

## WRITING INFORMATION

### WORKSHEET 2: PRESENTING THE INFORMATION

The lesson gives you two major techniques for making the presentation of information more effective. This advice applies to *both* written and oral presentations.

- A structure for presenting the information, which is
  - 1 Get 'em in! - offer an exciting titbit of information to first **attract their attention**
  - 2 Tell them what you're going to tell them - this is a **preview** of what's coming
  - 3 Tell them - this is the **main body of the presentation**
  - 4 Tell 'em what you told them - a **review** or **recapitulation** of the main points
- Deliberately understanding and using the "pyramid of power".
  - 1 **Words** are quite effective for detail - but a little boring
  - 2 **Diagrams** are more effective - particularly for complex subjects
  - 3 **Pictures** are very effective - they have a high emotional impact
  - 4 **Movies and live demonstrations** are highly effective and memorable

These two techniques can be applied to all subjects and are well worth mastering.

### ACTIVITY 1

**Structuring the presentation:** Take the topic you worked on for Worksheet 1 (Questioning the Topic). Now rewrite it to build in the four stages:

- Introduction (a) make sure you add in some attention-getting titbits, then (b) give them a preview in one sentence of what you intend to cover in the information piece
- Body of the presentation - make sure it is a series of subtopics - and use your questions as the lead in to each section
- Conclusion: make sure you add a review or recapitulation of your subject

### ACTIVITY 2

**Pyramid of power:** Take the topic you worked on for Worksheet 1, and find ways of adding (to the words you use) - (a) a **diagram(s)** (b) a **picture(s)** and if possible (c) **a movie or video** or live demonstration. Represent the topic to the class with these enhancements.