

Media and Presentation Skills



**South African
Weather Service**

The DNA of Communication

1. My audience is KING.

1.1 Punctuality

- Be on time- arrive early
- Settle in
- Allow enough test time



The DNA of Communication

1. My audience is KING.

1.2 Body Language

Definition: the conscious and unconscious movements and postures by which attitudes and feelings are communicated.

- Refers to our appearance, facial expression, posture, gestures and use of space
- Proper body language training reduces anxiety
- Most effective way to communicate with your audience



The DNA of Communication

1. My audience is KING.

1.2 Body Language

DO NOT: 

- Turn your back against your audience & read off slides
- Fidget (play with your hair, your face e.t.c)
- Sway side by side
- Lean on one hip
- Look down
- Cross your legs
- Fold your arms

The DNA of Communication

1. My audience is KING.

1.2 Body Language


DO: 

- Own the room in the first ninety seconds
- Have a good posture
- Make an eye contact with your audience
- Use open palm to point at people

The DNA of Communication

2. Determine our key message.

2.1 Voice Tone – Your voice is a paint brush, and your message is the canvas

- Speak confidently and clearly 
- Avoid vocal tics: **clearing your throat often, humming, the uhms, the ers, clicking sounds**
- Vary the pace of speech and use pauses
- Vary pitch and volume

The DNA of Communication

3. KISS.

- K
- I
- S
- S

The DNA of Communication

3. KISS.

ACTIVITY



5 Bullet-proof Ways to Overcome Stage Fright

1. Own Your Space
2. Act as if
3. Your audience of one
4. Sip water
5. Breathe

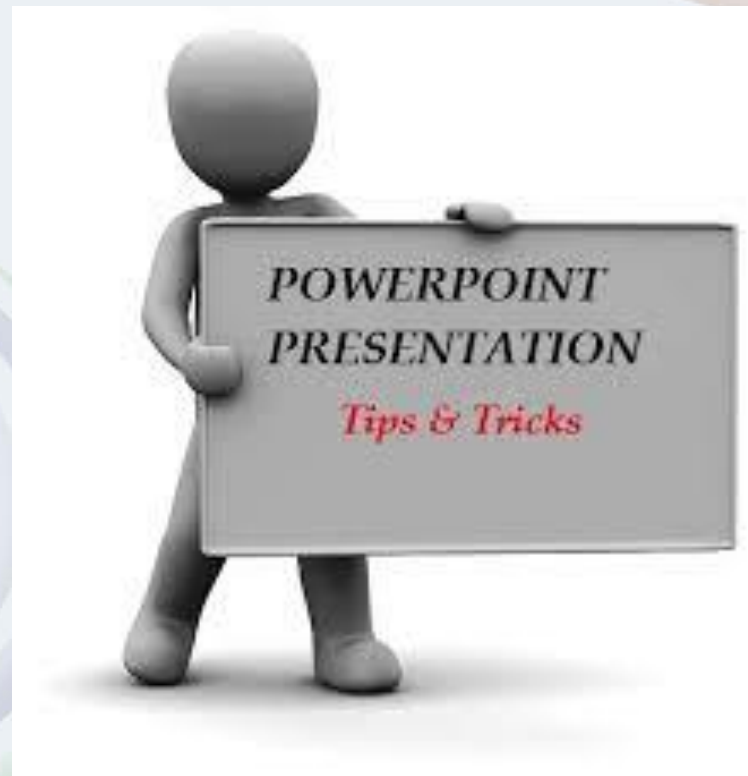
The Circle of Visual Communication

1. Message
2. Vocal usage: Your voice is a paint brush, and your message is the canvas
3. Body language:
 - Eye Contact
 - Facial Expression
 - Hand gestures
 - Dress code
 - Posture

The Media Rules of Engagement

1. NEVER NO COMMENT
2. Loose lips sink ships
3. Don't lie

Designing your PowerPoint Presentation



Should not have backgrounds that:

- ▶ Are too busy.
- ▶ Change each slide.
- ▶ Distract from your message.

Should have backgrounds that:

- ▶ Are visually appealing.
- ▶ Match the theme of your PowerPoint.
- ▶ Are not the same color as the text.

Should have contrast and color that aren't:

- ▶ Similar or the same as the background.
- ▶ Clashing with each other.
- ▶ Changing mid-sentence.

Should have pleasant contrast and color by:

- ▶ Using complementary colors that appeal to the eye.
- ▶ Having light colors on a dark background.
- ▶ Having dark colors on a light background.

Should not have graphics:

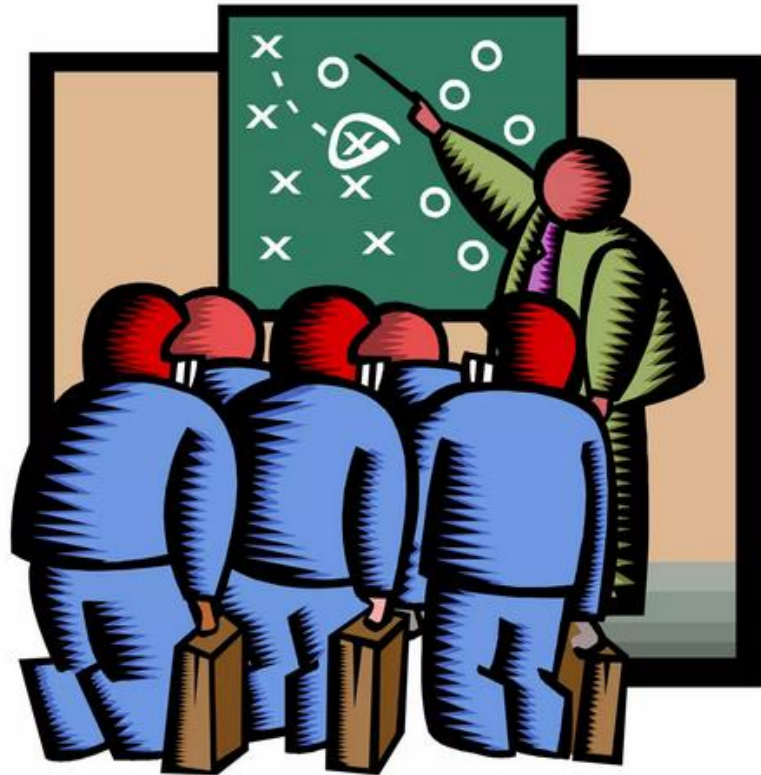
- ▶ That are inappropriate.
- ▶ That are distracting.
- ▶ That have nothing to do with the theme of the PowerPoint.



This picture is a sample of all three!

Should have graphics that:

- ▶ Compliment the information.
- ▶ Are sparingly used.
- ▶ Are relevant.

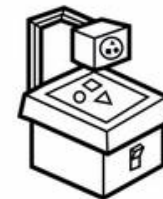


Should not have proximity:

- ▶ That has words/objects that don't belong together in the same group.
 - Fish, Octopus, Crab, Monkey...

- ▶ Where the labels for pictures are not near the object.

Old School Projector



Should have proximity

- ▶ Where the pictures and the captions are near to each other.



Labeling is important!

- ▶ Lists need to relate to each other.
 - Monkeys, Chimpanzees, Gorillas, Orangutans

Should not have fonts that:

- ▶ *Are distracting.*
- ▶ **ARE DONE IN ALL CAPITALS.**
- ▶ **Change** size randomly.

Should have fonts that:

- ▶ Are uniform size.
- ▶ Are easily read.
- ▶ Do not distract from the overall theme.

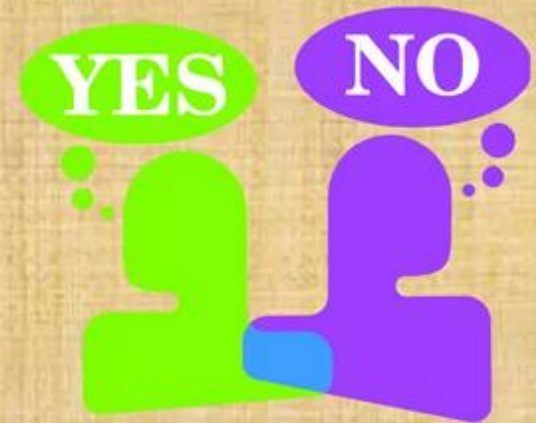


Should not have poor perceptual differences:

- ▶ Where the background distracts from the message.
- ▶ Where the colors distract from the message.
- ▶ Where the *font* effects affect the way the message is interpreted.

Should have perceptual differences where:

- ▶ The background helps emphasize the message.
- ▶ The font effects *help* to make the meaning clear.
- ▶ The use of pictures help the message come through loud and clear.



Can be awesome, if you:

- ▶ Adhere to what has been listed in the previous slides.
- ▶ Make sure to critically examine what you have created.
- ▶ Keep your audience in mind.
- ▶ Have fun!

THANK YOU!