

Pedagogical Communication And Presentation Skills



PhDr. Jitka Jirsáková, Ph.D.

jirsakova@ivp.czu.cz

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 !!!

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 !!!



Institute of Education
and Communication

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



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



„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>

„BARRIER - DISAGREE“



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

„DISTRUST“



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

„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“



„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

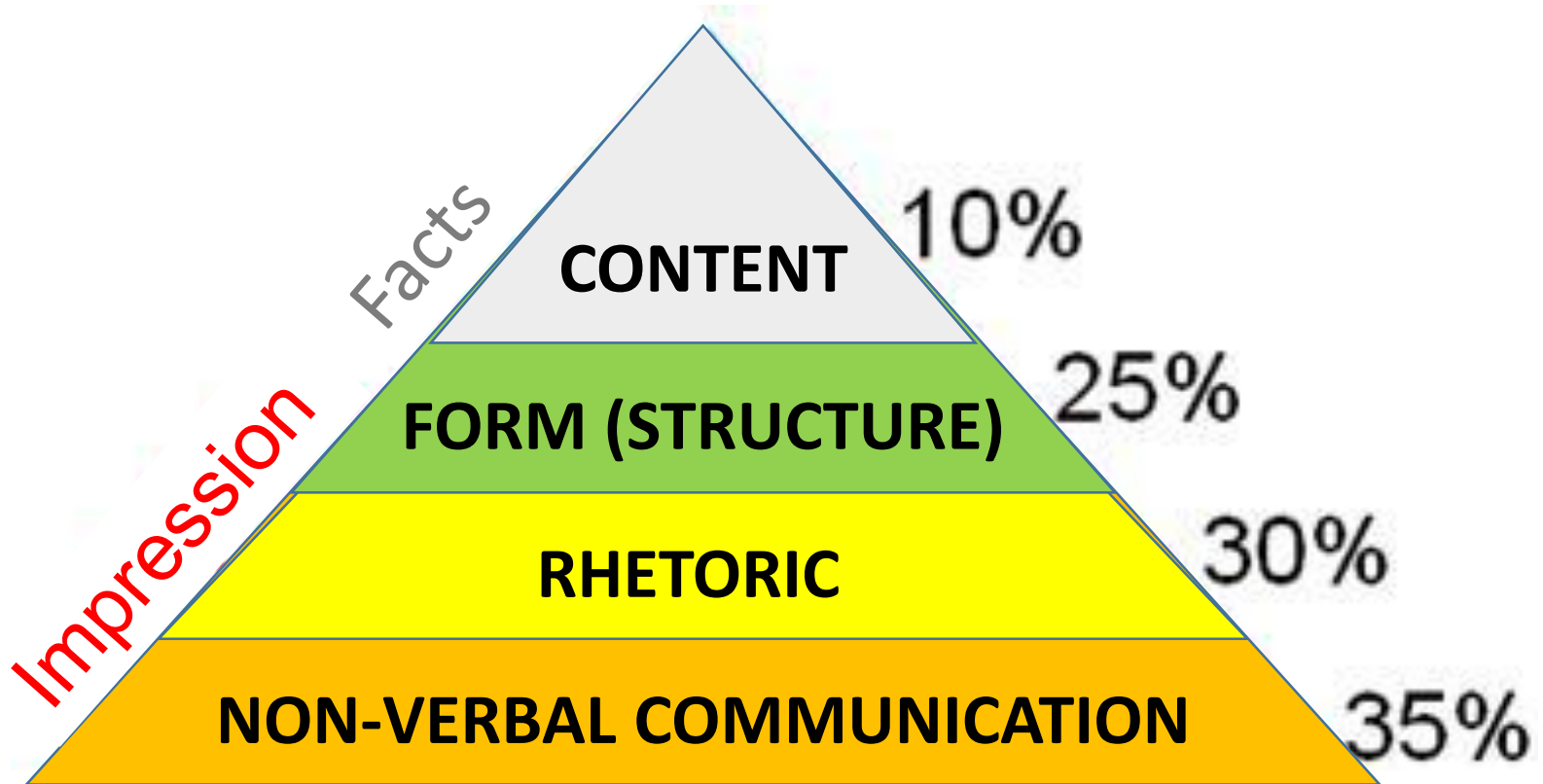


Structure of presentation - lecture

- ❑ 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>



Institute of Education
and Communication

Templates

www.canva.com

www.visme.co

← → ↻ 🔒 https://www.canva.com



Home

Templates ▾

Features ▾

Learn ▾

Pricing ▾

🔍 Try "Card"



Create a design



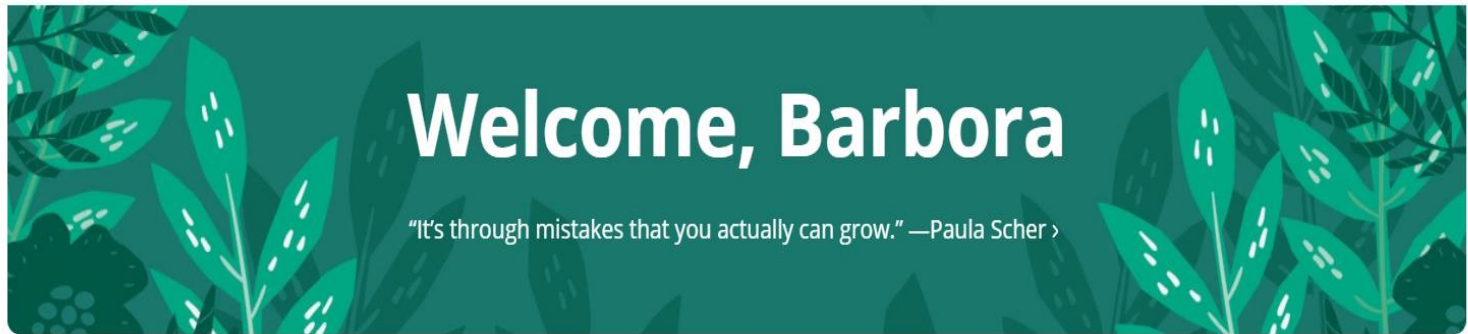
🏠 Recommended for you

🗂️ All your designs

👤 Shared with you

📁 Brand Kit

👥 Create a team



Recommended

Social Media

Events

Marketing

Documents

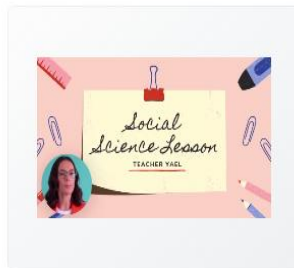
Prints

Video

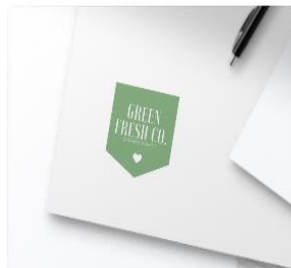
School



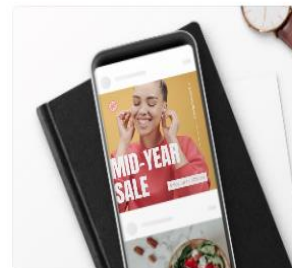
Custom dimensions



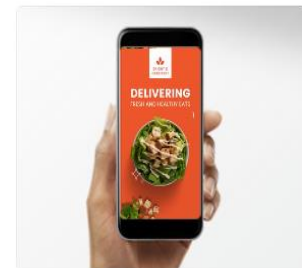
Video Presentation



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



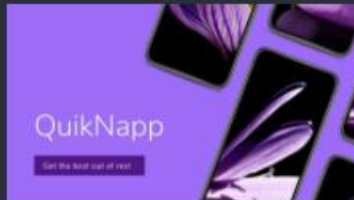
For you

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)



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)



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)



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)



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)



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)



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)



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 - 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 - 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 - The Do's and Don'ts of Presentations



Ukázky zajímavých prezentací

- 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 - How to get your ideas to spread (Seth Godin)
- https://www.ted.com/talks/joe_sabia_the_technology_of_storytelling - The technology of storytelling (Joe Sabia)

Literature:



- Biggs, John B. a Tang, Catherine. *Teaching for quality learning at university: what the student does*. 3rd ed. Maidenhead: Open University Press, 2007. xviii, 335 s. ISBN 978-0-335-22126-4.
- BORG, James. *Body language: How to Know What's Really Being Said*. 2nd ed. Pearson Education, 2011. ISBN 978-1137576491.
- DEVITO, Joseph. *Essentials of Human Communication*. 6th ed., Pearson Education, Inc., Allyn & Bacon, 2008. ISBN 0205491464.
- EXLEY, Kate a Reg DENNICK. *Giving a lecture: from presenting to teaching*. New York: RoutledgeFalmer, 2004. Effective teaching in higher education. ISBN 0415307198.
- GARBIS, Kerri. *Presentation skills for managers*. New York : McGraw-Hill, 2016. ISBN 9781259643965.
- KARIA, Akash. *How to design TED worthy presentation slides*. CreateSpace Independent Publishing, 2015. ISBN 9781507638125.
- 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