

# Pedagogical Communication And Presentation Skills



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# Communication

- communication = sharing
- forms of communication
- communication habits
- human x teaching
- presentation skills



# Contents of communication

- information
- emotion
- mood
- attitude to the partners in communication
- But the attitude to myself !!!
  
- different personality types communicate and receive information differently
  - depending on what I notice and what I perceive!!!



# Social interaction

Includes 3 aspects:

1. **interactive** (interaction, influencing)
2. **communication** (meanings)
3. **perception** (perception of our partners  
in the framework of direct  
communication activities)



## 3 components of information conveyed by pupils in the classroom (operates integrated):

1. **cognitive component** (facts, definitions, solving tasks, the application of the rules - DEVELOPMENT of cognitive aspects of personality)
2. **affective component** (development of motives for learning, enhancing the formation of desirable attitudes ...)
3. **regulatory component** (tuition in accordance with pre-defined goals)



# 4 EVOLUTION stages of communicative competence of Academic staff

1.stage

2.stage

3.stage

4.stage



SELF-REFLECTION !!!



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# Communicative competence of Academic staff

1. **Grammatical competence** (grammatically correct)
2. **Discussion skills** (ability to combine words, forming oral and written texts and speeches, suitable for different purposes)
3. **Sociolinguistic competence** (the ability to perform in different environments and different relationships, respond adequately)
4. **Strategic competence** (knowledge of different communication techniques to achieve the educational goals)



# Types of Social Communication

1. verbal
2. non-verbal
3. action in communication





# 1. Verbal communication

- interpersonal communication = speech
- need of proper breathing while speaking
- voice (strength, height, color)
- cultivated speech ...
- difficult to communicate emotions and relationships to another person or object



# EXERCISE - strength of voice and strengthening of breath support

- **TRAIN** - grasp the lower abdomen, palpate and clench – ŠŠŠ - it moves
- diaphragmatic/belly breathing - **dog breath**
  
- You can try also - **Vocal Straw Exercise**
- <https://www.youtube.com/watch?v=0xYDvwvmBIM>



# Voice warm-up before your speech

<https://www.youtube.com/watch?v=TPX3WHJih9U>

- practise 3-5 times a week, strengthen the vocal cords before your speech...
  - for 2 or 30 minutes = depending on how much time you have
1. **be like jelly** – relax the body
  2. **dog** – breathe like a dog, bark like a dog (little – big) = diaphragmatic/belly breathing
  3. **vibration with lips** = loosen cheek muscles
  4. **car** = you drive, turn left-right, horn...
  5. **tractor, ambulance, ufo**
  6. **failing, yawning** – deep = highthroat opening
  7. **balloon** = inhalation into the abdomen – hissing like a snake



# Voice warm-up before your speech

8. **big boy** = to raise the voice
9. **jeee** = breathing through the shoulder blades, breath and voice
10. **native** = GALAMANAU – allowed
11. **five flashing lights UFO** = MI ME MA MO MU
12. **little baby** = GAN GAN GAN = resonates



## Basic characteristics of the speech: (Obst, Kalhoust, 2002)

- intensity of the voice
- pitch of voice
- the color of voice
- length of expression
- speed of speech
- breaks and pauses in speech
- acoustic filling pauses
- the accuracy of speech (speech errors, omissions, distortion of words, the use of inappropriate language, etc.).



# The content page of communication

- ✓ factual accuracy
- ✓ accuracy
- ✓ intelligibility
- ✓ the adequacy to the age of the audience
- ✓ brevity
- ✓ linguistic correctness



## 2. Nonverbal Communication

- „speaking without words“

### INTERPERSONAL COMMUNICATION

- 55% of facial expressions
- 38% of the acoustic non-linguistic manifestations
- 7% verbal communication



## Means of nonverbal communication

- communicating by views
- communicating facial expression (mimics)
- communicating movements (kinesics)
- communication physical position (posturology)
- communicating with gestures
- communication through touch (haptics)
- communicating mutual zooming in or out (proxemics)
- communication by dress code





# Principles of communication of academic staff

- effective communication
- deliberate exploitation of non-verbal and paralinguistic resources (eye contact, speech change of pace, pause, appropriate gestures ...)
- use humour
- don't humiliate and mock audience
- listen your audience
- consistent verbal and nonverbal page



# What is changing in the online environment?

- various communication platforms - Microsoft Teams, Zoom, Google Meet, Whereby...
- you only use verbal communication
- you need to try out the "technique" and online tools, what they can do and how to work with them
- the preparation must be more detailed with inter frequent involvement of students in online teaching
- use chat to communicate with students during lessons
- Prepare online materials and assignments for students in advance
- you can also prepare work in groups - separate meetings
- online quizzes and tests; <https://www.sli.do/> ; <https://www.mentimeter.com/>; <https://kahoot.com/>
- record the lessons, you will catch problem



# 3. Action in communication

## Proverb:

"Your deeds screaming so loudly.  
I can not hear your words."

# Posturology and gestures of speaker



„BOSS“



# „ULTRA BOSS“



# „DOMINATOR“



<http://www.lepsi-firma.cz/neverbalni-komunikace03>



<http://www.lepsi-firma.cz/neverbalni-komunikace02>

# „NEGATIVE“





# „WISEMAN“



<http://www.lepsi-firma.cz/neverbalni-komunikace10>



<http://www.lepsi-firma.cz/neverbalni-komunikace09>

# „DICTATOR“



„COWARD„  
„FIG LEAF“



# „STATIC“



<http://www.lepsi-firma.cz/neverbalni-komunikace12>



<http://www.lepsi-firma.cz/neverbalni-komunikace11>

„COOL - OPEN“



„CALM“



„DANDY“





# „OPEN-HEARTED GESTURE“





# „PROFESSIONAL“



<http://www.lepsi-firma.cz/neverbalni-komunikace20>



<http://www.lepsi-firma.cz/neverbalni-komunikace19>

# The other side - the audience



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# „INTEREST“



„INTEREST“



<http://www.lepsi-firma.cz/neverbalni-komunikace009>

# „WHAT NOW - THINKING“





„I DO NOT KNOW, I DO NOT KNOW - THINKING“



# „ HOW TO SAY IT - SOMETHING IS NOT RIGHT“



„ ANGRY“



<http://www.lepsi-firma.cz/neverbalni-komunikace007>



„ FIST“



<http://www.lepsi-firma.cz/neverbalni-komunikace001>

# „THORNS“



<http://www.lepsi-firma.cz/neverbalni-komunikace017>

# „DISAGREE“



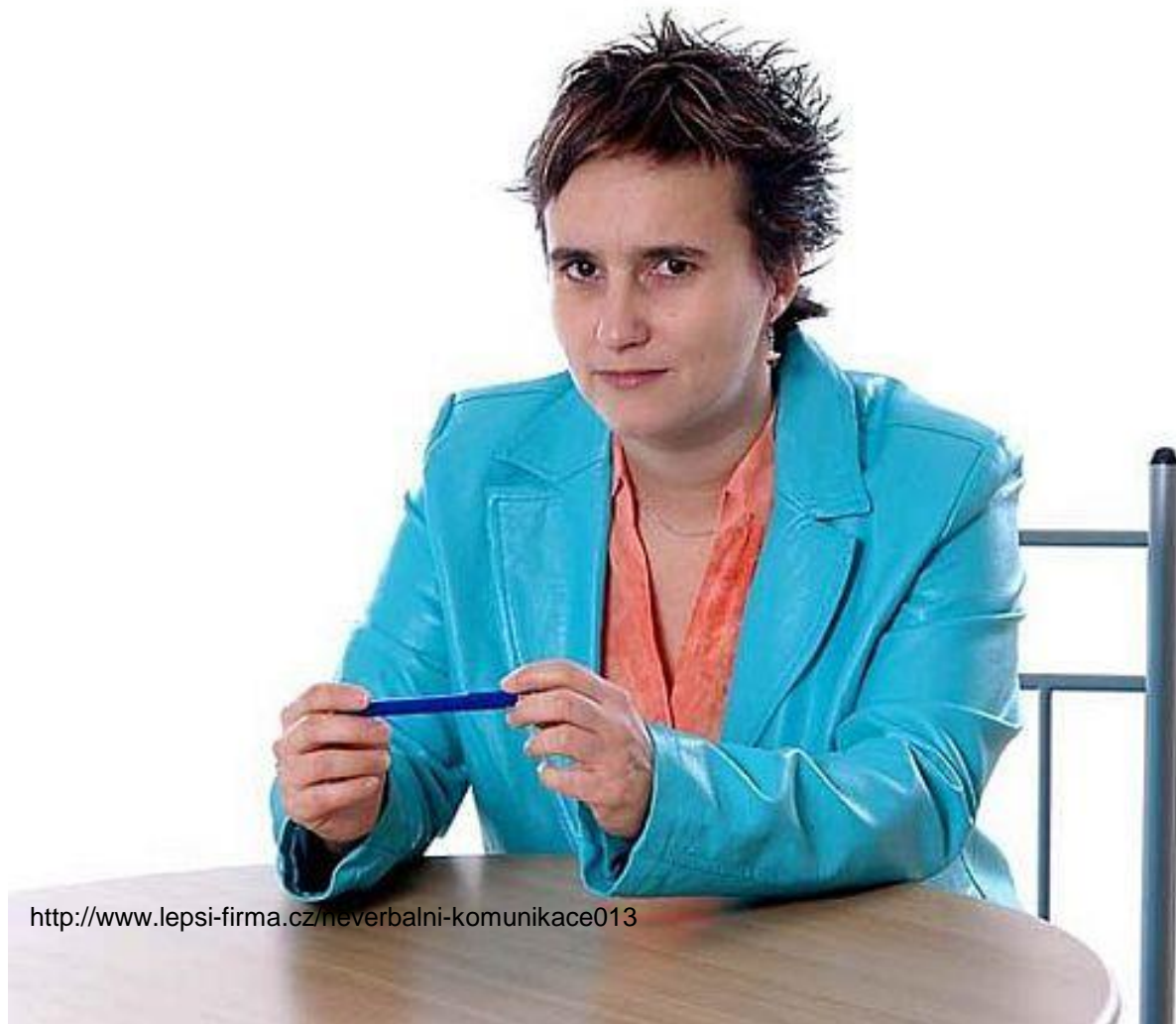
<http://www.lepsi-firma.cz/neverbalni-komunikace012>

# „DISTRUST“



<http://www.lepsi-firma.cz/neverbalni-komunikace016>

# „BARRIER - DISAGREE“



<http://www.lepsi-firma.cz/neverbalni-komunikace013>



# „ULTRA CRITIC“



# „INSINCERITY“



<http://www.lepsi-firma.cz/neverbalni-komunikace014>

„I AM FED UP“



<http://www.lepsi-firma.cz/neverbalni-komunikace010>



# „FATIGUE“



<http://www.lepsi-firma.cz/neverbalni-komunikace028>

# „TURNED OFF“



# „FLIRT“



<http://www.lepsi-firma.cz/neverbalni-komunikace022>

# „REVERSE CHAIR“



<http://www.lepsi-firma.cz/neverbalni-komunikace002>

„FEAR“



<http://www.lepsi-firma.cz/neverbalni-komunikace011>

# Preparation of presentation

"Succeed those that are prepared!"



# The importance of preparation for the presentation

## The speaker must know:

- what he wants to talk about
- to which type of listeners he speaks
- why he speaks (goal)
- when and where and for how long he will speak

# Objectives of the presentation

- affect listeners
- appeal to the listener's attitudes, values, norms
- you want the listeners to perceive you
- you want them to learn from you...

## Write your goals:

- listeners will remember...
- understand...
- understand the meaning of...
- in the end they will be able to...





# 5 stages of presentation

- 1. Opening** (engage the audience; your story; introduce the partial points of the presentation)
- 2. Argumentation** (message structure)
- 3. Overcoming obstacles** (controversy, demonstration for and against, + and -)
- 4. Conclusion** (summary of main ideas)
- 5. Discussion** (to be sure, have questions ready)



# Six messages in communication

- What did you want to say?
- What did you really say?
- What the other people heard?
- What other people think they have heard.
- What other people are saying about what you said?
- How you perceive what other people have said about your speech?



# Preparing for the presentation

- ✓ clarify the purpose of your speech
- ✓ gather material on the topic of speech
- ✓ perform a listener analysis
- ✓ prepare practical examples (if possible)
- ✓ clarify the key points of speech
- ✓ ensure the continuity of the individual parts of the speech
- ✓ make a timetable



# Presentation structure - report

- ❑ objectives of the report
- ❑ main ideas
- ❑ details of the main ideas
- ❑ examples
- ❑ partial summary
- ❑ final summary

# Presentation structure - strategy

- ❑ target/goal
- ❑ description of the current situation
- ❑ intended result
- ❑ possible paths
- ❑ risks and benefits
- ❑ discussion
- ❑ recommendations and suggestions



# Presentation structure - research plan

- starting points
- current status
- intended objectives
- necessary activities
- priorities
- schedule
- responsibility

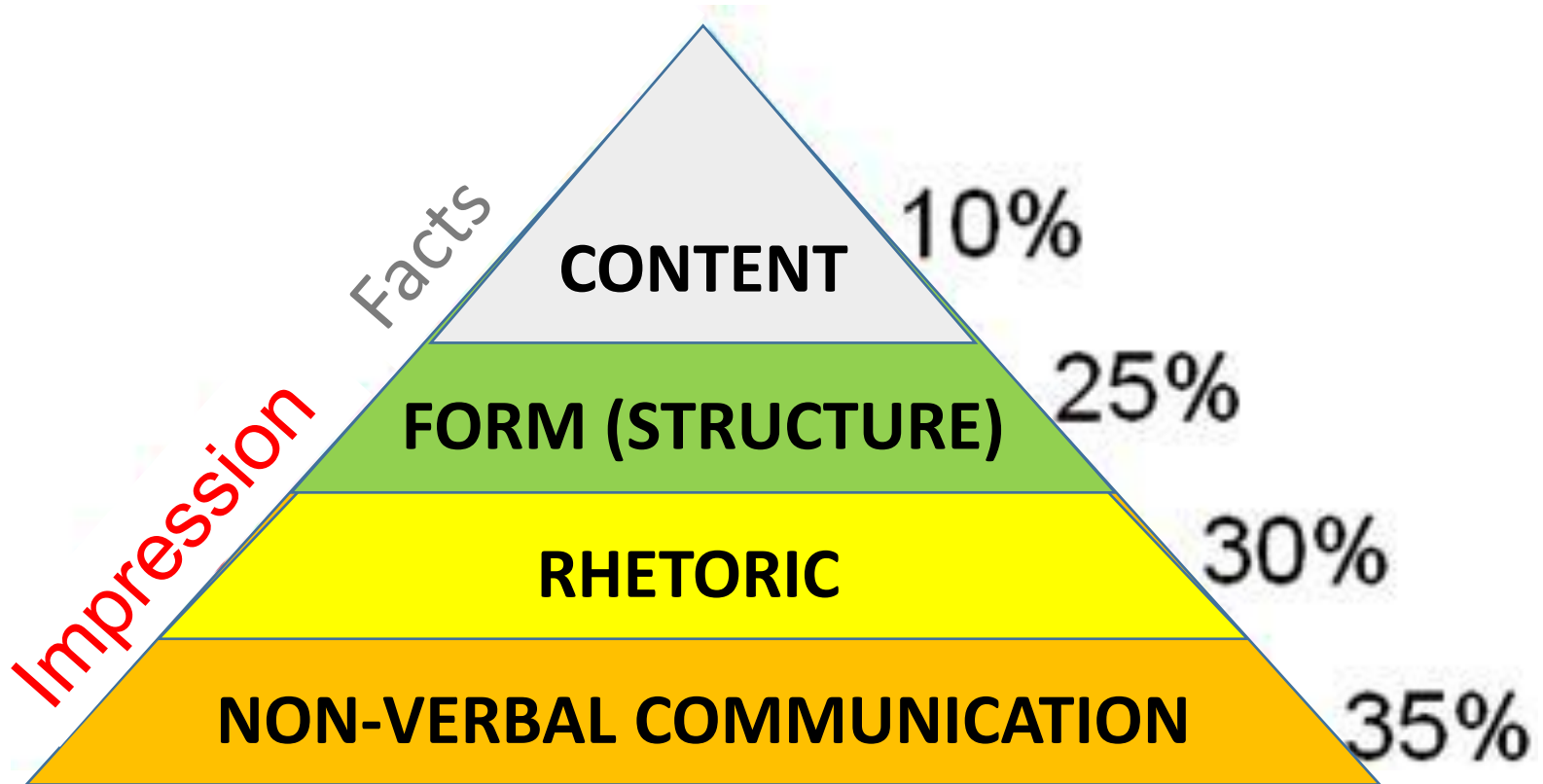


# Structure of presentation - lecture

- ❑ Name - author
- ❑ Information about the content of the presentation
- ❑ Formulation of goals (just verbally)
- ❑ The actual content of the presentation
- ❑ Conclusion - summary – your message
- ❑ Reflection on the conclusion or task to the next



# What the listener perceives



<http://www.wiseman.sk/Articles/2638-2-Prezentacni+dovednosti+v+IT.aspx>



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# Templates

[www.canva.com](https://www.canva.com)

[www.visme.co](https://www.visme.co)

← → ↻ 🔒 https://www.canva.com



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Recommended for you



All your designs



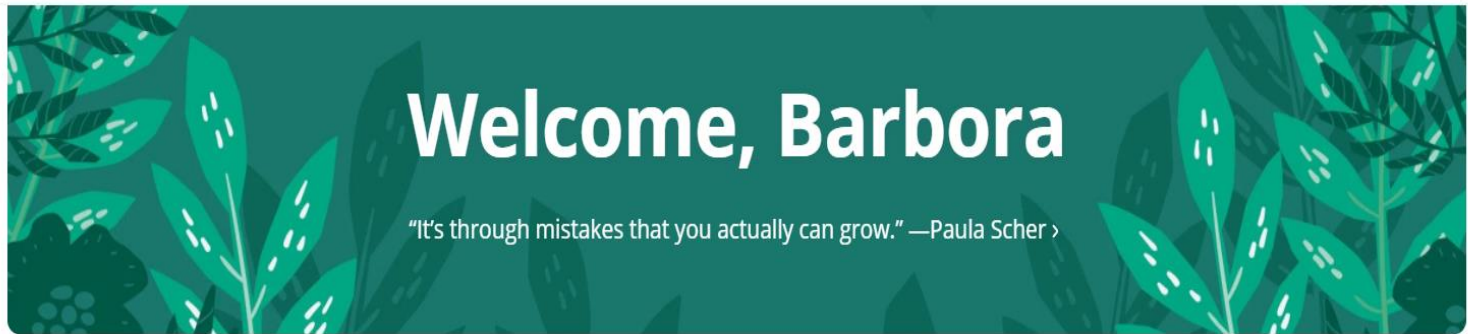
Shared with you



Brand Kit



Create a team



Recommended

Social Media

Events

Marketing

Documents

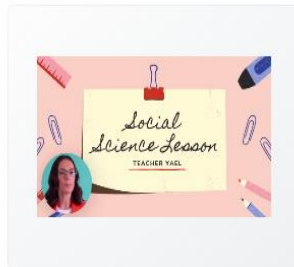
Prints

Video

School



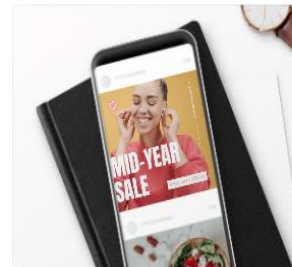
Custom dimensions



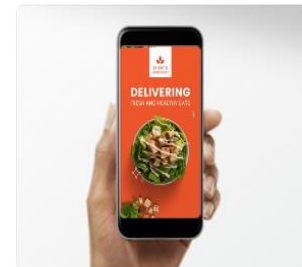
Video Presentation



Logo



Instagram Post



Instagram Story



Poster

Pay for 1, get 4 free



Invite 4 people to team up with you on Canva Pro for free.

[Try Canva Pro for free](#)

Help ?



Templates

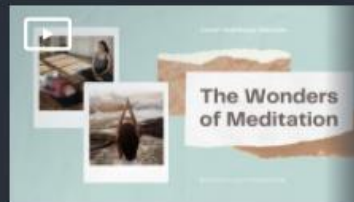


Search templates



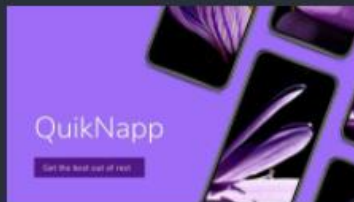
For you

See all



Simple Presentation

See all



Education Presentation

See all



1 / 4



Choose a template

You can add one page at a time – first select a template, then click a page to add it.

Next



Uploads



Photos



Elements



Text



Music



Videos

# Typography

- The actual trend is to use **sans serif fonts** in the presentation
- The title of slide should be in larger font size
- The serif fonts are used especially in text books

# Serif versus Sans serif font

serifs  
Text



Serif Font

Text



Sans Serif Font

# Recommended fonts

## •SANS SERIF

- Callibri
- Arial
- Segoe UI
- Tahoma
- Verdana

## SERIF

- Times New Roman
- Book Antiqua



# Fonts for titles - leaflets

- BahnSchrift
- **Bauhaus**
- Very old fashioned: Comic Sans MS
- *Do not use this font!*

# Basic rules

- ✓ Receive communications from multiple senses! – J. A. Comenius !!!
- ✓ Not suitable combination of bright pastel colors!
- ✓ The colors on the screen are more vivid than on the screen!
- ✓ Follow the same font is!
- ✓ Don't use smaller font than 24 points !!!
- ✓ Attention to the readability of graphs and tables !!!
- ✓ WARNING use simple text on a slide - not whole sentences !!!

**TEXT TEXT TEXT TEXT (Times New Roman 28)**

*TEXT TEXT TEXT TEXT TEXT TEXT ( Mistral 28)*

*TEXT TEXT TEXT TEXT TEXT TEXT (Freestyle Script 28)*

TEXT TEXT TEXT TEXT TEXT TEXT (Calibri Light 28)

TEXT TEXT TEXT TEXT (Bradley Hand 28)

**TEXT TEXT TEXT TEXT (Constantia 28)**





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TEXT TEXT TEXT TEXT (Bradley Hand 28)

**TEXT TEXT TEXT TEXT (Constantia 28)**



# Conditions during presentation

- ✓ Adjust the lighting in the room!
- ✓ Ventilate!
- ✓ Stand facing the audience!
- ✓ Use the presenter!
- ✓ Pointing a laser pointer!
- ✓ Select an appropriate tempo slideshow!
- ✓ Responding to the needs of the audience!



# Recommendations

- ✓ Look at your "audience" and get the contact with your „audience“!
- ✓ Present only what you go along with!
- ✓ Feel the „audience“! Each one is different!
- ✓ Keep small cards, let's not see that you are shaking hands!
- ✓ Look into the back rows, subconsciously you raise your voice!





- ✓ When you suddenly need to get the attention: stand, don't talk for a while, or to move around the room!
- ✓ Use images and stories (with real people)!
- ✓ Use the „rescue key B“ (turns off the screen and the audience will focus only for you)!
- ✓ If you shake with your hands (broad gestures, habits), take something in your hands!
- ✓ Be open to questions of the audience!
- ✓ **The best presentation is without presentation!!!**



# Tips for presentations - youtube

- <http://www.slideshare.net/mrcoryjim/tedx-presentation-design-tips-ep?related=2> - Presentation Design Tips
- [http://www.slideshare.net/EmilandDC/7-tips-to-create-visual-presentations?next\\_slideshow=1](http://www.slideshare.net/EmilandDC/7-tips-to-create-visual-presentations?next_slideshow=1) - 7 tips to create visual presentations
- <http://www.slideshare.net/deckworks/8-tips-to-create-epic-visual-presentations?related=2> - 8 Tips To Create Epic Visual Presentations
- [http://www.slideshare.net/itseugene/7-tips-to-beautiful-powerpoint-by-itseugenec?next\\_slideshow=1](http://www.slideshare.net/itseugene/7-tips-to-beautiful-powerpoint-by-itseugenec?next_slideshow=1) - 7 Tips to Beautiful PowerPoint
- <http://www.slideshare.net/edahn/10-tips-for-making-beautiful-slideshow-presentations-9210564?related=1> - 10 Tips for Making Beautiful Slideshow Presentations
- [http://www.slideshare.net/Cubicle\\_Ninjas/cn-dos-anddontsofpresentations?next\\_slideshow=1](http://www.slideshare.net/Cubicle_Ninjas/cn-dos-anddontsofpresentations?next_slideshow=1) - The Do's and Don'ts of Presentations



# Ukázky zajímavých prezentací

- [https://www.ted.com/talks/nancy\\_duarte\\_the\\_secret\\_structure\\_of\\_great\\_talks](https://www.ted.com/talks/nancy_duarte_the_secret_structure_of_great_talks) - The secret structure of great talks (Nancy Duarte)
- [https://www.ted.com/talks/seth\\_godin\\_on\\_sliced\\_bread](https://www.ted.com/talks/seth_godin_on_sliced_bread) - How to get your ideas to spread (Seth Godin)
- [https://www.ted.com/talks/joe\\_sabia\\_the\\_technology\\_of\\_storytelling](https://www.ted.com/talks/joe_sabia_the_technology_of_storytelling) - The technology of storytelling (Joe Sabia)



# Literature:



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- BORG, James. *Body language: How to Know What's Really Being Said*. 2nd ed. Pearson Education, 2011. ISBN 978-1137576491.
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- PARKIN, Doug. *Leading learning and teaching in higher education: the key guide to designing and delivering courses*. New York: Routledge, Taylor & Francis Group, 2017. ISBN 9780415598880.
- RAMSDEN, Paul. *Learning to teach in higher education*. 2nd ed. New York: RoutledgeFalmer, 2003. ISBN 0415303451.



# Conference preparation

- prepare a time schedule (min. ½ - start preparations in advance 1 year in advance) / division of tasks
- conference theme
- place and time of realization (online x full-time)
- program (plenary lectures, sections, conclusion, or accompanying program)
- scientific committee
- who is the conference for (participants)
- conference promotion / conference partners
- finance (participation fee / sponsors)
- conference outputs (proceedings ???)
- conference evaluation



# CASE STUDY

- Example 1:



video

<https://www.youtube.com/watch?v=ATfY8dvbuFg>

- Example 2:

- HOW WOULD YOU REACT?

Questions?





A photograph of a railway track curving through a field at sunset. The sky is filled with dramatic, golden clouds, and the sun is low on the horizon, casting a warm glow over the scene. The track leads the eye from the foreground into the distance, symbolizing a journey.

**The Journey Starts from Small Steps**