control segment consists of a number of monitor stations at different locations on Earth and a main control center in Colorado, USA. Any slight changes in the orbit of the satellites can be detected by the monitor stations. This information is then sent to the control center, and from here it is transmitted back to the satellites. Consequently, the satellites can always transmit their exact position to users.

The user segment is basically a handheld receiver capable of picking up signals from the satellites. The receiver compare the time a signal was sent with the time it was received. As a result, the distance between the user and the satellite can be calculated. By taking similar measurements from four satellites, the receiver can pinpoint the exact location and altitude of the user on Earth.

LOGICAL ORGANIZATION OF DETAILS

TASK: Read these two excerpts and compare the language. Which one is better for listeners? Discuss the reasons why.

EXAMPLE 1

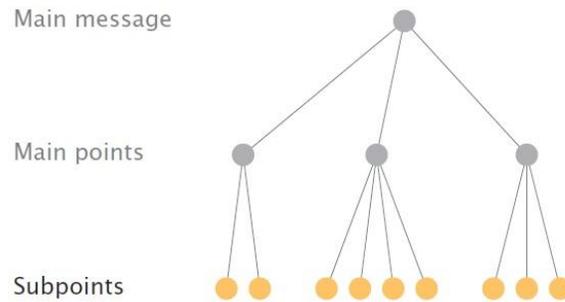
...and so climatic changes in the Northern hemisphere may have been the result of volcanic activity. The 1991 eruption may have contributed to ozone damage causing the unusually high world temperatures in 1992. Also, industrial contamination puts important quantities of noxious gasses like carbon dioxide, sulphur dioxide, carbon monoxide and nitrogen peroxide into the atmosphere through burning fossil fuels. These gasses contribute to the so-called "greenhouse" effect and global warming. Another main area of industrial pollution of the atmosphere is the release of ozone-damaging chemicals like chlorofluorocarbons and polychlorobiphenols. These are used in refrigeration, and as you know, some manufacturing processes and in fire extinguishers. Another source of damage to the environment is car and plane engines because they release the so-called "greenhouse" gasses such as carbon dioxide...

EXAMPLE 2

...climatic changes in the Northern hemisphere may have been the result of three types of effects on the environment: first, volcanic activity; second, industrial pollution; and thirdly, transportation. Let's look at these in more detail.

First, volcanic eruptions: The 1991 eruption may have contributed to ozone damage causing the unusually high world temperatures in 1992. The second key area is industrial contamination. Industry puts important quantities of noxious gasses and chemicals into the atmosphere. There are four important gasses released by burning fossil fuels. These are carbon dioxide, sulphur dioxide, carbon monoxide and nitrogen peroxide. They contribute to the so-called "greenhouse" effect and global warming. The second main area of industrial pollution of the atmosphere is the release of ozone-damaging chemicals like chlorofluorocarbons and polychlorobiphenols. These are used in refrigeration, some manufacturing processes and in fire extinguishers. Finally, the third source of damage to the environment is transportation. Car and plane engines are a problem because they release the so-called "greenhouse" gasses such as carbon dioxide...

HOW TO ORGANIZE YOUR PRESENTATION LOGICALLY



My topic is about...

...There are three points to know about my topic:

First, ...

Second, ...

Third, ...

So let me talk about the **first** point.

There are two things you need to know about this. They are:

1)

2)

Next, my **second** point is about.....

And there are four things you need to know. They are:

1)

2)

3)

4)

Finally, the **third** point you need to know is...

There are three things:

1)

2)

3)

MORE INTONATION & EMPHASIS PRACTICE

A good presentation involves more than just giving information. You also have to interpret that information to show your audience exactly what it means, or how it is important. To do this, your intonation (the rise and fall of your voice) tells your audience exactly what you are thinking. Good intonation lets them know your attitude about the topic.

TASK: Present these ideas while paying attention to the rise and fall of your voice, pausing and emphasis:

- 1) Luck is what happens when preparation meets opportunity.
- 2) The easier it is to do, the harder it is to change.
- 3) Teamwork is twice the results for half the effort.
- 4) Don't let what you can't do interfere with what you can.
- 5) Laughter is always the shortest distance between two people.
- 6) To err is human, but to really mess things up requires a computer.
- 7) People always have two reasons for doing things: a good reason and the real reason.
- 8) People who think they know everything are a headache to those of us who really do.
- 9) An expert is someone who knows more and more about less and less until he knows everything about nothing.
- 10) The human brain starts working the moment you are born and doesn't stop until you stand up to speak in front of an audience.

FOR FUN: Here are some very challenging sentences. Can you say them with appropriate intonation to make them understandable?

- 1) That that is is; that that is not is not. Is that it? It is.
- 2) Buffalo buffalo, that Buffalo buffalo buffalo, buffalo Buffalo buffalo.
- 3) Well, will Will will Will's well to Will?

DRAMATIC CONTRASTS

Contrasts are one of the most common presentation techniques.

Persuasive presenters know how to use dramatic contrasts skillfully to make important points.

TASK: Match the two halves of these contrasts:

1) In the 80s, people ate the same amount of food as today but were still thin.	a) than making stupid mistakes later.
2) Asking difficult questions now is a lot easier	b) But it takes more than 500 years for it to decompose.
3) If we don't change,	c) and a poor person is how they use their time.
4) Instead of wondering WHY this is happening to you,	d) Or we become extinct.
5) Remember, it can take less than a minute to manufacture a plastic bottle.	e) These days, the average person's weight is ten percent higher than it was 30 years ago.
6) The only difference between a rich person	f) others collaborate with researchers outside their own field to answer research questions.
7) It's not a matter of what courses students take.	g) But we're already planning on walking on Mars.
8) While some researchers look within their own discipline to gain expertise,	h) why don't we consider why it is happening to YOU.
9) Either we will change and build solidarity for a better and just world,	i) It's a matter of what they can do when they exit the system.
10) Everyone said we would never walk on the moon.	j) Then we don't grow.

Can you create your own dramatic contrasts?

- | | |
|----------------------------------|-------------------|
| 1) In the _____, | These days, |
| 2) _____ now is a lot easier | than _____ later. |
| 3) If we don't | then |
| 4) Instead of | Why don't we |
| 5) Remember, it can take | But it takes |
| 6) The only difference between | And a |
| 7) It's not a matter of | It's a matter of |
| 8) While some researchers | We have |
| 9) Either we | Or we |
| 10) Everyone said we would never | But we |

Can't think of any dramatic contrasts? Try an online Boolean search (putting quote marks around your search phrase) to see what other people have said.

PREPARE AND DELIVER A RAPID-FIRE DEMONSTRATION PRESENTATION

Planning and Preparation

- 1) Choose a topic for a 3-to-5 minute, rapid-fire presentation. It can be a “HOW TO” talk or “HOW IT WORKS” talk.
- 2) The goal is to teach us a skill (HOW TO...); or show us the process or explain the design of something to help us understand how something functions (HOW IT WORKS...).
- 3) You will have introduction in which you tell the audience what it is they're going to learn, why they'll benefit from learning it and why you chose the topic.
- 4) Next you have the body of the speech. This is the demonstration itself.
- 5) Finally, you'll have a conclusion summarizing what it is that's been learned and reinforcing its benefits.
- 6) You can interact with the audience if you want. For example, if you are teaching a skill, have everybody practice with as you are going through the steps.

OUTLINING

Make an outline similar to the one on page 7. What does your audience need to know?

If you're describing how something works, create an outline deciding on the logical order of how the object functions

MATERIALS

Create a PowerPoint slide or a handout showing a diagram or schematic of your topic to help your group visualize the process more easily. You can also use real objects.

SUMMARY

Demonstration simulates the Methods part in academic presentations. When describing your materials, methods and/or design, you may need to either tell the audience how your method works, or how you applied the method to get your results. The steps in the demonstration description are described using either simple present tense, or, in the case of reporting steps that led to results of a completed process, you may use the simple past tense.

In many presentations, the content design of the introduction may also need to include a hook and agenda—both of which prepare the audience to listen.

The hook is an attention-getting trick used at the beginning of the talk to rally the attention of the audience and get them prepared and focused on your topic. There are many types of hooks—each one has their own rationale, so it's a good idea to choose hooks carefully. Not all presentations need hooks. They're particularly useful when you have large, mixed and/or restless and noisy audiences.

Another useful tool for the introduction is the agenda, which is found at the end of an introduction. A well-explained agenda that not only highlights what you're going to talk about, but also HOW you will talk about it can certainly help the audience relax and be prepared to listen.