

Academic Presentation Techniques

Human Expertise in a Technological Age

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CIP



Plato
Aristotle
Cicero
Seneca
Quintillian
Gaius Julius Caesar
Crassus
...

'...the skill of speaking effectively was prized as much as battlefield heroics...' (King, 2021)

Religious oratory

Sermons & theological debate

Leonardo Bruni
Baldassare Castiglione
Giovanni Pico della Mirandola
Thomas More
Desiderius Erasmus
Martin Luther
John Calvin
Catherine de' Medici
Girolamo Savonarola
...

Business and Politics



Presentations serve as an accepted currency on academic resumes; they influence promotion, career progression, and professional reputation.

(Bekker & Clark, 2018)

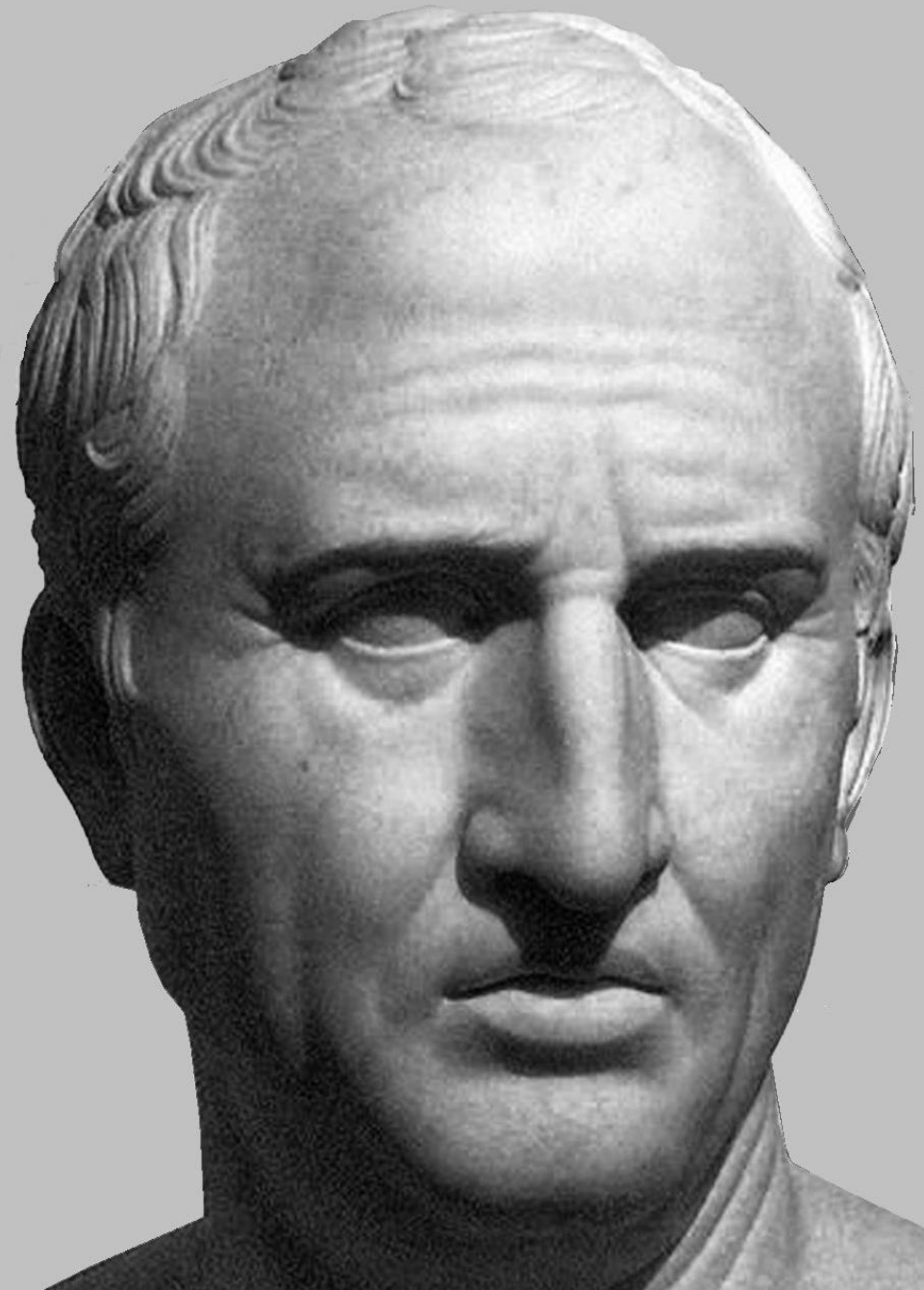


Fabio Quintilian



Every year, thousands of presentations of qualitative research findings are delivered at conferences, seminars, meetings, and students defences.

(Bekker & Clark, 2018)





Academics are seldom formally trained in public speaking and are expected to develop skills by trial-and-error experience...

(Ridde & Mohindra, 2009; Happell, 2009)



Baldassare Castiglione



Presentations demand of the researcher the ability to communicate in a manner that is resonant, and which conveys significance by connecting with an audience.

(Hadfield-Law, 2001)

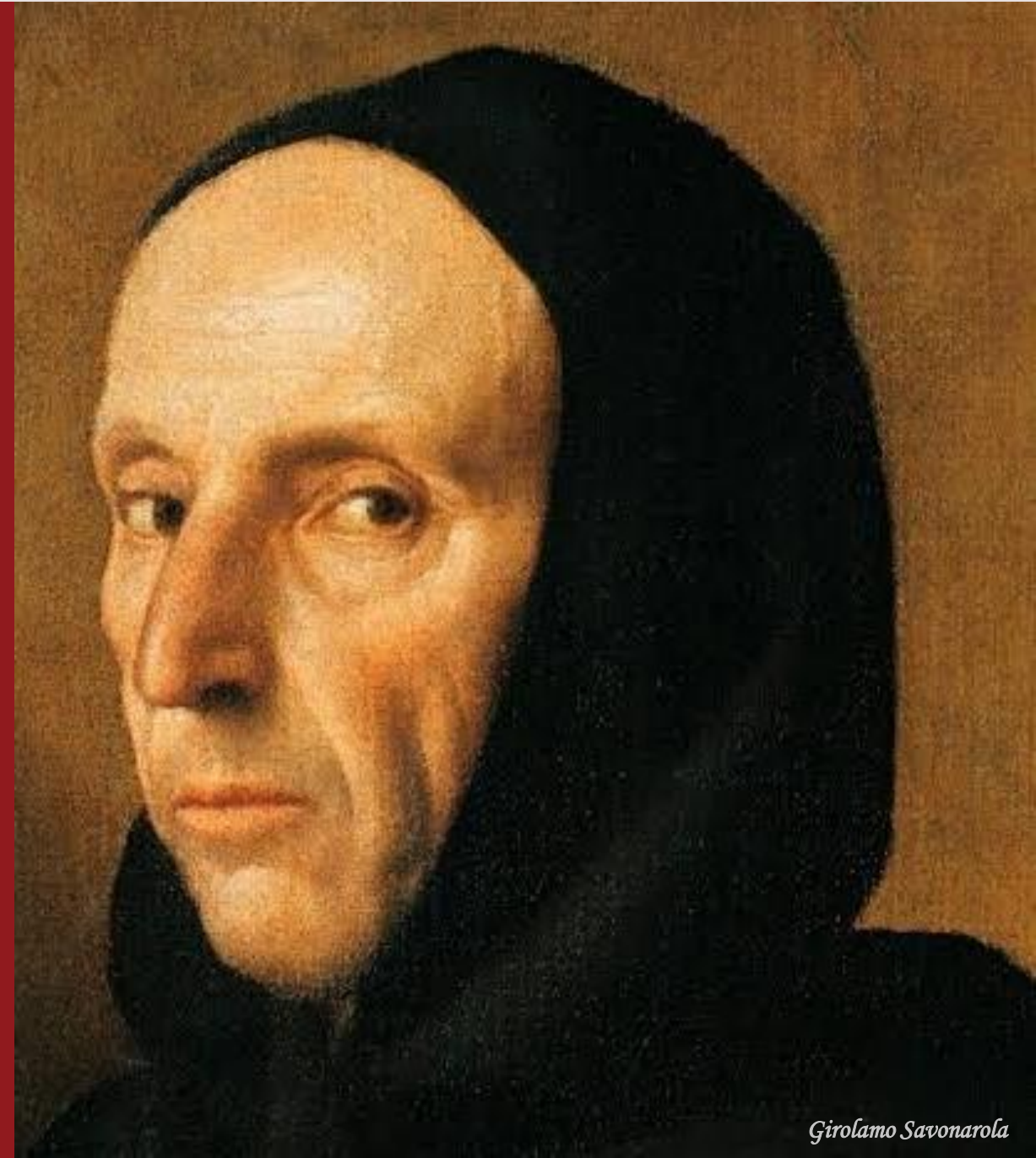


Martin Luther



While some presentations are compelling, too many are unengaging, or do scant justice to the quality of the material being presented and the talents of the researchers involved.

(Bekker & Clark, 2018)



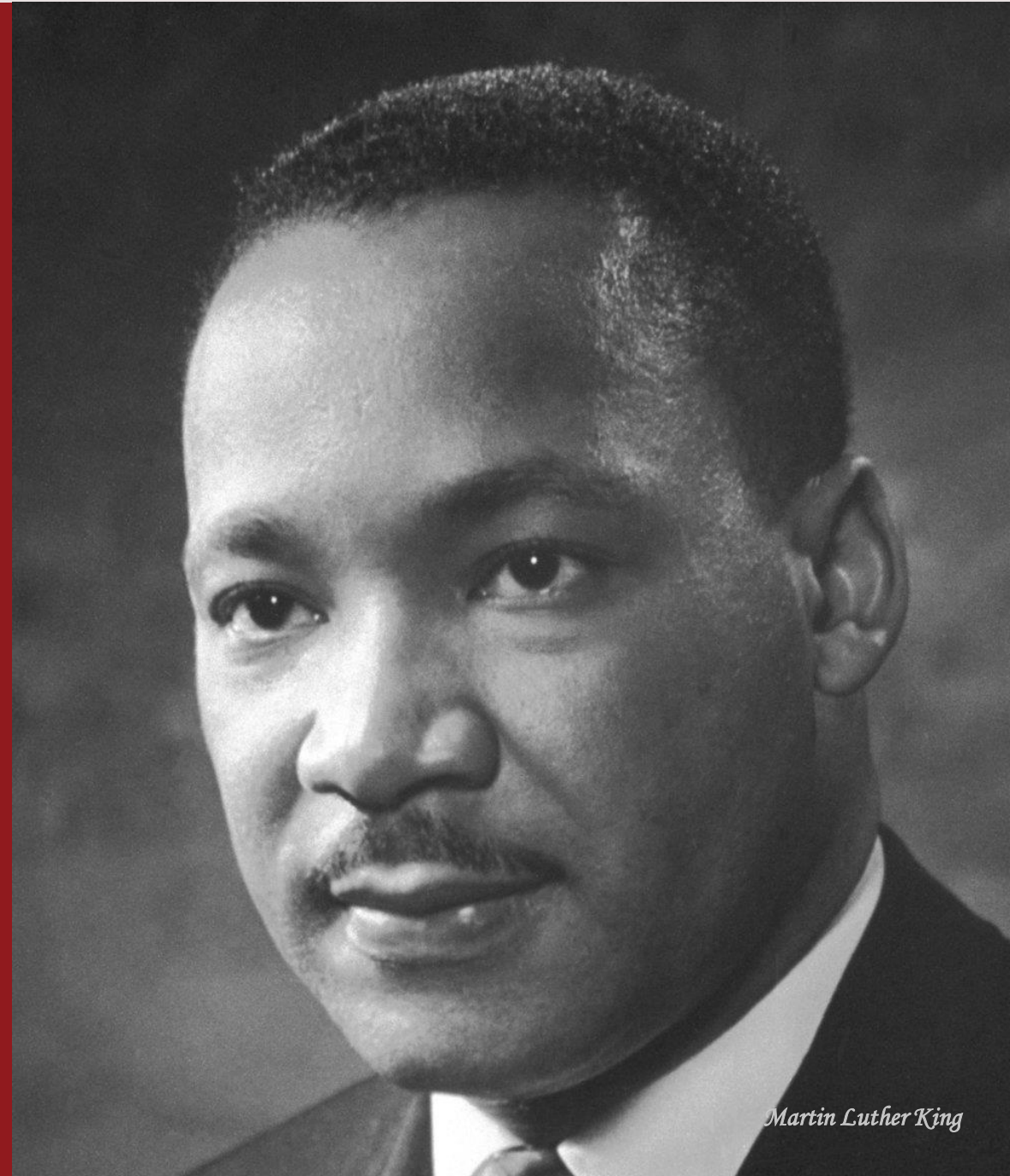
Girolamo Savonarola



No published research exists examining the quality of the qualitative research findings presentations or how to assess them.

(Bekker & Clark, 2018)

(Barbour, 2014, Silverman, 2013)



Martin Luther King



Writing

Listening

Reading

Speaking?

Human interaction

Engagement

Charisma

Storytelling

Nonverbal
communication

Vocal variety



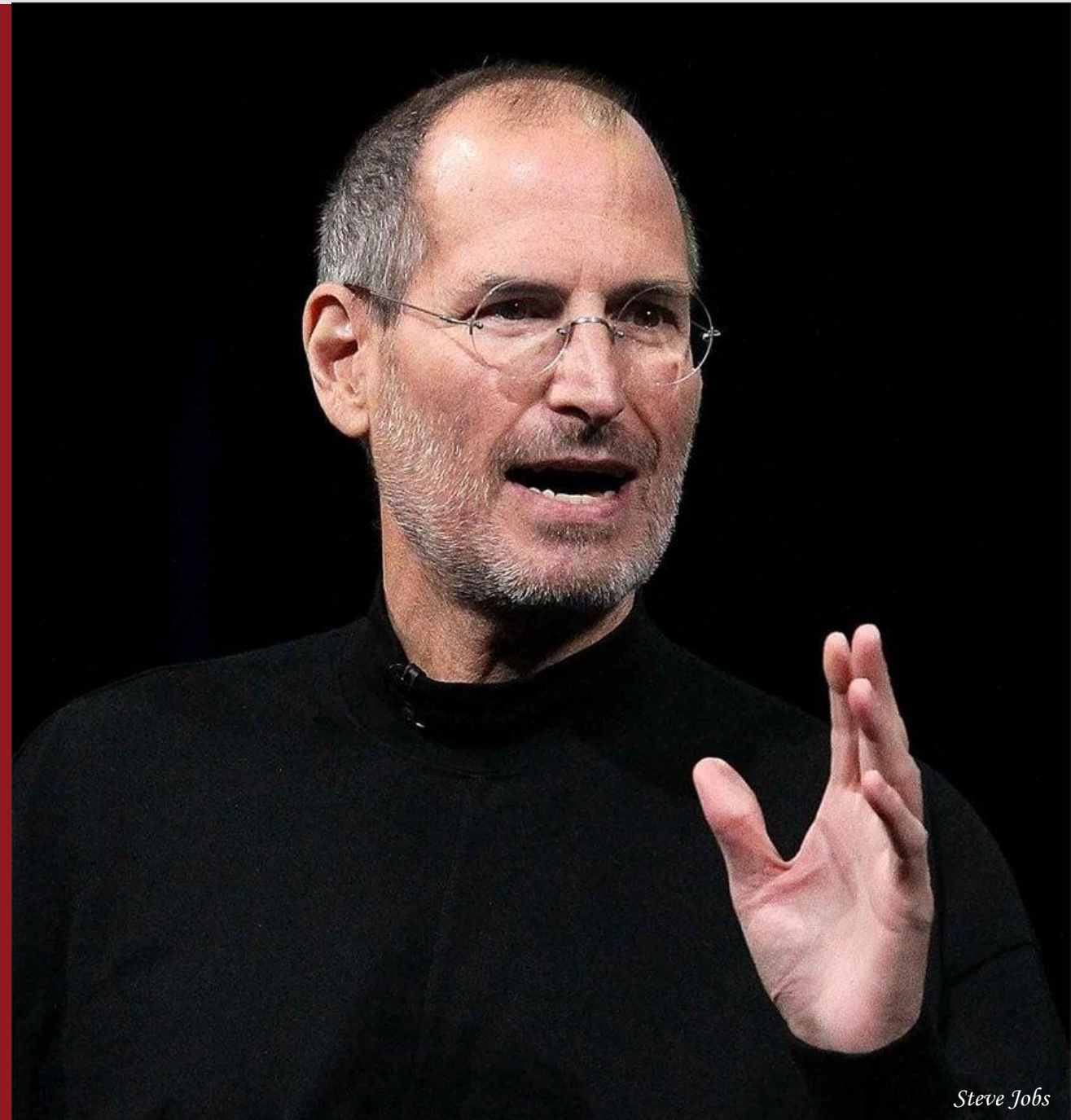
Michelle Obama

Course: 'Presentation Techniques at KU'

Est. in 2015...

... to cover the need for
'academic speaking' and
'delivering presentations'

ILO: *'How to spellbind an audience'*



Steve Jobs

The course design

14 weeks

7,5 ECTS

MA & BA merged

Mandatory reading list

Impromptu
Informative
Persuasive

Own field of study

Oral & written
Peer & Teacher revisions

Oral exam

Exam : persuasive presentation +
Q&A

The course content

How to plan, prepare and deliver

Visuals

Academic & domain specific
vocabulary

Language techniques

Ethos, logos and pathos

Nonverbal communication

Charisma

Storytelling

*‘Beauty is in the eye of the beholder’
but skills must be recognised!*

Speak confidently with appropriate pitch, tone and rate



‘Presentations are **NOT** an optional extra to academic work,
or an element of academic work to be endured,
but rather an opportunity to reflect both the work itself
and the passion that underpins it.’

(Bekker & Clark, 2018)



Thank you!

Any questions?

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