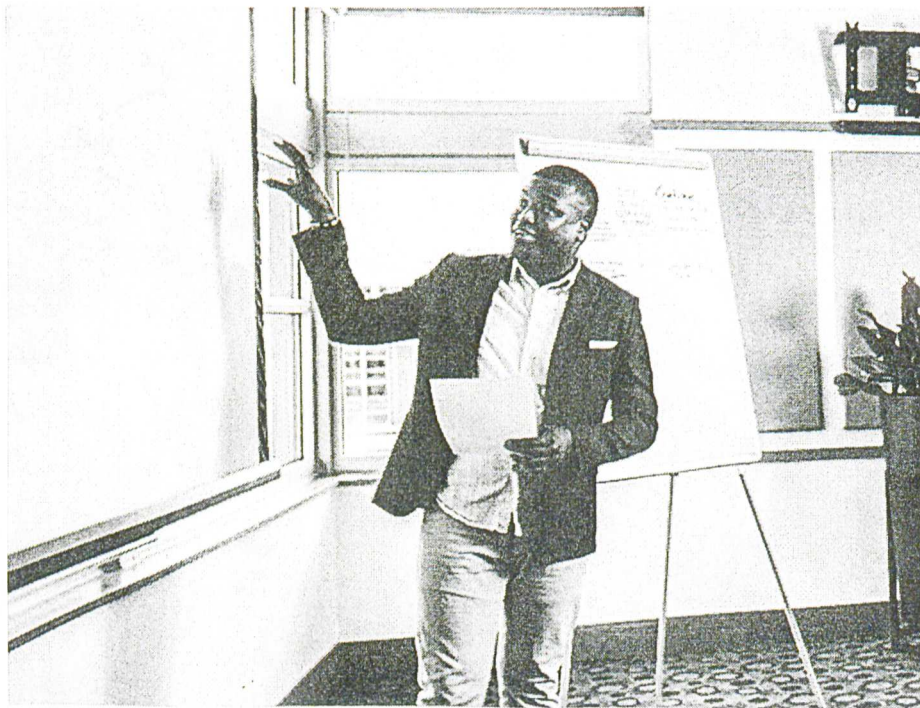


Connecting Your Research to Your Audience: Three Minute Thesis



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Objectives:

1. Understand who the audience is and how to tell your story
2. Learn how to use verbal and nonverbal delivery to enhance understanding of your topic
3. Discuss practicing for success and how to memorize a presentation while still being flexible in presenting

Audience Analysis

- Attention getters and audience relevance
 - If you were speaking about Clemson University, what kind of attention getter could you use to connect with your audience?

 - What is one thing your research does that a random person on the street would either find interesting or helpful?

- What is common knowledge?
 - What can we assume our audience will already know and understand?
 - What would be outside the realm of common knowledge?

- Jargon and Acronyms
 - Jargon: Field specific vocabulary that is not common to those outside the area of study.
 - Either avoid using jargon or _____ when first used in presentation

 - Acronyms: Always _____ your acronyms the first time you use them.

- Reasons to cite or not to orally cite sources

Delivery

- Verbal Delivery
 - Volume and speech rate
 - When nervous you should speak just a little _____ and _____ than feels comfortable.
 - Vocal Variety
 - Words we stress and how we change the tone of our voice
 - We want to explain to our audience and not talk _____ our audience
 - Pauses
 - Pausing for emphasis
 - Verbal Fillers
 - Pronunciation and Articulation
 - Pronunciation – the standard agreement of how a word is said
 - Articulation – the separation and enunciation of our words

- Nonverbal Delivery
 - Hand gestures
 - Hand gestures can help you _____ to your audience more and make you seem more _____.
 - Adaptors
 - Movement
 - Rule of thirds in movement
 - Eye Contact
 - Facial Expressions

- Presenting with your slide
 - Slide content
 - Referencing the slide

Memorization and Practice

- Starting manuscript
 - Practice presenting the _____ with a person
 - Time your practice

- Reciting from memory
 - Sit and _____ presentation to a person
 - Stand and present
 - Present with _____
 - Time your practice

Communication & Research Center & Lab

Using Language Effectively

Why is it important to use language effectively?

It is important to use language effectively to determine one's success, makes communication more personal, and makes it easier for one to translate their feelings, and opinions into messages.

What are the five aspects of language?

1. **Accuracy:** determine what vocabulary you want to use and select the words carefully
 - o Choosing the wrong word can destroy one's credibility. Precision should be your main goal when you speak. Do not leave room for misinterpretation
 - o If the audience looks confused at any point, rephrase the message to make it more clear
2. **Vividness:** used to stimulate the importance of what you have to say to your audience
3. **Immediacy:** the feelings that make the message relevant to the speaker
 - o Draws listeners in through an emotional connection
4. **Appropriateness:** using language that is appropriate for your message and audience.
5. **Metaphor:** word or phrase relates an object to another that is not commonly linked
 - o A successful metaphor makes an object more clear