

UNIT 4:
PRESENTATION SKILLS



LITERATURE
RESEARCH

OVERVIEW

- **RATIONALE for LITERATURE RESEARCH**
- **ORAL CITATION**
- **WRITTEN v.s. ORAL DISCOURSE**
- **INTEGRATION OF LITERATURE RESEARCH**

Why Do Literature Research?

- To enhance your credibility
- To construct stronger arguments
- To gain insight into the topic (facts, opinions, theories, etc.)
- To become familiar with topical vocabulary (key concepts, jargon, terminology, etc.)

How to Do Research?

All research you do will require the following steps:

- Identify keywords & search
- Select relevant materials
- Retrieve sources
- Evaluate the information
- Take notes, print, photocopy, etc.
- Write down reference information:
 - ✓ author/s
 - ✓ title
 - ✓ editors, translators, etc.
 - ✓ publisher
 - ✓ year of publication
 - ✓ city of publication
 - ✓ pages used
 - ✓ website address (Internet)
 - ✓ date retrieved (Internet)

ORAL CITATION

- select the relevant parts from the articles you have found
- decide how and where in your presentation you will use them as supports
- acknowledge these sources by using oral citation techniques
- The way you cite primarily depends on the type of the source you want to use

Why is Oral Citation Necessary ?

- You have an ethical responsibility to give credit to others
- It establishes the credentials or qualifications of the source
- It lets the audience know where you retrieved your information from so they can retrieve the information too if they are interested.

What Type of Information Should You Cite?

- We document orally any piece of information that we did not think of ourselves. We should definitely cite the following:
 - Statistics
 - Direct Quotations
 - Expert Testimony
 - Paraphrases
 - Examples not your own
 - Any other information you did not think up yourself

When in Your Presentation Should You Cite Your Source?

immediately before

or **immediately after ?**

- audience can judge the credibility of the materials and
- differentiate between your own ideas and the ones you borrow
- when using some startling statistics or a quotation , you may want to save the citation for after to achieve a full dramatic effect.

How Should You Cite the Source Orally during Your Speech?

Book

- Author & Title

Periodical, magazine, journal

- Name of the author, publication and date
- Title of the article

Website

- Title of the document & the author
- Retrieval date
- Site name

Radio, Tv prog., lectures etc.

- Date & name of program or event
- Name of the speaker

Newspaper

- Name of the newspaper & writer
- Date of the article/news item

Some Examples of Oral Citations

For a book :

- Gabriella Campos, an expert in nutrition, describes what is needed to maintain a healthy diet in her 2005 book *Good Health at Any Age*. She contends that ...

For a journal article :

- In a 2004 study published in *Journal of Applied Social Psychology*, Bailey and Cross reports that

Some Examples of Oral Citations

For a website:

- According to the information at the website of the U.S. Department of Homeland Security, U.S. businesses and citizens ...”

For a newspaper article:

- On February 22nd, 2006, *USA Today* reported that ...

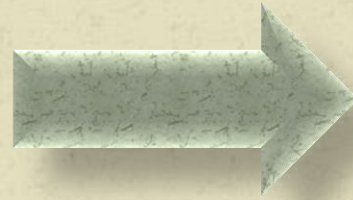
WRITTEN v.s. ORAL DISCOURSE

Spoken discourse is different from written discourse in terms of the following:

- Visual contact
- Time to formulate thoughts
- Spontaneous speech v.s. Well-formedness
- Editing
- Immediate feedback, interactivity
- Register


**What do all these differences imply
for you as a presenter?**

**LITERATURE
RESEARCH**
(written discourse)



**SPOKEN
DISCOURSE**

Written discourse:



“In art, it is easy to assert a false identity for a work of art. Resulting from the fact that the origin of works of art is seldom clear and that their origin is often judged by subtle factors, art forgery has always been commonplace. The sorts of deception include the complete production of a work, false claims regarding materials or craftsmanship, and false attribution of minor works to great masters.”

Adapted to spoken discourse:



In art, it is easy to claim a false identity for a work of art. Therefore, art forgery has become more and more common. So what may be the reasons for this problem? First of all, the origin of works of art isn't clear, and also the evaluation criteria for such works are not very concrete. These two reasons make forgery widespread and there are mainly three types...total creation of a work, false claims about workmanship or material and finally false attribution of minor works to great masters such as Picasso and Dali.

Characteristics of spoken discourse

- **Shorter sentences**
- **Less complex structures**
- **More informal, direct language - active voice, contractions, occasional fragments, personal pronouns etc.**
- **More familiar, non-technical words**
- **Repetition, rephrasing & emphasis necessary**
- **Pausing important**
- **Rhetorical questions more common**
- **Transitions & signposts to achieve coherence**

TIME FOR PRACTICE


CHANGING WRITTEN DISCOURSE to
SPOKEN DISCOURSE:

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- Simplify grammar
- Simplify vocabulary
- Add transitions and signposts

MY SUGGESTION (1):



According to latest figures, female users dominate social-networking sites. Interestingly, in many areas of the social web, women who are 35 and over form the fastest-growing group of users.

MY SUGGESTION (2):




Female bloggers and social network fans said that this trend makes more sense when analyzed more closely. They said some practical reasons may cause these sites' popularity. For instance, mothers prefer these sites to balance their family duties with their social lives.

MY SUGGESTION (3):



So what may be the reason behind all this? One of the reasons is that you can maintain close friendships with minimum effort. It is easy to keep in touch with friends through messages, status updates, and photos. Some others put forward a different reason: it is all about women's nature. Their hormones and friendly nature may make them better users of such sites. So, it is not hard to guess that women will continue to dominate the social web as long as it is a place for communities and friendships.

MY SUGGESTION (4):



Belinda Parmer, who is the founder of Ladygeek blog, clarifies this point. She says that the hormone Oxytocin causes women to have a «tend & befriend» mentality. In other words, they love connecting with people and social media provides that. However, men are quite different. Due to Testosterone, men like being in competition and in leadership positions and act based on «fight or flight» mentality.

INTEGRATION OF LITERATURE RESEARCH

- in the form of a direct quotation, a paraphrase, or a summary
- Which technique you will choose depends on the type of material you are planning to borrow from
- make sure the audience move from your own words to the words of a source without feeling a jolt

3

BASIC STEPS for SMOOTH INTEGRATION

1. Introduce the context of the quotation or paraphrase:

- " In the weeks after the Chernobyl nuclear accident happened, a Hungarian newspaper article appeared in which . . ."
- " Speaking of the materials used by Michelangelo, Roberts explains that . . ."

2. Weave the borrowed material into your sentence:

- *The Food and Drug Administration claims that the government is not responsible for providing "absolute protection against risks to female health" resulting from the use of contraceptive products.*
- *Hamlet's main problem is just how to "take arms against a sea of troubles/ And by opposing, end them."*

3. Comment on the relevance / significance of the citation to your speech:

- *“Some people think that sign language is a primitive substitute for spoken language, but in fact sign language is just as rich and expressive as spoken language. At this point, I think it would be appropriate to quote Karen Nakamura who states in the online Deaf Resources Library that American Sign Language “should not be considered in any way to be a broken, mimed, or gestural form of English.” **What she means is that** ASL is a complex, full, and natural language in its own right, with “its own beautiful grammar.”*

TIME FOR PRACTICE



INTEGRATION OF LITERATURE RESEARCH

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I. INTEGRATING STATISTICAL INFORMATION

PART 1:

Firstly, we should take a look at the figures published in the report titled «An aging World: 2008 International Population Reports». The authors Kinsella & He report that the world's older population has increased by 110.4 million since 2007, reaching 506 million in 2008. This means that the elderly population increased 870.000 people each month during the year. Kinsella & He further predict in their report that in the next 10 years, this increase will be on the verge of 23 million.

PART 2:

To clarify things further, let me share with you this graph taken from the [United Nations Report titled «World Population Prospects: The 2010 Revision»](#). As you can see here, in the years between 2010 and 2050, there will be a 1004% increase in the population of people aged 100 and more; and a 351 % increase in the population of people aged 85 and more. The conclusion we can draw from these figures is clear, ladies and gentlemen: elderly population is sure to increase dramatically in the coming years.

II. INTEGRATING EXAMPLES & TESTIMONIES

PART 3:

If you wonder how this happens, an explanation provided in the article «A Slow Burning Fuse» published in [The Economist in 2009](#) may help. It is stated that as the number of people that retire increases, their places are filled with less number of young people. This causes the labor force to shrink. As a result, the output growth will also decrease. What this means is that we will face less productivity, and more economic problems.

PART 4:

In a study carried out by **Standard & Poor's in 2010**, it is stated that «no other force is likely to shape the future of national economic health, public finances, and policy making as the irreversible rate at which the world's population is aging.» Therefore, if we do not want to experience any negative consequences, it is high time we come up with new policies to address this situation.

I. INTEGRATING TESTIMONIES

I. PARAPHRASING:

So, what is the purpose of this wonderful project? **As stated in the official website of the Rome Reborn Project**, the project has two major aims. **Firstly**, it aims to show what the city looked like when it was the capital city of the Roman Empire. **In addition**, it also aims to build a cyberinfrastructure so that it will be possible to update or change it when necessary.

I. INTEGRATING TESTIMONIES

II. DIRECT QUOTATION:

Professor Bernard Fischer, who is the director of this valuable project, explains its significance with these words:
«This is just the first step in the creation of a virtual time machine, which our children and grandchildren will use to study the history of Rome and many other great cities around the world.»

TIME FOR PRACTICE



SAMPLE INFORMATIVE PRESENTATION

- TEXT ANALYSIS-

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TEXT ANALYSIS

Read the sample presentation carefully and answer the following questions:

- 1.** What is the purpose of this presentation?
- 2.** What are the main points of this presentation?
- 3.** Which supporting techniques are used to support each of the main points in this speech?

I. YEŞİLÇAM ERA

- 1. Expert Opinion: Catherine Simpson**
- 2. Statistics: Movies Features (2008)**
- 3. Expert Opinion: Kristina Kamp**
- 4. Example: melodramatic nature of films**
- 5. Expert Opinion: Giovanni Scognomillo**

II. THE DEMISE OF THE TR CINEMA

- 1. Expert Opinion: Catherine Simpson**
- 2. Statistics: Directorate General of Press and Information**
- 3. Expert Opinion: Nezih Erdoğan**
- 4. Examples: Movies reflecting the trend «cinema d'auteur»**

III. RESURGANCE

- 1. Expert Opinion: Ahmet Gürata**
- 2. Examples: Successful Movies + Box Office Numbers**
- 3. Statistics: Catherine Simpson**
- 4. Statistics: Milliyet Sanat (2008)**

ANY QUESTIONS

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