

# Oral Presentations



*Writing Center*

989-964-6061, [www.svsu.edu/writingcenter](http://www.svsu.edu/writingcenter)

Oral and written communication require different techniques to communicate effectively. Each type of communication requires appropriate rhetorical strategies.

When preparing oral presentations for a class, students need to consider the following differences between presentations and written assignments:

<b>Class Presentation</b>	<b>Written Assignment</b>
<ul style="list-style-type: none"><li>• Utilizes acting techniques such as eye contact, inflections, facial expressions, gestures, rate of speaking</li><li>• Employs a distinct and emphasized organization, including overview and transitions</li><li>• Approaches the topic in a more adaptive, spontaneous manner, based on notecards or outline; limits number of points</li><li>• Interacts with the audience through handouts, discussion, exercises, and questions</li><li>• Allows a more informal, personal style, rehearsed but not memorized</li><li>• Repeats key ideas to enhance retention</li><li>• Improves understanding through the use of visuals (transparencies, computer projection, overheads, charts) which are explained as needed</li><li>• Projects a professional image</li></ul>	<ul style="list-style-type: none"><li>• Requires more audience analysis because there is no direct audience feedback</li><li>• Presents organization through more subtle transitions or headings</li><li>• Observes writing conventions to connect with audience; may include any number of points</li><li>• Anticipates audience questions to prevent misunderstanding based on unaddressed issues</li><li>• Establishes credibility through the use of formal tone, documentation, and style</li><li>• Uses less repetition to avoid redundancy</li><li>• Relies on text-based explanations of the material; graphics, when used, must be clear, self-explanatory, and linked to the text</li><li>• Demonstrates professionalism through document design and careful editing</li></ul>