



# Linguistic style in presentations

---

The linguistic style of a presentation should align with three factors:

## 1. The purpose of the presentation

Always ask your teacher if you are unsure about the purpose of the presentation.

Not all presentations serve as a basis for assessing your academic knowledge. The purpose could also be to stimulate class discussion, give specific examples of a theory, or something else entirely.



## 2. The background of your audience

Everything you say must be relevant to the audience. For example, place the topic in a wider academic context, ask essential questions about the material and consider how you communicate particularly complex aspects.

Remember that your fellow students have not prepared a presentation about the topic, and that consequently, they may need background knowledge and definitions of words and concepts. You can't expect others to know the things that you didn't know before preparing your presentation.



## 3. The principles of scientific quality

How do you take account of the abstract concept of "scientific quality" in a presentation? There are several very specific ways to do this.

One of the requirements for scientific quality is clarity: It is important that you express yourself as accurately and clearly as possible so the audience will not misunderstand what you are saying.

Another requirement is transparency: If you present the result of your own independent work, e.g. a product or interpretation, it should be clear how you have arrived at the result.

