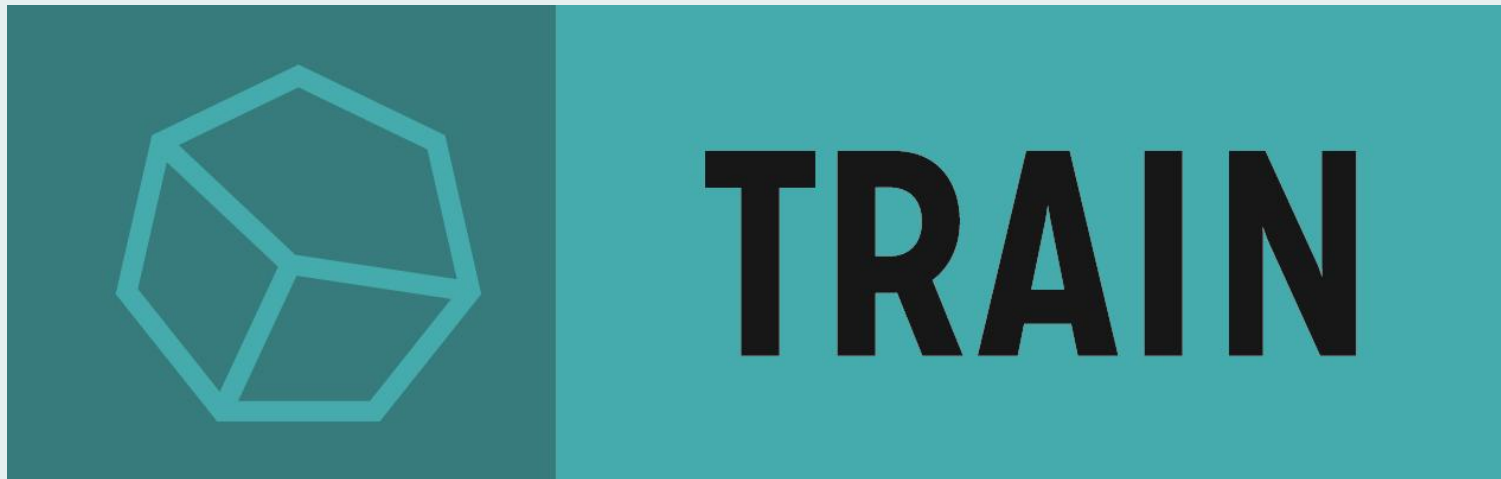


training & research for academic newcomers



A project of the King Baudouin Foundation

Communication and presentation skills

Hannah Mamzer, Bernd-Friedrich Voigt, Thomas Gebhardt



Session 1

9:45 – 10:45 am

1. Communicating effectively: One model fits all? (see Prezi)

Lectures / discussion

Session 2

11:00 – 12:15

2. Presentation basics: Stage fear, Opening & Closure
3. The settings: microphone, speakers desk, podium,

Lecture / discussion and group work

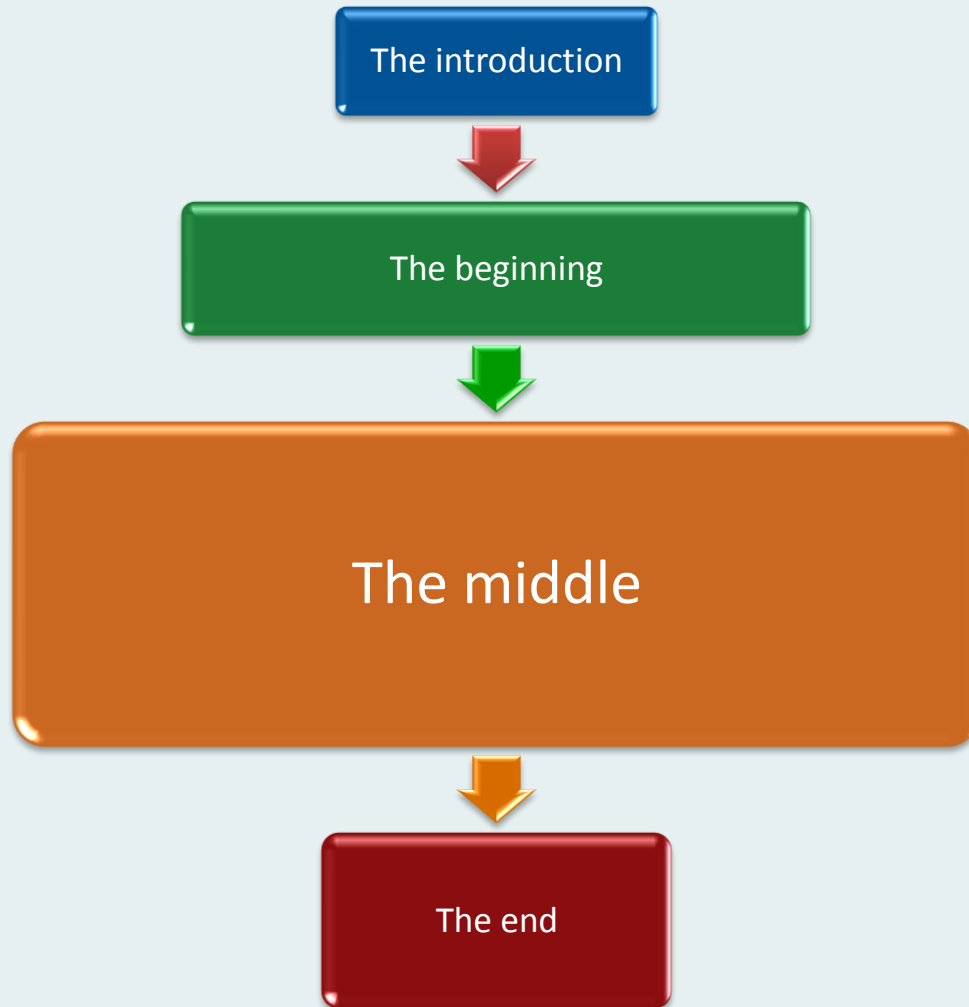
Session 3

13:45 – 17:00

4. Presenting with a purpose: Concepts for good practice in science
5. Deliver a presentation!

Lecture / discussion and group work

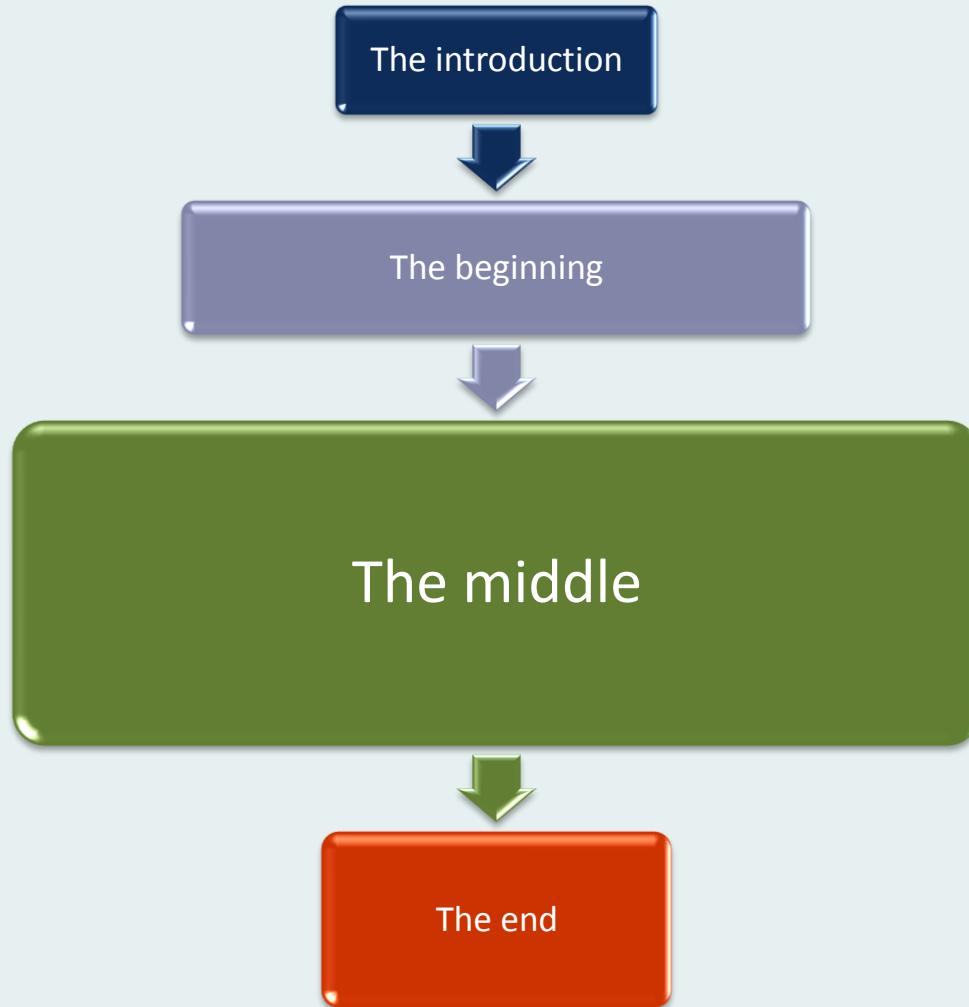
Building up or muddling through? Structure



Five Points Formula

1. Draw attention
2. What's it all about
3. Explaining and exemplifying
4. Conclusion
5. Call for Action

Building up or muddling through? Structure



Problem Solving Formula

1. Draw attention
2. State the problem
3. Set an objective in order to solve the problem
4. Propose and assess alternatives
5. Decide on one alternative
6. Call for Action

The introduction



- Thank yous
- Connect – to the event and audience
- Praise hosting institution
- Show good manners

The beginning



- If any: deal with previous speakers
- "Framing": Setting up context for the information that will follow
- Attention-getter (something compelling, arresting, even dramatic...?)
 - Similar to the first few paragraphs of the paper's introduction. For an applied talk describe the data and scientific objectives.
- Setting up your main themes (max. of three)

The middle



Establish main themes (example)

1. How past research has helped to treat a disease (impact on health care cost)
2. Why my research is going beyond the known
3. What needs to be done to go even further

Main body of the talk.

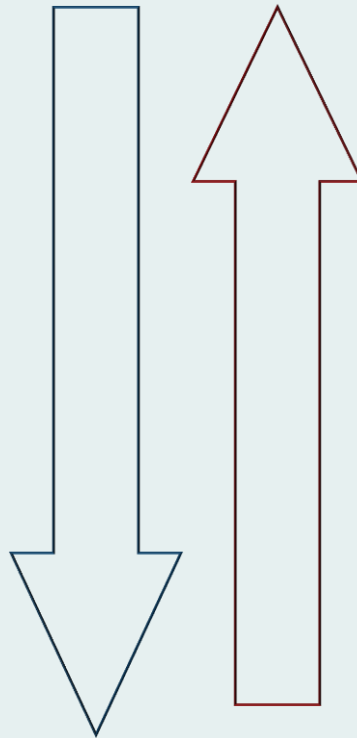
- New insights/methods: Do not just present formulas, but motivate them and interpret them to give insights.
- New results: Present the key results of a simulation study or data analysis. Do not superficially cover all results; cover key results well.

Arguments

How do you sort your arguments convincingly?

sorting pattern „climax“:

- weak argument
- stronger argument
- strongest argument



or „anti-climax“:

- strongest argument
- weaker argument
- weakest argument



The end

- Warning: In conclusion...
- Recap: Main themes: 1, 2, 3
- Strong finish: Present key results again
- Attain your goal

As you go along...

- Ignore hecklers
- Prepare to handle questions and interventions
- Be alert
- Maintain control
 - Do not have the audience dictate your pace or direction of presentation

As you go along

When challenged, answer:

- Restate the objection
- State your position
- Offer support for your position
- Indicate the significance of your rebuttal

As you go along

Support your point:

- Convey enthusiasm for your subject
- Reduce discrepancy, involve people
- Seek identification in vocabulary and anecdote with the audience's position
- Avoid opposition
- Use transitions
- Identify and use keywords

As you go along

Be present:

- Avoid meaningless movement
- Get and keep eye-contact
- Use pauses and stillness
- Stand firm and tall
- Vary your voice (pitch, tone, pace)

Outline of a conference presentation

Introduction and beginning:

- Title/author/affiliation/e-mail address (1 slide).
- Motivation (2-3 slides)
- Outline (1 slide)

Outline of a conference presentation

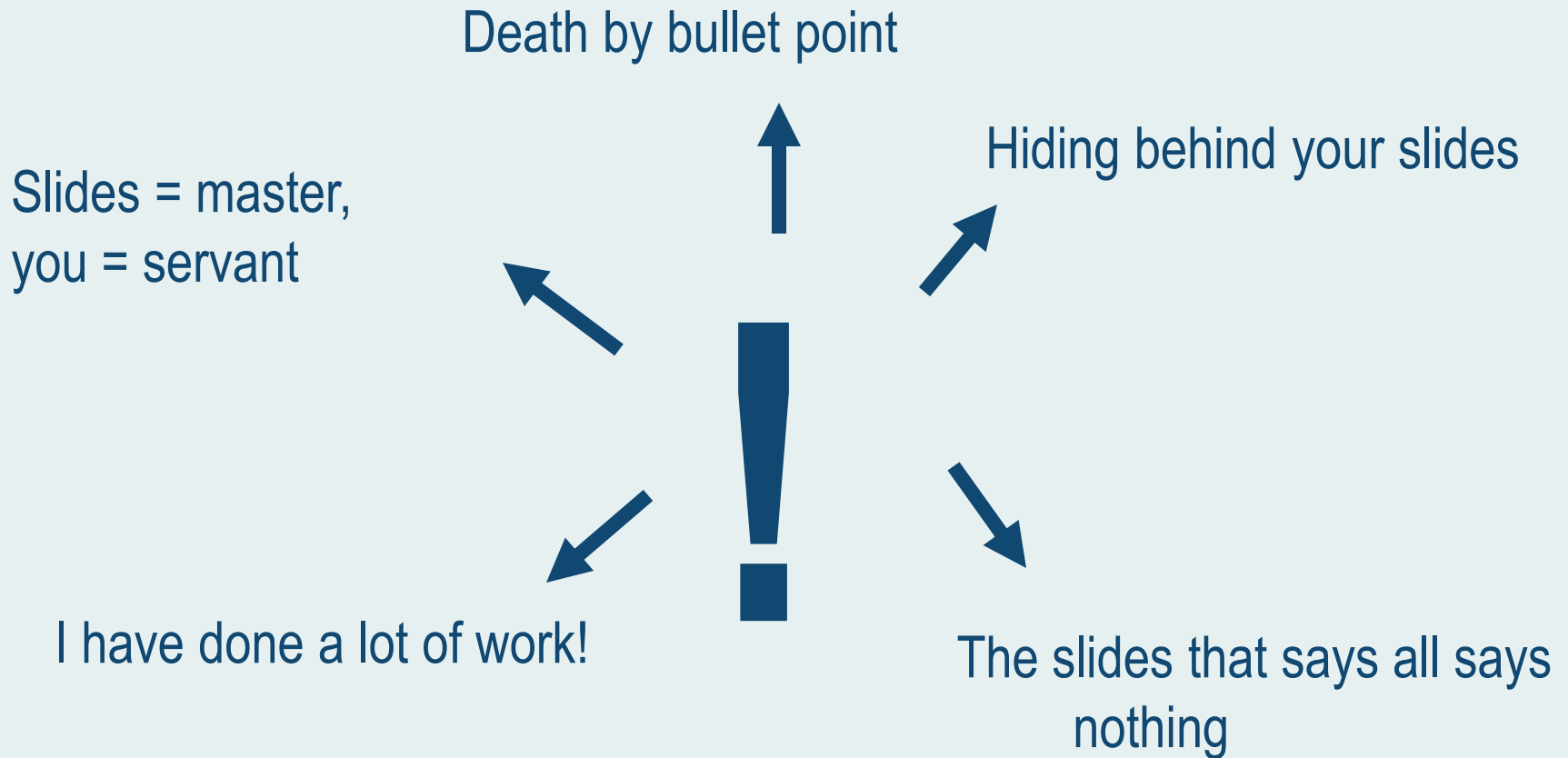
Main part and end:

- Background information (1-2 slide).
- Results (3-4 slides)
- Summary (1 slide)
- Future Work (0-1 slides)

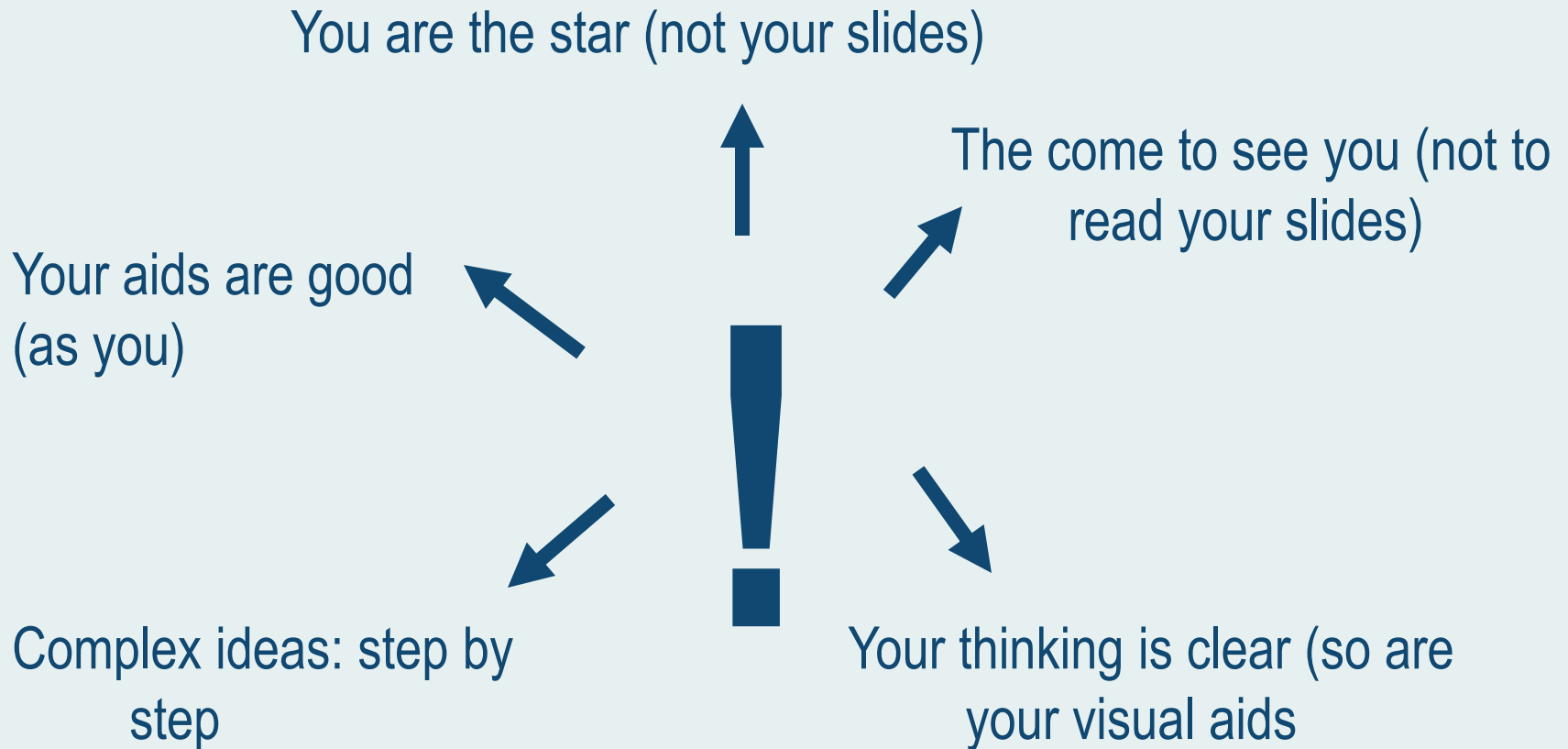
You'll need 10-15 total slides.

So, it is all about Powerpoint?

A World with(out) Powerpoint: Slides



A World with(out) Powerpoint: Slides

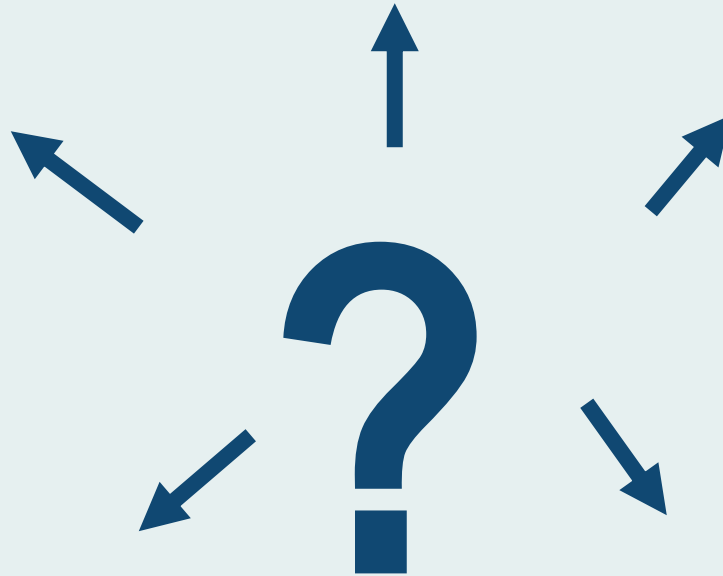


What appeals to you?



What appeals to you?

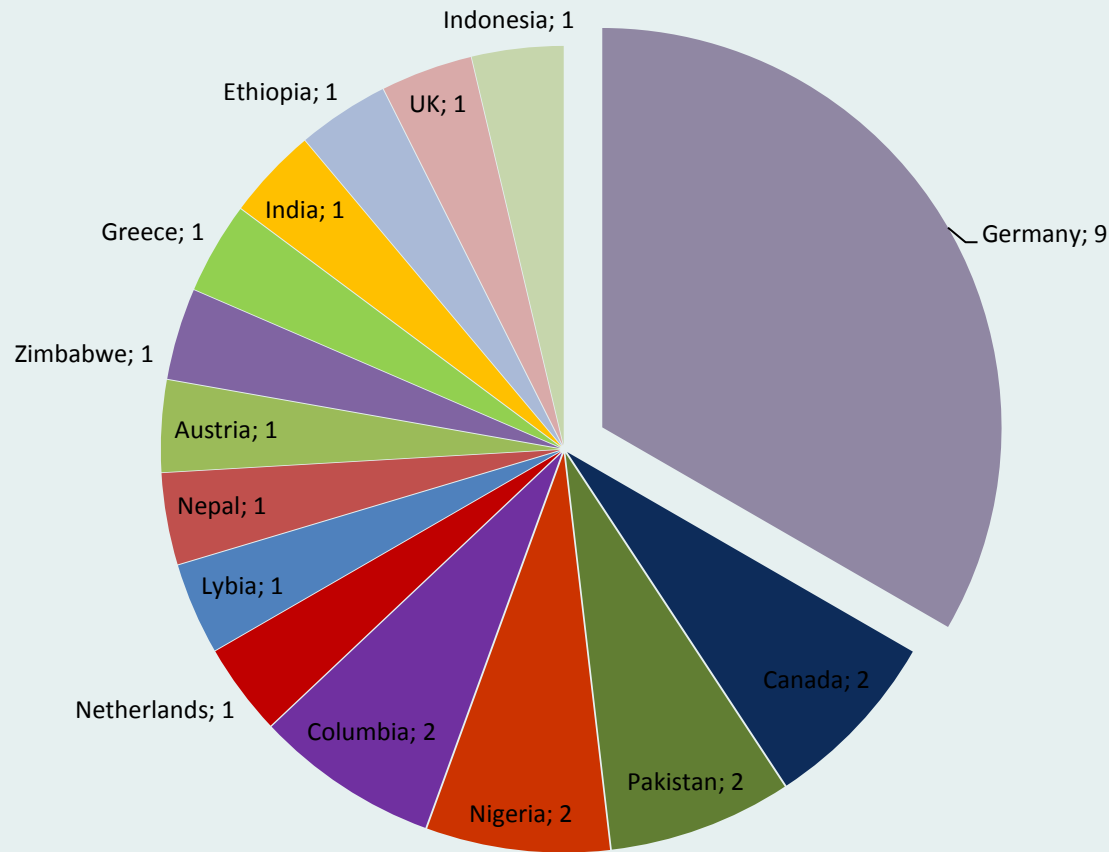
Diagrams



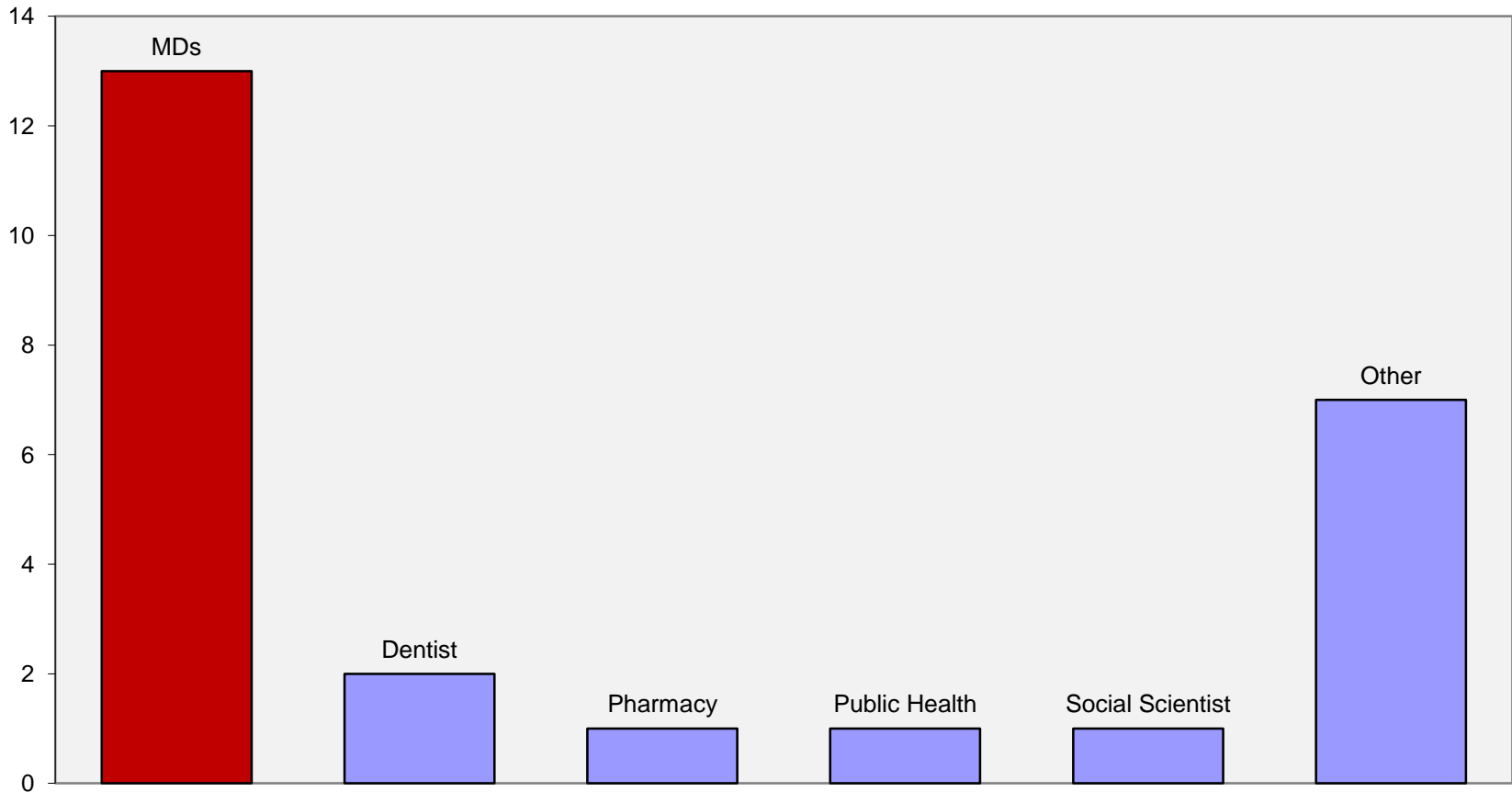
Example: Postgraduate Study Program "International Health" 2013: Participants' countries of origin

| Country | Number of Participants |
|-------------|------------------------|
| Germany | 9 |
| Canada | 2 |
| Pakistan | 2 |
| Nigeria | 2 |
| Columbia | 2 |
| Netherlands | 1 |
| Lybia | 1 |
| Nepal | 1 |
| Austria | 1 |
| Zimbabwe | 1 |
| Greece | 1 |
| India | 1 |
| Ethiopia | 1 |
| UK | 1 |
| Indonesia | 1 |

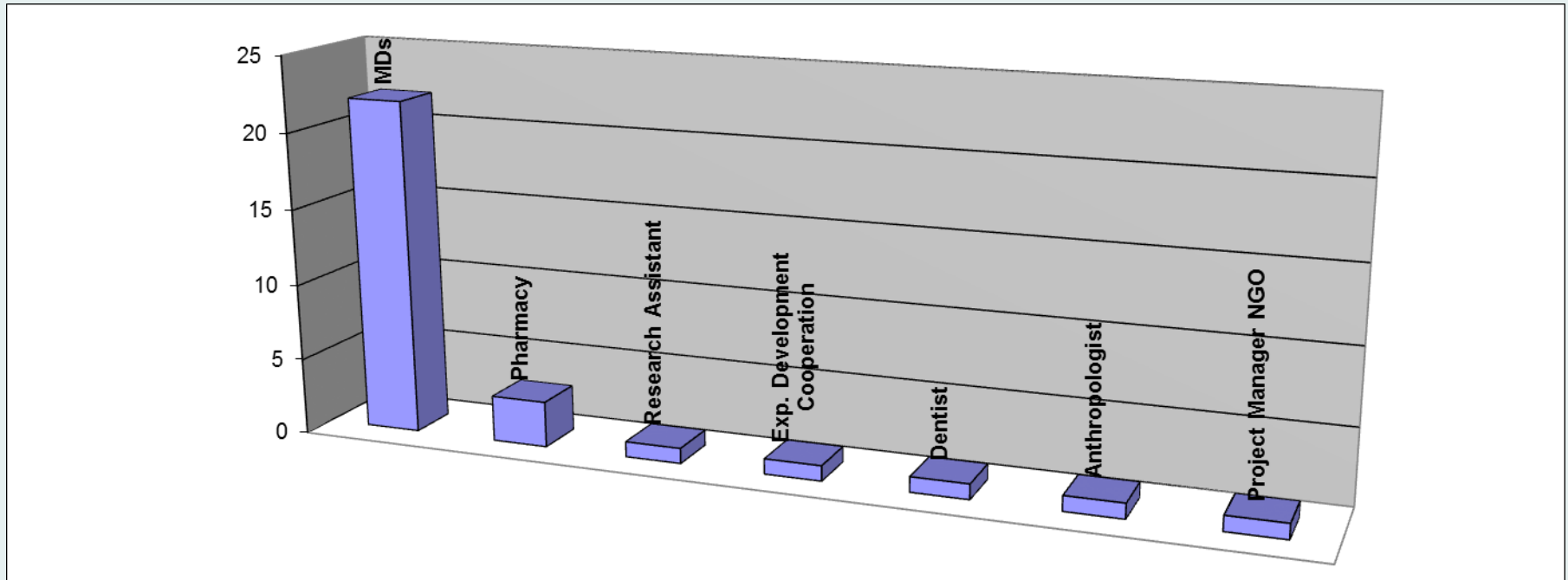
Example: Postgraduate Study Program "International Health" 2013: Participants' countries of origin



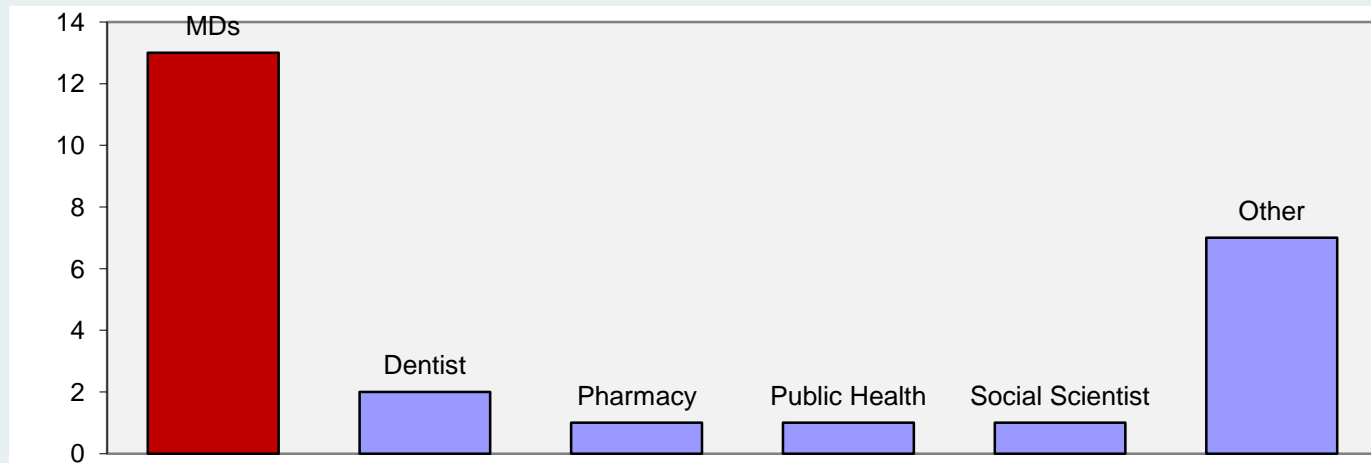
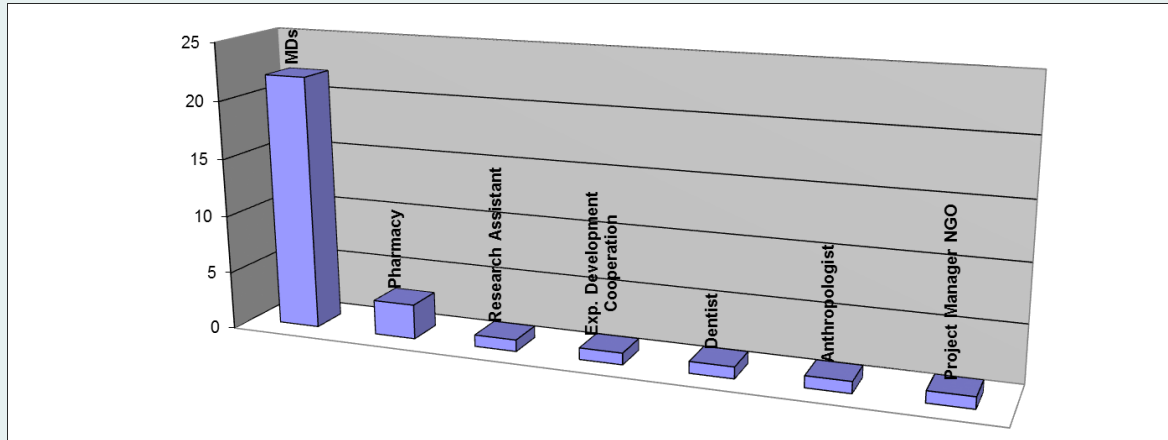
Example: Postgraduate Study Program "International Health" 2013: Participants' professions



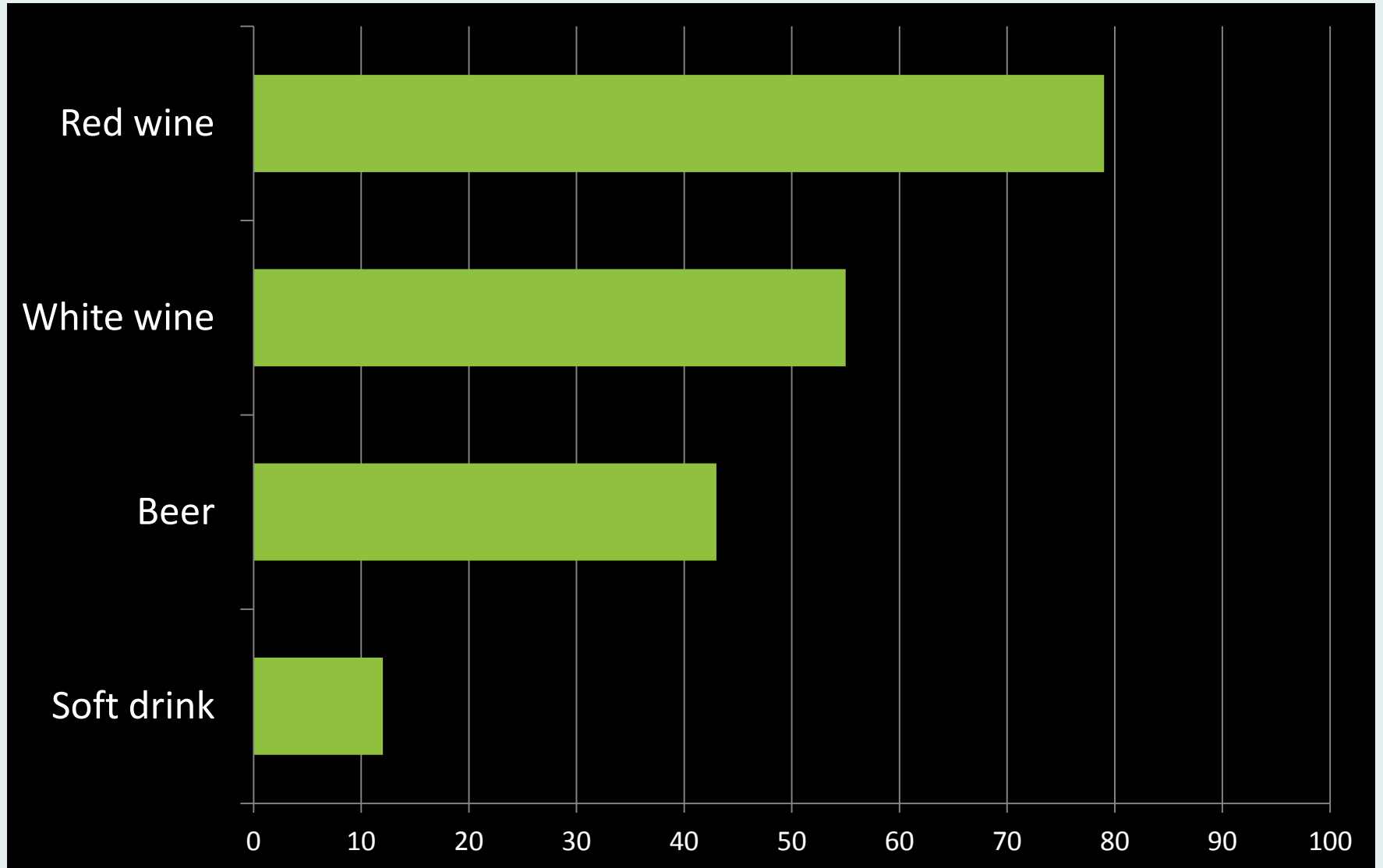
Example: Postgraduate Study Program "International Health" 2011: Participants' professions



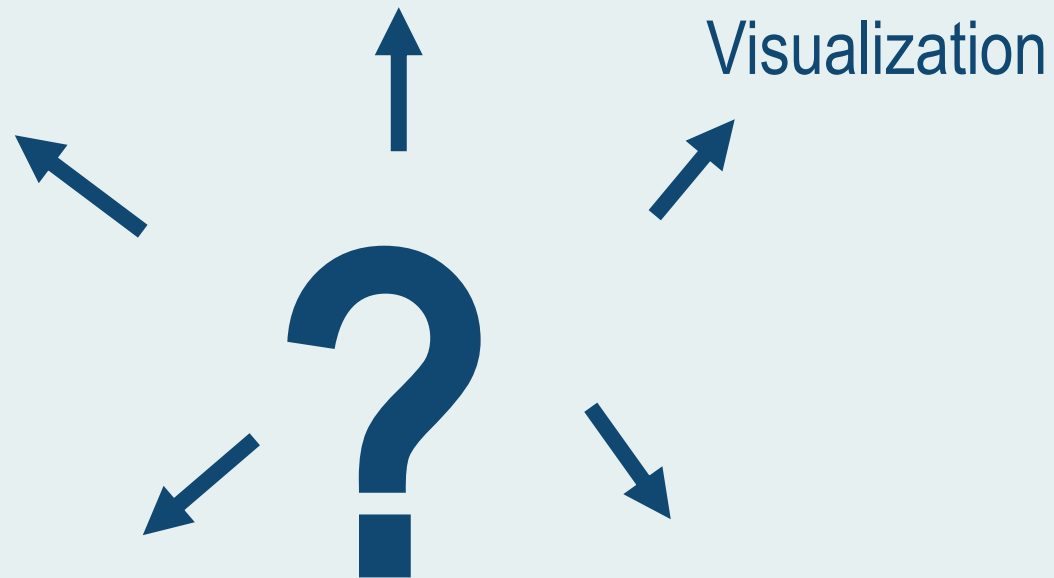
Example: Postgraduate Study Program "International Health" 2011 and 2013: Participants' professions



Drink Preferences



What appeals to you?





79%

prefer red wine



50%

15%

35%





What are suitable pictures?

Triggering emotions, reinforcing messages, generating sudden insights, simplifying or explaining a text



SPLEEN AND BURSA MASS OF ROCK PTARMIGAN IN RELATION TO PARASITE INFECTIONS, AGE, SEX AND YEAR

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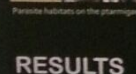


BACKGROUND

The spleen and bursa of Fabricius are important organs of immune function in birds. They are known to play a major role in fighting parasite infections. In particular spleen, but also bursa size is commonly used as a measure of immune investment. The bursa only occurs in juvenile birds and regresses before sexual maturity. We investigated spleen and bursa mass and parasite burden (parasite richness, load, and presence/absence) of 541 rock ptarmigan *Lagopus muta* collected in Northeast Iceland in the first week of October 2007-2012.



Location and in depth appearance of the avian spleen and bursa of Fabricius



Parasites of the ptarmigan



Ectoparasites such as mites, lice, or flies



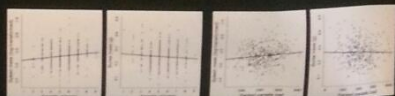
Endoparasites such as worms or coccidians

RESULTS

All birds were infected with at least one parasite species and maximum nine. Our results revealed that increased parasite burden was associated with increased spleen mass (splenomegaly) and decreased bursa mass in juvenile rock ptarmigan, but the organs did not show an inverse relationship. Variation in spleen and bursa mass were associated with the age of the birds. For adult spleen and juvenile bursa mass variation was due to the birds' sex, and for juvenile spleen mass it was due to interannual variation. Juvenile birds had overall higher spleen mass than adult birds, and adult females had higher spleen mass than adult males. Bursa mass of juvenile females was greater than that of males. Coccidian parasites in particular, but also the feather lice *Logopoeicus affinis* and *Gonoides lagopi* and the mite *Metamicrolichus islandicus* were the main parasites triggering increased spleen and/or decreased bursa mass in juvenile birds.

Mean spleen and bursa mass of rock ptarmigan in Northeast Iceland October 2007-12.

| Organ | Age | Sex | Sample size | Mean mass (g) ± SD | Range |
|--------|-----|-----|---------------|--------------------|---------------|
| Spleen | J | F | 377 | 0.075 ± 0.027 | 0.026 - 0.243 |
| | | M | 379 | 0.073 ± 0.024 | 0.024 - 0.187 |
| | A | F | 63 | 0.063 ± 0.023 | 0.024 - 0.114 |
| | | M | 132 | 0.056 ± 0.019 | 0.017 - 0.113 |
| Bursa | J | F | 276 | 0.231 ± 0.076 | 0.025 - 0.546 |
| | M | 277 | 0.263 ± 0.076 | 0.101 - 0.466 | |



Interactions between log-spleen and bursa mass and parasite richness and load in juvenile rock ptarmigan in Northeast Iceland October 2007-12.

DISCUSSION

Spleen mass appears to be a suitable indicator of immune investment associated with parasite burden of ptarmigan. The bursa however needs more detailed investigation if we intend to better understand how it functions in parasite defense in the ptarmigan. Our findings indicate that parasite burden may be one, but not the only explanation for increased spleen or decreased bursa mass in the Icelandic rock ptarmigan.

Acknowledgements This project was and is being funded by BAKNED (9791 no. 100202022), the Research Fund of the University of Iceland, the Icelandic Hunting Fund, the Landvirkjun Energy Fund, the Icelandic Institute of Natural History, and the Institute for Experimental Pathology, University of Iceland. Rósa Þorbjörg and North East Iceland Nature Center provided logistical help. We are grateful to all the people that helped with collecting the birds in the field and dissecting them in the laboratory. David Berggren for the collaboration with the ptarmigan pictures, and <http://olufkarl.nielsen@ni.hi.is> and <http://www.stefan.stefansson.com/olufkarl.nielsen@ni.hi.is> for allowing to use drawings and pictures for this purpose.



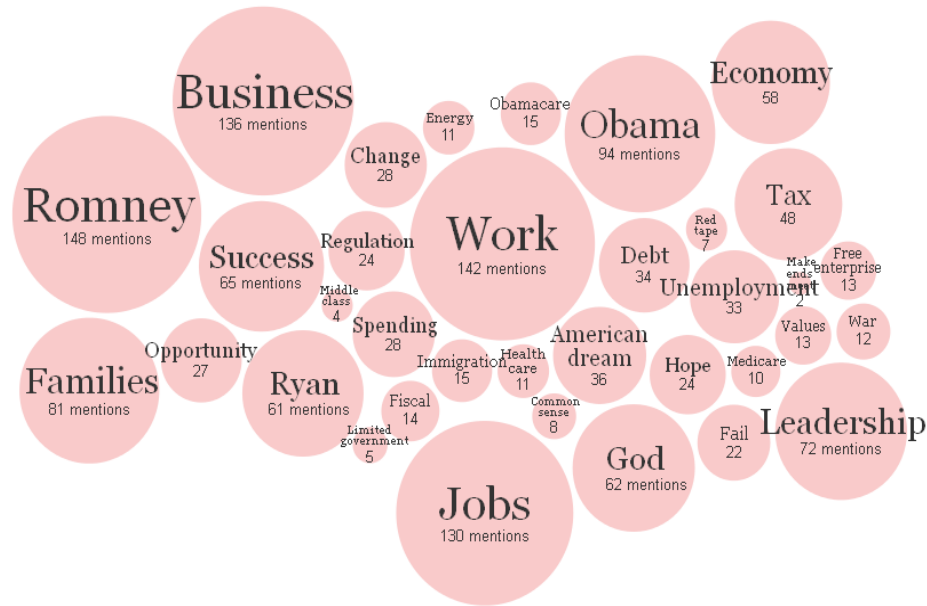
RISK



http://www.christophniemann.com/index.php/portfolio/details/graphic_01

At the Republican Convention, the Words Being Used

A look at how often speakers at the Republican National Convention have used certain words and phrases so far, based on an analysis of transcripts from the Federal News Service.



A sampling of excerpts from the speeches

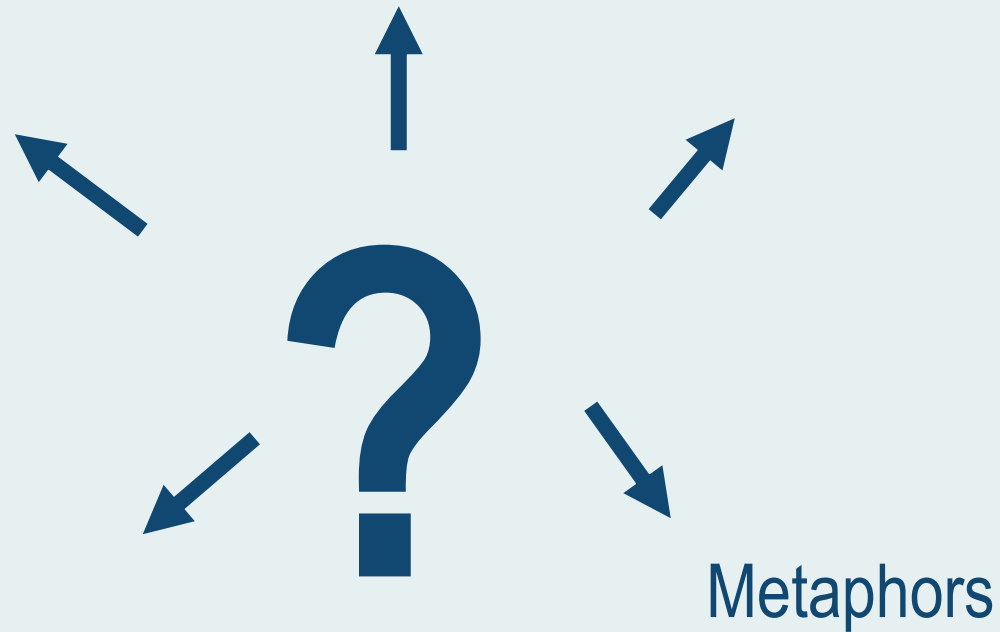
Click on a highlighted word or bubble to show related excerpts.

Includes speeches through 10 PM ET, Tuesday.

Source: New York Times, August 28, 2012

<http://www.nytimes.com/interactive/2012/08/28/us/politics/convention-word->

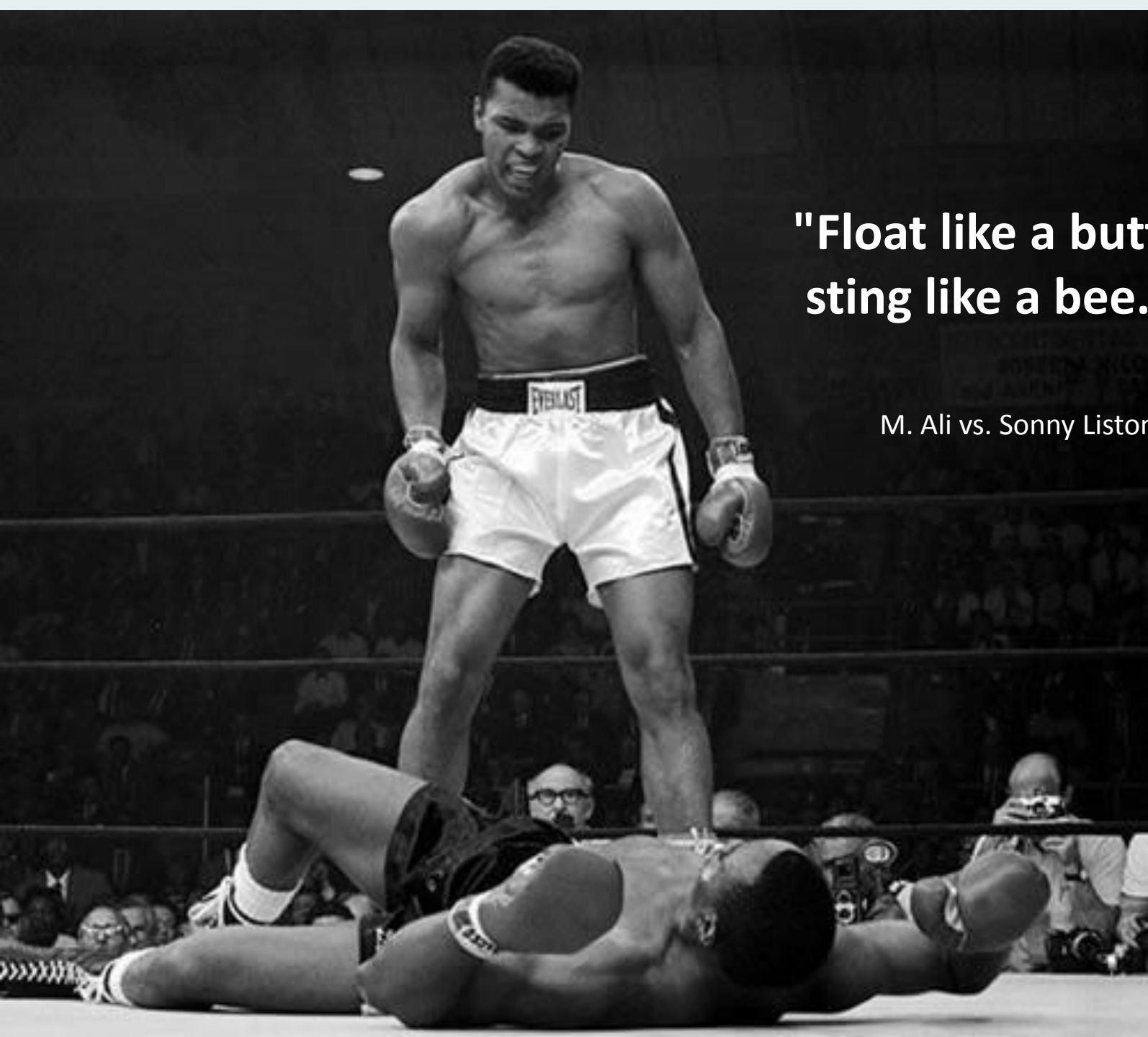
What appeals to you?





"We have to help putting out the fire, even if it was arson."

Peer Steinbrück on the Federal Bank Rescue Plan

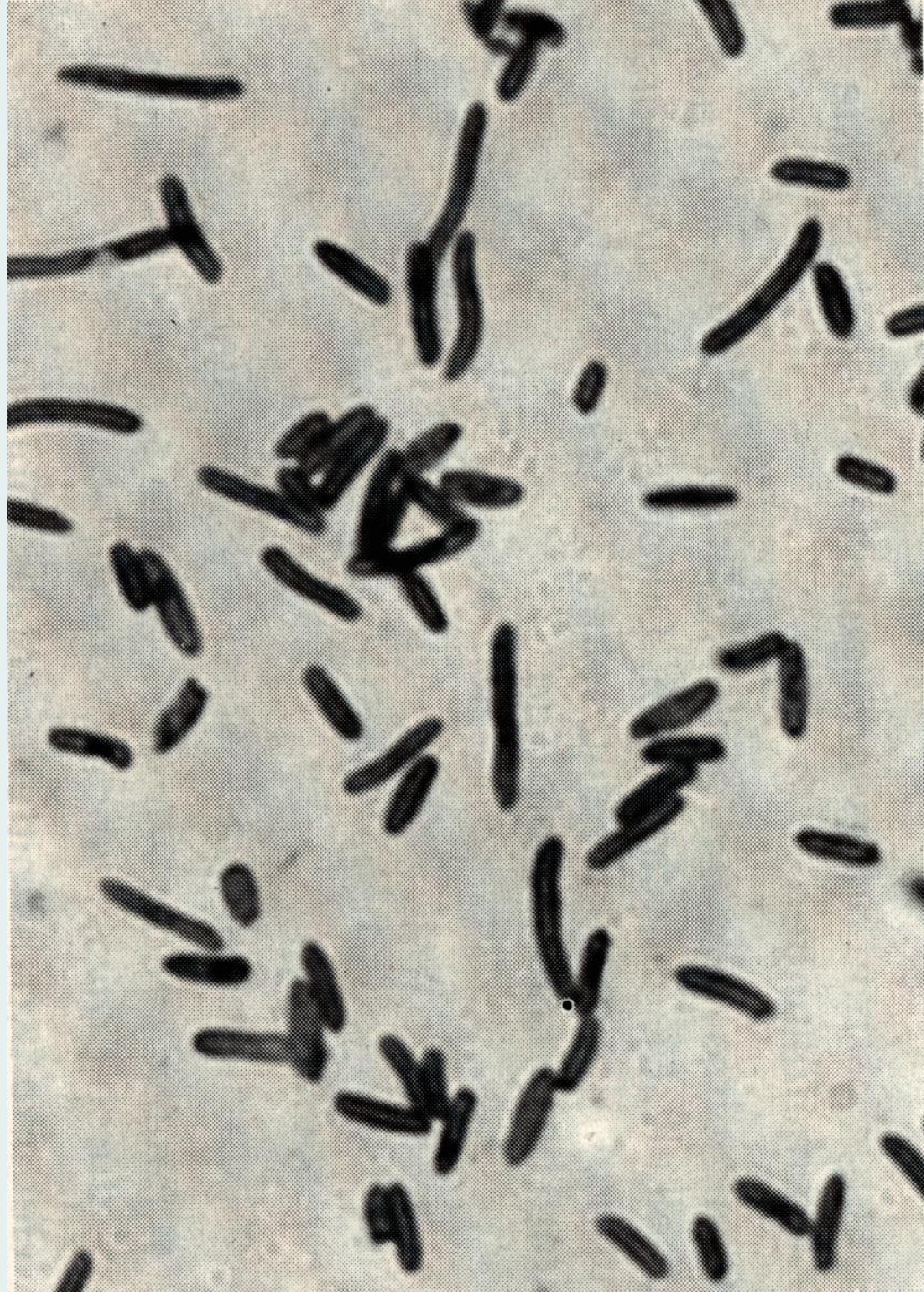


**"Float like a butterfly,
sting like a bee."**

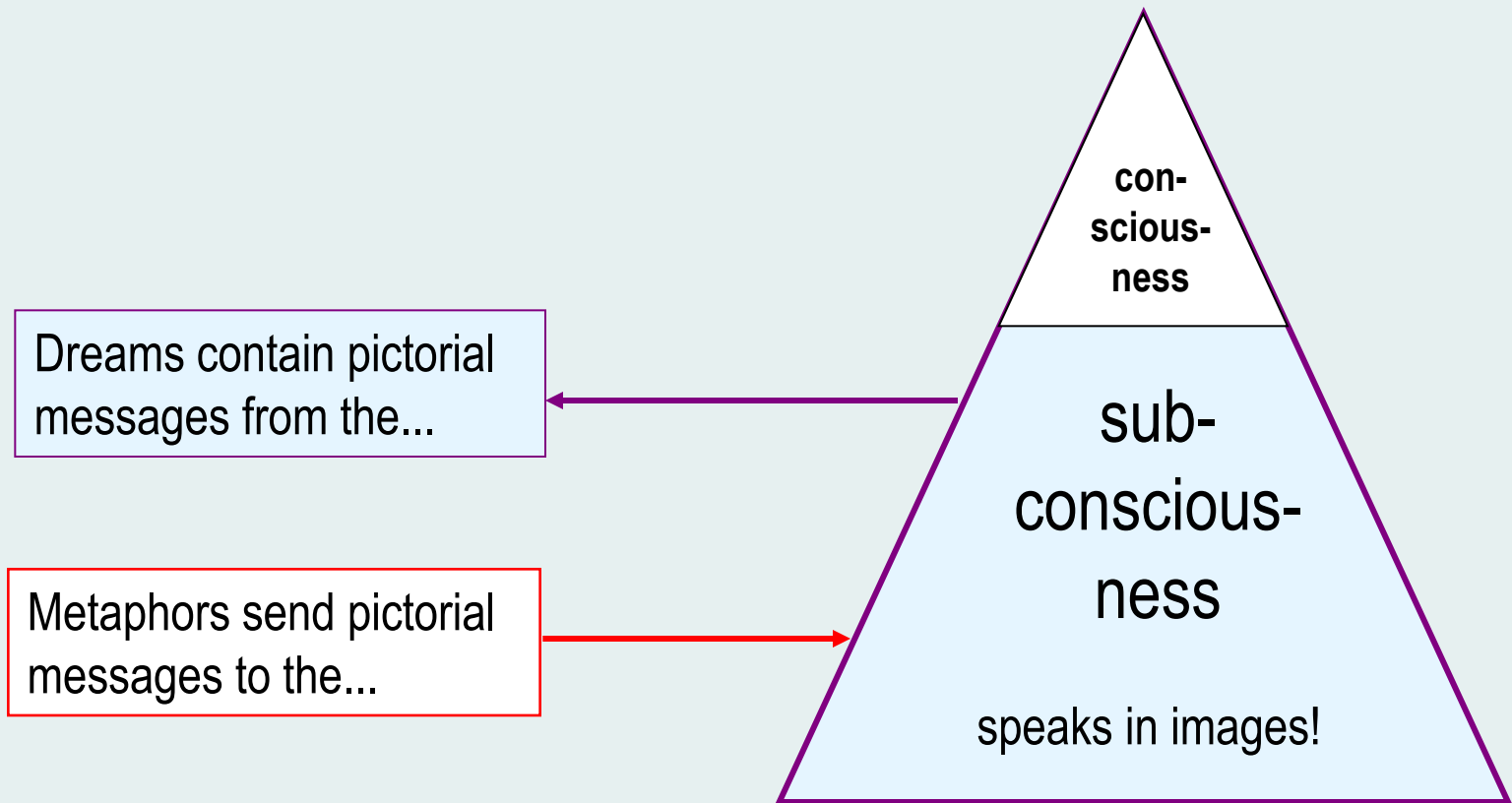
M. Ali vs. Sonny Liston

Metaphor (in pairs)

" In the criminal underworld of disease, bacteria are muggers and viruses are squatters. Bacteria knock you down openly in the street, viruses sneak into your house and take it over. "



Why do metaphors reach the subconscious mind?



What appeals to you?



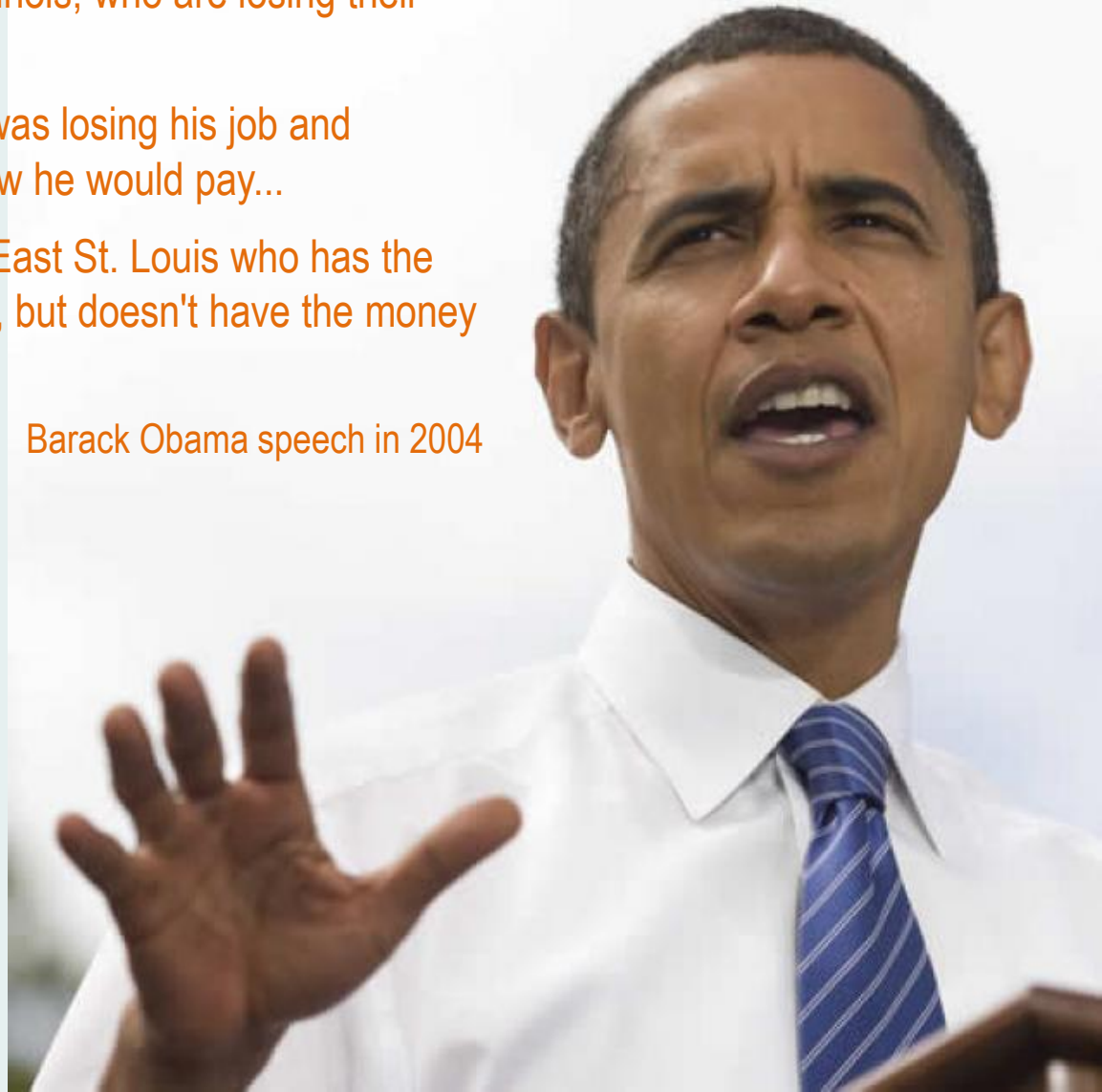
Narratives and Rhythm

I say to you tonight: we have more work to do. More to do for the workers I met in Galesburg, Illinois, who are losing their union jobs...

More to do for the father I met who was losing his job and choking back tears, wondering how he would pay...

More to do for the young woman in East St. Louis who has the grades, has the drive, has the will, but doesn't have the money to go to college“

Barack Obama speech in 2004



Style: Rythm



Martin L. King

"I have a dream that one day this nation will rise up and live out the true meaning...

I have a dream that one day on the red hills of Georgia...

I have a dream that one day even the state of Mississippi... "

Slide management for narratives

Content can pan from scene to scene, rather just from slide to slide.

Group I





We consider that one of the most important issues is national data management. The question is how to gather relevant data from responsible authority agencies as well as how to use the data most efficiently.

Group III





The issue we consider most important is the low job quality in public administration and resulting corruption. The challenge we face is how can we improve the system to meet the public officers' satisfaction?

Slides

- Exposition or justification?

Hospital's Success

- Outpatient service delivery in time
- On budget
- Targets reached

Soon: # 1 hospital in town

Number of patients down 5%

- Northern Region - 5%
- Southern Region - 5%
- Eastern Region 10%
- Western Region -10%

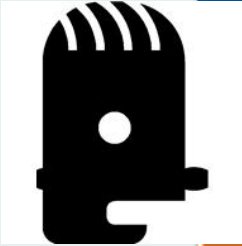
Preparing communication: Clarification



What's
my view?

What do I feel?

Message



What do I think
of him/her?

What do I want
to achieve?



Style

Anadiplose

Anapher

"I say to you tonight: we have more work to do. More to do for the workers I met in Galesburg, Illinois, who are losing their union jobs... More to do for the father I met who was losing his job and choking back tears, wondering how he would pay... More to do for the young woman in East St. Louis who has the grades, has the drive, has the will, but doesn't have the money to go to college"

Barack Obama in a speech 2004

Trio

Style: Trios

"If we pull out of Afghanistan too early, ... women have to stay in the cellar, girls cannot go to the school any longer and farmers will grow drugs again..."

"Wenn wir zu früh aus Afghanistan abziehen, dann gehen die Frauen wieder in den Keller, Mädchen gehen nicht mehr zu Schule und der Bauer baut Drogen an..."

F.W. Steinmeier during the TV Duel with A. Merkel, Sept. 13, 2009

Style and rythm: Trios and pairs

" Government by the people, government through the people and government for the people... "

Gettysburg Address, A. Lincoln, 1863

- Comparative, constrasting

Style: Anadiploses

Anadiploses



“But this is, too, is part of America’s promise, the promise of a democracy where we can find the strength and grace to bridge divides and unite in common effort

Barack Obama, Acceptance Speech, Aug. 28, 2008, Denver, CO

Style: Epistrophe

Epipher/
Epistrophe



"**It was a creed** written into the founding documents that declared the destiny of a nation: **Yes, we can. It was** **whispered** by slaves and abolitionists as they blazed a trail towards freedom through the darkest of nights: **Yes, we can.** **It was sung** by immigrants as they struck out for distant shores and pioneers who pushed westward against an unforgiving wilderness: **Yes, we can** "

Barack Obama, Jan. 8, 2008 in Nashua , New Hampshire (after losing the state to H. Clinton)

Style: Alliteration

"The sheer improbability of this victory is part of what makes D-Day so memorable. It also arises from the clarity of purpose with which this war was waged."

B. Obama on D-Day, 2009

"Nein, liebe Freunde, Merkel-Politik wäre für die große Mehrheit in unserem Lande Minus-Politik...
"

<http://www.reden-fuer-eine-neue-welt.de>

Summary

Anaphora

- Deliberate repetition at the beginning of sentences
- Marking syntax to hammer your message across

Epistrophe

- repetition of a word or expression at the end of a successive sentences or phrases
- Energetic, mobilizing

Summary

Anadiploses

- Repetition in between sentences
- helps to explain complex issues

Alliteration

- Repeating words with the same consonants or sound
- Creating „sound“, mostly „nice to hear“ (and to remember)



Obama accepting Democratic
Nomination - 2008

Physical appearance – The Greek Statesman



Physical appearance – The Greek Statesman



Physical appearance – The Greek Statesman

Physical appearance – The Down-to-Earth Statesman

McCain accepting Republican Nomination - 2008



The choice of words

The nominal style like

- to give proof
- to take an examination
- to make an announcement
- to make decisions

preferably verbs!

- ✓ to prove
- ✓ to examine
- ✓ to announce
- ✓ to decide

- Shorten and simplify the following text!

Although a difficult technical jargon and foreign words give the impression of academic excellence, they do make a text difficult to understand, as they in general require a high level of reading concentration.

(33 words)

- Remove **unnecessary** words or syllables!

A difficult technical jargon and foreign words seem to be scientific, but make a text difficult to understand and demand a high level of reading concentration.

(26 words)