

FOCUSING YOUR MESSAGE



Critical Issues Forum

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Narrowing your topic...Telling your Story

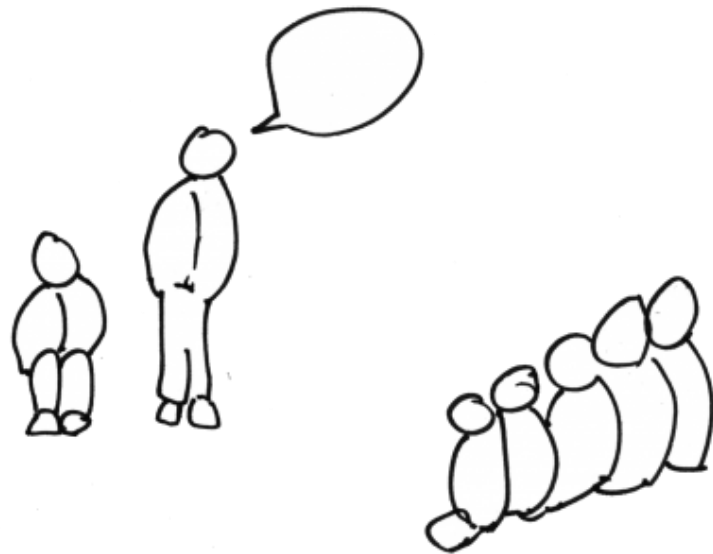
Narrow the scope of your research

Define your research question

Decide on your story or narrative...



Teach People Your Narrative or Story



In [The Story About Hiroshima and Nagasaki You've Never Heard](#), Ari Beser, offers a unique perspective of a very personal story about the atomic bomb.

Ari is grandson of Lt. Jacob Beser, the only U.S. serviceman aboard both bomb-carrying B-29s.

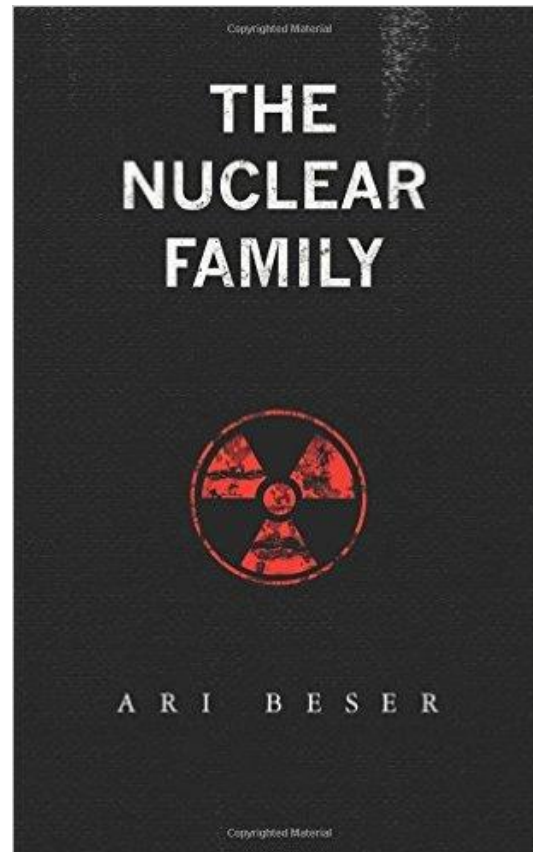
Ari explains he also knew Maiden J., a woman who had survived Hiroshima explosion and resettled in Baltimore, working alongside his grandfather, Aaron Cohen.

His compelling line is “The Story you’ve never heard...”



What is your
“hook”?

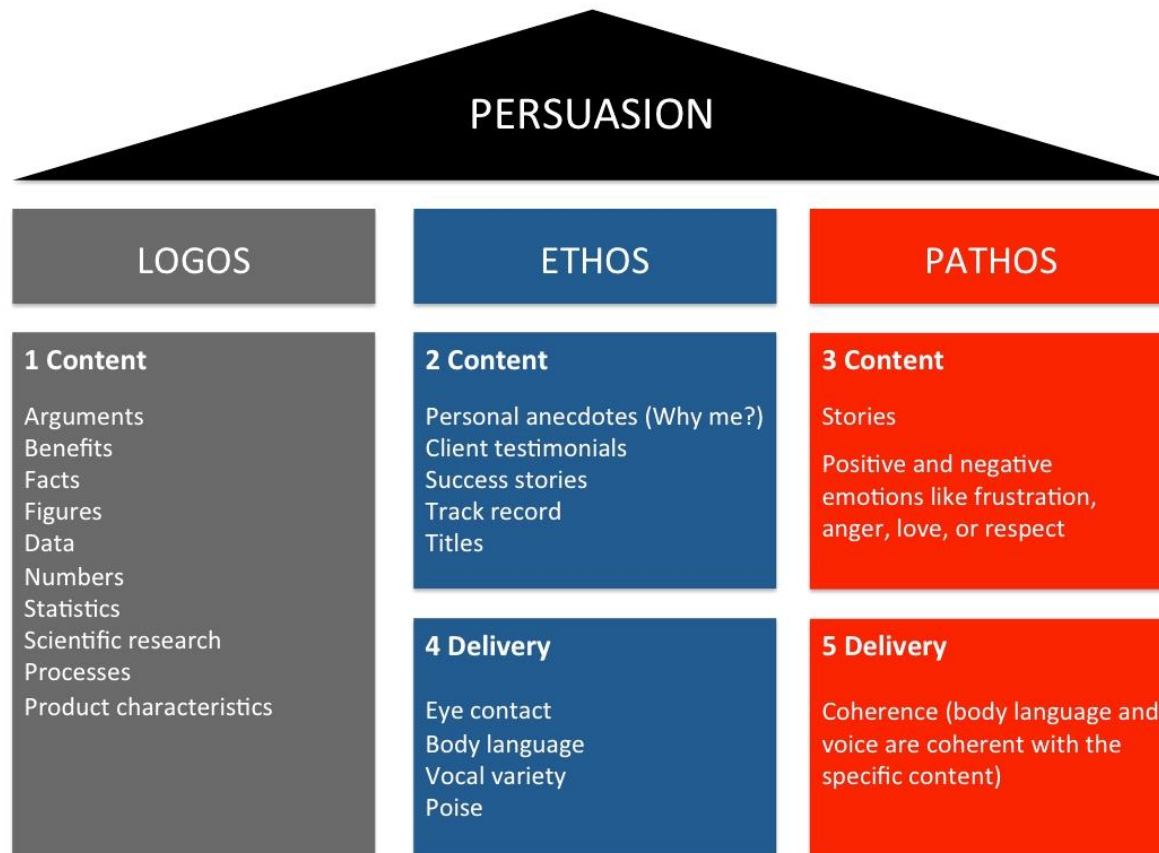
Ari offers a
very compelling
“hook” and
narrative with
his story of *The
Nuclear Family*.



[Blogumentary: Giving Voice to Survivors from
Hiroshima, Nagasaki and Fukushima](#)

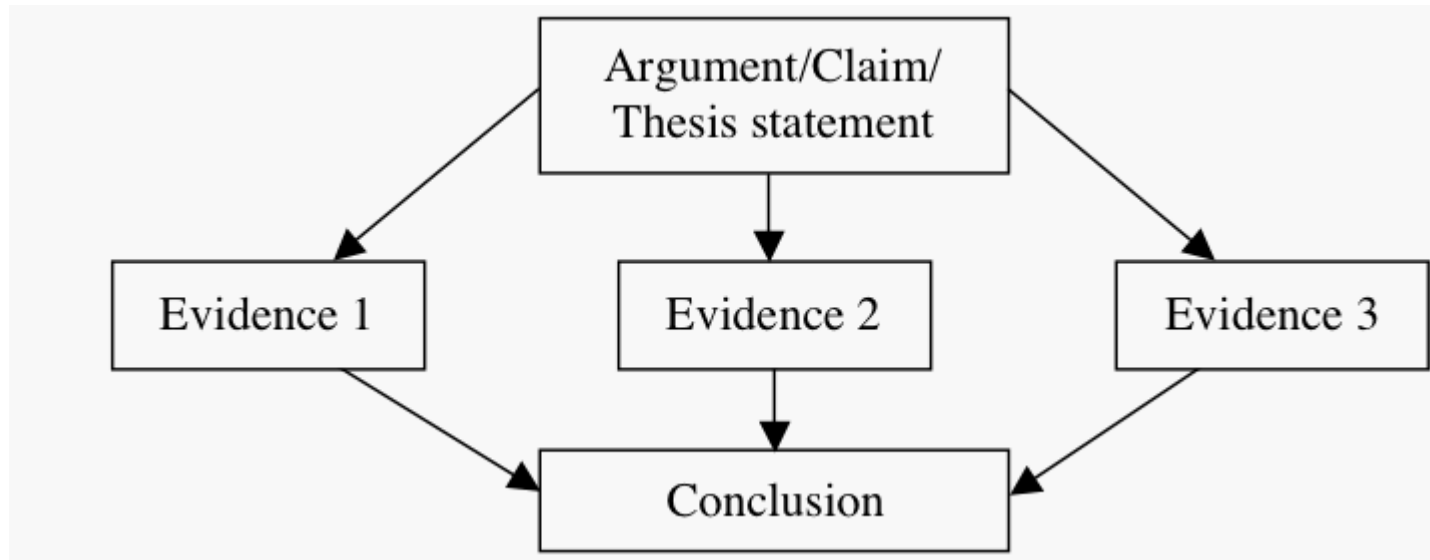
Use a Compelling Strategy:

Make an appeal to Reason –Logos
Ethics---Ethos
Emotion---Pathos



Developing your Argument:

What is your central argument or claim and how are you supporting it with evidence? How are you making the evidence visual in a PPT or convincing in a written research paper?



Audience Needs



- To learn something new
- To see the speaker do well
 - The audience is on your side!
- To be persuaded, convinced & entertained

7-Point Audience Analysis

1. What are they like?
2. Why are they here?
3. What keeps them up at night?
4. How can you help solve their problem?
5. What do you want them to do?
6. How can you best reach them?
7. How might they resist?



What does your audience already know?

Does your audience understand the term “Hibakusha”?

Do they know the acronym “CNTBT”?



Integrate Quotations

Have you included direct quotes in your research project?

In his article, “[Stories From Fukushima You Have Never Heard](#),” Ari Beser (2016) declares: “Japan is the only country in the world to experience atomic war and a catastrophic nuclear meltdown.”



Photo Credit: Ari Beser
Yuji Onuma, “The Man Behind the Slogan”

Can you deliver your message in 3-5 Points?



Keep your message specific and concise.

Speaking Pace

Audience
Perception of
Speaker

OBJECTIVE

190 WPM

INTELLIGENT

150 WPM

100 WPM



KNOWLEDGEABLE

FAST

AVERAGE

SLOW

PERSUASIVE

Audience attention span

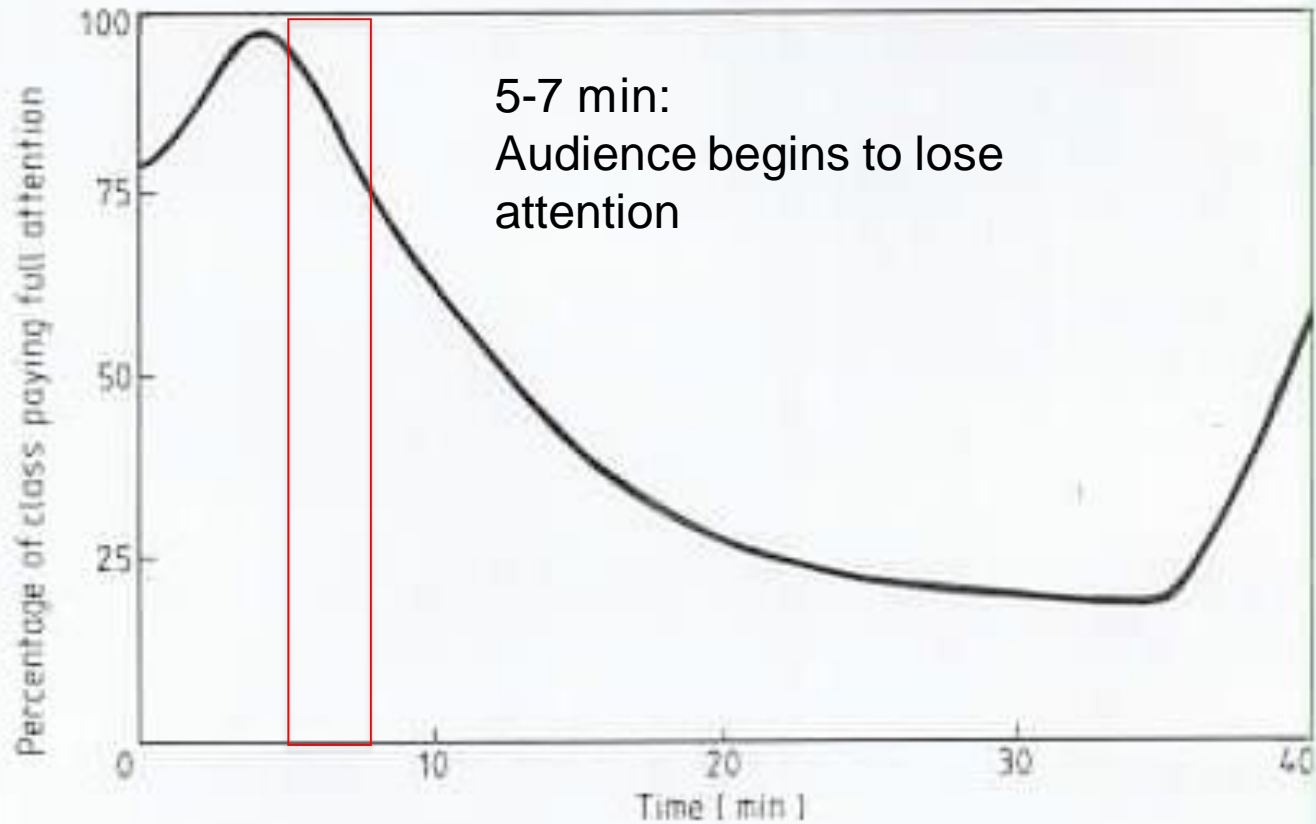


Figure 1 The attention curve.^{2,3}

3-5 Clear Points

- Give an overview of the points
- Present them to the audience
- Summarize them at the end



Check out TED talks

Check out TED Talks for inspiration on presentation styles: Note the use of rhetorical devices for “hooks” and throughout the presentation:

- Rhetorical Questions
- Analogy
- Anecdote-- compelling story
- Quotes



Make Your Points Memorable

- Emphasize **KEY WORDS**
- **PAUSE** to create energy
- Use **IMAGERY** in language
- Use **EMOTION** words
- Example: ----”It is up to *us* to create a *nuclear-free*, peaceful world, based on tolerance and understanding...”



PowerPoint: Not a Planning Tool



IS NOT a
Brainstorming
Planning
Drawing
Tool



IS a
container for
your ideas,
images,
message

The audience wants to hear your story.

Presentation

- Don't rely on PowerPoint
 - Interact with the audience
 - Use other visual aids if appropriate
- Do practice your presentation
- Do be sure your equipment works
 - Have a backup plan ready



Choose a Style that Suits You

Choose a Presentation Software that best suits you: PPT, Prezi, et.

You may also create a blog, website, skit, or other genre that is approved by your instructors.



Summary

- Brainstorm ideas
- Make lists of ideas
- Narrow down to a few key points
- Understand your audience
- Craft a compelling narrative
- Be creative and unique with your style and delivery
- Practice your presentation!