

## GUIDELINES FOR PRESENTATIONS

### Objective of a Presentation

As the presenting group, you essentially organize the seminar session. Your main goal is to provide your audience with input to a given topic. This input serves as the basis for discussion during „your“ session. For a fruitful discussion, it is not only essential to present the basic concepts and ideas, but also to spark (and preserve/ strengthen) your classmates' interest in the topic. You can best achieve this by incorporating contentious statements and/ or questions (= „Diskussionswiesen“) that go beyond the mandatory readings.

### Content

In your presentation, refrain from merely recounting data, facts and developments. Concentrate on a specific aspect of your larger topic by basing your presentation on a clear overarching question. When answering this question, it is important that you follow an appropriate analytical approach. A positivistic research design can be helpful here (refer to guidelines on research proposals).

In addition, a good presentation connects theory and empirics.

Note that a presentation is not meant to explore a topic in its entirety. Limit the scope of your topic and expand upon central aspects conceivably.

### Structure

Your presentation should more or less be based on the following structure:

#### (1) Introduction

In the introduction, briefly introduce your group, your topic, research question, approach and the structure of the presentation.

#### (2) Presentation with inserted „discussion fields“

The kind of question to ask and approach to employ depends on the topic. Sometimes it is suitable to conduct a theoretically guided case comparison, other times comparing competing theories is more appropriate.

Don't indulge in details or anecdotes and report facts and figures very selectively. Also, avoid crowding out your slides with too many points. If you give too much information, you might lose your audience's attention.

An active inclusion of seminar participants will make your presentation and the discussion livelier.

#### (3) Conclusion

The conclusion should briefly summarize the results of your presentation without repeating too much. Refrain from bringing up new points at the end. Prepare one or two suitable questions or statements to transition into the final discussion.

## **Style**

Try to speak freely, just guided by a few key points. Presentations that are read out loud from a script tend to put the audience to sleep. Don't be shy to make eye contact with your audience.

Stick to a pre-set time frame and be prepared to make cuts to your presentation in case time runs out. The talking part of the presentation should not exceed 30 minutes.

## **Medium: PowerPoint**

The PowerPoint presentation should accompany and support your oral presentation, not replace it.

Use key words to present the main points (avoid long sentences) and try to illustrate (maps, photos etc.). Special effects tend to distract more than they impress. Make sure to keep your slides uncluttered.

Don't underestimate the time it takes to present one slide. For a 30-minute presentation, you will need about 15 slides.

## **Preparation**

For optimal support, make sure to come see me one week before the date of the presentation at the latest (appointments to be made through the secretariat: [sekabpol@zedat.fu-berlin.de](mailto:sekabpol@zedat.fu-berlin.de)). In order for the consultation to be productive, it is helpful for your group to have met in advance to come up with a concept.

Please send me the presentation at least 24 hours before the session ([segbers@zedat.fu-berlin.de](mailto:segbers@zedat.fu-berlin.de)), in order to get feedback on it.

Recommended formalities:

- limit yourself to 15 slides
- include 2-3 discussion slides with questions
- conclude with statements and questions.

## **Grading**

Your presentation's evaluation is based on clear criteria. You can receive a maximum of 5 points:

- Content (25%)
- Advance performance as a group (15%)
- Use of additional literature (10%)
- Input to discussion (15%)
- Time management (15%)
- Form and structure (10%)
- Style (10%)