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Роль современных технологий в процессе создания презентаций

The role of modern technologies in presentation making

Аннотация

Статья посвящена вопросам использования современных технологий в процессе создания различных презентаций (учебных и деловых), что становится особенно актуально в процессе информатизации общества. В статье анализируются основные способы создания эффективных презентаций.

Abstract

This article analyses the role of modern technologies in the process of creation presentations (educational and business presentations), what is especially relevant in the process of informatisation. The article provides a brief analysis of different instruments, which will help to create a really deserving presentation.

Ключевые слова: роль коммуникации, передача сообщения, информация, элементы демонстрации, компьютер.

Key words: the role of communication, deliver the message, information, demonstration, computer.

In the process of globalization it becomes more and more important to get and to deliver the message quickly and clearly. Therefore the role of communication increases rapidly. Taking into account its role, this article is devoted to the correct setting (structure, appearance) of one of the types of communication (business presentations) and the use of modern technologies in the process of teaching these presentations.

The following theme is really relevant nowadays: a lot of books, researchers and questionnaires touch upon the world of business. In this sphere, besides knowledge, experience and skills, the first place is assigned to communication. The effectiveness of socializing with employees, subordinates and colleagues becomes the main key to success. Nevertheless, the process of communication can be achieved not only with the use of speech, but also due to different physical impulses:

- Audial communication (sounds)
- Visual communication (pictures)
- Sensual (perceptible) communication (touches).

Audial and sensual communication is profoundly used by the orators, while the significance of visual communication is often underestimated, while it helps not only to brighten up the orator's discourse and to render the information in a more precise form, but also to become a sort of support and prompting to the presenter himself. Moreover, according to the recent researches, presentations without any elements of visual demonstration remain in the person's memory only for 20% a week later, while presentations with visual elements for 80%.

That is why such nonverbal signals play a very important role in the process of preparing presentations.

Nowadays while preparing business presentations, a large number of technologies are used, but often they are used incorrectly. Unfortunately, a few people understand that the incorrect use of visual elements, choice of possible technologies and incompleteness in the process of slides' creation may not only turn a very interesting material into a boring lecture, but also spoil the general attitude towards the orator. Any mistakes are inadmissible, so it becomes of great significance to explain what equipment it is better to choose and how to design the presentation.

The choice of demonstration depends on many circumstances. Firstly, it is necessary to find out where the presentation is going to take place. Secondly, to define what effect the presenter wants to have on the audience. Afterwards, he or she has to consider whether the presenter has to bring all the necessary equipment or the organization can provide the speaker with it. In general, a lot of technical possibilities for presenting new material exist in the modern society, and each of them has its advantages and disadvantages:

- **The Smart Board.** It is an interactive whiteboard that uses touch detection for user input (for example scrolling and right mouse-click) in the same way as normal PC input devices. Smart board becomes an excellent choice for vivid discussions, because it entails a sense of participation. Nevertheless, the speaker has to write clearly, quickly and all kinds of pictures or graphics have to be simple: otherwise the presenter will waste all time drawing something on the Smart Board, instead of communicating with the audience.

- **Projector.** An overhead projector is a variant of slide projector¹, used to display images to an audience. An overhead projector typically consists of a large box containing a very bright lamp and a fan to cool it. It is an excellent instrument when the presenter is preparing something to the large audience, because it allows to change the sequence of slides, to omit unnecessary slides and to prepare the additional one.
- **Diaprojector.** In this case the orator is standing on a rostrum with a microphone in front of the audience. In contrast to projectors, diaprojectors have the control panel and it allows to simplify the change-over of one slide to another one. The main disadvantage of the following equipment is the necessity to turn off the light during the demonstration: this fact may irritate the audience, as it provokes the sense of relaxed atmosphere, like sitting in the cinema.
- **Software Microsoft PowerPoint.** PowerPoint presentations consist of a number of individual pages or "slides". These slides are shown with an overhead projector, and usually contain text, graphics, sound, movies, and other objects, which may be arranged freely. The presentation can be printed, displayed live on a computer, or navigated through at the command of the presenter. This software is widely used in business sphere, because provides a great number of additional tools and helps to simplify the perception of material.
- **Online software Prezi.** This product allows users to zoom in and out of their presentation media, and allows navigating through information. The user places objects on a canvas and navigates between videos, images, texts and other presentation media. Frames allow grouping of presentation media together as a single presentation object.

¹ A **slide projector** is an opto-mechanical device to view photographic slides. Slide projectors became common since the 1950s as a form of entertainment; family members and friends would gather to view slide shows. In-home photographic slides and slide projectors have largely been replaced by low cost paper prints, digital cameras, DVD media, video display monitors, and video projectors.

Thanks to special “paths”, the presenter can easily navigate from one object to the other.

This software suits mainly to advanced users and needs Wifi or Internet access.

- **Zoho-Show software.** Presentations, created with the use of the following program, become powerful and effective. This online tool contains a number of special business tools, coupled with some additional features. Moreover, the user may simply access, import, edit and share presentations, share and collaborate, present from remote or embed in blog or website.
- **Online software Google Docs.** Google Docs is a freeware web-based office suite, that has appeared recently. It has become another credible alternative to Microsoft PowerPoint, as it allows users to create and edit documents online while collaborating in real-time with other users.

To sum everything up, the quantity of modern technologies in the process of creating presentations is really vast, but it cannot be applied correctly without the knowledge of some specific rules and demands, such as: the rules of structuring, choosing the most important and additional material, the audience’s perception and mood, simplicity and brevity. Taking into account the rules, that have been enumerated, any presentation will become informative, memorable, bright and will inevitably stay in the peoples’ minds for a longer period of time.

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