

Module 3: How to present my culture

IO1 – PART 1 – Working Template

Introduction – Short Description of the module

Culture is today a fundamental component in the quality of life of people, as well as an opportunity for development in social and economic terms. "Culture can be considered as the set of distinctive spiritual and material, intellectual and emotional features that characterize a society or social group. This includes, in addition to arts and letters, lifestyles, fundamental rights, value systems, traditions and beliefs. Strengthening culture is the only way to participate from our own identity in the globalized world. Developing culture means giving people the tools to strengthen their values, understand the world they live in, take it on board and participate in changes.

The content of this module is How to present my culture. We will learn how to formulate the presentation, determine what we are going to do and how we are going to do it.

Benefits/Competences/Skills/ Learning Objectives of the Module

- Self-knowledge about the strengths and weaknesses related to your culture and what resources do you need to present it.
- You will learn what cultural resources do you have and what you need
- How to present my culture effectively
- After this module you will be able to prepare a presentation in a structured way

Theoretical and Contextual Background of topics /Theories discussed in module

Food, music, words and art transcend borders and form a solid foundation that brings people and cultures together. In the same way, the immigrant who travels following the natural tendency of man to move should not be seen as a threat, but as a person who can enrich our own identity in a very valuable way

- **What resources do I have?**

- Migrants or refugee has a variety of cultural resources of great utility as a tool for the presentation of his or her culture. Cultural elements are all the parts that make up the culture of a people, country, ethnic group or region. Together with the natural elements, they give form, cohesion and identity to societies and allow their clear identification and differentiation from other. Cultural heritage is not limited to monuments and collections of objects, but also includes traditions or living expressions inherited from our ancestors and passed on to our descendants, such as oral traditions, performing arts, social practices, rituals, festive events, knowledge and practices concerning nature and the universe, and knowledge and techniques linked to traditional craftsmanship. The use of these cultural resources is a tool for establish relationships between different cultures, the one you are presenting with the cultural element you have chosen and see if there are similarities or not and be able to establish and promote dialogue between different cultures and become an exercise that facilitates inclusion through that cultural diversity.

Cultural elements include customs, rituals and beliefs, as well as clothing, food and other artistic expressions (music, literature, architecture, painting etc..)Any of these elements is a resource that can be used to present culture.

- Examples of cultural resources that can be used:
 - The architecture of a city, country or region leaves clear evidence of its history and influences over the years, not only in terms of



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architectural styles, but in the use and function that buildings built in different periods had or have.

- Gastronomy.
Food is a fundamental part of the culture of any society. The typical dishes of a country or region are a strong form of expression of its culture. Knowing and tasting the local cuisine is considered a cultural and sensory experience. Gastronomy reflects the identity of a territory
- Popular traditions/manifestations.
The traditional popular celebrations are a characteristic sample of the culture and therefore of the cultural identity.
Summary of socio-cultural elements that reflect an period, an ideal scenario to get to know the culture of a certain country or region
- Music and dance
Music is a universal language and therefore its manifestations are shared, understood and accepted by the majority. That is why music is a very powerful element to present the culture of a certain social group, region or country.
- Religion.
Religion acquires a cultural dimension through its influence on the world of thought and art, through the religious roots of many social customs, as well as its influence on individual and collective codes of conduct derived from its conception of the human being and the world.

- **What resources do I need?**

One of the important points is to determine the resources you need and for that it is essential to carry out an exercise in self-knowledge about us:

- our know-how
- our training and knowledge
- the creative and innovative capacity that we can bring
- our strengths and weaknesses

Preparing a cultural presentation requires the use of a number of techniques (Presentation design skills)



❖ **Methods and techniques for preparing a presentation**

To carry out this self-evaluation we can use various techniques or tools that will allow us to obtain information and data. This information will allow us to make decisions. A simple tool for our self-assessment process is an internal analysis of **our strengths and weaknesses**.

- **Self-assessment**

Internal analysis:

- Strengths
- Weakness

This is an easy implementation tool. You can write down in a list what your Strengths are, for example about which cultural resource you have more knowledge (music, food, religion etc..) and on the other hand you can make a list of the weak points, for example if you don't have much knowledge or experience in preparing digital presentations.

This internal analysis is useful to determine at what point you are in order to make a presentation about a cultural resource (music, art, traditions...) since you will determine which of them you have more knowledge of, as well as which others you master and which you do not, in order to prepare a presentation about the chosen cultural theme.

- **Preparing presentations according to the target audience**

The goal of your presentation is to get the message across to your audience. And in order to achieve this, *one of the first steps you have to take before you even begin to prepare your speech, is to understand the type of audience you will be facing*, because the type of audience will completely change the focus of your presentation. The effectiveness of our presentation

will depend largely on the knowledge we have of our audience. It is essential to know our target audience. It is not the same prepare a presentation for children of basic education, that for university students or elderly people. Whoever is going to prepare the presentation has to do the work of adapting the presentation to the target audience.

Adapt the presentation to the audience:

- ↳ Prepare a Presentation that creates interest in the audience
- ↳ Prepare the Presentation adapted to the level of understanding
 - Explain the background needed to understand everything
 - Define key terms and support with examples
- ↳ Creates a strategy of adaptation to the audience.
 - Adaptation in a visual way. Visual examples help information stay in memory longer

- **Planning the preparation of cultural presentation.**

Knowledge of an activity involving methods, processes, procedures or techniques including the ability to prepare a presentation. Planning the cultural presentation in advance is essential.

1. What am I going to do? What cultural idea am I going to present?
2. How am I going to do it?
3. Determination of resources what am I going to do

Spend time and work creating your presentation, it will be reflected in the final result. The creative process of a presentation is made up of four phases from the moment it is planned to be created, until it reaches its target.

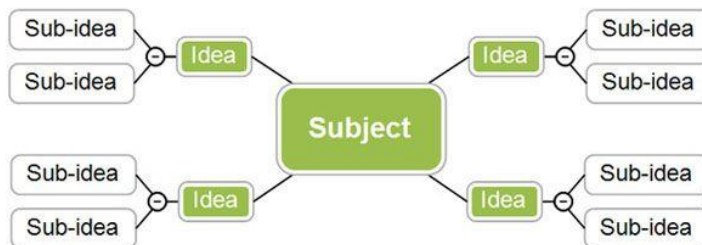
- Planning
 - Structure
 - Design
 - Exposition
-
- **Planning** the presentation in advance is the first step and it is essential. through planning you will determine what you want to do and how you want to do it (what cultural resource you are going to present, what idea you want to transmit, how you are going to do it...)
 - Selecting and shaping your ideas is the next step in generating **the structure** of your presentationAs content we do not only refer to the textual content, but also that you spend some time thinking about what multimedia resources, quotes, practical examples, practices, etc. you are going to raise in each of them.
 - At this point you have all the raw content of what you want to move in your presentation, now you will need an **attractive design**. It is important that you take special care with the text fonts chosen, their size, color, use of lists, graphics, etc.
 - **Exposition(for more information read module 4)**,in the same way, you will have to think how to include the different multimedia elements that you want to provide in the presentation, such as audios, videos, photos, graphics, etc. not to abuse them and that they have a logical sense within the presentation.

Remember that“ *less is always more*” and the objective of your presentation is to achieve *a simple, attractive design and a rational use of multimedia elements*

- **Using MIND MAP to organize your thoughts**

A Mind Map is a highly effective way of getting information in and out of your brain – it is a creative and logical means of note-taking and note-making that literally “maps out” your ideas.

All Mind Maps have some things in common. They have a natural organizational structure that radiates from the center and use lines, symbols, words, color and images according to simple, brain-friendly concepts. Mind mapping converts a long list of monotonous information into a colorful, memorable and highly organized diagram that works in line with your brain’s natural way of doing things



- **Pecha kucha method**

Pecha Kucha (pronounced peh-cha ku-cha) is a preparation technique of presentations especially and this method ensures it is fun, fast and interesting.

The term comes from Japanese, it is a Japanese onomatopoeia used to refer to the sound of casual conversation. The approach limits the presentation to 20 slides and 20 seconds per slide – a maximum of 6 minutes .A unique structure for a presentation.

The presentation had to consist of 20 slides, and the speaker had to devote exactly 20 seconds to each one. Impossible to get bored! 6 minutes and 40 seconds per presentation. The real key was in the "20×20", the formal method that somehow "guaranteed" the speaker and his audience a dynamic and systematic presentation of all the relevant ideas worth sharing.

How is it done? In 5 steps

The rule is clear:

20 slides of 20 seconds!

To convert a "conventional" presentation into a Pecha Kucha, use the following system in 5 steps:

1. Define the basic structure: divide the material into the usual sections or chapters, but make sure it is a multiple of 20, for example 5.
2. Divide the sections: divide 20 by the number of sections you have, in this case $20/5=4$.
3. Develop the concepts: then decide which are the (in this case 4) essential concepts of each section and assign a slide to each one. We already have 20 slides, each with a concept, within a logical scheme.
4. Test: finally, let's rehearse! Try to develop each concept in 20 seconds. For the more complex ones, make an effort to synthesize.
5. Quality control: As the presentation lasts less than 7 minutes, it is not difficult to find a "volunteer" to listen to you. Then you ask him to make some constructive criticism to help me improve my work.

- **TED Method**

The most effective talks usually have a structure similar to a film script: situation, complication, resolution. If we complicate the matter in the first few minutes, we will keep the intrigue going until the end.

When the talk is accompanied by a Power Point, a protocol must be followed. a) Short texts. b) Clear images. c) Few slides. e) Videos must be short and clear.

- **The 10/20/30 rule.**

This is an original concept created by Guy Kawasaki, an expert in Venture Capital from Silicon Valley, California after suffering countless presentations intended to capture his attention. It is a method as simple as it is effective: A presentation should be only 10 slides, last 20 minutes and contain characters with a font of 30 points or more. These requirements will help you focus your efforts and connect with your audience.

Ten slides: Ten is the optimum number of slides in a presentation. If you need to use more than ten slides to communicate with your audience, you may need more than one session, as your content is too much for them to remember in one sitting. If you start using the 10/20/30 rule to prepare presentations, you will see your presentations improve exponentially and your audience will appreciate your presentation

❖ Resources you can use to prepare your presentations

Creativity is key.

This means, using your creativity (always in a relevant and forum-appropriate way) to achieve that touch of dynamism and originality that people need to stay on top of.

Therefore, prepare dynamic and original presentations, putting energy into your performance and giving variety to your content, and you will see how your audience will be devoted to the end

Storytelling

The use of stories in a presentation is one of the resources for excellence. They work especially well for personal stories. Talking about something that has happened to you arouses the curiosity of others and, with it, their attention. And telling our own story guarantees that our presentation will be different from the rest.

Questions technic

Prepare a few questions. Throwing a question at the audience wakes them up. There is nothing better than making them believe that the next question can go to them to reawaken their interest in us and as soon as we have to say. Also, while they answer you can take a short break, drink water... So when you have to tell something very important, it is good to make sure right before you get their attention again with a question.

Prepare participatory dynamics

Preparation of participatory dynamics is highly recommended, since it manages to involve the audience in the presentation, instantly recovering their attention. Involving the audience is usually memorable. People remember it. And it has a very positive impact. Instead of a monologue speaker, what is increasingly valued is someone who is able to engage in dialogue with the audience and who knows how to actively involve them during the presentation. When we consider involving the audience, we can simply ask them to do something, or we can try to use what they do to introduce a new idea into our presentation.

Films

Halfway between a story and a metaphor is the use of film. Sometimes what we have to tell to make our theme understood is something that someone has already told through a film. So using film can be a good way to save you from having to tell the whole story.

Stories

The great advantage of stories is that they are designed to be explained to children. That means they are direct, short and easy to understand. Therefore, they have the necessary ingredients to successfully communicate an idea. Moreover, because they are so short and direct, it is not necessary for the audience to know them in order to understand them. On the other hand, a film is more difficult to summarize in a short time. They can be used at any time during the presentation, although one format I really like is the one I've seen done a couple of times. Start the presentation directly with a story. To the power of the story

Videos

Although talking about videos may seem exactly the same as talking about movies, for me there is a subtle difference. There are videos that are not movies. They can be commercials, self-made recordings, tutorials, documentaries... The difference is that, while with a film you want the audience to already know the story, with videos you want to discover a content to the audience. Moreover, the films, being known, do not need to be shown for their mention to have any effect. On the other hand, the videos, as unknown, need to be visualized during the presentation. Videos in a presentation should have two basic characteristics: they should be short (no more than 3 minutes recommended) and they should be relevant (they should add value to our message).

Music

I recently saw someone use the music during their performance as a soundtrack. I thought it was brilliant. Just as the film industry uses music to enhance the mood of certain scenes, a presenter can do the same at certain points in his or her speech to reinforce the ideas being conveyed.

Humor

Humor works to break the ice between you and your audience. It helps everyone feel comfortable, friendly and willing to listen to you (which can lead to improved results for your presentation). And it also helps people open up to the ideas you are offering during your presentation

Demonstrations

There are times when it is not worth wasting time talking about things that we can explain directly with a live demonstration. It is much quicker and more effective to demonstrate how a new device works than to try to explain it in words, for example. Just try to make sure that nothing goes

wrong if you don't want it to backfire. It's very bad when the presenter starts making cheap excuses to justify the failure during a demonstration.

One example is a TEDx talk in Barcelona. In it, he talks about magic and some of the things that magicians do to create those illusions and tricks. And to illustrate it, nothing better than performing those tricks live. A real demonstration in situ

Objects

Using objects during a presentation is also a good resource. Often we have to talk about things that could be shown live instead of having to explain them in words using a simple picture. Bringing the objects live serves to highlight some properties not seen in the picture.

Live connection

A performance does not have to be limited to the stage and the people there. One resource you can use is to make a live connection with someone who can complement your speech from any other corner of the world. Like a correspondent. If you are making a presentation about some aspect of your culture, it is very interesting that someone specialized could have a live connection during your presentation to explain something in more detail.

Inviting a guest

Another option is having someone present through a connection can also be done in person. You can invite someone to go out with you to talk or to intervene at some point. As I indicated before with the live connection, another option would be to bring someone expert or related to the subject as a guest to intervene in the presentation at some point during it .

❖ Digital resources for effective presentations

PowerPoint has been the superstar software for many years when it comes to presentations, but there are already programs that offer more dynamic and customized presentations. Today, a presentation program must be intuitive, efficient, customizable and, most importantly, accessible. For the following programs you will find information and tutorial on the internet on how to use them.

- Canva (free)

Canva is a tool that has gained the attraction of users. It is an easy-to-use program for creating social media images, advertisements and print material designs.

It can also be used to create presentations, as it has attractive templates. And it is recognized for its filters and its ability to create consistent branding filters. One drawback is that the free options are limited. Try out their free options first to see if they meet your needs.

The tool allows you to create a custom template of your presentation with your company logo and the colors that represent you.

You can also share it with your team so they can use it as a default design for their own brand presentations. You can edit your presentation from anywhere - on your mobile device, tablet or computer.

- Visme (free)

This is an application for creating presentations. Its interface is similar to PowerPoint, although Visme has managed to simplify the user experience in a better and more intuitive navigation.

Still, you should take some time to discover all the customization options it offers. The platform has a large image gallery and useful infographic elements with which you can add a dynamic touch to your presentation. Transform boring data into tables, maps, audio, video and links, if you wish. The app lets you share or download your presentation with one click,

publish it online or use it offline; you can even make it private for internal use.

- Apple Keynote (free)

Apple offers a pre-installed tool on all its devices. It provides an intuitive interface that allows users to create elegant, eye-catching presentations without much effort. With this app, you can add voice-over narration, a variety of layouts, icons, animated presentations, and slide transitions. In addition, you can access your presentation from any device as it is stored in the cloud.

- ZohoShow (free)

It is a free application for personal use; it is designed for use on the computer and allows you to create, collaborate, broadcast, present and publish presentations instantly. The tool is suitable for both operating systems. It is highly customizable and flexible, allowing you to make multiple edits, i.e. several users can co-create the presentation in real time. It is one of the few tools that allow the import of PowerPoint presentations and also the export to PDF. You can create your presentations from your mobile device, stream your project live on Android TV, Apple TV, and Chromecast. One thing you can be sure of: your presentations will never be boring.

- Slidedog (free)

The program allows its users to display all their files in a single presentation in a dynamic way, with a simple but attractive design. It supports a variety of formats such as ppts, prezis, videos, PDF and more. Its interface is easy to use and offers a clean design for better engagement. This reduces the time it takes to learn a new tool. One of the great advantages is that users can add files by dragging and dropping without having to worry about compatibility. The user can also add custom notes as references, which only he can see during the presentation in his mobile device application.

- Prezi (free)

PC World called it the most innovative executive presentation program of 2018. It has a free basic version and plans to suit the level of presentations you need. Of course, with the premium version you have access to all its amazing options. The basic format of a presentation in Prezi simulates the zoom tool. With a virtual camera you can zoom in and out of specific sections of the presentation; you can also add videos, graphics and text.

Prezi is designed to present at a distance, in high resolution and with the highest quality on all devices, even without an Internet connection. Prezi provides the option of using your mobile device as a remote control. A presentation in Prezi is like an open canvas that allows you to structure and visualize the entire presentation and you choose which section of the canvas you want to approach. This gives your presentation a dynamic and original look.

IO1-PART 2

ACTIVITY 1. How to plan my cultural presentation

Duration:15-20 minutes

Materials needed / tips for applying the methods:

Sheet of paper and pen

Activity description:

This previous activity to prepare the presentation is a fundamental exercise that will allow you to make a presentation of the cultural resource you have selected in an effective way and to connect with the audience.

Planning the cultural presentation in advance is essential. Formulating the cultural presentation is the fundamental step since this defines what we are

going to do and how we are going to do it. I advise you to use a sheet of paper and a pen to write down everything you need for the presentation. You have to answer questions about the basics, which are necessary to make an effective presentation.

- ✓ What do I want to communicate with my presentation?

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- ✓ What is the cultural theme of my presentation?

.....

- ✓ What knowledge do I need to have to prepare the presentation, do I need to train and learn something else or do I have everything I need?

.....

- ✓ What resources do I have to prepare the presentation?

.....

- ✓ Who will be the targets and what is their training in the subject?

.....

- ✓ What is the idea or message I want to convey to my audience?

.....

- ✓ How long will the presentation last?

.....

- ✓ Where am I going to make the presentation?

.....

Sit down, take time, think and write down the answers to all those questions.

Selecting and shaping your ideas is the next step in generating the structure of your cultural presentation. Once you have answered all the questions you asked in the planning, you need to gather all the information and structure it.

You can base your presentation on the most basic structure used in presentations, consisting of introduction, body and conclusions, developing the body part with the information you need to convey. This section can be subdivided into others, thinking about the content that each one will have, the approximate length, etc. As content, we do not only refer to the textual content, but also to the fact that you should dedicate some time to think about which multimedia resources, quotes, practical examples, practices, etc. you are going to propose in each of them. At this point you have all the raw content of what you want to move in your presentation.

ACTIVITY 2. MIND MAP

Duration: 30 minutes

A. Activity description (method) in steps

Participants are asked to prepare the mind maps organizing the ideas to their presentations and show them to the group.

1. Think of your general main theme and write that down in the center of the page.
2. Figure out sub-themes of your main concept and draw branches to them from the center, beginning to look like a spider web
3. Make sure to use very short phrases or even single words
4. Add images to invoke thought or get the message across better
5. Try to think of at least two main points for each sub-theme you created and create branches out to those
6. Use color, highlight key ideas

B. Materials needed / tips for applying the methods:

Paper, markers (different colors), pens

Bibliography:

<https://www.mindmapping.com/>

ACTIVITY 3. Storytelling

Duration: 20/30 minutes

This activity consists in choosing a character that is characteristic of the culture of your country, region or city and making a presentation using the storytelling technique.

Elements to structure a storytelling in a presentation:

- A character

Like every story there must always be a protagonist, a hero, a character who is the central axis of the whole story. The important thing is that this character has a clear functionality within your presentation. This character has to be relevant and empathize with your target audience.

- Environment

The environment is very important in storytelling, it's what will recreate the situation. In this part you can talk a little bit about the situation.

- Path

The journey is nothing more than the journey of your presentation. It begins with a starting point, passing through various positions where situations, data, concepts are presented, all to reach a conclusion.

- Conclusion

The conclusion is the closing of your presentation. After telling your story in a clear and simple way for your audience, you have to present the outcome of your story



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- Supporting material for practicing/understanding/implementing the method (Exercises, Case studies, Videos, Interactive resources)

For activity 1

<https://24slides.com/presentbetter/how-to-deliver-a-persuasive-presentation/>

For activity 2

<https://www.youtube.com/watch?v=BuB7lhWZnJs>

<https://www.mindmapping.com/>

For activity 3

<https://visme.co/blog/7-storytelling-techniques-used-by-the-most-inspiring-ted-presenters/>

<https://www.sparkol.com/en/blog/8-classic-storytelling-techniques-for-engaging-presentations>

<https://www.youtube.com/watch?v=jfay3eqqTol>

