

**Professional scientific sessions for art, architecture and urban planning Thursday evenings**

**Held in: Conference hall of Herampey Consulting Engineers**

**Date: 30.11.2017**

**Title: From Architect's mind to the addressee's mind. The art of scientific presentation.**

**Speakers and panel members: Mrs. M. Houshvar and Mr. A. Sharifi.**

First speaker Mrs. M. Houshvar

In the communication era there are still many questions about the manners of establishing communication. To find the proper way for the communication maybe we need to discover something new. This is the reason that Mrs. Houshvar decided to talk about during the 92<sup>nd</sup> session.

Talking about her past experiences Mrs. Houshvar said that to continue her academic studies, she went to a foreign country with her husband. The country where they went had naturally different research and scientific manners and what attracted their attention were the reasons that similar approaches were not applied in Iran, even though they were convinced that Iranians had also the capability to apply the same researches and activities. The question that Mrs. Houshvar posed was why Iranians were not present in international arena as active players and what we could do to ensure such presence.

Talking precisely about architecture and architectural production, Mrs. Houshvar asked how despite the hard work done by Iranian architects, the results were not visible not only in the international arena but also in the domestic market. In her opinion one of the reasons that could explain such situation, was the fact the society of the architects doesn't pay enough attention to the activities of their colleagues, causing a consequent crisis, that somehow shows that architecture is being isolated not only in Iran, but also in a global context. She posed the question about the reasons that show a decreased role of architects and architecture in the societies, trying to focus on the factors that could be influent on the fact, like the role that money based trade can have in this situation.

Talking about the problems, Mrs. Houshvar said that one of them is that the ideas of the actual generation will not be transmitted to the next generation, because the necessities and capabilities of the new generation are changing, and we will not find a transformed language to communicate with them, the continuation of the architectural generation will be endangered. Mrs. Houshvar asserted that many of us try to justify the problems regarding the communication with other professional fields reporting that the problem exist because of the misunderstanding between the two parties (like architects and civil engineers). This kind of problem causes, in her opinion some social and also professional isolation.

Continuing her speech Mrs. Houshvar talked about the possible solutions that in her opinion the most important is to create a collective policy of communication, accepting the existing problems and aiming to solve them. Mrs. Houshvar concluded her speech saying the solution must include different fields and spheres like communication manners, psychology, programming, management and control of the sources.

The second speaker was Mr. A. Sharifi. He began his speech referring to the speech of Mrs. that had talked about the problems that we usually have in the presentation of our ideas and arguments to the listeners. Mr. Sharifi said that presenting two different types of presentation of the same argument he will show how it is possible to mismanage or effectively manage the time at disposition, in order to achieve positive or have negative results.

During the first presentation, having at disposition five minutes, Mr. Sharifi talked about a project inherent the Iranian coastal areas and the effects that the global climate changes could have on these areas. This project had to be part of a global project organized by the UN, in order to realize what was happening in the world due to the climate changes. During this presentation Mr. Shafiei focused on many secondary elements of the argument, spending part of the time at his disposition and in order to conclude his speech he was forced to spend much more time. The consequence of this prolonged speech was also that the listeners didn't pay the due attention to the content of his speech, because the speaker lost his time presenting details that could have been avoided. Making a conclusion about the first version of his speech Mr. Shafiei said that the content and the presentation of his speech was out of date, creating the condition for the listeners to don't catch the essence of the content. This problem can be easily seen in many presentations, when the speaker isn't really prepared for the mission that is realizing. Continuing his speech he mentioned the fact that sometimes the employers expect to have a complete and comprehensible presentation from the employee, but because of a improper presentation, they don't really receive the results that they expect from the report.

Passing to the second version of his presentation, Mr. Shafie focused only on the important components of the argument, saving time and energy for himself and also for the listeners, obtaining better results in general. The reason of a successful presentation, in his opinion, was that he was aware of the gradual importance of the arguments that he had to present, what kind of audience he was talking to, how much time he had to use, which were the goals of his presentation and the results that he was pursuing.

Mr. Shafiei talked also about the reasons that in some case the presentation of an argument in a speech is not followed properly by the listeners and in other case the speakers spending less time and energy obtain results that are satisfying compared with other cases. One of the reasons, in his opinion is the wrong way to use and present the argument using a power point, meanwhile it would be possible to achieve better results using other tools and manners. He said that in many case the speakers use to present their arguments using a computer and showing a rail of pictures, without considering the reaction and the needs of the listeners for the comprehension of the

argument. He concluded his speech saying that the speakers should focus not only on what they are presenting , but first of all on how they must present the argument, considering the characteristics of the listeners and what they pretend to obtain from the speaker.