

Name_____ Class_____

Creating and Delivering an Effective Presentation

Create your presentation by deciding on a medium that enables you to communicate your ideas and fulfill your purpose (e.g., explanation, persuasion). Once you have identified the medium you will use, you can use the language of the medium to impact your audience both intellectually and emotionally. Plan your presentation to take advantage of the aspects of the language that will enable you to fulfill your purpose.

Your Topic: _____

Your Purpose: _____

Language of the Medium	How Language Element Will Be Used and Intended Impact (Intellectual and Emotional)
Use of Color	
Pace	
Point of View / Perspective	
Visuals	

Matching Presentation Language with Purpose and Content

To be effective, a presenter must match the language of the presentation with the audience, purpose, complexity of the content, and intended impact. You can vary the language in a number of ways, including choices between formal or informal; strictly factual or inclusive of opinions and examples; explanatory or persuasive words/narrative; and simple or sophisticated vocabulary.

Your Presentation Topic:

Presentation Conditions	How will you match your language to each condition?
Audience: Who is the audience for your presentation?	
Purpose: What is your purpose in making the presentation?	
Complexity of Content: Will your topic's concepts and vocabulary be difficult for your audience to understand?	
Intended Impact: What do you want your audience to think, feel, or do as a result of your presentation?	