**D. Visuals**

**1. Discuss:**

|  |  |  |
| --- | --- | --- |
| What can be used as a visual? | Why to use visuals? | How to use visuals effectively? |

**2. The rules for using slides** *(courtesy of Hana Němcová, also adapted from Oxford EAP Upper-Intermediate, E. de Chazal, OUP 2012)*

* use visuals to **support** or summarize what you say
* with each slide, get **a message** across **in a visual way** - be as visual as possible
* use KISS technique (**K**eep **I**t **S**hort and **S**imple) – the content should be concise, both verbally and visually
* state that message verbally in **the** **title** area as a short sentenceor a single point
* don't read from slides
* plan about **one slide per minute**
* **avoid language mistakes and misprints** in slides
* use a **pointer** and/or masking techniques where appropriate
* **face the audience** as much as possible.
* don’t block the audience’s view.

**2. Effective titles. Visuals need to have good titles. Rewrite the items below to make them more effective. Use noun phrases.**

1. Reasons commonly given to explain why the climate is changing *Common reasons for climate change*
2. The economic advantages of doing business internationally.
3. People who have seen the Loch Ness monster.
4. Difficulties that international students typically experience
5. Some of the ways in which culture can have an effect on advertising In This Unit

* [Structuring Your Oral Presentation](javascript:openBookContentPage('14602836'))
* [Creating Presentation Slides](javascript:openBookContentPage('14602852'))
* [Delivering Your Oral Presentation](javascript:openBookContentPage('14602905'))
* [Answering Questions](javascript:openBookContentPage('14571385'))
* [Summary](javascript:openBookContentPage('14240403'))
* [Test Your Knowledge](javascript:openBookContentPage('14242055'))
* [Learning Activities](javascript:openBookContentPage('14601780'))



## 

**3. Introducing visuals**

* OK. Let’s take a look at …..
* The first / second / next / final slide is …..
* This shows / illustrates / demonstrates / refers to …..
* This is I graph / an organigram which shows …..
* As you can see, this is …
* As you can see from these figures...
* Here we can see …..
* I'd like you to look at this graph...
* Let me show you this pie chart...
* Let's have a look at this model...
* Let's turn to this map...
* To illustrate my point let’s look at some diagrams...
* If you look at these photographs you'll see...
* If you look at this bar chart you'll notice...
* If you look at this histogram you'll appreciate...
* If you look at this flow chart you'll understand ...
* If you look at this matrix...
* I’d like to draw your attention to …..
* One of the most important aspects of this is …..
* At first glance it seems ….. but …..

**Describing Graphs**

1. **Types of graphs**

**Match the types of graphs on the left below with their respective charts. Then complete the sentences below.**

1

3

2

A column chart

A line chart

A pie chart

A bar chart

An area chart

4

5

6

An XY (scatter) chart

A stock chart

A surface chart

A doughnut chart

A bubble chart

A radar chart

9

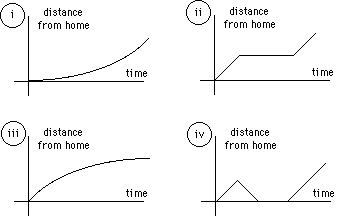
8

7

11

10

1. A ­­­­­­­­­surface chart is useful when you want to find optimum \_\_\_\_\_\_\_\_\_\_\_ (combine) between two sets of data. As in a topographic map, colours and patterns indicate areas that are in the same range of \_\_\_\_\_\_\_\_\_ (evaluate).
2. Pie charts show the size of items in one data series, proportional to the sum of the items. The data points in this type of chart are displayed as a \_\_\_\_\_\_\_\_\_ (per cent) of the whole chart.
3. Area charts \_\_\_\_\_\_\_\_\_\_ (emphasis) the magnitude of change over time, and can be used to draw attention to the total value across a trend.
4. Column charts are useful for showing data changes over a period of time or for illustrating \_\_\_\_\_\_\_\_\_ (compare) among items.
5. You could use a stock chart to indicate the \_\_\_\_\_\_\_\_\_\_ (fluctuate) of daily or annual temperatures.
6. Like a pie chart, a doughnut chart shows the \_\_\_\_\_\_\_\_\_\_\_\_\_ (relate) of parts to a whole, but it can contain more than one data series.
7. A bar chart is a \_\_\_\_\_\_\_\_\_ (graph) method of displaying several data series in the form of a two-dimensional chart of three or more quantitative \_\_\_\_\_\_\_\_\_\_\_\_ (vary) represented on axes starting from the same point.
8. **Identify the graph that matches each of the following stories:** 
   1. I had just left home when I realized I had forgotten my books so I went back to pick them up.
   2. Things went fine until I had a flat tire.
   3. I started out calmly, but sped up when I realized I was going to be late.



1. **How can you describe trends in graphs? Find synonyms.**

to increase:

to decrease:

to stay the same:

an increase:

a decrease:

1. **Listen and draw a graph according to the speaker’s description.**

