

The Art of Lecturing

A Practical Guide to Successful University Lectures and Business Presentations

by •

PARHAM AARABI

University of Toronto, Canada

H CAMBRIDGE
UNIVERSITY PRESS

<i>Preface</i>	<i>page, xi</i>
Introduction	1
1.1 Conclusion	1
1.2 A lecture ...	4
1.3 The ingredients of a lecture	5
1.4 Book motivation	6
1.5 From a shy observer to an unorthodox lecturer - the story of the author	7
The lecturing mindset	15
2.1 Motivating yourself	16
2.2 Failing your way towards success	17
2.3 Confronting your fears	18
2.4 Re-channeling emotions	19
2.5 Chapter summary	21
2.6 Chapter checklist	22
Old school basics	23
3.1 The internet generation audience	23
3.2 Don't believe everything they tell you!	24
3.3 Think before preparing	26
3.4 Prepare and rehearse	26
3.5 Chapter summary	28
3.6 Chapter checklist	28
General lecturing principles	29
4.1 Lecture effectiveness	29
4.2 The narrow channel model	30

4.3	Be unique	32
4.4	Be honest	34
4.5	Be aware of your audience	35
4.6	Connect with the audience	36
4.7	Simplify and focus	38
4.8	Remove any and all biases	40
4.9	Care	41
4.10	Understand before you lecture	42
4.11	Chapter summary	43
4.12	Chapter checklist	44
5	At the beginning of the lecture	46
5.1	The initial lack of attention	46
5.2	Start running from the gate	48
5.3	The 5 minute rule	49
5.4	Over performing is better than under performing, at least initially	51
5.5	The review	52
5.6	Chapter summary	53
5.7	Chapter checklist	53
6	Things you should be aware of during the lecture	55
6.1	Noise levels	55
6.2	Verbal feedback	57
6.3	Visual feedback	58
6.4	Attention span of the typical audience	59
6.5	Chapter summary	61
6.6	Chapter checklist	61
7	Effective tools/tricks to energize your lecture	63
7.1	Be sincere, confront your mistakes directly	63
7.2	Maintain your command	66
7.3	Democratic lectures	67
7.4	Be on the offensive	71

7.5	Breaks, jokes, and other fun distractions	74
7.6	Personalization	77
7.7	Chapter summary	78
7.8	Chapter checklist	79
	Common mistakes that turn good lectures into disasters	80
8.1	Overconfidence disguised as arrogance	80
8.2	Packing too much into the lecture	81
8.3	Misconnection with the audience	83
8.4	Misusing overhead slides and PowerPoint presentations	85
8.5	Chapter summary	90
8.6	Chapter checklist	91
9	At the end of the lecture	92
9.1	Do not rush	92
9.2	Leave enough time for questions	94
9.3	Retain control until your last breath	94
9.4	Remember, the last coat of paint is the one that lasts	96
9.5	Chapter summary	98
9.6	Chapter checklist	98
10	The art of academic lecturing	100
10.1	The first lecture	100
10.2	Tests and exams - to kill or not to kill	101
10.3	Teaching assistants — the good, the bad, and the ...	103
10.4	Multi-section lecturing issues	104
10.5	Always remember the primary goal	105
10.6	Post-lecture interactions	107
10.7	Course load assessment	108
10.8	Academic presentations	109
10.9	Chapter summary	111
10.10	Chapter checklist	111

11	Making lectures come to life through labs	113
11.1	The point of labs and practical experience	113
11.2	The relation between lectures and labs	115
11.3	What <i>a</i> lab should not be	116
11.4	The Vranesic lab-lecture model	117
11.5	Large scale labs	118
11.6	Chapter summary	119
11.7	Chapter checklist	120
12	Lecturing in non-academic contexts	121
12.1	The business presentation	121
12.2	The perfect answer	123
12.3	The acronym shield	124
12.4	Fifteen minutes	126
12.5	Professional lecturing	127
12.6	Political speeches versus academic lectures versus business presentations	128
12.7	Chapter summary	129
12.8	Chapter checklist	129
13	The mechanics of professional presentations	131
13.1	The classic model	131
13.2	The shock model	137
13.3	A hybrid approach	141
13.4	Chapter summary	145
13.5	Chapter checklist	146
14	Final words	148
14.1	Be persistent	148
14.2	Don't force things that are not meant to be	150
14.3	More art than science	151
14.4	Most important of all ...	153
	<i>About the Author</i>	155
	<i>Index</i>	157