

Getting through to Granny

– a reflection on popularization & presentation techniques

Rays*, Strängnäs, 2019

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Principles of popularization

§ how Granny might lead the way

1
Know your
subject well.

”But I’ll know my song well before I start singin’ ...”

Bob Dylan: A Hard Rain's A-Gonna Fall

Exercise

Group size: 5 students

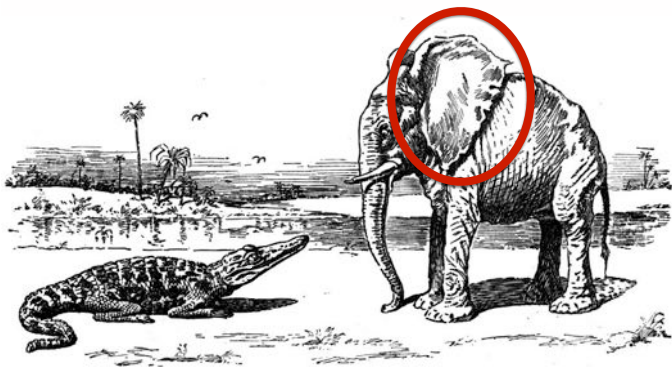
Prep. time: 3 minutes

Task: Explain a scientific principle in a simplified way.



2
Find the
right level.

3
Find the
right format.



IMRAD

- ▶ Title
- ▶ (Abstract)
- ▶ Introduction
- ▶ Materials & Method
- ▶ Results
- ▶ Conclusions & Discussion
- ▶ References
- ▶ Acknowledgements

▶ <i>Exordium</i>	▶ <i>Introduction</i>
▶ <i>Narratio</i>	▶ <i>Background</i>
▶ <i>Propositio</i>	▶ <i>Thesis</i>
▶ <i>Probatio</i>	▶ <i>Proof</i>
▶ <i>Refutatio</i>	▶ <i>Refutation</i>
▶ <i>Peroratio</i>	▶ <i>Conclusion</i>

- ▶ Meet the audience where they're at. Take them to another place.
- ▶ Motivate them to make an intellectual effort.
- ▶ Give them an insight, extend their knowledge and/or inspire them to dig deeper on their own.
- ▶ Change the(ir) World!



Exercise

Group size: 5 students

Prep. time: 3 minutes

Task: Suggest a format for a presentation of popular science.

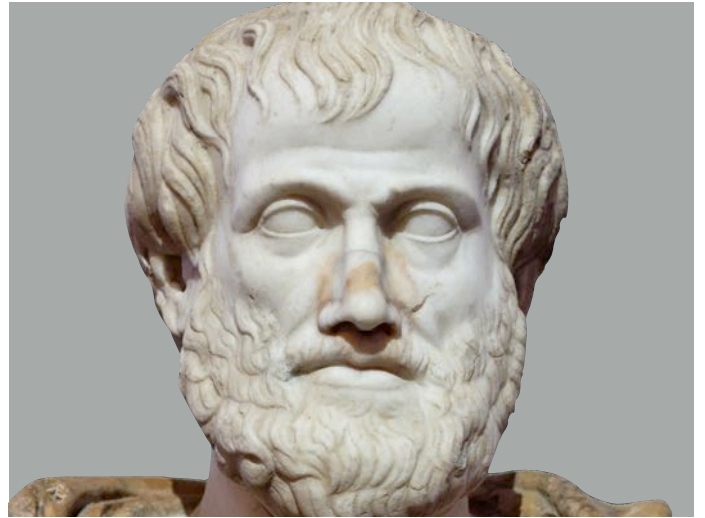


Explore the
4 communication
toolbox.





RHETORIC



ETHOS
PATHOS
LOGOS



Journalism

- ▶ Who?
- ▶ When?
- ▶ What?
- ▶ Why?
- ▶ Where?
- ▶ How?

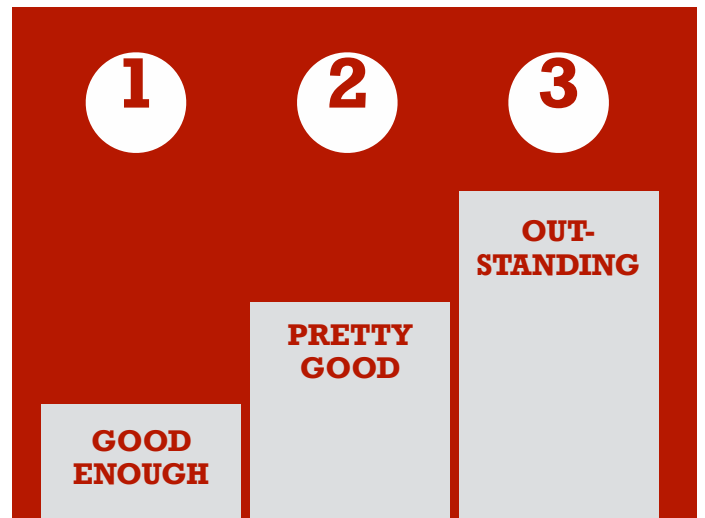
The inverted pyramid

Really interesting stuff

Not so
interesting
stuff



**The noble art of
public speaking**
& why nervousness is not the main issue



LEVEL
1
Good enough

**Love your stuff
– and show it!**



LEVEL

2

Pretty good

- Define your main messages.
- Follow a preparation protocol.
- Practice.

Task

1. Analyze the task.
2. Define your goal.
3. Pick your messages.

Content

4. Decide a strategy.
5. Compile your material.
6. Structure & simplify.

Delivery

8. Plan the delivery.
9. Try out and practice

“Only he who is well prepared has any opportunity to improvise.”

INGMAR BERGMAN



- Goal?
- Main message?
- Target group?
 - a). How create confidence?
 - b). How inspire them?
 - c). Facts, feelings or trust?
- Type of presentation?
- Content?
 - a). What to include?
 - b). How to structure it?
 - c). How to show it?
- Any gimmick?
- How interact?
- How start and finish?

LEVEL

3

Outstanding

- Refine the delivery.
- Use humor & the toolbox of rhetorics.
- Build practical experience.

Project your
enthusiasm
towards the
listeners.

Use your eyes.

Ask things.

Change
the pace &
take breaks.

Be silent.

(Use the “B” key)

Use the space



5 USEFUL TOOLS

for popularization

- ▶ Metaphors.
- ▶ Visuals.
- ▶ Props.
- ▶ Demonstrations & experiments.
- ▶ The human factor & storytelling