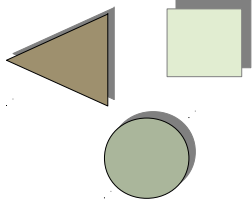


17. Talking Interestingly

Prof. Dr. Uwe Aßmann
Softwaretechnologie
Fakultät Informatik

Technische Universität Dresden
2013-0.1, 09.07.13
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- 1) The development of talks (dressed talking)
- 2) Slides
- 3) Gestures
- 4) Nervosity is your friend
- 5) Dynamics

Literatur

- ▶ Christine Stickel-Wolf, Joachim Wolf: *Wissenschaftliches Arbeiten und Lerntechniken. Erfolgreich studieren – gewusst wie!* Gabler, 5., aktualisierte und überarbeitete Auflage 2009
- ▶ [Kleiser-Model-Speeches] Grenville Kleiser. *Model Speeches for Practise.* Gutenberg.org:[EBook #18323]





[Kleiser-Model-Speeches]

THE KEY TO SUCCESS IN SPEAKING

The key to greatness of speech is sincerity. You must yourself be so thoroughly imbued with the truth and desirability of what you are urging upon others that they will be impressed by your integrity of purpose. To have their confidence and good will is almost to win your cause.

But you must have deep and well-grounded convictions before you can hope to convince and influence other men. Duty, necessity, magnanimity, innate conviction, and sincere interest in the welfare of others,—these beget true fervor and are essential to passionate and persuasive speaking.

Lord Lytton emphasized the vital importance of earnest purpose in the speaker. Referring to speech in the British Parliament he said, "Have but fair sense and a competent knowledge of your subject, and then be thoroughly in earnest to impress your own honest conviction upon others, and no matter what your delivery, tho your gestures shock every rule in Quintilian, you will command the ear and influence the debates of the most accomplished, the most fastidious, and, take it altogether, the noblest assembly of freemen in the world."

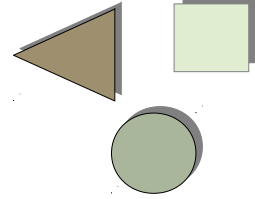
Keep in mind that the purpose of your public speaking is not only to convince but also to persuade your hearers. It is not sufficient that they merely agree with what you say; you must persuade them also to act as you desire.

Hence you should aim to reach both their minds and hearts. Solid argument, clear method, and indisputable facts are necessary for the first purpose; vivid imagination, concrete illustration, and animated feeling are necessary for the second.



3

17.1.1. Dressed Talking



Development Schemes for Talks

- ▶ **In the previous chapters, you have learned a lot for talks, too**
 - Basically, all development schemes can be used for talks
 - Introductory parts with funnel introductions and hooks
 - Threading and decomposition
 - Argumentation
 - Conclusion parts
- ▶ **Thesis slides (point slides) serve for dressed talking**
 - What's your controlling idea of your talk? Remember, otherwise your talk is **naked**
 - What is your controller on your thesis slide?
 - Do you have a mature green thesis?
 - Do you have an echo point or a real message in the talk?
 - Do you have a threading relation? (e.g., degree of importance)
- ▶ Try to distinguish slides carrying primary support from slides carrying secondary support (distinguish bushes from comb)
 - What is your skeleton of the talk?
- ▶ Pivot-based schemes are nice for talks because they generate tension
 - “Knight” (Ritter) or tragedy..

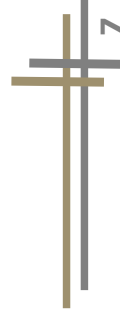
POPP/ZOPP for Problem Analysis

- ▶ Problems on one slide
- ▶ Goals on one slide
- ▶ Blocking factors on one slide
- ▶ Solutions (approach) on one slide
- ▶ MOPARC, ZOPP, GulCaramel, all are useful

A good talk follows a problem-solving development scheme.

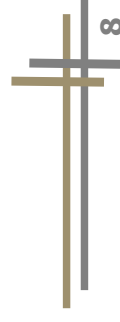
Introductions That Work

- ▶ Funnel intros
 - Slide 1: very general
 - Slide 2: more specific
 - Slide 3: that's the point now
- ▶ Hook intros:
 - Surprising **soap-boxes** are very welcome: make the audience laugh to be interested
 - Anecdotal or personal hooks also work quite well
- ▶ **PROBLOSS** and **ZOPP** introductions: start with a problem, continue with the goal, and discuss validation



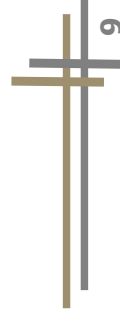
17.2 Slides

- ▶ Not too much on slides (only pros are allowed to do that :-)
- ▶ Don't read the slides
- ▶ Include convincing examples for your technology
- ▶ Train the talk before so that you fit into the given time
 - present to your colleagues in the “research sharing group” of your chair



17.3 Gestures

- ▶ Hands should exert gestures, not be hidden.
- ▶ Try to present what you want to present with your hands, not only with your voice
- ▶ Watch your talk's video to analyze your gestures and your voice – it will help you a lot



17.4 Nervosity is Your Friend

- ▶ If you are not nervous, your talk will be boring and lousy.
- ▶ Nervosity drives you to your best!
- ▶ Nervosity is reduced by:
 - Test the talk with timing watch. The shorter it is the more it must be tested.
 - The first sentence of every slide, the **kickoff sentence**, is very important, because it kicks you of talking about the slide.
 - Example: This slide contains the kickoff sentence as first sentence.
 - Try to learn by heart the kickoff sentence of every slide (!)
 - Because slides are read from left to right top down, anchor a word or graphics in the upper left corner that reminds you of the first sentence.
 - If you know all kickoff sentences by heart, you won't be nervous anymore, and your talk will be finished in time, because you can always get up again after a stumble.



How to Manage Interruptions

[Stichel-Wolf/Wolf]

Strategies for dealing with *fair* interruptions

- ▶ Answer shortly
 - „Gut, dass Sie diesen Punkt ansprechen ...“
- ▶ Delay
 - „Danke, das ist ein guter Einwand, ich werde später darauf zurückkommen.“
- ▶ Ask back
 - „Ich habe nicht genau verstanden, können Sie Ihre Frage wiederholen?“

How to Manage Interruptions

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Strategies for *personal* attacks *ad hominem*

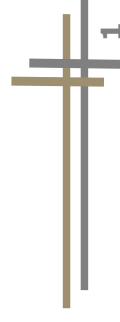
- ▶ Do not listen, continue, do not focus, ignore
- ▶ Ask back
- ▶ Fire back against motives
 - „Ich glaube kaum, dass Ihr Beitrag im Sinne der Zuhörer ist.“

17.5 Dynamics

- ▶ Change dynamics
- ▶ Use more gestures, when speaking louder
- ▶ Stop now and then – to surprise listeners

The End

- ▶ Some slides are courtesy to Dr. Birgit Demuth



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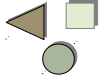
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4

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