

## ABSTRACTS

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### **DESIGNING SPOKEN PRESENTATIONS FOR ACADEMIC AND PROFESSIONAL NEEDS**

This paper provides the essential elements on preparing, organizing and delivering a successful spoken presentation for academic and professional purposes. In today's competitive world the need to present a highly professional image is more important than ever. Speaking effectively is extremely crucial for success in most positions in a working environment. A professional presentation requires ability to convey the right image that you want your audience to see. To give a successful presentation, and at the same time a good image of yourself (or your company), careful preparations and organization are required.

Teaching students to design effective presentations implies training them insightful and well-trained thinking strategies that can produce clarity in communication without oversimplifying scientific or vocational issues. The success largely depends on judging all the specifics of the situation and responding to those properly, and the impression one gives as a person. By making students aware of basic points, types, characteristics and styles of technical or science-related presentations, the paper is to serve as a starting point in an attempt to make them expand and perfect their communication skills.

*Key words: spoken presentations, academic purposes, professional purposes.*