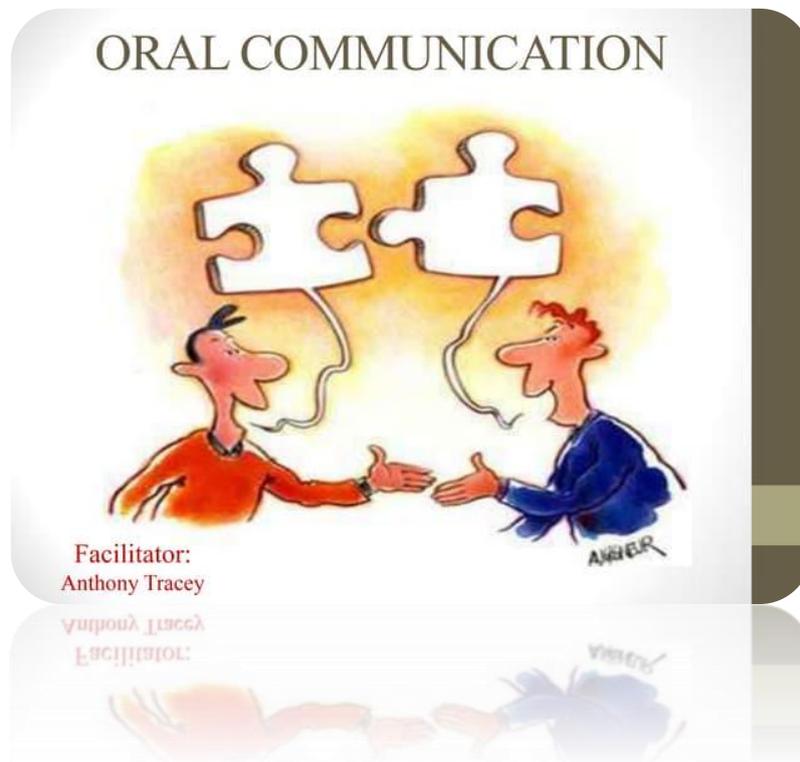


Chapter I

Oral presentation



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1. Oral communication

1.1 Definition

Oral communication is the transfer of information from sender to receiver by verbal and visual means in the presence of the both. The main feature of oral communication is its richness, as it is considered a means of rapid and direct communication. As is the case in speeches, discussions, etc.

1.2 Oral communication system (*Jakobson's Model*)

According to Jakobson, in any communication situation these elements must manifest themselves. It does not matter what conditions contribute to the realization of this action. These elements are: a transmitter, a receiver, a message, a channel, a code and a referent.

- ✚ **The Sender:** is the person whether it is an individual or a group of people (a company) who sends the message, this means that the sender must have the intention of communication.
- ✚ **The receiver:** is the one who receives and decodes the message. In a debate or conversation, the receiver and the transmitter can exchange roles.
- ✚ **The code:** is signs used by the receiver to transmit his message, these signs are manifested in oral or written form. There are two types of code: it can be verbal like language or non-verbal like gestures, facial expressions, looks.
- ✚ **The message:** is the information that is circulated between the transmitter and the receiver. This information contains an assembly of signs that have meaning.
- ✚ **The channel or contact:** is the medium through which the message is transmitted. We can communicate with others over the phone, online on a Zoom call or via Face Time.
- ✚ **Context (Referent):** The situation, object, or idea to which the message refers. It gives

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meaning to the message and helps the receiver interpret it correctly.

Here is the diagram proposed by Jakobson which summarizes the components of communication:

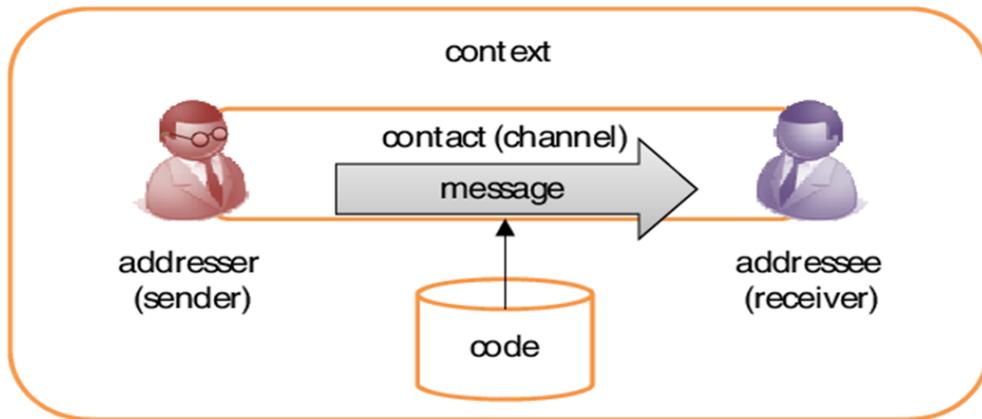


Diagram 1: the Oral Communication System

1.3. Types of oral communication

Generally, we can distinguish three types of oral communication: verbal communication and non-verbal communication. Para-verbal communication.

2.3.1 Verbal communication

Verbal communication involves the exchange of thoughts, feelings and ideas using spoken words. Its effectiveness depends upon various aspects, including the choice of words, tone and clarity of speech.

1.3.2. Non-verbal communication

is a type of communication based on the use of non-verbal signs for example gesture, facial expression, gaze, tone of voice, facial expressions, color, Nonverbal signs play an important role in transmitting the message sometimes they are stronger than words but we cannot use them alone, they must be accompanied by a verbal code otherwise several false interpretations will arise.

1.3.3. Para-verbal Communication

is a component of nonverbal communication that concerns the aspects of voice and vocal

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expression that accompany verbal language, but do not have semantic meaning. Professor Mehrabian states that the paraverbal message represents approximately 38% of what is communicated to someone.

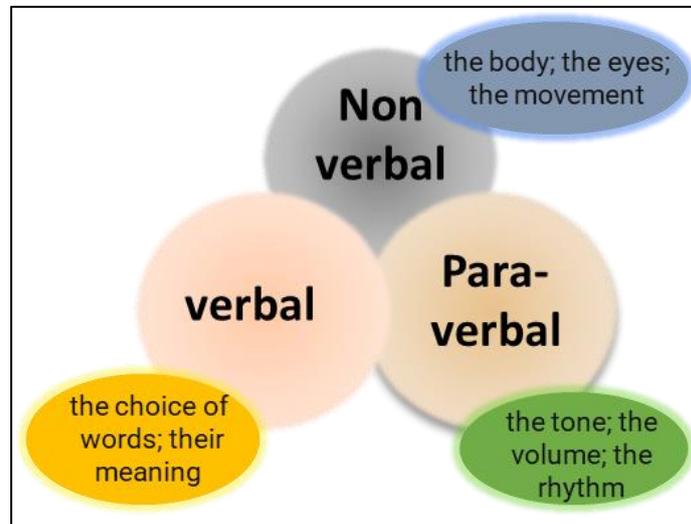


Diagram 2: the types of oral communication.

1.4. The objectives of using oral communication

Oral communication is used to convey opinions, emotions, ideas, beliefs and other information in many everyday situations. It also includes: interventions, discussions, lectures, interviews, etc.

1.4.1. Advantages of Oral Communication

- ✓ This method of communication is a fast and direct.
- ✓ This method of communication allows for immediate feedback and is therefore a form in which two-way communication can be activated.
- ✓ The other main advantage of this method of communication is that it helps in conveying the message with the desired pitch and tone of the message.
- ✓ It also saves a lot of time and effort.
- ✓ This communication associated with an appropriate type of verbal communication, oral forms can create trust and loyalty from the sender to the recipient side.

1.4.2. Disadvantages of oral communication

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- ✓ This method of communication can be misinterpreted very easily.
- ✓ The listener cannot retain verbal messages in his memory for a long time.
- ✓ Oral communications are often considered informal.
- ✓ Effective oral communication requires good speaking skills. Less confident people may have difficulty expressing their ideas clearly, which prevents effective communication.

2. Preparing an oral presentation

Preparing an oral presentation for a defense means moving from a written work to an oral communication. Preparing the presentation is essential to gain confidence and convey your message clearly and convincingly. Going through these steps:

2.1. Planning and Structure

Planning a presentation is the first step in preparing and conveying information in an organized and visual manner. A good presentation requires careful planning to ensure that the presenter understands what they are presenting and how to convey the message effectively. So before you start working on designing your presentation, first write down on a sheet of paper the work plan that should be based on several important points:

- Gather the key information from the thesis and organize it in a way that is suitable for the presentation
- Make sure they are coherent and in a logical sequence.
- Make sure that the presentation you are preparing contains their essential elements: an introduction, a main body, and a conclusion.
- Write down the main headings included in the presentation, so that each heading appears on a separate sheet of paper.
- After preparing the entire text, you can access your preferred program and start preparing the presentation. After you have prepared the entire text, you can access your favorite program and start preparing the presentation.
- It is preferable to use audiovisual media to animate the presentation (PowerPoint presentation or documentary).
- Use appropriate visuals and visual effects to illustrate important points and make the presentation more interesting. Add transitions between slides to improve the flow of your presentation.
- Prefer index cards over papers; One index card for each title and business plan, one or

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two index cards at most for the introduction and conclusion, and between 10 and 30 index cards

for the presentation, which is enough for a 15–20-minute presentation. Choose a simple template that fits the theme of the note and avoid bright colors and busy designs.

- Choose a simple template that fits the theme of the note and avoid bright colors and busy designs.
- Use headings, paragraphs, bullet points, or charts to make the information easier to understand.
- Use images, illustrations, and charts to add value and clarify the information.

2.2. Target audience

- Make sure to use short text and key points in your slides rather than writing long sentences. This helps to focus the audience and make the presentation easier to follow.
- Make sure the information provided in the presentation is understandable and easy to digest.

2.3. Content

- Be concise and precise. Provide relevant information and support it with concrete examples or evidence.
- The written presentation accompanying the oral presentation should include an introduction, a body and a conclusion according to a simple plan.
- Avoid the urge to say everything, but rather three or four basic ideas are enough and stick to the initial plan applied during Research.
- References are written at the bottom of the document.
- You write the main ideas on each document, while the secondary ideas are presented orally.
- Organize the ideas into headings.
- All visuals and graphics should be simple, professional, precise and clear.
- Revise the plan and visuals if necessary.

2.4. Time management

Respect the time allocated for your presentation. Indeed, managing time effectively during the presentation is essential for maintaining your audience's interest and ensuring that all key points are conveyed clearly. Adhering to the allotted time shows that you are well prepared,

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professional, and respectful of your audience and other scheduled speakers. Exceeding the time limit can lead to scheduling issues and may require you to rush or omit essential parts of your presentation. To manage your time well, practice in advance, use a timer if necessary, and organize your content logically to meet the deadline.

3. Different types of plans

3.1. Definition

An outline is an essential step that follows the research and reading of all necessary documentation for preparing your oral presentation. The outline consists of an introduction, a body (development), and a conclusion. It will help you organize your content.

3.2. Why create a plan?

Having a plan greatly aids understanding: you need to choose a type of plan. Do everything you can to ensure your audience follows your outline throughout the presentation.

3.3. Different types of plans are possible

- The chronological plan
- The comparative
- From general to specific
- The categorical plan
- The dialectical plan
- The reasoning-based (logical) plan

3.2.1. The chronological plan

This plan consists of following the progression of a phenomenon over time: before, now, and in the future. It can take several forms:

- Progressive: (in the past, today, tomorrow)
- Regressive: (today, recent past, more distant past)
- "Out of order": the parts differ in their relation to time, but are not presented in chronological order. This type of plan can be used in writing (for a report or a summary), but it is difficult to make it clear in an oral presentation.

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Example

Topic: The evolution of distance learning

- **Past:** Learning by correspondence via mail, VHS tapes, or televised courses
- **Present:** Interactive platforms like Zoom, Google Classroom, and Moodle
- **Future:** Fully virtual classrooms using AI and virtual reality technology

3.2.2. The comparative plans

This plan is based on contrast or opposition:

- Advantages vs. Disadvantages (positive aspects vs. negative aspects, pros vs. cons)
- Current situation vs. Past situation
- True vs. False

It is essential to highlight your point of view in the conclusion.

Example

Topic: Pros and cons of distance learning

- **Advantages:**
 - Flexible schedules and learning locations
 - Reduced commuting and costs
 - Access to a variety of online resources
- **Disadvantages:**
 - Social isolation and lack of peer interaction
 - Weaker student-teacher engagement
 - Challenges in accurately assessing student performance
- **Conclusion:** A blended approach combining in-person and online learning may be the most effective solution.

3.2.3. From General to Specific

This plan can be developed in two ways:

- General issue → specific issue → analysis of a concrete example
- typical example → first generalization → second generalization

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Example:

Topic: The role of technology in education

- **General idea:** Technology is transforming all sectors, including education.
- **Specific focus:** Distance learning as a key example of educational transformation
- **Concrete example:** The shift to online classes during the COVID-19 pandemic and how schools adapted

3.2.4. The Categorical plan

This involves considering several possible aspects of a problem. These aspects are not necessarily “positive” and “negative” (as in the comparative outline); they are simply “different”.

Example

Topic: Aspects of distance learning

- **Technical aspect :** Internet access, platform usability, device compatibility
- **Pedagogical aspect:** Teaching methods, digital content quality, student engagement
- **Psychological aspect:** Student motivation, mental health, sense of isolation

3.2.5. The Dialectical plan

This is the most “classic” structure: **thesis – antithesis – synthesis**.

Example

Topic: Can distance learning replace traditional education?

- **Thesis:** Yes, it can be an efficient and modern alternative
- **Antithesis:** No, it lacks the essential human interaction and classroom dynamics
- **Synthesis:** Distance learning is a valuable supplement but cannot fully replace traditional teaching

3.2.6. The Reasoning-Based (Logical) plan

This is a specific case of the previous outline:

- Presentation of the situation

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- Explanation of the causes of this situation
- Explanation of the consequences
- Possible solution.

Example

Topic: Challenges students face in distance learning

- **Situation:** Many students struggle to adapt to online education
- **Causes:** Lack of structure, poor internet access, unsuitable home environments
- **Consequences:** Decline in academic performance, low motivation, digital fatigue
- **Possible solutions :** Provide technical support, train teachers and students, promote hybrid models