



Beijing Foreign Studies University|
教育部 - 出国人员培训部

i Based on 《公共演讲的艺术》（第7版），乔治·L·格赖斯、约翰·F·斯金纳 著，中国人民大学出版社，2012年。

Public Speaking

Unit 6, Lesson 1 Types of Presentational Aids

Instructor
Dr. Carlos Cardenas

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Lesson 1

01	The Importance of Presentational Aids
02	7 Types of Presentational Aids
03	Guidelines to Use Visual Aids
04	Exercise 1: example description of three slides (Quiz)
05	Exercise 2: Describing Slide 1
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08	Choosing Your Visual Aids
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Goals For this Class

本堂课的目标



1. Choose the visual aids youu will use in your presentation.

1.选择你在演示中会使用的视觉辅助工具。

2. Create the first visual aid for your presentation.

2.制作你的演示文稿中的第一个视觉辅助工具。

3. Practice describing a visual aid using appropriate body language.

3.练习使用适当的肢体语言来描述视觉辅助工具。

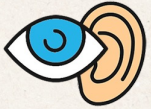


The Importance of Presentational Aids

演示辅助工具的重要性



Your words + visual aids =
Easier to understand the message



Looks professional
People don't look at you all the time



Encourages you
To move



People remember
5x times more information



The Importance of Presentational Aids



Note: Only use aids if they are necessary. They can distract—the visual always wins over the spoken word.

Adding unnecessary visuals can reduce audience comprehension by up to 33% —a moderate but significant negative effect found across 68 studies reviewing over 5,800 learners.

— *Sundararajan & Adesope (2020), Review of Educational Research*



Types of Presentational Aids



1. Objects – Actual items (e.g., a camera) or scaled models (e.g., an architect's model). Includes people or animals.



Can you mention more examples?

- **For a history presentation:**
Relics and historical artifacts
- **For an architecture presentation:**
A scale model of a building
- **For a science presentation:**
A prototype of a new development



Types of Presentational Aids



2. Pictures – Make speeches concrete and vivid. Must be large enough to see clearly.

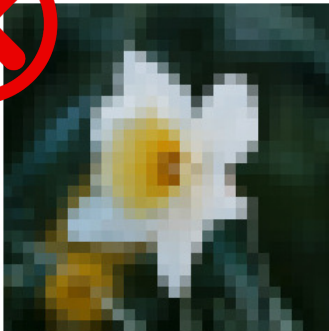


Image created at a low resolution of 72 dpi.



Image created at a high resolution of 350 dpi.

Requirements:

- Good resolution
- Not too many on a single slide
- Choose a suitable background color for your slides so that it doesn't stand out more than your pictures.



Types of Presentational Aids

3. Diagrams – Show parts of an object/organization or steps in a process (e.g., hybrid car engine).

Examples:

- The workflow to set up and launch a start-up company.
- The impact of smoking on different organs.



Effects of Smoking on the Whole Body

Brain

Overexposure to nicotine leads to addiction and results in anxiety, depression, and irritability.

Mouth

Smokers are more prone to oral health problems, including mouth sores, ulcers, gum disease, and tooth loss.

Lungs

Toxic chemicals cause inflammation and tissue damage, leading to emphysema, scarred lungs, and cancer.

Heart

Increased heart rate and blood pressure puts stress on the heart that can lead to heart disease

Liver

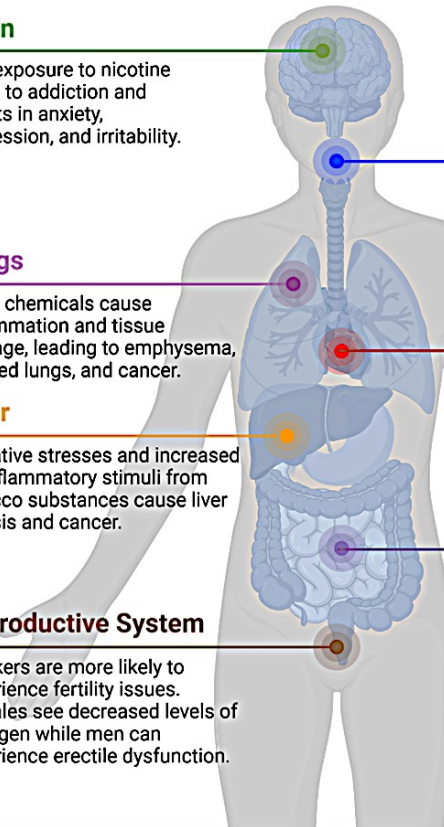
Oxidative stresses and increased proinflammatory stimuli from tobacco substances cause liver fibrosis and cancer.

Digestive System

Smoking decreases secretion of mucus and production of sodium bicarbonate which can contribute to heartburn, gastroesophageal reflux, and peptic ulcers.

Reproductive System

Smokers are more likely to experience fertility issues. Females see decreased levels of estrogen while men can experience erectile dysfunction.



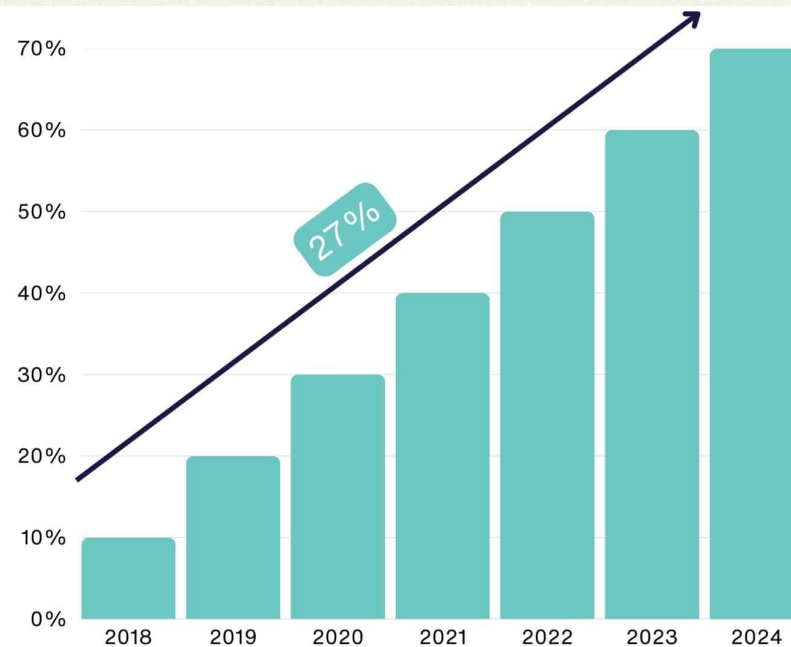


Types of Presentational Aids



4. Graphs – Line graphs (trends over time), bar graphs (comparing quantities), pie graphs (showing proportions of a whole).

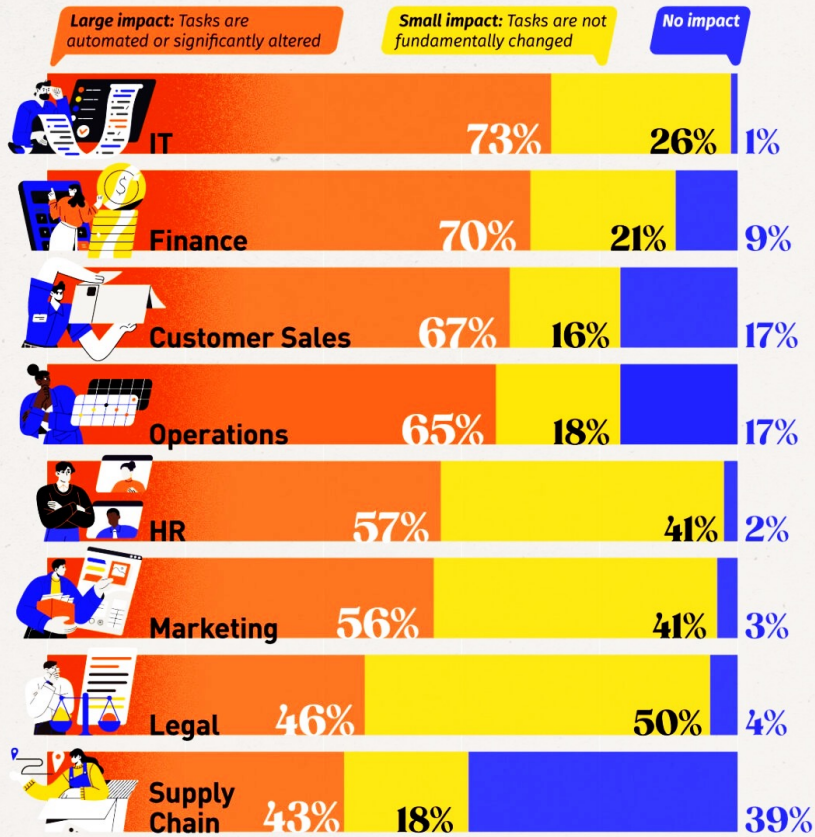
Example:



Between 2018 and 2024, productivity growth in AI-exposed industries surged from 7% to 27% —nearly a fourfold increase.



WHICH JOB DEPARTMENTS WILL AI Impact THE MOST



Based on analysis of over 19,000 tasks across 867 occupations. Data as of Sept 2023.



Source: Jobs of Tomorrow: Large Language Models and Jobs



Types of Presentational Aids

5. Charts – Condense large amounts of information (e.g., top ten lists, medical or technical steps).

- Different trends:   
- Combine numbers (years, percentages, etc) and text



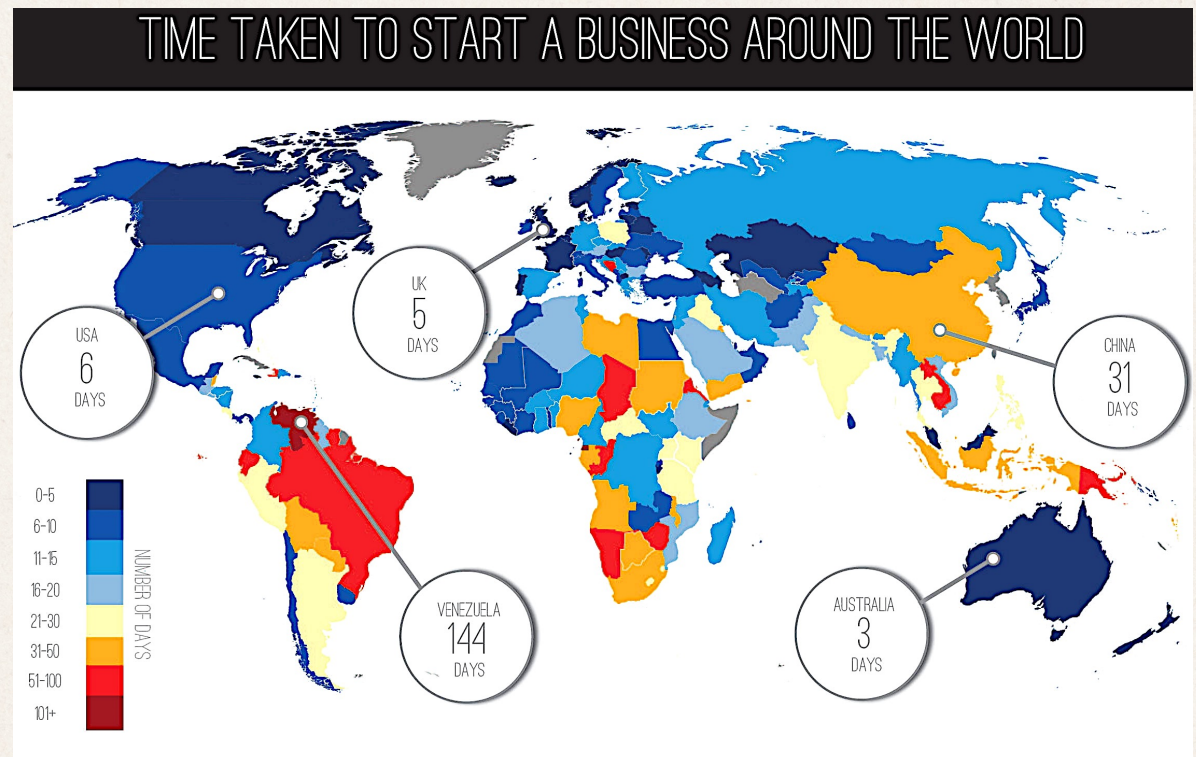
Types of Presentational Aids



6. Maps – Best for unfamiliar geographic areas.

OR

Distribution of trends across large areas / territories.





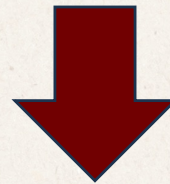
Types of Presentational Aids



7. Film and Video – Use only short clips to illustrate action. Avoid letting the aid organize your speech.

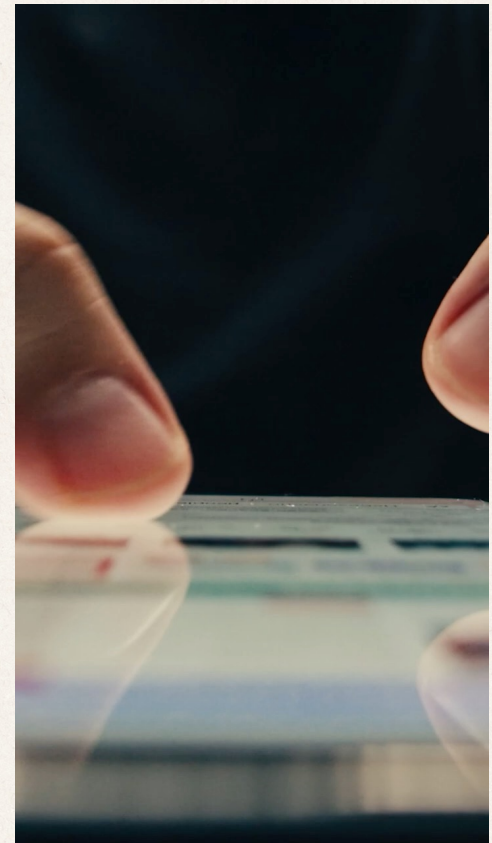
Rule of Thumb: Videos should not be longer than 10% of the **TOTAL** time you have to speak.

5 MINUTE
PRESENTATION



0,5 min Video

Example:



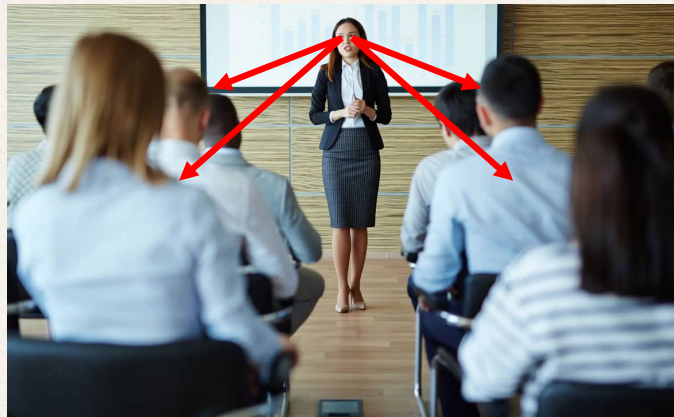


Guidelines for Using Aids During the Speech



A. Reveal the aid only when you are ready – If visible too early, the audience will focus on it, not you.

B. Talk to your audience, not the aid – Maintain eye contact. Don't turn your back.





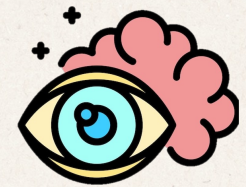
Guidelines for Using Aids During the Speech



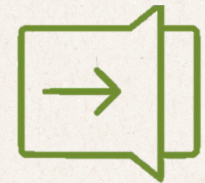
C. Refer to the aid – Let the aid work as your notes. **Point at it** only when needed.



D. Keep it in view until the audience understands – Don't cover it too quickly.



E. Conceal it after making your point – Once you move on, remove the aid to avoid distraction.

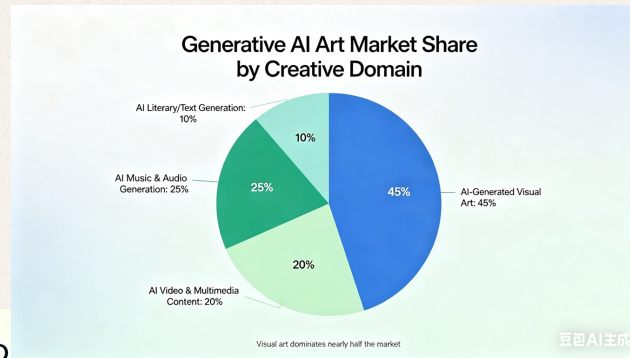
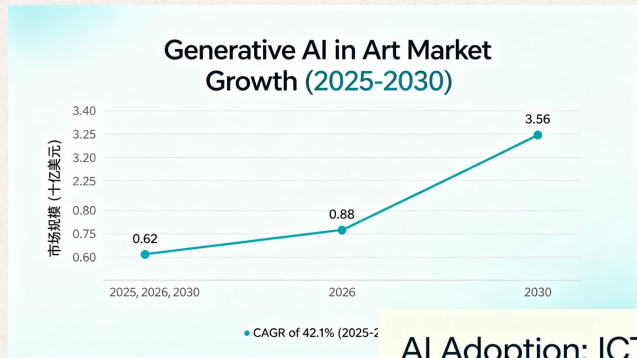




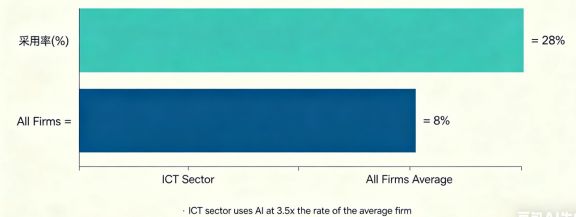
Exercise 1: Describing Pictures (Example)



Listen to an example of how to describe the following slides. Then answer a few questions to help you understand the information better.



AI Adoption: ICT Sector Industries (OECD Average)

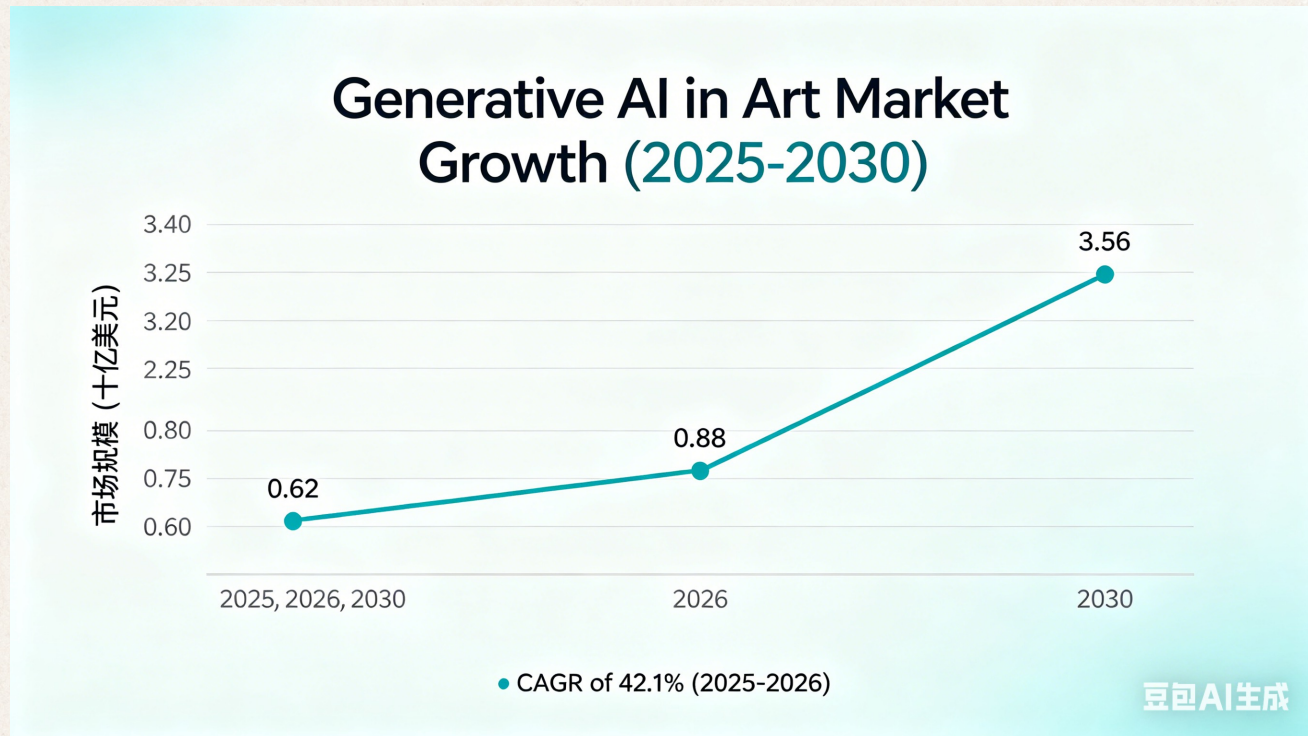




Exercise 2: Describing Pictures Yourself (Slide 1)



In small groups, take turns describing this slide. Then choose a classmate to present it to the class:



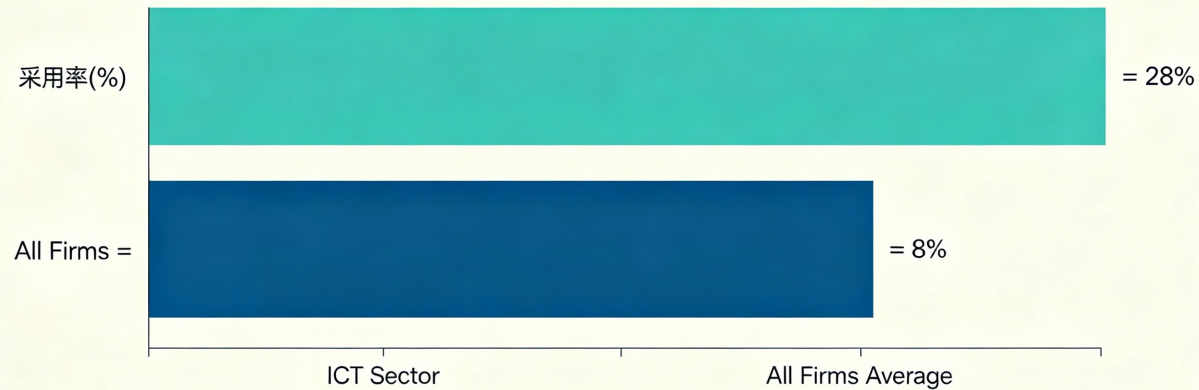


Exercise 2: Describing Pictures Yourself (Slide 2)



In small groups, take turns describing this slide. Then choose a classmate to present it to the class:

AI Adoption: ICT Sector vs. All Industries (OECD Average)



· ICT sector uses AI at 3.5x the rate of the average firm

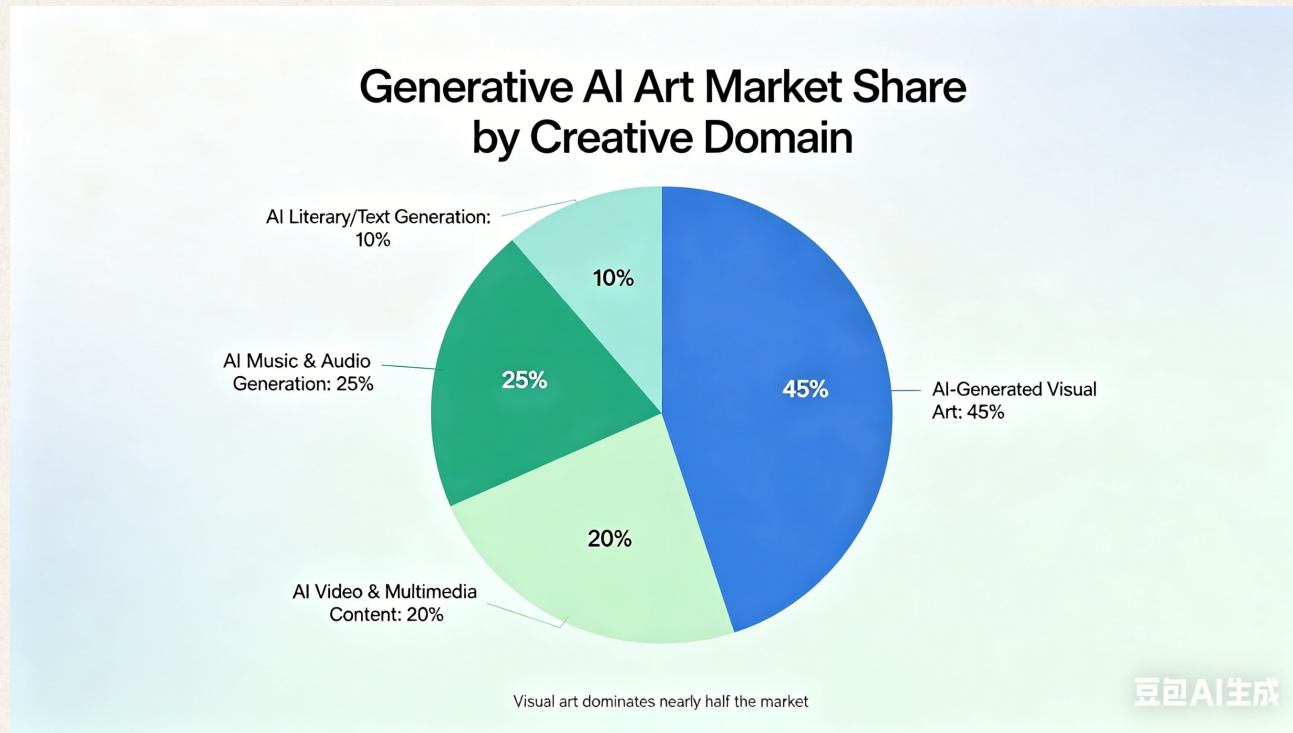
豆包AI生成



Exercise 2: Describing Pictures Yourself (Slide 3)



In small groups, take turns describing this slide. Then choose a classmate to present it to the class:





Time to Choose!

What visual aids are you planning to use in your final individual and group presentations?

Choose at least three:

Next presentations

Individual

Group

Objects

☐☐

Pictures

☐☐

Diagrams

☐☐

Graphs

☐☐

Charts

☐☐

Maps

☐☐

Videos

☐☐



Creating Your Own Visual Aids



There are several free tools you can use to create your graphs and charts:



Microsoft
Excel



ChartCube

beta

<https://chartcube.alipay.com/>



<https://www.canva.cn/en/>



VENNGAGE

<https://venngage.com/>



Video: Creating Your Own Visual Aids

Let's review how to create a bar chart in excel. Then you'll create yours:

A screenshot of the Microsoft Excel application window. The title bar reads "Excel - [Workbook Name]". The ribbon is set to "Formulas". The worksheet contains a table with the following data:

Month	Sales
January	21
February	56
March	96
April	98
May	63
June	89
July	63
August	41
September	68
October	89
November	123
December	254





Group Assignment: Create Your Visual Aids



1. Select **key information** from your reference **article**



2. Ask **Doubao** / **Deepseek** to organize the information in a table



3. Use **excel** or an online app to generate a **line graph**, **bar chart**, **pie chart**

