

## JAZYKOVÁ KOMPETENCE II

### Session 1 Effective presentations

#### Task 1 A GOOD PRESENTER...

Complete the principles of an effective presentation with appropriate verbs:

A good presenter...

- ... the presentation short, but complete
- ... a proper introduction of himself/herself and the topic of the talk
- ... the presentation with adequate volume, diction, and eye contact
- ... from notes
- ... the audience
- ... participation and constructive comment
- ... too much detail
- ... information to make the best use of the time
- ... the main arguments
- ... an original conclusion from what he/she said
- ... the talk within the time limit
- ... questions from the audience

#### Task 2 WHY SHOULD I... ?

Complete the sentences explaining each point.

1. Summarizing the main points is essential because ...
2. Effective talks should be entertaining because...
3. You should not read because...
4. Standing is better than sitting because...
5. I should notice my audience because ...

**Video:** Watch Rita Pierson give a presentation on education at TED. What are the means by which she draws the attention of the audience?

[http://www.ted.com/talks/rita\\_pierson\\_every\\_kid\\_needs\\_a\\_champion.html?qsha=1&utm\\_exp id=166907-24&utm\\_referrer=http%3A%2F%2Fwww.ted.com%2F](http://www.ted.com/talks/rita_pierson_every_kid_needs_a_champion.html?qsha=1&utm_exp id=166907-24&utm_referrer=http%3A%2F%2Fwww.ted.com%2F)

## The Structure of a Presentation

A quote about public speaking says:

*“Tell them what you’re going to tell them, then tell them and finally tell them what you’ve told them”*

Follow the advice and remember to include an **introduction**, **main body** and an **ending** in your talks.

### I. Introduction

**Complete this introduction with the words from the list.**

*talk about    hear    go along    brief    thank you    finally    points of view*

Good morning and \_\_\_\_\_ for being here today. My name’s Jane Brown and I’m responsible for student language programmes. What I’d like to do today is \_\_\_\_\_ the new system of languages taught at this university. I’m going to be \_\_\_\_\_, about ten minutes, not more. I’m going to look at the language programmes from three \_\_\_\_\_: firstly, what languages we offer; secondly, the system of courses; and \_\_\_\_\_, the exam requirements. I will also show you a few bits from the videoconference we had three days ago. If you have any questions, just interrupt me as I \_\_\_\_\_. Your point of view may well be different, and we’d like to \_\_\_\_\_ from you.

### Listening

**a) Listen to the beginning of the lecture and answer the questions.**

- How many points will the speaker cover in her lecture?
- What will they be?

**b) Listen to the whole lecture and answer these questions.**

- How does the speaker engage the audience at the beginning of her talk?
- What does the speaker say to conclude each main point?

**c) Try to complete the sentences after the first listening, then listen again and check your answers.**

1. Herbal medicine is the prevention or treatment of illness through  
.....
2. Herbal medicine uses .....
3. Herbal medicines contain the active ingredient and ...
4. According to herbalists, this combination makes the active ingredient more .....  
and reduces .....
5. ....have not been proven.
6. Aspirin and morphine are examples of .....
7. Researchers are becoming more aware of .....
8. ....is an example of a disease that may be treated in the future with a plant-derived drug.

9. Herbal medicine is becoming more popular with the general public because they believe ..... than conventional drugs.
10. Some people think modern medicine should be used to treat ..... and herbal medicine to treat .....

(adapted from Lane, S. *Instant Academic Skills*. Cambridge University Press, 2011)

## II. Main Body

Transitions, also called signposting phrases or signposts are an integral part of a smooth presentation, yet many speakers forget to plan them. The primary purpose of a transition is to lead your listener from one idea to another. These words are not difficult to learn but it is essential that you memorize some of them and can use them when you are under pressure giving a presentation.

**Task:** Watch Alan Russell give a presentation on future of medicine at TED. What kinds of signposts is he using in his presentation? Make a note of them.

[http://www.ted.com/talks/alan\\_russell\\_on\\_regenerating\\_our\\_bodies.html](http://www.ted.com/talks/alan_russell_on_regenerating_our_bodies.html)

## III. Ending

### Ending

The ending comprises 5 things and you should not forget about any of them. So, when ending your talk, remember to

- **Sum up** (give the main points in a short and clear form)
- **Conclude** (give an original thought which implies from your speech, for more see the paragraph below)
- **Sources** (state the sources for your presentation on one slide, if not possible, give at least the main ones)
- **Questions** (encourage the audience to ask questions)
- **Close** (thank the audience for listening)

**Task: Write a conclusion to the presentation.**

That brings me to the end of my presentation. Let me just run over the key points again. Very briefly, there are three. First, water-related problems continue to affect millions of people and, contrary to what most people believe, future water supplies will not last forever. Second, the growing number of projects trying to provide ever-increasing supplies of water indicate that a growing number of

countries are aware of the present problems and of those to come. Third, current solutions are mostly highly expensive, not very practical and also very time-consuming. From what you have heard, there are some very good reasons to believe that the eventual solution would definitely be to conserve water worldwide and control pollution. In other words, we need to respect our most valuable natural resource much more than we do.

At this point, I'd like to leave you with the following thought:

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Thank you for your attention and now, if you have any questions, I'd be pleased to answer them.

**Signposting**

**Section of presentation**

**Signpost language**

Introducing the topic

The subject/topic of my talk is ...  
 I'm going to talk about ...  
 My topic today is...  
 My talk is concerned with ...  
 I'm going to divide this talk into four parts.  
 There are a number of points I'd like to make.  
 Basically/ Briefly, I have three things to say.

Overview (outline of presentation)

I'd like to begin/start by ...  
 Let's begin/start by ...  
 First of all, I'll...  
 ... and then I'll go on to ...  
 Then/ Next ...  
 Finally/ Lastly ...

Finishing a section

That's all I have to say about...  
 We've looked at...  
 So much for...

Starting a new section

Moving on now to ...  
 Turning to...  
 Let's turn now to ...  
 The next issue/topic/area I'd like to focus on ...  
 I'd like to expand/elaborate on ...  
 Now we'll move on to...  
 I'd like now to discuss...  
 Let's look now at...

Analysing a point and giving recommendations

Where does that lead us?  
 Let's consider this in more detail...  
 What does this mean for...?  
 Translated into real terms...  
 Why is this important?  
 The significance of this is...

Using visual aids

	<p>Let me show you... As you can see...          If you look at the screen, you'll see...          This table / diagram / slide shows...          This pie chart illustrates ...          Notice this segment which shows...          As can be understood from this graph...</p>
Giving examples	<p>As an illustration,...          To give you an example,...          For example,...          A good example of this is...          To illustrate this point...</p>
Summarising and concluding	<p>To sum up ... To summarise...          Right, let's sum up, shall we?          Let's summarise briefly what we've looked at...          If I can just sum up the main points...          Finally, let me remind you of some of the issues we've covered...          To conclude... In conclusion ... In short ...          So, to remind you of what I've covered in this talk, ...          Unfortunately, I seem to have run out of time, so I'll conclude very briefly by saying that .....          I'd like now to recap...</p>
Paraphrasing and clarifying	<p>Simply put...          In other words.....          So what I'm saying is....          To put it more simply....          To put it another way....</p>
Invitation to discuss / ask questions	<p>I'm happy to answer any queries/ questions.          Does anyone have any questions or comments?          Please feel free to ask questions.          If you would like me to elaborate on any point, please ask.          Would you like to ask any questions?          Any questions?</p>

(<http://www.bbc.co.uk/worldservice/learningenglish/business/talkingbusiness/unit3presentations/1opening.shtml>)

Links: <http://www.nature.com/scitable/ebooks/english-communication-for-scientists-14053993/giving-oral-presentations-14239332>  
<http://www.medianet-ny.com/clips.htm>

Sources: Ellis, M. – O'Driscoll, N. (1998) Giving presentations. Longman  
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