

ACADEMIC ENGLISH SUPPORT DESK NEWSLETTER

Osaka University - Multilingual Expert Program



CREATE EFFECTIVE TAKE-HOME MESSAGES!

How to speak so people will listen!

You've introduced some excellent data in your presentation, with clear, sharp slides and smooth transition language. However, you get to the Q&A and several members of the audience ask you to restate the main point of your presentation. What?! Why?! You're in shock, but maybe there's something to be learnt here.

Research shows that audiences remember only **50%** of what was said straight after a **10-minute** presentation. This rate drops lower for longer presentations, reaching around **10%** for a **30-minute** presentation.* What does this mean for you, the budding presenter? You'll need to repeat, repeat and repeat! You can do this at the end of every slide or section by using language to highlight take-home messages:

- The point I'm trying to make in this section is...
- What I'd like you to remember in this slide is...
- The thing I'd like you all to take away from this is...

Literally telling audience members what you'd like them to remember is an effective way of capturing *and* keeping attention.

Harness the power of visual information, too. Bullet point the take-home messages at the end of every section and reveal (using animation in PPT) as you verbalize these important points.

As always, the Academic English Support Desk is here to help you practice!

*Atkinson, Max, *Lend Me Your Ears*, Vermillion; London, 2004.

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