

## **Basic Structure for a Research Presentation**

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### **I. Introduction**

- A. Engage** the audience. Stimulate their interest; give them a reason to listen.
- B. Focus** the presentation. State the thesis or goal. Tell listeners what they'll learn.
- C. Preview** the presentation's structure, content, or approach—in specific or general terms.

### **II. Body**

**Organize** the discussion logically and clearly around a small number of points or arguments.

For **each** major section of your presentation, **follow the “4 S Structure”**<sup>1</sup>:

- **Signpost the point** (“First I’m going to point out the problem with…” “My second argument is that…” “Now let me explain my methodology.”)
- **State the point** clearly and succinctly.
- **Support the point** with data, cases, description, relevant studies, etc.
- **Summarize the point**

**Then make a clear transition** to the next major section.

### **III. Conclusion**

- A. Summarize and re-focus.** Re-cap key points or arguments. Restate the thesis.
- B. Close.** Create closure, a sense of unity and finality.
- C. Audience Questions**

(For more details on structural and content elements, see “How to Engage Your Audience and Keep Them with You,” available online at the Oral Communication page of the Hamilton College website and in hard copy at the Oral Communication Center.)

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<sup>1</sup> Adapted from Joyce Ferguson, “Speaking Across the Curriculum at UNCG, in *Communication Across the UNCG Curriculum: A Guide for Faculty*, ed. Karen Meyers, University of North Carolina—Greensboro, 2002.