

# Language knowledge



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'Or thirdly, and this is what I support, we could put forward an alternative proposal.'

- 1 You are going to hear eight short extracts from different presentations. As you listen, decide whether the language in each extract is being used to emphasize or minimize the message, and complete the table. The first one has been done for you. Check your answers in the key on page 64.

Emphasize	Minimize
<input type="checkbox"/>	<input checked="" type="checkbox"/> a
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>



## Language focus Emphasizing and minimizing

### Emphasizing

Strong adverbs intensify adjectives:

*We've had an extremely good year.*

Adverbs can be total, very strong, or moderate.

#### TOTAL

*absolutely (fantastic)*

*completely (awful)*

*entirely (depressing)*

#### VERY STRONG

*extremely (good)*

*very (bad)*

#### MODERATE

*fairly (safe)*

*reasonably (expensive)*

*quite (cheap)*

### Minimizing

Look at the way the following expressions of degree and uncertainty modify, or minimize, the message:

*It seems we will have to delay the delivery.*

*The Chief Executive Officer appears to have left the country.*

*It's just a little bit further.*

*We're going to reduce our staff a bit.*

*Perhaps we should consider resigning.*

*There might be another way.*

*I tend to think we should stop now.*

*To some extent, the company has failed to realize its potential.*

Intonation is also very important in giving more or less emphasis to what we say.

2 Add an adverb to these sentences to emphasize the message. Compare your answers with the key on page 64.

- a This has been a good year. \*\*
- b We have had a difficult time. \*
- c We have seen a disastrous decline in our profits. \*\*\*
- d It was easy to achieve our objectives. \*
- e The announcement was unexpected. \*\*\*
- f I've got some bad news. \*\*

Key  
moderate \*  
very strong \*\*  
total \*\*\*

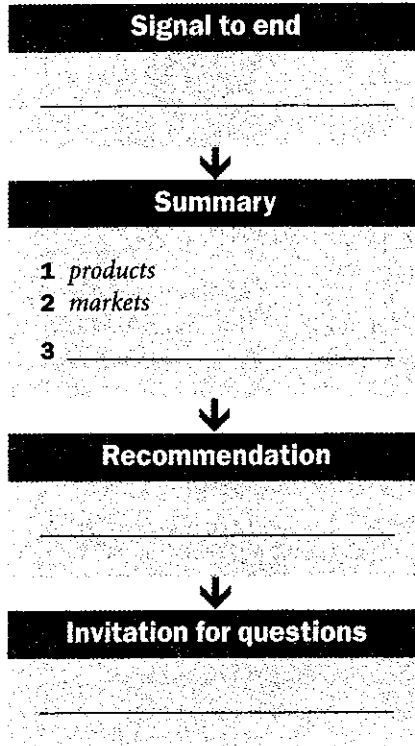
3 Complete these sentences with words that will minimize the message. Compare your answers with the key on page 64.

- a We \_\_\_\_\_ see things differently. \_\_\_\_\_  
your experience is \_\_\_\_\_ limited.
- b \_\_\_\_\_, you're right. But \_\_\_\_\_ we  
\_\_\_\_\_ consider the long-term view.
- c There's \_\_\_\_\_ time. \_\_\_\_\_ we  
\_\_\_\_\_ discuss this question now.

## Presentation practice

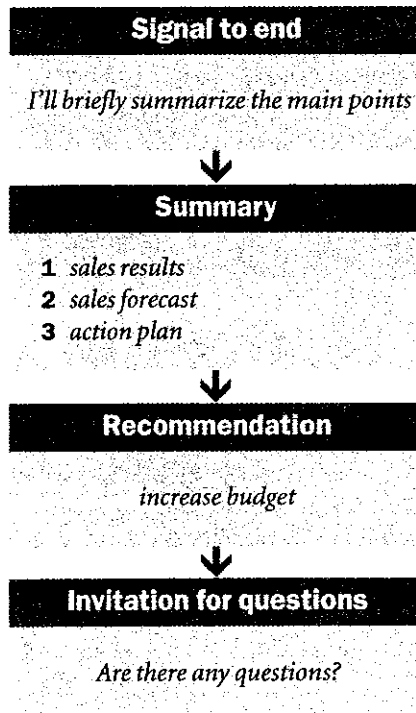
The trouble with business today is that people don't have time. Companies have reduced their workforce so that fewer people have to do the same amount of work. This means that managers don't see what is happening around them. They need their time to work through their regular tasks and have no time to take on new initiatives. Time for reflection is important. Decisions taken now not only affect today's business, they can also have influence on business in the long term. Strategy is the concern of senior management when it needs to be the concern of everybody in the company.

- ▶ 5 Watch Version 2 from 24.24 to 25.23 again and complete Joanna's presentation notes. Check your answers in the key on page 65.



## Post-viewing

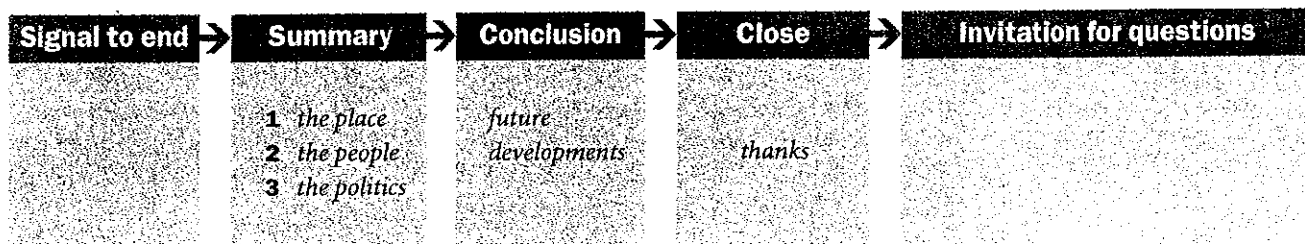
- 6 Use the information below to prepare and give the ending of a presentation.



- 2 The sentences a-e below are the end of a presentation, but they are in the wrong order. Put them into the right order. Check your answer in the key on page 65.
- a So, I'd now be glad to answer any questions.
  - b I sincerely hope you'll all go away with a more complete picture of the principal activities of UNEXCO.
  - c Very briefly, there are three. Firstly, fund-raising; secondly, publicity; and thirdly, political lobbying.
  - d So, that brings me to the end of this presentation.
  - e Finally, I'd like to leave you with something which I heard recently. 'You can't please all the people all the time, but we should certainly be able to feed all the people all the time.'
- 3 Make full sentences by matching the correct halves. The first one has been done for you. Check your answers in the key on page 65.
- |                              |   |
|------------------------------|---|
| a Before we come to the end, | 1 there are four major features.                |
| b I'd be glad to answer      | 2 we start the discussion now.                  |
| c To summarize,              | 3 by quoting a well-known saying.               |
| d We can conclude            | 4 we should reduce our costs.                   |
| e In my opinion,             | 5 any questions now.                            |
| f I'd like to suggest        | 6 I'd like to thank you for your participation. |

## Presentation practice

- 1 Use the information below to prepare and give the ending of a presentation on your home town.



- 2 Prepare and give the ending of a presentation on a professional subject of your choice. Include a recommendation, if appropriate.

## Language focus Endings

### Signalling the end

*That brings me to the end of my presentation.*  
*That completes my presentation.*  
*Before I stop/finish, let me just say...*  
*That covers all I wanted to say today.*

### Summarizing

*Let me just run over the key points again.*  
*I'll briefly summarize the main issues.*  
*To sum up...*  
*Briefly...*

### Concluding

*As you can see, there are some very good reasons...*  
*In conclusion...*  
*I'd like to leave you with the following thought/idea.*

### Recommending

*So, I would suggest that we...*  
*I'd like to propose... (more formal)*  
*In my opinion, the only way forward is...*

### Closing

*Thank you for your attention.*  
*Thank you for listening.*  
*I hope you will have gained an insight into...*

### Inviting questions

*I'd be glad to try and answer any questions.*  
*So, let's throw it open to questions.*  
*Any questions?*