Reasons & Rationale for Oral Presentations

Why are oral presentations a necessary and useful assignment?

Students learn in various ways
Howard Gardner’s Theory of Multiple Intelligences describes the many different learning styles students bring to the classroom. An oral presentation is a useful tool for engaging students who may be active (bodily kinesthetic), extroverted (extrapersonal), and oral learners (verbal/linguistic), while helping to develop these skills in others.

Some students learn better by doing
Scholarship tells us that information retention is often dramatically improved when material is communicated orally.

Oral Competence = Self-Confidence
Oral presentations are hard! But, students should, and can, complete them successfully. Effective successful oral communication often builds confidence.

Oral Competence = Well-Educated
Around the world, the mark of a well-educated person is reading well, writing well, and speaking well. First impressions are often influenced by one’s ability to articulate ideas in speech.

Reasons Specific to Communication Studies
The National Communication Association established basic oral communication competencies for college graduates culled from articles published in top tier journals in the Speech Communication field.