

# Lecture 7

## Using visual aids

# Advantages of using visual aids

- Clarity – can make your messages clearer.
- Interest – clarify the material to make it more interesting.
- Retention – visual images often stay with us longer than verbal ones.
- Can enhance almost every aspects of a speech – excellent way to combat stage fright.

# Kinds of visual aids

- Objects
  - Excellent way to clarify ideas and give dramatic impact.
  - In certain situations you can use living objects as visual aids.
  - Many objects cannot be effectively used in classroom speeches.
  - Some are big, or too small and others may not be available to you.

## 2. Models

- An object, usually built to scale, that represents another object in detail.
- Small-scale model of a large object.
- Large-scale representation of a small object.
- Life-size model.

### 3. Photographs

- in absence of objects and models – can use photograph.
- oversize enlargement of normal size photos.
- copy services can convert photographs into transparencies to be used in overhead projector.

## 4. Drawings

- Diagrams, sketches and other kinds of drawings are alternative to photographs.
- Inexpensive; can be designed to illustrate your points.
- It allows the speaker to translate complex ideas into visual terms.
- Maps; easy to prepare, can trace basic outlines from an atlas then enlarge to the scale to make visual aids.

## 5. Graphs

- Simplify and clarify statistics.
- Line graph –uses one or more lines to show changes in statistics over time or space.
- Pie graph – highlight segments of a circle to show simple distribution patterns.
- Bar graph – uses vertical or horizontal bars to show comparisons among two or more items.

## 6. Charts

- Summarising large blocks of information.
- Also valuable for presenting the steps of a process.
- To present information that your audience may want to write down.

## 7. Slides and videotapes

- The details, immediacy and vividness of slides and videotapes are hard to match.
- Can be employed in classroom speeches.
- Videotapes are effective only when they are carefully prepared and skilfully integrated into the speech.

## 8. Computer-generated graphics

- Anything from simple diagrams to highly sophisticated, full-colour charts and graphs.
- Also includes ready-made drawings, symbols and clip art.
- Can print graphic directly on a transparency.
- Design visual aid on a computer and then have it enlarged and printed directly from disk.

## 9. Transparencies

- A visual aid drawn, written, or printed on a sheet of clear acetate and shown with an overhead projector.
- To present drawings, graphs and charts.
- Inexpensive, easy to create and produce a strong visual image.

## 10. Multimedia presentations

- Uses special computer software to combine several kinds of visual/audio aids in the same presentation.
- Charts and graphs, slides and photographs, animations, video clips and sound in the same talk.
- High cost equipment.
- Takes considerable time to learn how to use the software.

## 11. The speaker

- Use your own body as visual aid.
- Perform sign language, doing magic tricks etc.
- To keep classmates deeply engrossed in the speech.
- Can help reduce nervousness.

# Guidelines for preparing visual aids

- Prepare visual aids in advance
- Keep visual aids simple
- Make sure visual aids are large enough
- Use fonts that are easy to read
- Use a limited number of fonts
- Use colour effectively

# Tips for presenting visual aids

- Avoid using chalkboard for visual aids
- Display visual aids where listeners can see them
- Avoid passing visual aids among the audience
- Display visual aids only while discussing them.

- Talk to audience, not to your visual aids
- Explain visual aids clearly and concisely
- Practice with your visual aids.

# Summary

- There are many types of visual aids (objects, models, charts, graphs, etc.)
- No matter what kind of visual aid you use, you need to prepare it carefully.
- It also needs to be presented carefully.
- Practice with your visual aids so they fit into your speech smoothly and expertly.