

CBA Oral Communication References

This document contains ideas for content to cover in CBA courses for student learning objectives (SLOs) in oral communication based on the College's assessment rubric. It addresses three major dimensions: organization, presentation style, and use of visuals.

The ideas here are drawn from educational services such as Coursera and edX, which offer online courses and certificates for various specializations. Coursera offers each course approximately once a month. Some edX courses provide a certification for a fee, and others can even be used to earn course credit.

Some components of these courses are relevant for the criteria used in the CBA assessment rubrics. Miscellaneous online resources and videos are also provided that discuss the more specific criteria.

It should be noted that not all criteria may be covered by the resources listed here. This document may serve as a starting point for developing instructional content based on what other educational services tend to offer for the criteria covered by the College.

Organization of Presentation

1. <https://chipcast.hosted.panopto.com/Panopto/Pages/Viewer.aspx?id=d2d08b42-fd3e-473f-810a-a85e0142da65>

A short video lecture made by CMU faculty to present the **OABC** framework for organizing presentations. The steps are:

- **Opening** that is engaging, introduces group members, and provides context for the presentation topic.
- **Agenda** gives a preview of what the presentation will cover, usually as a bullet-point outline slide.
- **Body** is where the topic is presented in detail, with data and research; if more than one issue is covered, the presentation should be logically organized to transition smoothly from one topic to the next.
- **Conclusion** should summarize what has been covered in the body of the presentation. Here, recommendations can be made based on the information presented.

2. <https://www.coursera.org/specializations/effective-business-communication>

(Course 3) The *Successful Presentation* course from the University of Colorado-Boulder offers the following videos that may be useful for organization (you must be enrolled to access the videos):

Week 1:

- Successful Presentation is Storytelling

Week 2:

- The Central Importance of the Introduction
- The Introduction: The Salutation
- The Introduction: The Review of the Structure
- Building Transitions
- The Conclusion
- The Entire Talk Is a Circle

Week 3:

- The Reverse Outline
- Rehearsing the Introduction

Presentation Style

1. <https://www.coursera.org/specializations/effective-business-communication>
(Course 3) More videos from the *Successful Presentation* course that might be relevant for presentation style criteria, such as body language and eye contact, interacting with the audience, and personal appearance. (Must enroll to access videos.)

Week 3:

- Recognizing Your Body
- Using Your Body
- The Importance of Stance

Week 4:

- Slides vs. Handouts
- Attending to Your Audience
- What Is a Question?
- Effective Communication

2. <https://www.edx.org/course/public-speaking-ritx-skills105x>
This 3-week edX course on *Public Speaking* from the Rochester Institute of Technology covers how to deal with public speaking anxiety, among other things. This is particularly important because anxiety can diminish performance of other presentation aspects, such as making proper eye contact, having a confident speaking voice and body language, and the rate of speaking.
3. <https://www.youtube.com/watch?v=y4O5szBzIA0>
This YouTube video covers three aspects of body language: eye contact, gestures, and facial expressions. These tips can be useful for enhancing engagement with the audience and the confidence of the speaker.
4. <https://www.techwell.com/2013/10/give-better-presentation-don-t-read-your-slides>
Great (short) article about why reading from one's PowerPoint slides is a bad idea. Instructors can use the arguments here for explaining why reading the slides or a set of notes is detrimental to audience engagement.
5. <https://www.youtube.com/watch?v=aM1IRdQUcfo>
Short YouTube video about how to control filler words. It explains why we use these filler words and what we can do to reduce the frequency of their occurrence.
6. <http://www.presentationxpert.com/6-tips-for-presenting-with-a-team-as-a-team>
This article provides tips on how to present as a team. Considering that supporting the current presentation speaker has been one of the criteria with the lowest performance rating among CMU students, these tips are of particular importance.

Use of Visuals

1. <https://www.coursera.org/specializations/effective-business-communication>
(Course 4) The Coursera *Effective Communication Capstone Project* course offers some presentation design readings and videos.

Week 3:

- (Reading) Brainstorming a Design Style
- (Reading) Using Templates
- (Reading) 5 Best Practices of Good Presentation Design

2. <https://www.edx.org/course/visual-presentation-ritx-skills106x-0>
This 3-week edX course, provided by the Rochester Institute of Technology, covers *Visual Presentation*. The lessons here are particularly useful for choosing engaging and relevant visuals, which are two of the visuals criteria on which CBA students are assessed. The content covered in the course includes:
 - How to present quantitative information using images
 - Visual design basics for professional presentations
 - How to select appropriate and compelling images to support the message

3. <https://www.universalclass.com/articles/business/using-visual-aids-in-effective-presentations.htm>
This website discusses the Dos and Don'ts of visual aid use, including proper font size and use of colors. It also provides criteria for choosing relevant visual aids.