

## The Six Features in a Speech/Class Presentation

Category	Description/Definition	Notes
<b>Context</b>	<p>Link your presentation to what's going on in class:</p> <p><i>Tim just showed you an ad which totally challenges our ideas about what it means to be an American, and appears to call on us to reimagine American life and American patriotism. I'm going to show you an ad for DisneyWorld which, in contrast, reinforces conservative and conventional notions of American family life.</i></p>	
<b>Thesis</b>	<p>Practice the <b>diagrammatic thesis</b> with this presentation. (It won't kill you) Try something like this:</p> <p><i>We're going to look at how this DisneyWorld ad re-affirms basic stereotypes about the family as a traditional heterosexual nuclear unit, where mom does the nurturing and caring work and Dad takes charge of the fun. First, we're going to look at the story in the ad. Then we'll examine the images of family in the ad, and the images of women and men and their relationship to each other. Finally, we're going to take a quick look at Disney's image and the context in which this ad was shown</i></p>	
<b>Navigation</b>	<p>People aren't reading your speech; they're just listening to it. So you have to work hard to make the logical flow clear.</p> <p><i>Okay, that's the story in the ad. Now let's take a closer look at what sort of family is presented here...</i></p>	Summarizing what you just did and signaling where you're going.
<b>Evidence</b>	<p>Same as always – cite your evidence and then relate it back to the thesis.</p> <p><i>The ad opens with Dad booking the vacation to DisneyWorld on the computer while Mom tucks the kids into bed. We can assume from Mom's delight and surprise that she didn't know about this plan and that it was all his idea. Later we see Dad and the older child at the top of a ride, while Mom points and waves from below while feeding the toddler some mushy looking baby food. It appears from these images that Mom's job is to care for the kids while Dad's is to plan and lead the fun.</i></p>	<p>Cite it (describe the image)... Interpret (explain) it</p> <p>Cite more evidence...</p> <p>Relate it to the thesis...</p>
<b>Counter-argument</b>	<p>This is not as important in a presentation. If you want to do it, it's good practice, but don't sweat it.</p>	
<b>Conclusion</b>	<p>This is a presentation. People can't refer back to your introduction – so your best bet here is to remind them of the ground you've covered.</p> <p><i>So let's take a look at what we've seen. We looked at the story in the ad, the</i></p>	

	<p><i>images of family, the images of men and women, and the different parenting work they do. We also took a quick look at Disney's image and their concern with appearing to promote "good, clean, family fun." All of these support my reading that this ad is just one of many that reaffirms a traditional view of American family life and a very gendered division of parental labor.</i></p>	
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