COMMUNICATION MATTERS: MASTERING PUBLIC SPEAKING AS A RESEARCHER

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ITHS
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CAREER DEVELOPMENT SERIES

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We love to hear from you!

Please connect anytime.

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  ❑ Fostering innovative research

  ❑ Cultivating multi-disciplinary research partnerships

  ❑ Ensuring a pipeline of next-generation researchers through robust education and career development programs

Laboratory → **Clinic** → **Community**

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Miles C. Coleman, PhD, MA

Dr. Miles C. Coleman is an Instructor in the program on Digital Cultures at Seattle University. His research and teaching interests include ethics; rhetorical theory and criticism; participatory cultures of media; science communication; new media and society; moral philosophy (online); and classical rhetoric.

MATTERING MATTER

Mastering Public Speaking as a Researcher

Miles C. Coleman

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Learning Objectives

After this presentation participants will be able to:

1. Appreciate the importance of audience analysis in scientific contexts.

2. Systematically approach organization of presentation content.

3. Distinguish between communication performance and speech performance.

4. Practice delivering presentations with an awareness of the characteristics of effective speaking.

"The good thing about science is that it's true whether or not you believe in it."

—**Dr. Neil deGrasse Tyson Astrophysicist, American Museum of Natural History**

Mattering our Matter

Preparation

Connecting, Over Translation

Communication Performance, Over Speech Performance

Delivery

Realistic Practice, Over "Safe" Practice

Smoothness, Over Exactness

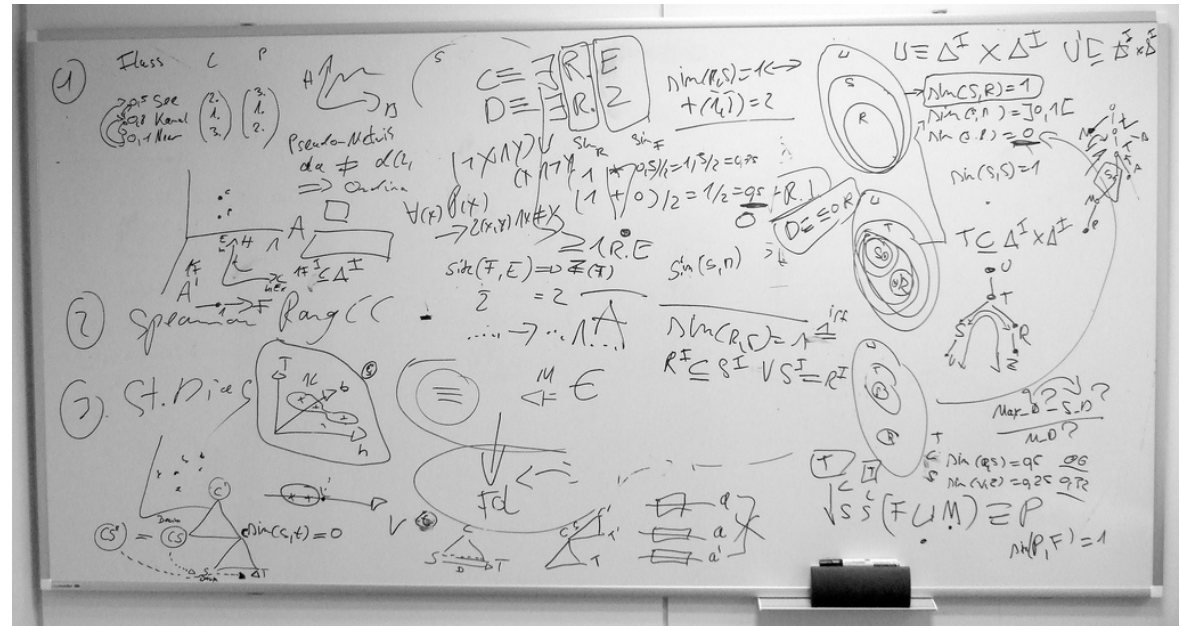Speaker Presence, Over Unobtrusiveness

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Preparation

Connection, Over Translation

> *Monroe's Motivated Sequence*

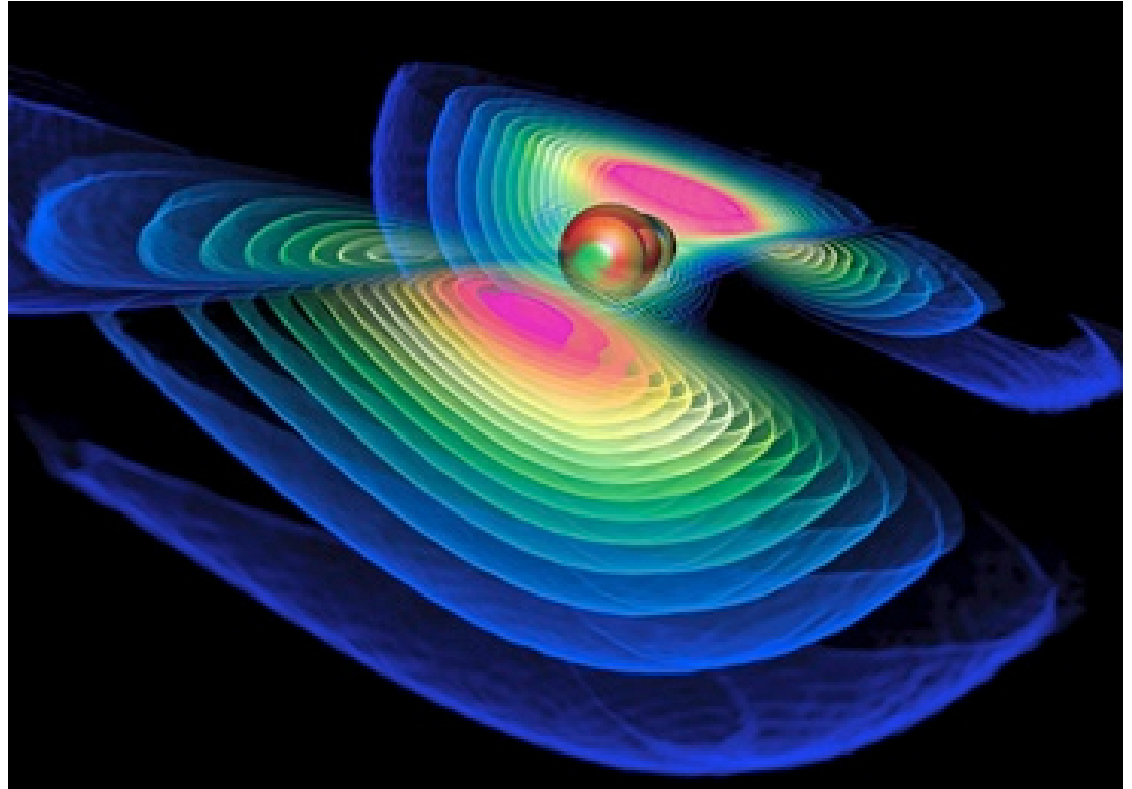**Communication Performance, Over Speech Performance**

> *Imitation*

Connecting, Over Translating

Science communication is not a "one-to-one" *translation*. It requires *connection* to the "other words" of one's audience.

Monroe's Motivated Sequence is a useful model for thinking about our audience while preparing.

Monroe's Motivated Sequence

1. **Attention**
2. **Need**
3. **Satisfaction**
4. **Visualization**
5. **Action**

# Attention

This should be about the "feels."

Move away from questions and statistics, to stories and thought experiments that actually solicit responses from the audience, but which are related to your content.

Need

This is the "so what" section.

Now is the time to review the literature, or give the statistics that situate your claims and end up somewhere around, "We still don't have an answer," then connect it to your presentation, "I will be giving one such answer."
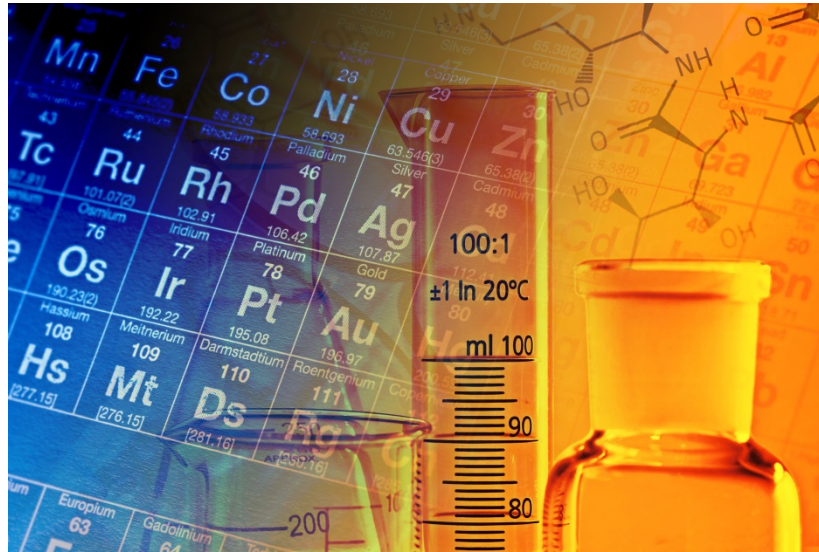
Satisfaction

This might otherwise be your methods section.

How is it that we know your "product"—your ideas—will help solve the problem or gap of knowledge or practice? Show don't tell. Prove to the audience that what you are proposing is sound advice.
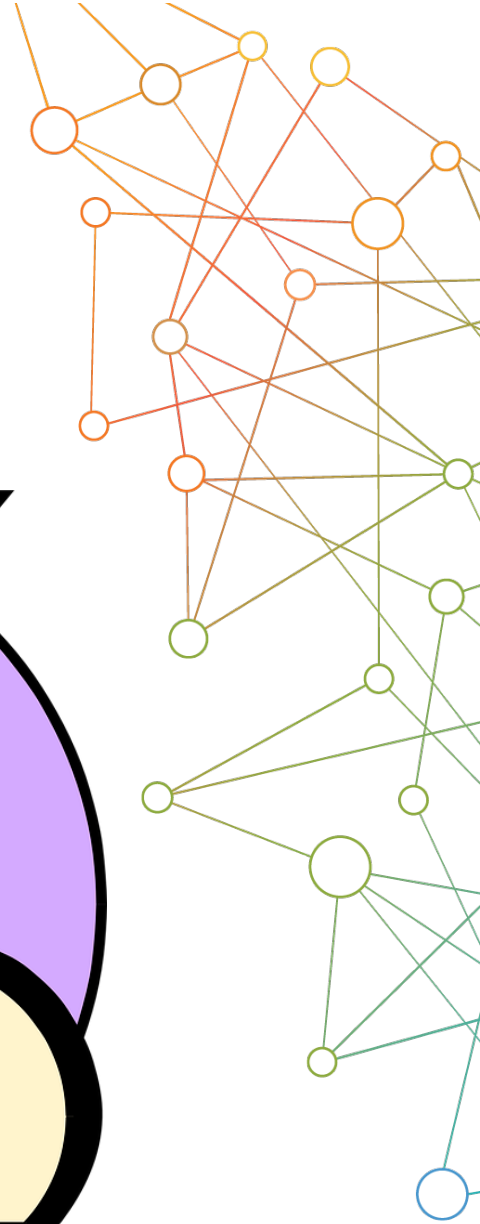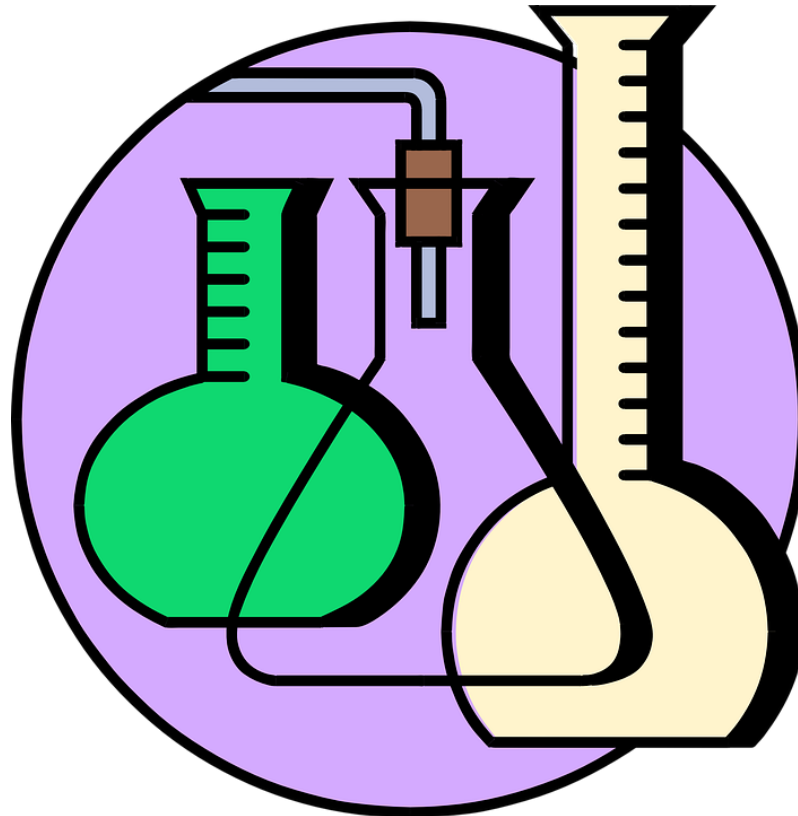
Visualization

This is the step when you allow your audience to see your answers "at work."

We can do this verbally through stories and descriptions, but also with tools like Powerpoint©, we can actually "thicken" our verbal explanations with visuals.

Thingful

Action

You've been spending all this time thinking about your particular research question. Your audience hasn't. Share with them.

What do you want them to do with your message? Do you want them to act differently in practice? Do you want them to think differently about a particular phenomenon? Do you want them to cite you?

# Communication Performance, Over Speech Performance

While you might memorize your words and perfect your volume (things we normally think about when practicing for a speech) there are other factors to keep in mind—tone, face, body movement, and eye-contact.

Quintilian's imitation of models is a useful way to prepare a speaking style.
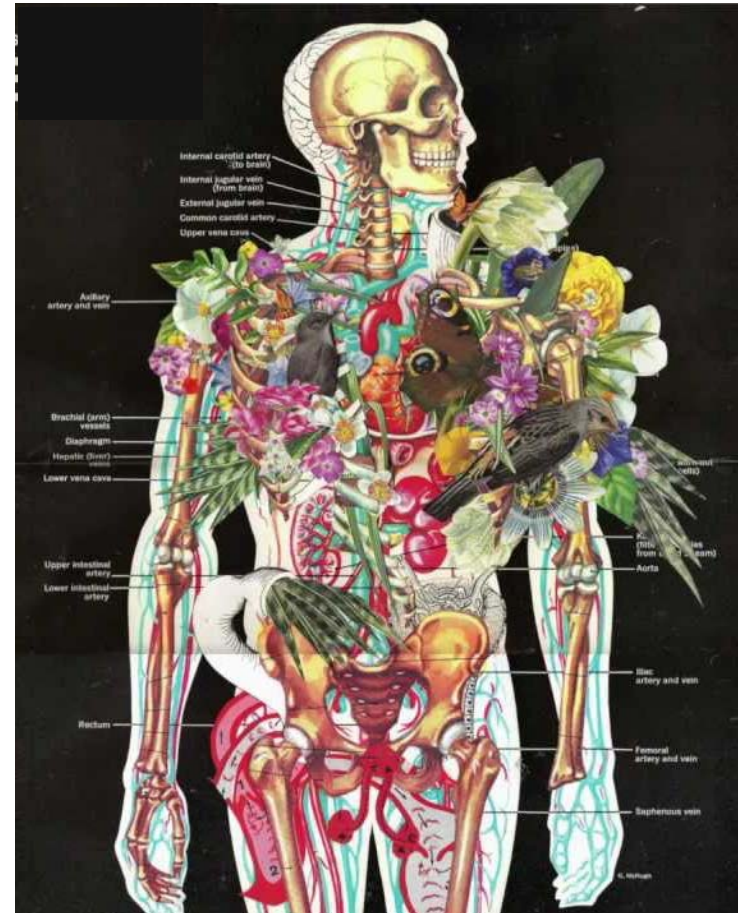
Imitation

1. **Find a Model**
2. **Emulate the Model**
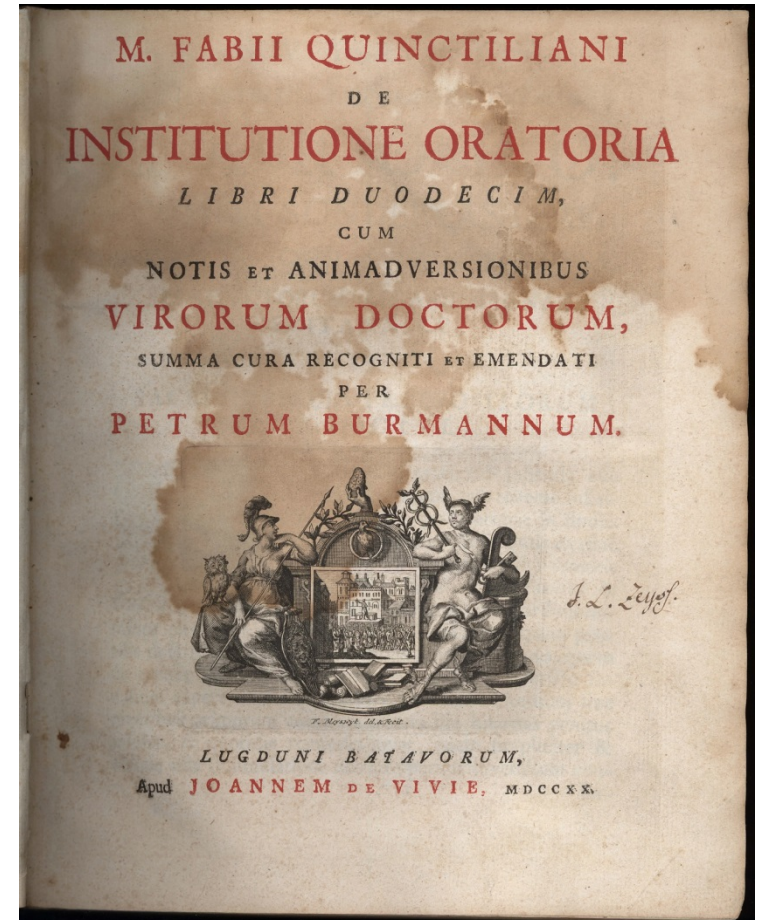
Finding and Emulating a Model

The idea is to imitate "the greats."

Download a transcript, find a video, grab hold of an .mp3 of a speech that you like from someone you admire. Then practice it.

The goal is to imitate it, not to master it.

Take what fits. Ditch the rest. And, of course, you've got your own flare too.

Delivery

Realistic Practice, Over "Safe" Practice

> *Reading Aloud*

> *Practicing Moving*

> *Practice with the Powerpoint*

Smoothness, Over Exactness

> *Key-Wording*

> *Filler Words*

Speaker Presence, Over Unobtrusiveness

> *Say "Hi"*

> *"Comfortable" Faces*

> *Move*

> *Remember your Work is Important*

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Realistic Practice, Over "Safe" Practice

Ease in front of a crowd comes not from practice *per se*. Ease comes from desensitization.

Desensitize yourself to the stresses of public speaking by exercising in realistic conditions.

Reading Aloud

Practicing Moving

Practice with the Powerpoint

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Smoothness, Over Exactness

Your audience will not be able to interact with your presentation in the same way they could as a manuscript. So, don't bring one.

Key-Wording

Filler Words

Speaker Presence, Over Unobtrusiveness

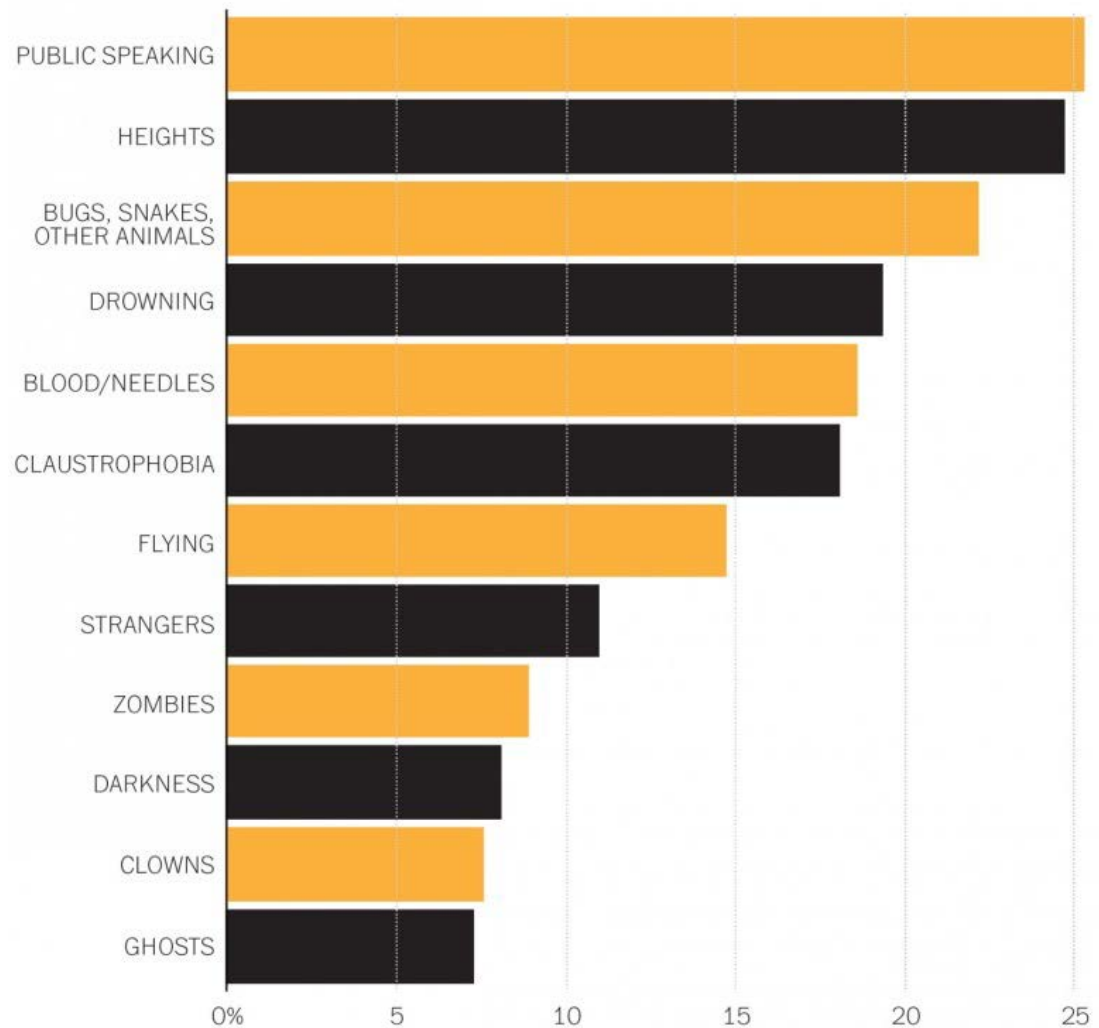**We should be a little nervous. It helps us get the energy we need to be engaging.**

But that energy should be pointed toward conveying your information with authority.

Say "Hi"

"Comfortable" Faces

Move

Remember your Work is Important

Bar chart of common fears (percentages):
- PUBLIC SPEAKING — ~25
- HEIGHTS — ~25
- BUGS, SNAKES, OTHER ANIMALS — ~22
- DROWNING — ~19
- BLOOD/NEEDLES — ~18.5
- CLAUSTROPHOBIA — ~18
- FLYING — ~14.5
- STRANGERS — ~11
- ZOMBIES — ~9
- DARKNESS — ~8
- CLOWNS — ~7.5
- GHOSTS — ~7

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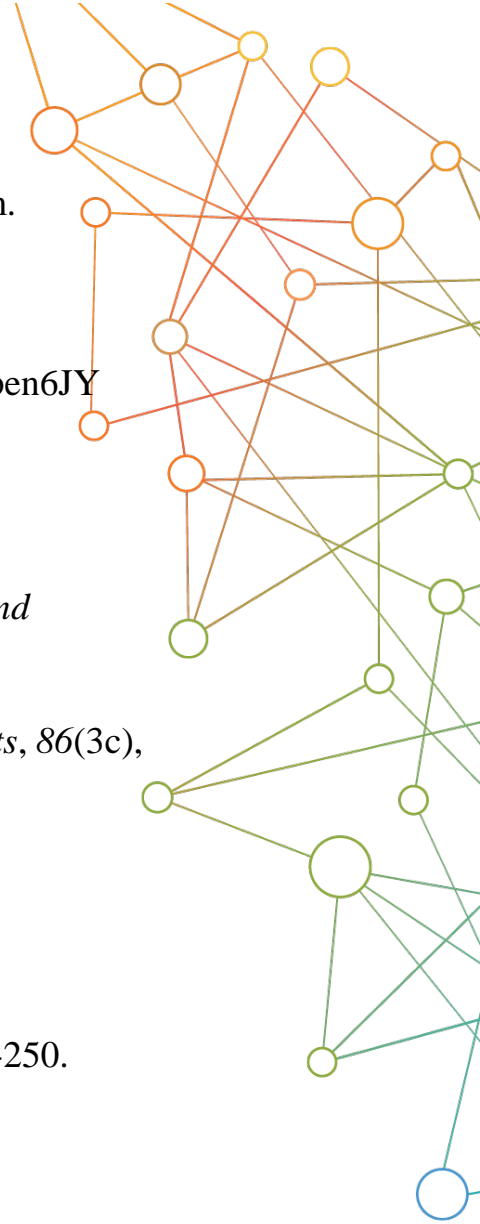
Thank You!

Please complete the event survey.

The presentation slides will be sent to attendees.

Questions?

References

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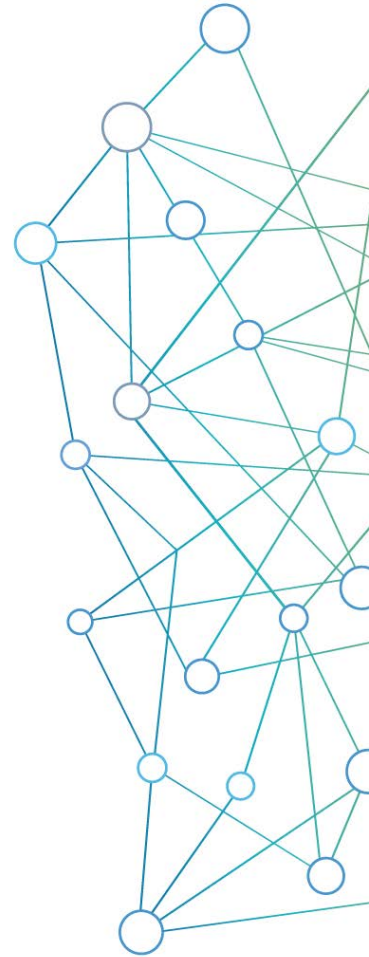
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