

**SCIENCE
PRESENTATIONS FOR
LAY AUDIENCE**

PUT YOURSELF

IN THEIR SHOES



THE RIGHT BALANCE

PERFORMANCE

CONTENT

FIX THE TITLE

«REM TENE VERBA SEQUENTUR»

CATO THE CENSOR

How do I start?

How do I go on?

Which is my goal?

Which is the «shape»?

**IT'S a UNIT
OF
COMPOSITION
that
STANDS ALONE**

REMEMBER THAT YOU ARE A STORYTELLER



OPENING

CHALLENGE

ACTION

RESOLUTION

OPENING

CHALLENGE

ACTION

RESOLUTION

OPENING

Where? Who? When? Why? What?

CHALLENGE

What is the challenge that changes the story?
What do we have to discover? What are we going to discover?

ACTION

What is gonna happen? What do the main characters do?

RESOLUTION

What is the message? What is the moral? How do the context and the characters have changed? What have we learnt? What new information do we have now?

OPENING

CHALLENGE

ACTION

RESOLUTION

INTRODUCTION

CONTENT

CONCLUSION



OPENING

CHALLENGE

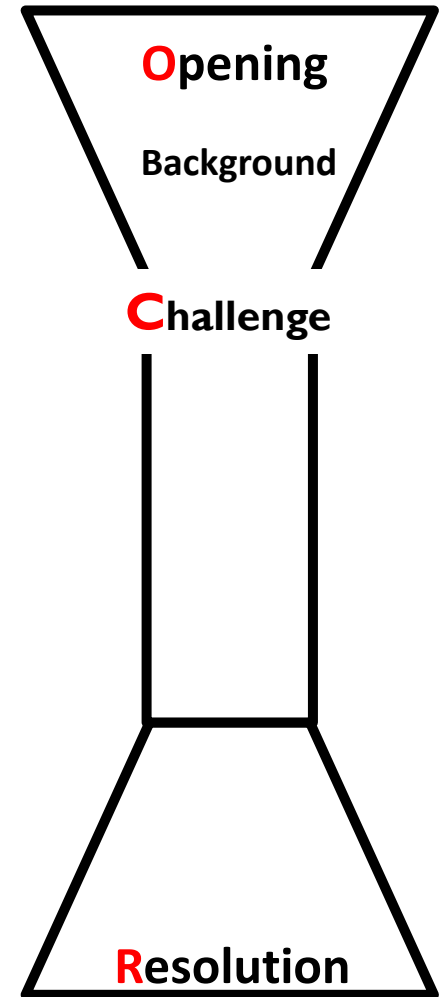
ACTION

RESOLUTION

INTRODUCTION

CONTENT

CONCLUSION



HOOK

AN IMAGE

A QUESTION

SOME INFORMATION

A SHORT STORY

DATA

SOMETHING UNEXPECTED

A STATEMENT

A JOCK

AN OBJET

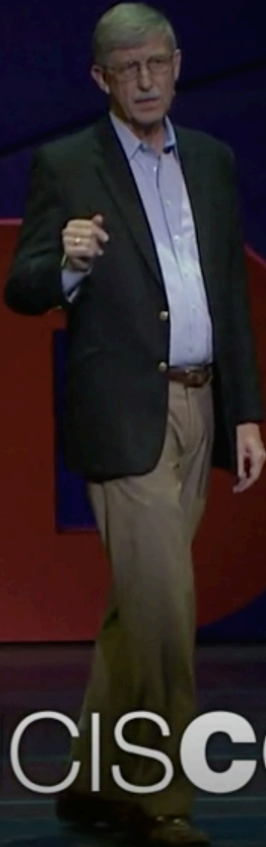


HOOK



Francis Collins | TEDMED 2012

We need better drugs — now



FRANCIS COLLINS



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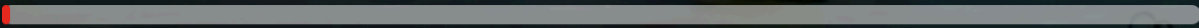
Add to list



Like



Recommend



14:19



Sheryl Sandberg | TEDWomen 2010

Why we have too few women leaders



and are going in the wrong direction.



Share



Add to list



Like



Recommend

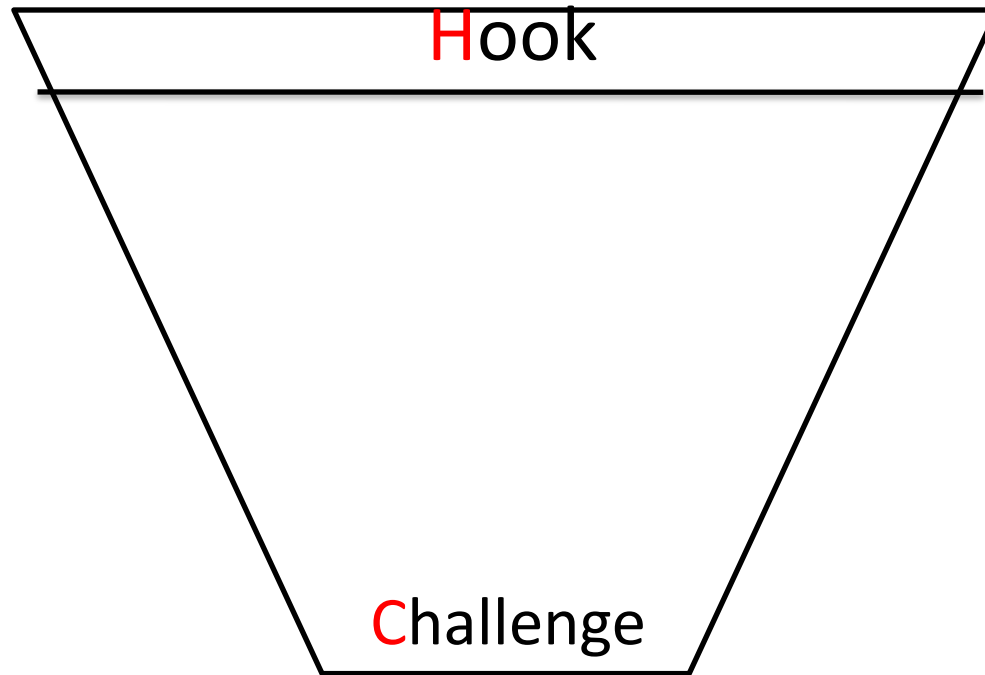


pause video

13:42



INTRODUCTION



Jennifer Doudna | TEDGlobal>London

Ora possiamo modificare il nostro DNA. Ma facciamo in modo saggio.

Qualche anno fa,
JENNIFER DOUDNA

SOME TIPS

CONNECT WITH EMOTION

RELATE TO THE AUDIENCE'S SELF INTEREST OR SOMETHING FAMILIAR

TELL STORIES

USE EXAMPLE AND METAPHORS

THE POWER OF THE PAUSES

Riccardo Sabatini | TED2016

Come leggere il genoma e costruire un essere umano



Share



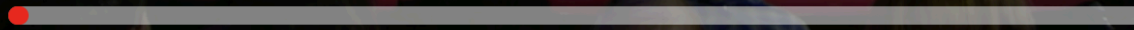
Add to list



Like



Recommend



15:04



THE WOW MOMENT

THE WOW MOMENT

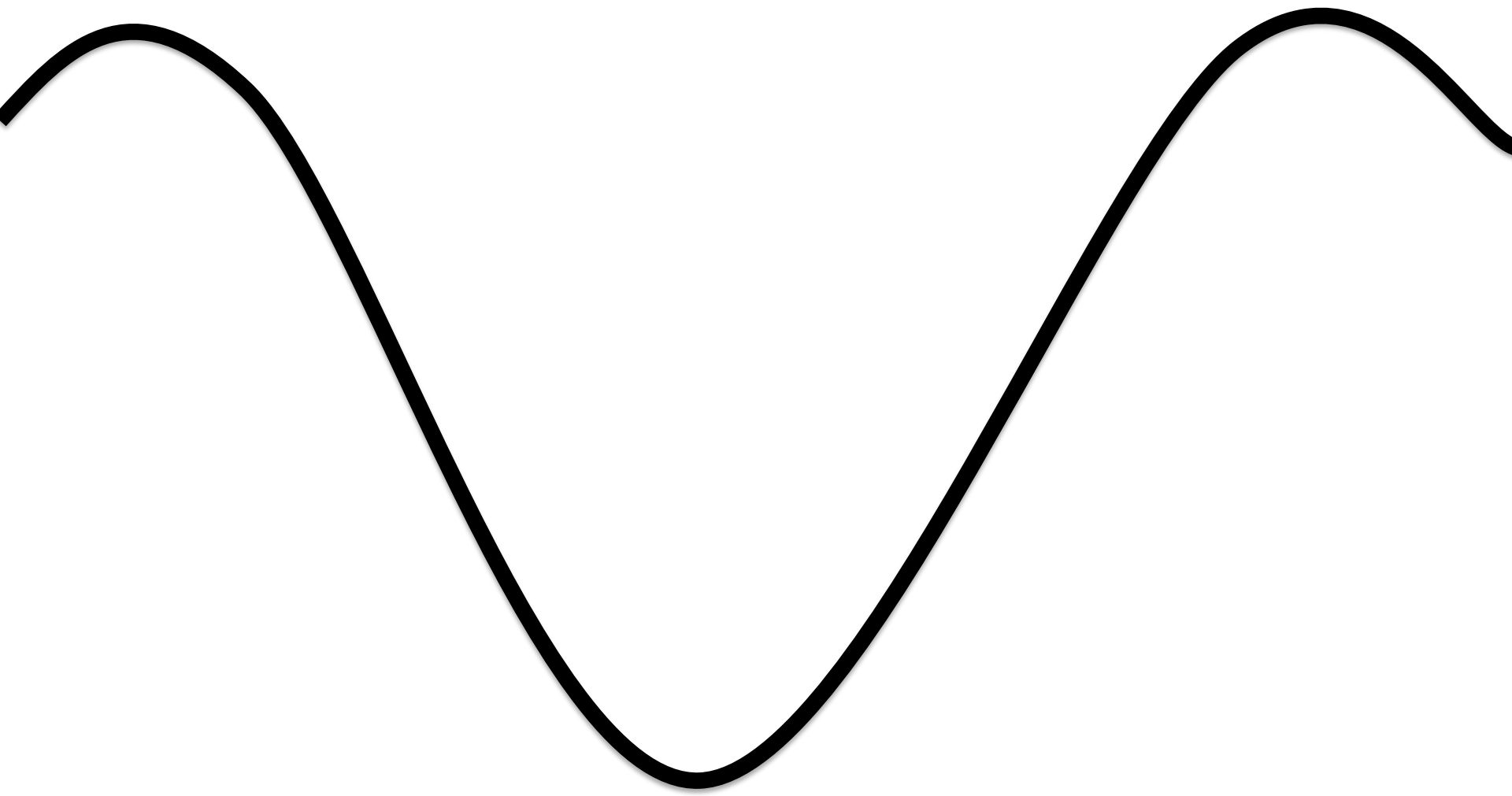


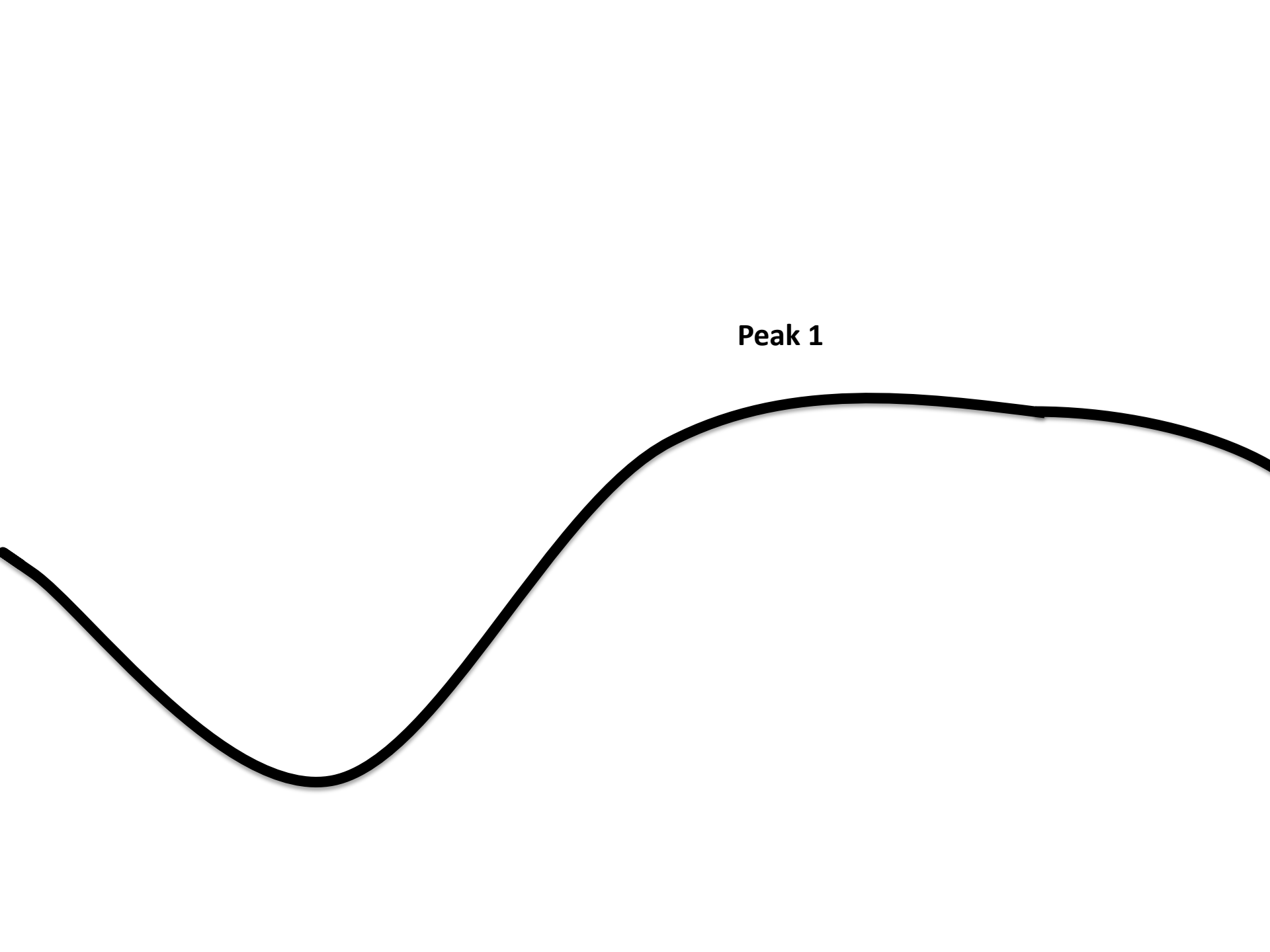
<https://www.youtube.com/watch?v=ppDWD3VwxVg>

**What kind
of «shape»
does it have?**

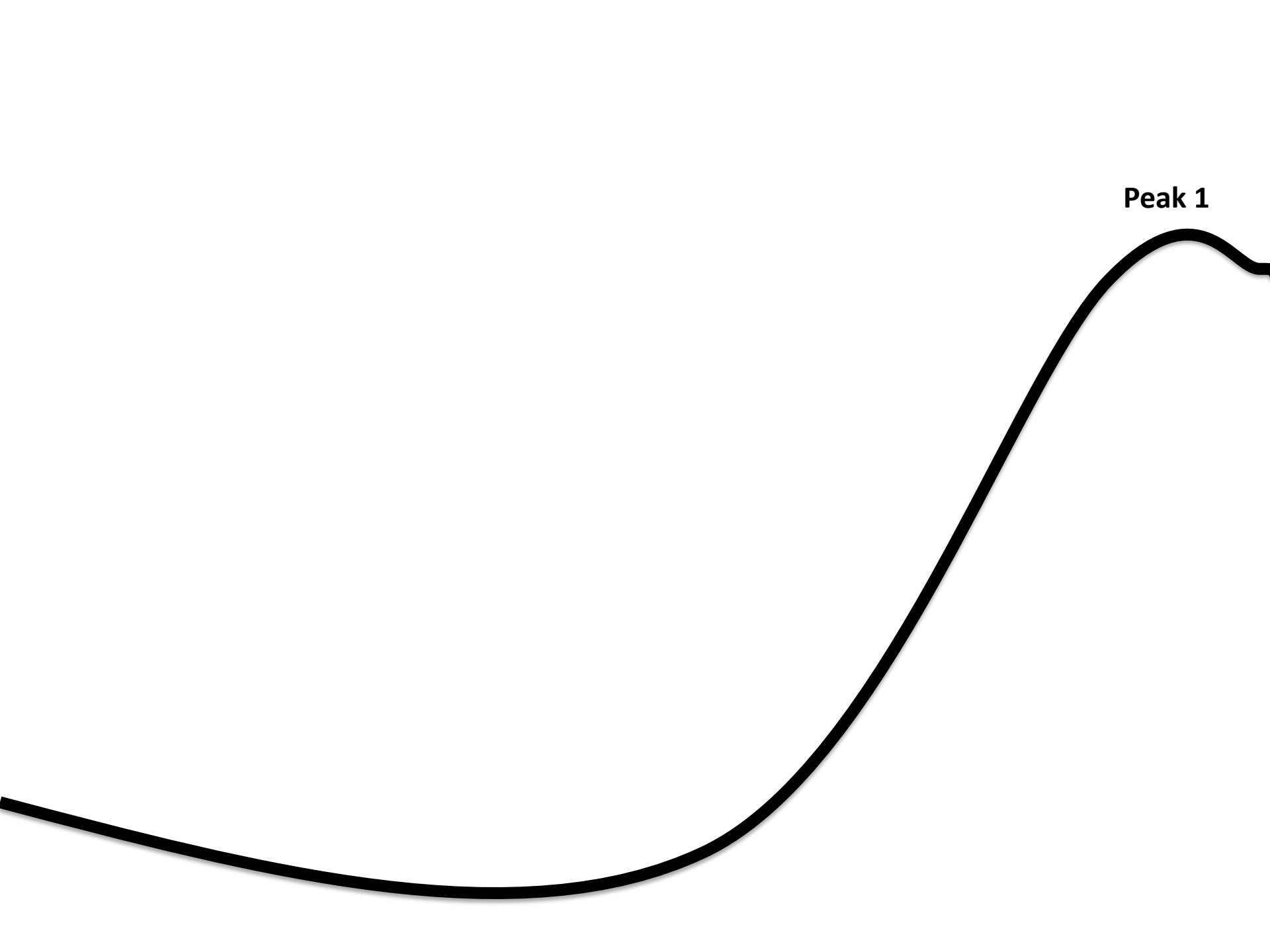
Peak 1

Peak 2





Peak 1



Peak 1

OR

NO WOW

OR

NO WOW

IT DEPENDS ON YOUR OWN STYLE

Let's analyse this video

Jennifer Doudna | TEDGlobal>London

Ora possiamo modificare il nostro DNA. Ma facciamolo in modo saggio.

Qualche anno fa,
JENNIFER DOUDNA

Is there a proper hook in her presentation?

Is there an introduction? Does she introduce the main topics she is going to address?

Is there a «challenge»? Is it explicit? When does it come?

Does she use any rhetorical devices (metaphors, examples, stories or...)? Which one(s)?

Can you identify different chapters in her speech?

Is there any difficult parts?

What about her conclusions? Any remarks?

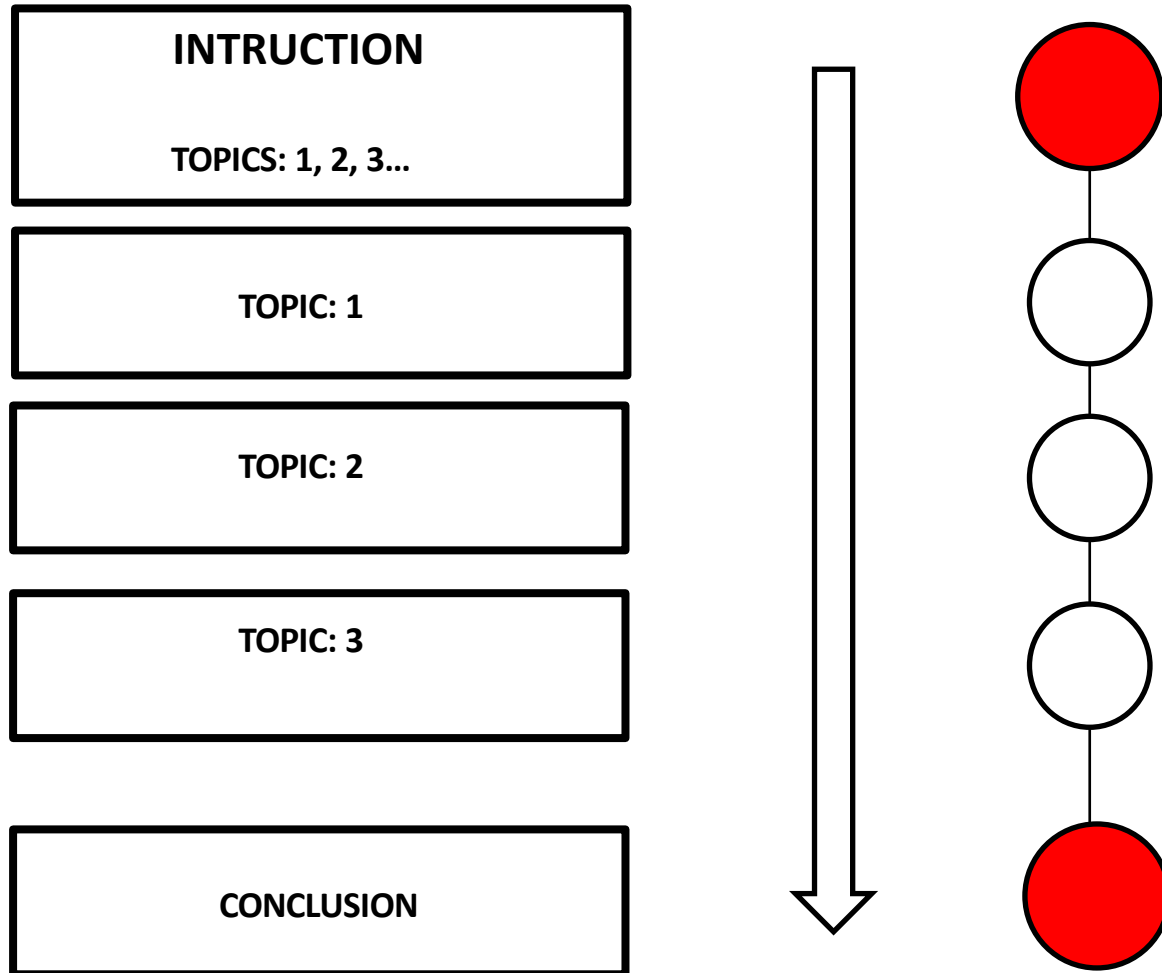
What about her posture? And her gesture?

Does she look at the audience? How?

Are there any pauses? Or hesitations?

What about the visual support? How is it?

WRITE UP A DRAFT



THE EXERCISE

Split into pairs/groups (no more than 3 people)

Prepare a 3 minute presentation about a topic of your choice. Your target is lay audience (non expert audience).

You are free to decide the style, the type of support you want to use, the type of audience (high school students, general audience, children, etc.)

If you are not able to attend the lesson, you should send me a video.