

Posters and PowerPoint Lecture

Thursday 20 October 2022, 1-2pm

Room G/8 (WBW)

SLIDE 1: Introduction

This is a short introduction to using PowerPoint to prepare presentations. The presentation you will mainly have in mind is the poster presentation of your dissertation, but you will find that this is far from the last presentation you will have to make in your lifetime.

Have no doubt that what you learn here is not a skill that will last a lifetime, because the apps for making presentations will change considerably over the next 40 years.

So treat what you learn here on three levels:

1. It is practical information to help you give one presentation.
2. It is useful information to get you into the habit of making presentations – giving presentations will get easier because of the skills you will be acquiring today.
3. It is background information to help you make presenting just another thing you do – and, hopefully, it make you want to keep improving your presentation skills.

SLIDE 2: About the Lecturer

SLIDE 3: How to Contact the Lecturer

SLIDE 4: Language as Communication

Some linguists say that 99% of language use is cognitive and never leaves the head in which it is conceived. Chomsky, in particular, takes this view. However, other linguists take a very different approach, seeing communication as vital to the purpose of languaging. Certainly, Chomsky's position is of no help at all in the design of effective presentations. To illustrate the problem with Chomsky's approach, consider the question, "What is a ship?"

[PAUSE FOR ANSWERS]

Like any complex object, a ship can be defined by its structure (a large metal vehicle) or by its function (to carry freight and passengers); but it is also defined by its environment (an ocean-going vessel), which includes a vital detail of its successful design: it keeps the water out. Without this aspect of "shippiness" about the ship, you don't have a ship.

SLIDE 5: Floating is Important

This is why I see communication, and not cognition, as the primary role of language. Just as a non-floating ship really misses the point of shippiness, so non-communicative language really misses the point of language.

Besides which, language-as-cognition does selfhood a disservice, too: I have a self because I am able to cognitively make a model of a human and reflexively treat it as a model of me. In which case, cognitive language is not that different from communicated language: there is a constant dialogue between the I-who-is-thinking and the me-who-is-modelled-as-thinking; and that dialogue is as much communication as any explicit use of words between different humans.

Or, to put it another way, always remember that you always have an audience!

SLIDE 6: Resources: Online

So what resources are we giving you to help you produce these posters?

First, I am available by email or phone, between now and the hand-in date for the posters.

Second, there are a range of e-resources available.

SLIDE 7: Resources: Instruction Booklet

First resource is an instruction booklet, which offers a range of tips and detailed instructions of how to produce the three types of poster. This booklet is not meant to cover everything, however; if you have a question about something you want to do in PowerPoint, ask me.

SLIDE 8: Resources: Sample Posters

There are three PowerPoints which have been set up to make your work easier. In theory, you can open the PowerPoint format you need, and use it as a template for your poster.

SLIDE 9: Resources: This Lecture

The PowerPoint for this lecture is also available. If you want to use any of the tricks from this PowerPoint, you can look at the slide and see how it was done. If you have any questions, just ask.

Now let's look at some PowerPoint presentation tips.

SLIDE 10: Sample 1 – Pravic: The Construction of Words

Notice how the order of appearance, the slight pauses, the colours and the loops act to tell the story of how words work in Pravic.

Resources:

Insert ⇨ *Shapes*

Play with *Shape Outline*, *Shape Fill* and *Shape Effects*.

Play with *Text Outline*, *Text Fill* and *Text Effects*.

Animations ⇨ *Animation Pane*

Play with different *Animations* and *Effect Options*; play with *Timing*.

SLIDE 11: Sample 2 – Types of Knowledge, Ways of Learning

Look at the graduated colours and the choice of colours. What are they trying to say? Do they work?

Select Shape Resources:

Home ⇨ *Shape Fill* ⇨ *Gradient* ⇨ *More Gradients*

Play with *Gradient Stops*, *Gradient Colour*, and other gradient effects.

SLIDE 12: Sample 3 – What you do

What is this slide trying to do? Does it achieve its goals?

Three-D shapes:

Shape Format ⇨ *Shape Styles*

Play with different shape styles.

SLIDE 13: Sample 4 – Social Calculus, Agentive Grammar, etc.

Look at the animations and how the story of the slide is told. Notice how it is possible to link shapes so they are animated together.

Complex animations:

Animations ⇨ *Animation Pane*

Notice how all the components for the animation are present on the slide, but some are not shown when the screen loads. Notice when the dashed double-headed green “Relationship ++” arrow appears and how it moves; this shape has two simultaneous animations: *Appear* and *Arc Move*.

SLIDE 14: And Finally ...