

TERNOPIL NATIONAL ECONOMIC UNIVERSITY

Larysa Sandii, Shaun Hicks

A STUDY GUIDE FOR
DEVELOPING EFFECTIVE
PRESENTATION SKILLS IN ENGLISH

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Сандій, Л. В., Хікс, Ш.

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Розвиток ефективних навичок проведення презентацій англійською мовою: навчально-методична розробка (англ.) [*A Study Guide for Developing Effective Presentation Skills in English*] / Укладачі: Лариса Сандій, Шон Хікс. – Тернопіль: Осадца Ю.В., 2018. –44 с.

Навчально-методична розробка “Розвиток ефективних навичок проведення презентацій англійською мовою (*A Study Guide for Developing Effective Presentation Skills in English*)” пропонує низку стратегій і мовних кліше для підготовки логічно структурованих, інформативних й інтерактивних презентацій англійською мовою для виступів на конференціях, семінарах, тренінгах та інших академічних або професійних заходах. У виданні подано рекомендації щодо розробки основних блоків презентації, послідовного викладу матеріалу, візуалізації інформації, інтерактивного спілкування з аудиторією, дотримання ергономічних вимог, лінгвокультурологічних аспектів комунікації. Основна мета навчально-методичної розробки – допомогти студентам сформуванати навички, вкрай необхідні для успішних публічних виступів майбутніх науковців, фахівців та керівників.

Укладачі:

Сандій Л. В., кандидат філологічних наук, доцент кафедри іноземних мов Тернопільського національного економічного університету;

Шон Хікс (Shaun Hicks), волонтер Корпусу Миру США в Україні, магістр гуманітарних наук університету Колорадо (Боулдер, США)

Відповідальний за випуск:

Крайняк Л. К., кандидат філологічних наук, доцент, завідувач кафедри іноземних мов Тернопільського національного економічного університету

Рецензенти:

Лосєва І. В., кандидат філологічних наук, доцент кафедри іноземних мов факультету міжнародних відносин Львівського національного університету ім. Івана Франка;

Ярема О. Б., кандидат філологічних наук, доцент кафедри англійської філології та методики навчання англійської мови Тернопільського національного педагогічного університету ім. Володимира Гнатюка

Рекомендовано на засіданні кафедри іноземних мов Тернопільського національного економічного університету (Протокол № 5 від 6 лютого 2018 р.).

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PREFACE

Interesting facts about presentations:

- ✓ 350 PowerPoint presentations are given every second across the globe.
- ✓ Immediately after a 10-minute presentation, listeners only remember 50 percent of what was said. By the next day, it drops to 25 percent. A week later, only 10 percent of the initial information remains.
- ✓ The human mind can only retain three to seven points from a presentation in the short term.
- ✓ 3 points is the magic number.

Who is this guide for?

This guide is mainly intended for non-native speakers of English, – students, graduates, professionals, future managers and leaders – who want to give effective presentations to small or large audiences at seminars, workshops, conferences and other formal or informal occasions.

Why have the authors decided to write a special book on presentations? Simply put, because our life is one big presentation. We are presenting all the time, and many people's lives have been defined by presentations. Promotions have been made or missed. Deals are won or lost. Meetings succeed or fail. An election is won due largely to one candidate being a far better presenter. This is precisely why giving presentations is an important competency, a competency people wish they had.

Unfortunately, according to G. Reynolds (2012) and G. Kawasaki (2008), 95 percent of presentations are poor. However, it does not always have to be that way. You can break the mold of standard presentations by using the tips and following the techniques described in this guide. The authors have high hopes that after reading this book, you will boost your confidence, increase your ability to convince, develop your public speaking skills, enhance your leadership skills, maximize your networking effectiveness, and gain new opportunities. More specifically, the guide will help the readers to:

- prepare and practice a well-organized presentation;
- highlight the key points you want the audience to remember;
- attract and retain the audience's attention;
- learn useful phrases and decide what to say at each stage of the presentation;
- deal with questions from the audience;
- gain confidence and reduce stress.

What makes a good presentation and what makes a bad one?

Good presentations

- ✓ are professional, logically-structured, engaging and attractively-packaged;
- ✓ have clear slides, helpful visuals and entertaining images;
- ✓ are interactive, informative, thought-provoking and creative;
- ✓ do not make the audience work too hard or follow too much theory, while featuring lots of examples and statistics;
- ✓ are delivered in a confident, enthusiastic and friendly manner.

Bad presentations

- ✓ are too long, poorly-prepared and/or poorly-paced;
- ✓ do not have a clear structure: introduction, main body and conclusion;
- ✓ are too technical and too detailed;
- ✓ are overly reliant on slides crammed with text;
- ✓ are painful – for both the presenter and the bored audience.

What constitutes an effective presentation in English?

The key to preparing an effective presentation in English is to concentrate on the content rather than on your English language skills. Your language does not have to be perfect, because your presentation is not an English examination. Be realistic and do not worry about being 100 percent accurate, otherwise you will be more focused on English rather than on highlighting the major points of your speech.

Good luck with your presentations!

Larysa Sandii and Shaun Hicks

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I. PRESENTING IN ENGLISH: THE CHALLENGES

Now let us take a look at strategies and examples for each of the challenges:

1. PRESENTATION SKILLS

1.1. Interacting with the audience

1.2. Transmitting messages with clarity

1.3. Applying technology properly and creatively

1.1. Interacting with the audience

"The only way to influence people is to talk in terms of what the other person wants."
~ Dale Carnegie

STRATEGIES	EXAMPLES
Ask the audience a series of questions	<i>How energized are you feeling now? (Rating 1-10, 1 = no energy, 10 = super energized) Here is a question I would like you to answer ... What does X mean to you?</i>
Engage people physically by asking them to raise hands, stand, clap, etc	<i>Raise your hand if you have ever ... Please stand up if your answer is 'Yes', and remain seated if your answer is 'No'. Clap your hands if you believe ...</i>
Ask listeners to guess certain facts or data	<i>What do you think is the most ...? How many people do you think ...? What is the percentage of ...?</i>
Share an interesting fact about your topic	<i>According to Dr. John Medina, when we read text alone, we are likely to remember only 10 percent of the information 3 days later. If that information is presented to us as text combined with a relevant image, we are likely to remember 65 percent of the information 3 days later.</i>
Use famous people's quotes that empower your topic	<i>"Success usually comes to those who are too busy to be looking for it". ~ Henry David Thoreau. "Fall seven times and stand up eight ". ~ Japanese proverb.</i>
Tell an icebreaker joke or a relevant story	<i>A story about middle management or HQ staff, also called "lion food": Two lions who, escaping from the zoo, split up to increase their chances but agree to meet after 2 months. When they finally meet, one is skinny and the other overweight. The thin one says: "How did you manage? I ate a human just once and they turned out a small army to chase me — guns, nets, it was terrible. Since then I've been reduced to eating mice, insects, even grass." The fat one replies: "Well, I hid near an IBM office and ate a manager a day. And nobody even noticed!"</i>

1.2. Transmitting the messages with clarity

"Simplicity is the ultimate sophistication."
~ Leonardo da Vinci

"No audience ever complained about a presentation or speech being too short."
~ Stephen Keague

STRATEGIES	EXAMPLES
<p>Remember to KISS – Keep It Short and Simple. It is also important to make your points clear.</p>	<p>a) Express complex ideas by using sentences which are easy to understand: Good: <i>"We are at the threshold of a crisis situation which threatens to destabilize the status quo and usher in the dawn of a new era of change."</i> Better: <i>"We have a crisis at hand. This threatens to destabilize the status quo and usher in a new era."</i></p> <p>b) Change phrases into single words: <ul style="list-style-type: none"> ○ <i>The <u>function of</u> this department <u>is the collection of</u> accounts. – This department <u>collects</u> accounts.</i> ○ <i>The company <u>showing the best performance</u> ... – The <u>best-performing</u> company ...</i> </p> <p>c) Here are some words you can use to trim the fat off of wordy phrases: because, since, why: (instead of <i>for the reason that, due to the fact that, owing to the fact that, in light of the fact that, considering the fact that, on the grounds that</i>); when: (instead of <i>on the occasion of, in a situation in which, under circumstances in which</i>); although, even though: (instead of <i>despite the fact that, regardless of the fact that, notwithstanding the fact that</i>); about: (instead of <i>as regards, in reference to, with regard to, concerning the matter of, where . . . is concerned</i>).</p> <p>e. g.) Wordy: <i>"I will now make a few observations <u>concerning the matter of</u> globalization."</i> Concise: <i>"I will now make a few observations <u>about</u> globalization."</i></p> <p>d) In each of the following phrases, the general category term can be dropped, leaving just the specific descriptive word: <i>large in size, of a <u>bright</u> color, <u>heavy</u> in weight, <u>economics</u> field, of an <u>uncertain</u> condition, in a <u>confused</u> state, <u>unusual</u> in nature, <u>extreme</u> in degree.</i></p> <p>e) Omit pairs of words that imply each other: <i>past <u>memories</u>, each <u>individual</u>, basic <u>fundamentals</u>, true <u>facts</u>, important <u>essentials</u>, future <u>plans</u>, final <u>outcome</u>, past <u>history</u>.</i></p>

<p>Use conversational style and communicate with the audience</p>	<p>For example, Bill Clinton’s conversational language demonstrates how far you can get from being a “talking head”. He breaks the established rules and begins almost half of his paragraphs with <i>Now</i>:</p> <div data-bbox="646 302 1311 752" style="border: 1px solid black; padding: 10px; margin: 10px 0;"> <p><i>Now folks, this is serious.</i> <i>Now – wait a minute – let’s look at...</i> <i>Now people ask me all the time...</i> <i>Really. Think about this.</i> <i>Now, what does this mean?</i> <i>Now, I don’t know about you, but...</i> <i>So what’s happened?</i> <i>So let’s get back to the story ...</i> <i>I’m fixing to tell you why.</i> <i>Now, we all know that...</i> <i>Now, are you all ready for that?</i></p> </div> <p>The use of <i>null words</i> (=words which do not have any real meaning in the sentence) at the start of an idea reminds both you and your audience that you’re having a conversation. It creates a welcome break in the rhythm of idea-idea-idea that makes listening to a speaker such hard work.</p>
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Note:

For example, some of Steve Jobs’ success as a presenter can be attributed to his ability to use simple words and short sentences to describe big ideas. A study revealed that during one presentation in 2007, Jobs spoke at approximately a fifth grade level.

<p>STEVE JOBS <i>Macworld Conference and Expo 2007</i></p>	<p>BILL GATES <i>International Consumer Electronics Show 2007</i></p>	<p>MICHAEL DELL <i>International Consumer Electronics Show 2007</i></p>
<p>AVERAGE WORDS PER SENTENCE: 10.5</p>	<p>AVERAGE WORDS PER SENTENCE: 21.6</p>	<p>AVERAGE WORDS PER SENTENCE: 16.5</p>
<p>DIFFICULT WORDS: 2.9 percent</p>	<p>DIFFICULT WORDS: 5.11 percent</p>	<p>DIFFICULT WORDS: 6.4 percent</p>
<p>GRADE LEVEL: 5.5</p>	<p>GRADE LEVEL: 10.7</p>	<p>GRADE LEVEL: 9.1</p>

1.3. Applying technology properly and creatively

"The best way to create value in the 21st century is to connect Creativity with Technology."
 ~ Steve Jobs

STRATEGIES	EXAMPLES
Choose your fonts carefully	<p>There are four font categories: Serif – have "feet", more traditional; Sans Serif – no "feet", more modern; Script –handwriting, cursive; Display – decorative.</p> <p>Use standard Sans Serif fonts: Arial – Effective presentations Calibri – Effective presentations Georgia – Effective presentations Tahoma - Effective presentations Verdana - Effective presentations</p> <p>and traditional Serif fonts: Garamond – Effective presentations Times New Roman – Effective presentations</p> <p>Avoid Script typefaces (<i>Lucida Calligraphy, Monotype Corsiva, Comic Sans</i>, etc). Use Display fonts (Broadway, Harrinton, etc) only for slide headers, and then only if they're easy to read.</p>
Use different fonts for headlines and bullet points. Stick to two, or at most, three fonts for the whole presentation	<p><i>Sans Serif</i> fonts are great for headings on your slides:</p> <p>Arial – Effective presentations Calibri – Effective presentations Tahoma - Effective presentations Verdana - Effective presentations</p> <p>Use <i>Serif</i> fonts for bullet points. They are easier to read on slides with more text*: Garamond – Effective presentations Times New Roman – Effective presentations</p> <p>*More text on slides is something to avoid, if at all possible, when making a PowerPoint presentation.</p>
Use a large font size	<p>A font size of 24 or higher* will ensure that the audience will be able to read your slides:</p> <p>Effective presentations</p> <p>Minimum font size is 18: Effective presentations *Anything smaller is difficult to read.</p>

<p>Bold the text so that it is easily readable from the back of the room</p>	<p>Effective presentations Effective presentations</p>
<p>Avoid using all CAPITAL LETTERS, even for headings</p>	<p>All caps are perceived as SHOUTING, and the words are more difficult to read: EFFECTIVE PRESENTATIONS Effective presentations</p>
<p>Avoid <i>italics</i> unless it is to make a point – and then make sure to bold the text for emphasis. Italics are often hard to read</p>	<div style="border: 1px solid black; padding: 10px; background-color: #f0f0f0;"> <p style="text-align: center;">Italics</p> <ul style="list-style-type: none"> ✓ In presentations, <i>italics</i> are similar to script types fonts (<i>Lucida Calligraphy</i>, <i>Monotype Corsiva</i>, <i>Comic Sans</i>, etc) ✓ Avoid if possible ✓ Use only for <i>emphasis</i> ✓ Bold the <i>italized words</i> </div>
<p>Use color to highlight</p>	<p>Effective presentations Effective presentations Effective presentations</p>
<p>Follow the 1×6×6 rule</p>	<p>No more than 6 lines of text per slide and no more than 6 words in each line of text:</p> <div style="border: 1px solid black; padding: 10px; background-color: #f0f0f0;"> <p>The 1×6×6 Rule in practice:</p> <ul style="list-style-type: none"> • Have only one idea per slide • Have, at most, six bullet points • Maximum six words per bullet point • A slide has six bullet points • Each bullet point has six words • Is this a good presentation rule? </div>
<p>Make sure that there is a sharp contrast between the color of the fonts and the color of the slide background. Use a consistent layout (same slide background, font, font size, bullets, etc)</p>	<div style="border: 1px solid black; padding: 10px; background-color: #f0f0f0;"> <p style="text-align: center;">Sharp contrast = Easy to read</p> <hr style="border: 0.5px solid black;"/> <p style="text-align: center;">Poor contrast = Hard to read</p> </div> <p>Put dark text on a light background. This is easiest to read. Make sure your text is quite light (white, cream, light grey, or pastels) if you have to use light text on a dark background.</p>

Whether you are using *Microsoft PowerPoint*, *Apple Keynote*, *Prezi* or something else, do not overwhelm your audience

Images can be an extremely effective way to communicate.

Tips for using images in presentations:

- Use images sparingly
- Choose relevant images
- Select images that are high-resolution and look good when presented in large sizes
- Place the image properly and without distortion
- Go for an image which provokes emotion.



Avoid fades, swipes, flashing text, and other annoyances and focus instead on simple design basics.

You have to show
IDEAS
not slides

2. LANGUAGE SKILLS

2.1. Using correct language structures

2.2. Using Standard English rather than slang, jargon or colloquialisms

2.3. Moving from point to point logically and smoothly

2.1. Using correct language structures

“Proper words in proper places make the true definition of a style.”

~ Jonathan Swift

STRATEGIES	EXAMPLES
<p>Decide which style to use – formal, neutral or informal – depending on the degree of social distance between people and the nature of the topic</p>	<p>Formal language is characterized by the following features:</p> <div style="border: 1px solid black; padding: 10px; margin: 10px 0;"> <ul style="list-style-type: none"> ✓ complex sentences ✓ use of reported speech ✓ indirect questions ✓ use of modals such as <i>could</i> and <i>would</i> rather than <i>can</i> and <i>will</i> ✓ full forms (<i>should not</i>) instead of contractions (<i>shouldn't</i>) ✓ frequent use of the passive voice ✓ limited use of phrasal verbs ✓ frequent use of long words with Latin or Greek roots </div> <p>Neutral language is characterized by:</p> <div style="border: 1px solid black; padding: 10px; margin: 10px 0;"> <ul style="list-style-type: none"> ✓ simpler sentences ✓ active rather than passive voice ✓ factual rather than emotional language ✓ limited use of complex language ✓ limited use of slang </div> <p>Informal language is characterized by:</p> <div style="border: 1px solid black; padding: 10px; margin: 10px 0;"> <ul style="list-style-type: none"> ✓ simple, often grammatically incomplete, sentences ✓ active voice ✓ emotional language ✓ personal opinions ✓ humour ✓ slang, idioms and clichés ✓ phrasal verbs ✓ exclamations </div>

Apply useful techniques –
power words / phrases,
contrast, repetition,
rhetorical questions

Power words / phrases:

I am convinced ...

Imagine ...

You won't believe ...

This is surprising / amazing /unbelievable ...

"I have a dream..." ~ Martin Luther King

"Yes We Can" ~ a slogan used by the 2008 Barack Obama presidential campaign

Contrast:

Three years ago we were going nowhere, today we are number one.

While everybody else just talks about it, we've actually done it.

"The weak can never forgive. Forgiveness is the attribute of the strong." ~ Mahatma Gandhi

Repetition:

Right product, right place, right promotion.

It's bigger, it's better and it's American.

"To raise a happy, healthy, and hopeful child, it takes a family; it takes teachers; it takes clergy; it takes business people; it takes community leaders; it takes those who protect our health and safety. It takes all of us." ~ Hillary Clinton

"Real change is not what government can do on its own, real change is when everyone pulls together, comes together, works together, when we all exercise our responsibilities to ourselves, our families, to our communities and to others." ~ David Cameron

Rhetorical questions:

Who cares?

How much longer can this injustice continue?

What are we waiting for?

"When will you be satisfied?" ~ Martin Luther King, Jr.

"If practice makes perfect, and no one's perfect, then why practice?" ~ Billy Corgan

Avoid these common speech mistakes that leave a bad impression

I / me

This presentation is not about you! Replace *I* or *me* with *you*, *we*, or *us*. Keep the focus on your listeners.

So

The word *so* is a weak opening for anyone who wants to be taken seriously as a professional speaker.

Sorry if / Sorry for / Excuse me if I am nervous /I'm not good at public speaking

Never apologize for your presentation. Prepare well so that you can both act and be confident.

"The unprepared speaker has a right to be afraid."
~ Ralph Smedley, the founder of Toastmasters International, a speaking and leadership training organization

Talk about

Often used repetitively and monotonously, sometimes with bullet points: *"First, I'll talk about our competition. Then I'll talk about..."*

I'd like to start out with a story

A story is one of the most effective ways to open a presentation. Its effect is considerably weakened, however, if you announce that you're about to tell a story.

There's a funny joke ...

Well, there may be. But you're setting yourself up for failure if the one you're about to tell isn't funny. Just start telling the joke as if you're relating something serious. When the audience recognizes the humour, it will be much funnier.

I am not an expert, but ...

Avoid self-criticism. Believe in yourself or nobody will.

I know this slide is really busy...

Do not put too much information on slides. Extra information distracts the audience from your message.

I think I've bored you enough.../ Thank you for being so patient...

This is an example of a poor conclusion. Leave your audience with memorable last thoughts about your presentation.

I didn't have enough time ... / I'm running out of time, so I'll go through this quickly...

It's probably not a good idea to announce to everyone your lack of time management skills.

2.2. Using Standard English rather than slang, jargon or colloquialisms

"Somehow it seems to fill my head with ideas –only I don't exactly know what they are!"
~ Lewis Carroll

STRATEGIES	EXAMPLES
<p>Eliminate unnecessary / filler words, replace professional jargon with more familiar words, avoid using trendy buzzwords and technical / specialized language where possible</p>	<p>Filler words: <i>um, ah, er, like, you know, so, okay, well, I think, but, and etc.</i></p> <p>Professional jargon: <i>alpha geek</i> – the head of your company IT department; <i>golden handcuffs</i> – monetary incentives used to retain executives; <i>no-brainer</i> – a question or problem that is very easy to deal with.</p> <p>Buzzwords: <i>brick-and-mortar</i> – in the context of e-commerce businesses in the 2000s, brick-and-mortar businesses exist as companies with a physical presence; <i>win-win situation</i> – a situation in which everyone benefits.</p> <p>Technical / specialized language: <i>abdomen</i> (Medicine) – the portion of the body between the thorax and pelvis, containing the stomach, intestines, liver, and other organs; <i>chlorofluorocarbons</i> (Environment) – a gas used in fridges and in some aerosol containers; <i>laissez-faire</i> (Economics) – laissez-faire policies allow companies and the economy to operate without government control.</p>
<p>If you have to use special terms, acronyms or abbreviations, define them</p>	<p>Acronyms are pronounced as words: <i>BRICS, CIA, NASA, UNICEF.</i></p> <p>Abbreviations are pronounced letter by letter: <i>BBC, GDP, MP.</i></p> <p>Potentially unfamiliar acronyms / abbreviations should be qualified in the first instance of use:</p> <p><i>P/E ratio</i> – Price-to-earnings ratio; <i>C-level</i> – is used to describe <i>high-ranking executive titles within an organization</i> (the letter <i>C</i>, in this context, stands for <i>chief</i>, e. g. <i>CEO</i> – Chief Executive Officer, <i>CFO</i> – Chief Financial Officer).</p>

2.3. Moving from point to point logically and smoothly

"Logic will get you from A to B. Imagination will take you everywhere."
~ Albert Einstein

STRATEGIES	EXAMPLES
Limit the number of messages to three or four	<p><i>Basically, there are three main points I want to cover today.</i> Firstly, I'll give you an overview of... Secondly, I'll highlight ... Finally, we'll discuss ...</p>
Signposting phrases will help you lead your audience	<p>Saying what is coming <i>Today we'll be looking at the advantages and disadvantages of ...</i> <i>The focus of today's presentation will be on ...</i> <i>The main purpose of the talk is to outline ...</i></p> <p>Starting a new point: <i>The next issue/topic/area I'd like to focus on ...</i> <i>I'd like to expand/elaborate on ...</i> <i>I'd like now to discuss...</i></p> <p>Moving from point to point: <i>Let's take a look at ...</i> <i>This brings us to the next point ...</i> <i>Now turning to / moving on ...</i></p> <p>Summarizing a point <i>That is the general picture for ...</i> <i>Let's summarize the main issues ...</i> <i>Before we move on, let's recap the main issues ...</i></p> <p>Indicating the end of a section <i>This brings us to the end of the first point ...</i> <i>That's all I want to say about ...</i></p> <p>Referring back <i>As I pointed out in the first section ...</i> <i>Let's go back to what we were discussing earlier ...</i> <i>As I mentioned earlier ...</i> <i>As I've already explained ...</i></p> <p>Referring to other points <i>According to the survey ...</i> <i>There is a popular theory ...</i> <i>It is a proven fact that ...</i></p> <p>Adding ideas <i>In addition to this, I'd like to say that ...</i> <i>As well as that, we can offer ...</i> <i>Another important thing is ...</i></p>

3. CULTURAL SKILLS

3.1. Selecting an appropriate style of presentation

3.2. Staying within the time limits

3.3. Displaying appropriate emotions, tone of voice, body language, and dress code

3.1. Selecting an appropriate style of presentation

“Tolerance implies no lack of commitment to one’s own beliefs. Rather it condemns the oppression or persecution of others.”
 ~ John F. Kennedy

STRATEGIES	EXAMPLES
<p>It is essential to use politically correct language to avoid offending your audience</p>	<p>Political intolerance Refrain from political rhetoric and avoid using ideologically loaded language: <i>Bureaucrat, regime, pro-Communist, enemy, fundamentalist, the West / the East, etc.</i></p> <p>Religious intolerance Avoid using religious slurs that reflect prejudicial attitudes: <i>papist, Bible basher, God botherer, Sikh, etc.</i></p> <p>Ableism Avoid using words and phrases associated with disability to denote something negative: <i>Stop using that as a <u>crutch</u>.</i> <i>Far too many have turned a <u>blind eye</u> to this important fact.</i> <i>For decades, the company turned a <u>deaf ear</u> to customer complaints.</i> <i>The economy was <u>crippled</u> by the recession.</i></p> <p>Ageism Do not use <i>old</i> as a negative and <i>young</i> as a positive attribute.</p> <p>Racism & Colorism References to racial and ethnic groups should be avoided. Terms such as <i>Blacks, Scots, Eskimos, Orientals, Yankees, etc.</i> are unacceptable.</p> <p>Sexism or gender discrimination Avoid using words and phrases that needlessly imply gender: <i>police officer (policeman), chair/ chairperson (chairman), first year (freshman).</i> Use <i>he</i> and <i>she</i> following a singular noun or a gender-neutral term <i>they</i>. Use appropriate honorifics for women: <i>Doctor, Professor, Ms (Mrs, Miss).</i></p>

3.2. Staying within the time limits

"Those who make the worst use of their time are the first to complain of its brevity".
 ~ Jean de La Bruyère

STRATEGIES	EXAMPLES												
Limit the number of slides according to the time you have available for the presentation	A good rule of thumb is ... <div data-bbox="719 490 1350 602" style="border: 1px solid black; padding: 10px; text-align: center; margin: 10px auto; width: fit-content;"> ONE SLIDE = ONE MINUTE </div> Constantly flipping to the next slide and rushing through the presentation not only distracts the audience, but typically does not get your message across.												
Give the listeners some idea of the time so as to maintain their attention better	<i>I have limited my speech to</i> <i>I will speak for ... minutes .</i> <i>My presentation will take about ... minutes.</i> <i>It won't take more than ... minutes to cover these issues.</i>												
Allocate time allotted for your presentation in proportion to the topic's importance	<div data-bbox="663 1032 1350 1973" style="border: 1px solid black; padding: 10px; text-align: center;"> <p>Timing of a 20-minute presentation</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;"><i>00.00 min</i></td> <td>Introduction</td> </tr> <tr> <td><i>02.00 min</i></td> <td> Aspect 1 Example 1 Example 2 Example 3 </td> </tr> <tr> <td><i>07.00 min</i></td> <td> Aspect 2 Example 1 Example 2 Example 3 </td> </tr> <tr> <td><i>13.00 min</i></td> <td> Aspect 3 Example 1 Example 2 Example 3 </td> </tr> <tr> <td><i>18.00 min</i></td> <td>Conclusion. Q&A session</td> </tr> <tr> <td><i>20.00 min</i></td> <td></td> </tr> </table> </div>	<i>00.00 min</i>	Introduction	<i>02.00 min</i>	Aspect 1 Example 1 Example 2 Example 3	<i>07.00 min</i>	Aspect 2 Example 1 Example 2 Example 3	<i>13.00 min</i>	Aspect 3 Example 1 Example 2 Example 3	<i>18.00 min</i>	Conclusion. Q&A session	<i>20.00 min</i>	
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<i>18.00 min</i>	Conclusion. Q&A session												
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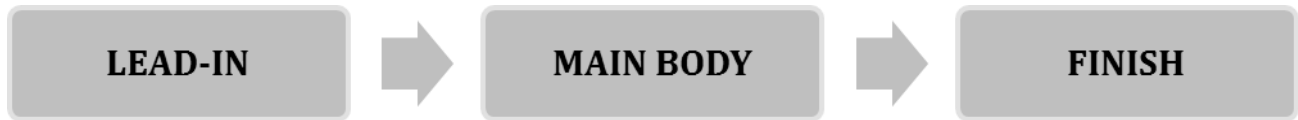
3.3. Displaying appropriate emotions, tone of voice, body language, dress code

“Rapport is the ability to enter someone else’s world,
to make him feel that you understand him, that you have a strong common bond.”
~ Tony Robbins

STRATEGIES	EXAMPLES				
Build rapport with your audience	<p>Useful tips:</p> <ul style="list-style-type: none"> ✓ Show confidence and enthusiasm ✓ Do not aim to impress, aim to connect by speaking naturally ✓ Use emotional anchors to hook the audience’s attention ✓ Involve your audience (<i>see 1.1 in Unit 1</i>) ✓ Speak to be heard, but not too loudly ✓ Speak at an appropriate pace ✓ Make eye contact ✓ Use a powerful posture and effective body language ✓ Avoid notes, or use cue cards with key phrases ✓ End with a clear message 				
Note that an appropriate dress code is required – business casual or business formal	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;">Dress code Dos</th> <th style="text-align: center;">Dress code Don’ts</th> </tr> </thead> <tbody> <tr> <td style="vertical-align: top;"> <ul style="list-style-type: none"> ○ trousers ○ skirts / dresses ○ button up shirts ○ blouses ○ polo shirts ○ jackets / vests ○ ties ○ nice boots ○ low heeled shoes ○ matching socks </td> <td style="vertical-align: top;"> <ul style="list-style-type: none"> ○ denim of any kind ○ short / too tight skirts ○ T-shirts of any kind ○ sandals ○ flip flops ○ bright colors (hot pink, etc) ○ low neck tops ○ large/gaudy jewellery ○ tennis shoes </td> </tr> </tbody> </table>	Dress code Dos	Dress code Don’ts	<ul style="list-style-type: none"> ○ trousers ○ skirts / dresses ○ button up shirts ○ blouses ○ polo shirts ○ jackets / vests ○ ties ○ nice boots ○ low heeled shoes ○ matching socks 	<ul style="list-style-type: none"> ○ denim of any kind ○ short / too tight skirts ○ T-shirts of any kind ○ sandals ○ flip flops ○ bright colors (hot pink, etc) ○ low neck tops ○ large/gaudy jewellery ○ tennis shoes
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Use positive body language	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;">Positive body language</th> <th style="text-align: center;">Negative body language</th> </tr> </thead> <tbody> <tr> <td style="vertical-align: top;"> <ul style="list-style-type: none"> ○ relaxed but straight posture ○ natural and friendly facial expressions ○ good eye contact ○ open hands ○ leaning forward ○ smiling and nodding </td> <td style="vertical-align: top;"> <ul style="list-style-type: none"> ○ slouching ○ lack of eye contact ○ looking at notes / looking at screen ○ back turned to the audience ○ fidgeting ○ defensive gestures ○ touching face / hair </td> </tr> </tbody> </table>	Positive body language	Negative body language	<ul style="list-style-type: none"> ○ relaxed but straight posture ○ natural and friendly facial expressions ○ good eye contact ○ open hands ○ leaning forward ○ smiling and nodding 	<ul style="list-style-type: none"> ○ slouching ○ lack of eye contact ○ looking at notes / looking at screen ○ back turned to the audience ○ fidgeting ○ defensive gestures ○ touching face / hair
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II. STRUCTURING A PRESENTATION

Presentations should have the following structure:



1. Lead-in

STAGES	EXAMPLES										
Greet and welcome the audience	<table border="1"> <thead> <tr> <th data-bbox="619 600 1007 640">More formal</th> <th data-bbox="1007 600 1398 640">Less formal</th> </tr> </thead> <tbody> <tr> <td data-bbox="619 640 1007 757"><i>Good morning / good afternoon, ladies and gentlemen.</i></td> <td data-bbox="1007 640 1398 757"><i>So/ Well/ Okay/ Right, let's get started. Hello / Hi, everyone. Morning, everyone.</i></td> </tr> <tr> <td data-bbox="619 757 1007 904"><i>(On behalf of ...) may I welcome you to ...</i></td> <td data-bbox="1007 757 1398 904"><i>Welcome to ...</i></td> </tr> <tr> <td data-bbox="619 904 1007 1052"><i>I am delighted that so many of you could make it today.</i></td> <td data-bbox="1007 904 1398 1052"><i>Thanks for coming. It's great to see you all here.</i></td> </tr> <tr> <td data-bbox="619 1052 1007 1169"><i>I hope you're comfortable and can hear me well.</i></td> <td data-bbox="1007 1052 1398 1169"><i>I hope you are doing fine.</i></td> </tr> </tbody> </table>	More formal	Less formal	<i>Good morning / good afternoon, ladies and gentlemen.</i>	<i>So/ Well/ Okay/ Right, let's get started. Hello / Hi, everyone. Morning, everyone.</i>	<i>(On behalf of ...) may I welcome you to ...</i>	<i>Welcome to ...</i>	<i>I am delighted that so many of you could make it today.</i>	<i>Thanks for coming. It's great to see you all here.</i>	<i>I hope you're comfortable and can hear me well.</i>	<i>I hope you are doing fine.</i>
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Introduce yourself	<table border="1"> <thead> <tr> <th data-bbox="619 1272 1007 1312">More formal</th> <th data-bbox="1007 1272 1398 1312">Less formal</th> </tr> </thead> <tbody> <tr> <td data-bbox="619 1312 1007 1460"><i>For those of you who don't know me, my name is Before I continue, let me introduce myself.</i></td> <td data-bbox="1007 1312 1398 1460"><i>I'm ... / My name is ...</i></td> </tr> <tr> <td data-bbox="619 1460 1007 1576"><i>I am responsible for ...</i></td> <td data-bbox="1007 1460 1398 1576"><i>I am in charge of ... As you probably know, I am head of ...</i></td> </tr> </tbody> </table>	More formal	Less formal	<i>For those of you who don't know me, my name is Before I continue, let me introduce myself.</i>	<i>I'm ... / My name is ...</i>	<i>I am responsible for ...</i>	<i>I am in charge of ... As you probably know, I am head of ...</i>				
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<i>I am responsible for ...</i>	<i>I am in charge of ... As you probably know, I am head of ...</i>										
Tell the audience the subject of the presentation	<table border="1"> <thead> <tr> <th data-bbox="619 1691 1007 1731">More formal</th> <th data-bbox="1007 1691 1398 1731">Less formal</th> </tr> </thead> <tbody> <tr> <td data-bbox="619 1731 1007 1848"><i>This morning I'd like to discuss ... / report on ... / present ...</i></td> <td data-bbox="1007 1731 1398 1848"><i>What I want to do this morning is to talk to you about ... / tell you about ...</i></td> </tr> <tr> <td data-bbox="619 1848 1007 1964"><i>The subject of the presentation is ...</i></td> <td data-bbox="1007 1848 1398 1964"><i>Today's topic is ...</i></td> </tr> </tbody> </table>	More formal	Less formal	<i>This morning I'd like to discuss ... / report on ... / present ...</i>	<i>What I want to do this morning is to talk to you about ... / tell you about ...</i>	<i>The subject of the presentation is ...</i>	<i>Today's topic is ...</i>				
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<i>The subject of the presentation is ...</i>	<i>Today's topic is ...</i>										

Introduce the main points and indicate the structure of your presentation

More formal	Less formal
<p><i>I've divided my presentation into three main parts: X, Y, and Z.</i></p> <p><i>In my presentation I'll focus on three major issues.</i></p> <p><i>Basically, my talk will focus on three areas.</i></p>	<p><i>I'll start off by outlining ... / explaining ...</i></p>
<p><i>Firstly, I'll give you an overview of...</i></p>	<p><i>First, I'm going to talk about...</i></p>
<p><i>Secondly, I'll highlight ...</i></p>	<p><i>Second, I'll be looking at ...</i></p>
<p><i>Finally, we'll discuss briefly ...</i></p> <p><i>And lastly, I'll offer some solutions ...</i></p>	<p><i>Then/ Next / After that/ And finally</i></p> <p><i>I'll go on to ...</i></p> <p><i>I'll show you...</i></p>

Creative examples of agenda (= a list of matters to be discussed):

(a) Using a map to segment your presentation:



(b) Using a metaphor to set the context:

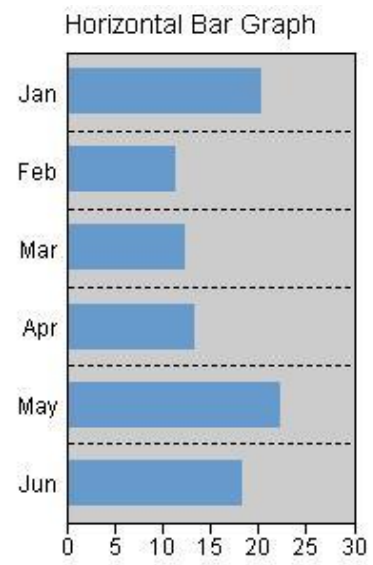
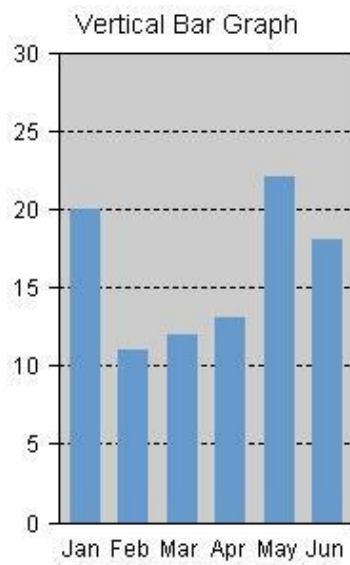


(c) Using colors:

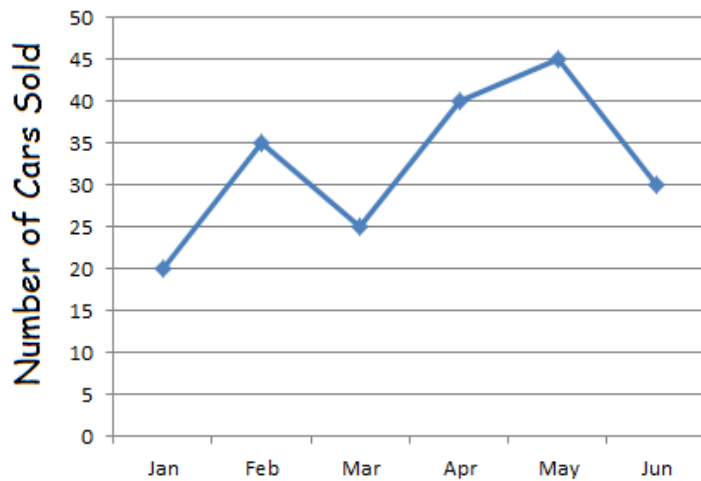


2. Main body

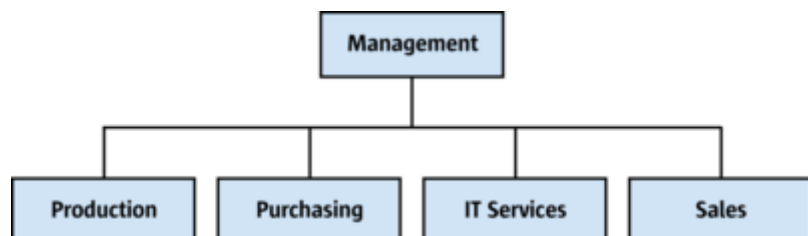
STRATEGIES	EXAMPLES																
<p>Draw the audience's attention to important information</p>	<p><i>I'd like to emphasize / stress / highlight the following point(s) ...</i> <i>I'd like to draw your attention to ...</i> <i>Let me point out that ...</i> <i>I'd like to focus your attention on ...</i> <i>I think you'll be surprised to see that ...</i> <i>What's really important here is ...</i> <i>Let's look more closely at ...</i> <i>I would like you to concentrate on this ...</i> <i>It is important to notice that ...</i></p>																
<p>Highlight the most important information in tables, charts, graphs, and maps</p>	<p>Table:</p> <table border="1" data-bbox="632 1585 1394 1895"> <thead> <tr> <th>ID</th> <th>Last name</th> <th>First name</th> <th>Hire date</th> </tr> </thead> <tbody> <tr> <td>SJ1129</td> <td>Jackson</td> <td>Stephen</td> <td>11-29-2007</td> </tr> <tr> <td>MR0504</td> <td>Reynolds</td> <td>Megan</td> <td>05-04-2010</td> </tr> <tr> <td>MA1215</td> <td>Acker</td> <td>Matthew</td> <td>12-15-2014</td> </tr> </tbody> </table> <p>Vertical and horizontal bar graph/chart:</p>	ID	Last name	First name	Hire date	SJ1129	Jackson	Stephen	11-29-2007	MR0504	Reynolds	Megan	05-04-2010	MA1215	Acker	Matthew	12-15-2014
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Line graph:

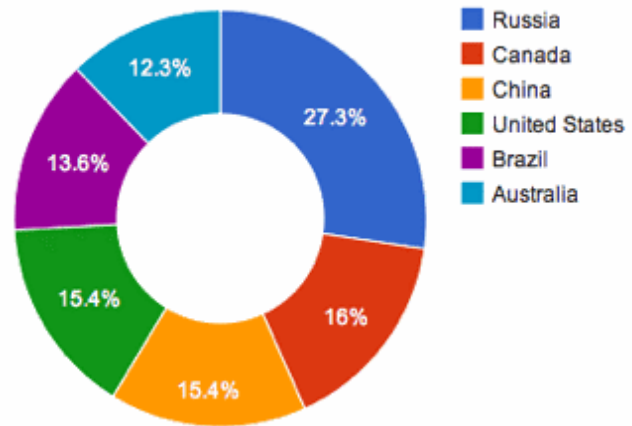


Organizational chart (organigram):

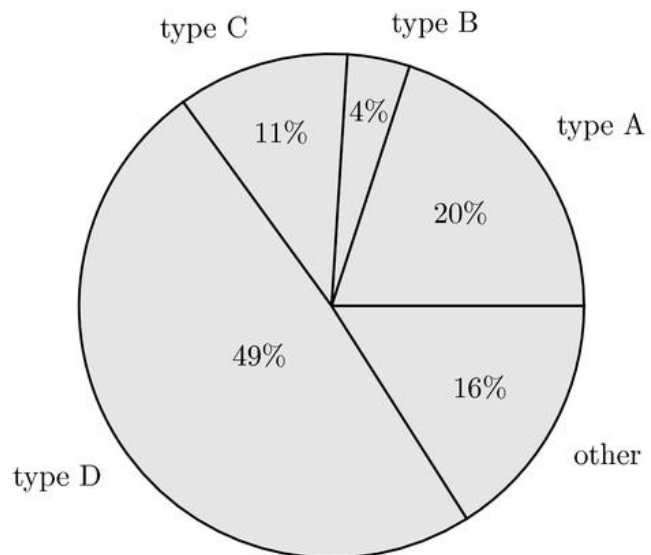


Doughnut chart:

Countries by Area



Pie chart:



Map:

Apple's headquarters is in Cupertino, California.



Do not put everything you

Typical (poorly designed) slide:

want to say onto your slide

REASONS TO ADD YOGA TO YOUR GYM

- *Americans spend \$5.7 billion a year on yoga classes and products, including equipment, clothing, vacations, and media*
- *6.9 percent of US adults, or 15.8 million people practice yoga*
- *Of current non-practitioners, nearly 8 percent, or 18.3 million Americans say they are very or extremely interested in yoga*
- *Yoga practitioners are a devoted consumer group, who support a thriving and vibrant market*

Text heavy slides are boring. Avoid wordy titles and multiple bullet points in full sentence form.

The four different points can be broken out into individual slides.

The speaker can focus on each of the points without reading ahead or confusing the audience.

Slide for point 1:

\$5.7 Billion Spent on Yoga



Organize the information


Here are a few options for organizing your information:

that you will be presenting	<ul style="list-style-type: none"> ○ Logical order ○ Chronological order ○ From general to specific ○ From known to unknown ○ From accepted to controversial ○ Cause / effect ○ Problem / solution
-----------------------------	---

3. Finish

STAGES	EXAMPLES
Signal	<p><i>So, that brings me to the end of my presentation.</i> <i>So, that completes the presentation.</i> <i>Well, that covers everything I want to say.</i> <i>As a final point, I'd like to ...</i> <i>Finally, I'd like to highlight ...</i></p>
Summary	<p><i>Let me summarize briefly what we've looked at...</i> <i>Right, let's sum up ...</i> <i>Finally, let me remind you of some of the issues we've covered...</i></p>
Conclusion	<p><i>In conclusion ...</i> <i>Let me conclude by saying...</i> <i>In conclusion, I'd like to leave you with the following idea ...</i> <i>I would like to conclude by emphasizing the fact that...</i> <i>I'd like to conclude by recommending ...</i> <i>We therefore (strongly) recommend that ...</i> <i>In my opinion, we should ...</i> <i>Based on the figures we have, I'm quite certain that ...</i></p> <p>Your conclusion will be effective if you quote a well-known person: <i>As ... once said, ...</i> <i>To quote a well-known businessman, ...</i> <i>To put it in the words of ...</i></p>
Closing remarks	<p><i>Thank you for your attention.</i> <i>If you have any questions, I'd be happy to answer them.</i> <i>I'm happy to answer any queries/ questions.</i> <i>If you would like me to elaborate on any point, please ask.</i> <i>Would you like to ask any questions?</i> <i>Any questions?</i></p>

III. INTRODUCING THE TOPIC

STAGES	EXAMPLES
Introduce the subject/title	<p><i>My presentation is going to focus on...</i> <i>The topic of my presentation is...</i> <i>I'm going to present the recent ...</i> <i>I am going to explain our position on ...</i> <i>I'd like to introduce ...</i> <i>I would like to describe ...</i> <i>In today's presentation I'm planning to...</i> <i>Today I would like to inform you about...</i> <i>This presentation is designed to give you some background of...</i> <i>Today I'll be showing you / reporting on ...</i> <i>Today I'd like to give you an overview of ...</i></p>
Where appropriate, use a quote to introduce a presentation topic	
Introduce the purpose	<p><i>The purpose / objective / aim of this presentation is to ...</i> <i>Our goal is to determine how / the best way to ...</i> <i>My objective is to ...</i> <i>I'd like to update you on / inform you about ...</i> <i>During the next few hours we'll be ...</i></p>
Say why your topic is relevant for your audience	<p><i>Today's topic is of particular interest to those of you who ...</i> <i>My talk is particularly relevant to those of us who ...</i> <i>My topic is / will be very important for you because ...</i> <i>By the end of this talk you will be familiar with ...</i></p>
Get started with the main part of the presentation	<p><i>Let me start with some general information on...</i> <i>Let me begin by explaining why/how...</i> <i>I'd like to give you some background information about...</i> <i>Before I start, does anyone know...?</i> <i>As you are all aware...</i> <i>I think everybody has heard about..., but hardly anyone knows a lot about it.</i></p>

IV. PRESENTING VISUALS EFFECTIVELY

"Your slides should be a billboard not a document!"
~ Lee Jackson

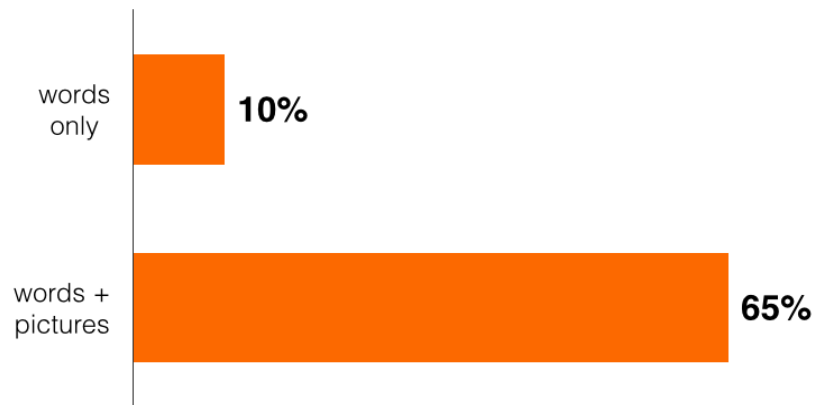
4 facts about visuals:

- ✓ Our eyes can register 36,000 visual messages per hour
- ✓ We can get the sense of a visual scene in less than 1/10 of a second
- ✓ 90 percent of information transmitted to the brain is visual
- ✓ Visuals are processed 60,000x faster in the brain than text

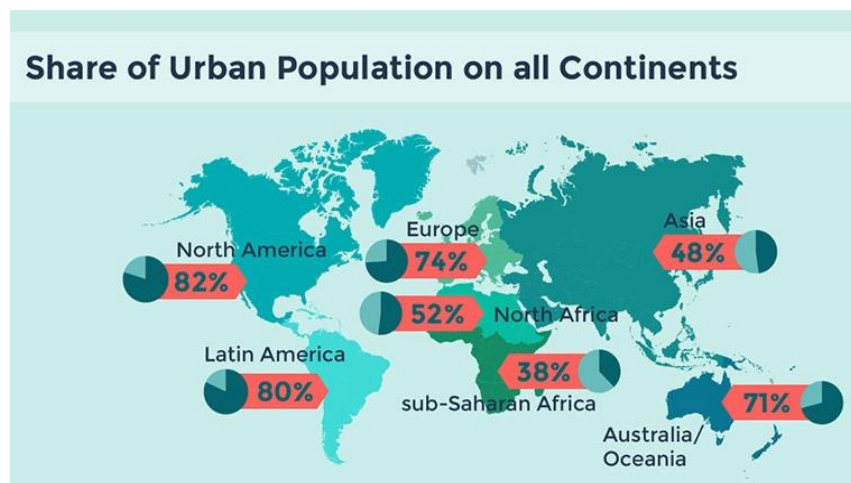
STAGES	EXAMPLES
<p>Prepare clear and easy visuals for the audience to follow</p>	<p>Your visual aids should meet the following criteria:</p> <ul style="list-style-type: none"> ○ Big. They should be legible for everyone, and should be "back row certified." ○ Clear. Your audience should "get it" the first time they see it. ○ Simple. They should serve to simplify the concepts they illustrate. ○ Consistent. They should reinforce continuity by using the same visual style.
<p>Use the visual stimulation of colors in fonts, backgrounds, tables, and graphs</p>	<p>Colors have relationships depending on their location on the color wheel:</p> <p>Primary colors: red, blue and yellow.</p> <p>Secondary colors: green, violet, and orange.</p> <p>Tertiary colors: red-orange, red-violet, blue-violet, blue-green, yellow-orange and yellow-green.</p> <p>Opposite colors are called complementary and they contrast, creating a dynamic effect.</p> <p>Analogous colors are located next to each other and promote harmony, continuity, and sense of unity.</p> <div style="text-align: center;"> </div>

One idea per slide is the most effective:

Information retention



Infographic images complement the text and are attractive to the audience:

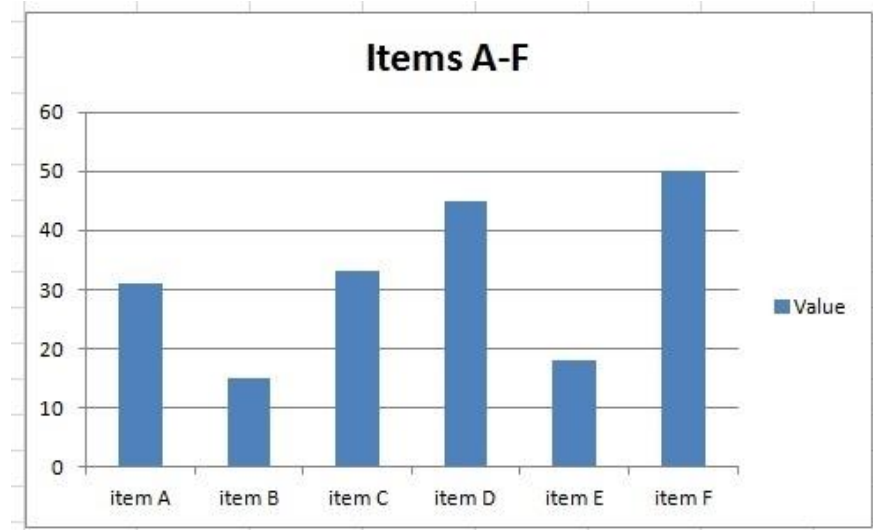


Where appropriate, humorous images have a place:

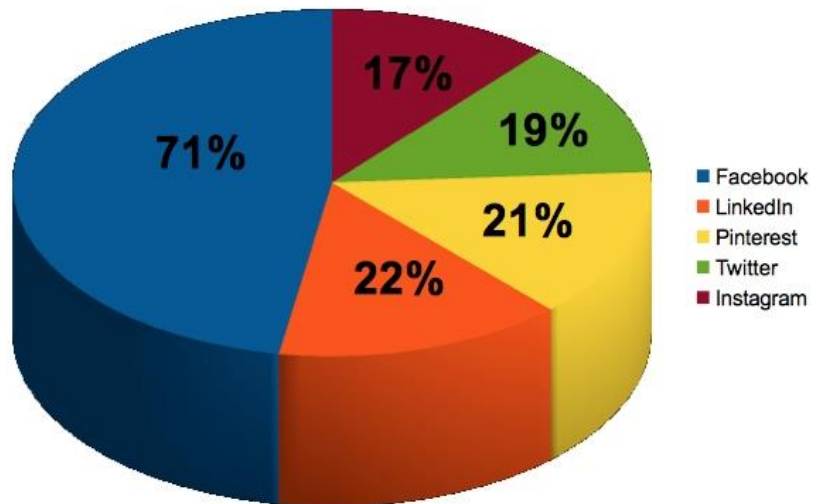


If you have complicated data to present, use charts, graphs, diagrams, etc

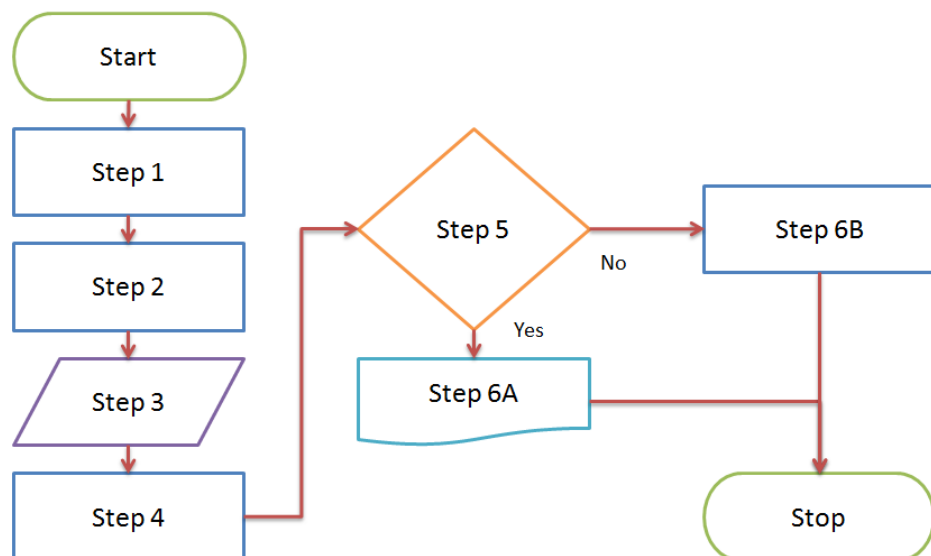
Bar charts are used to compare items:



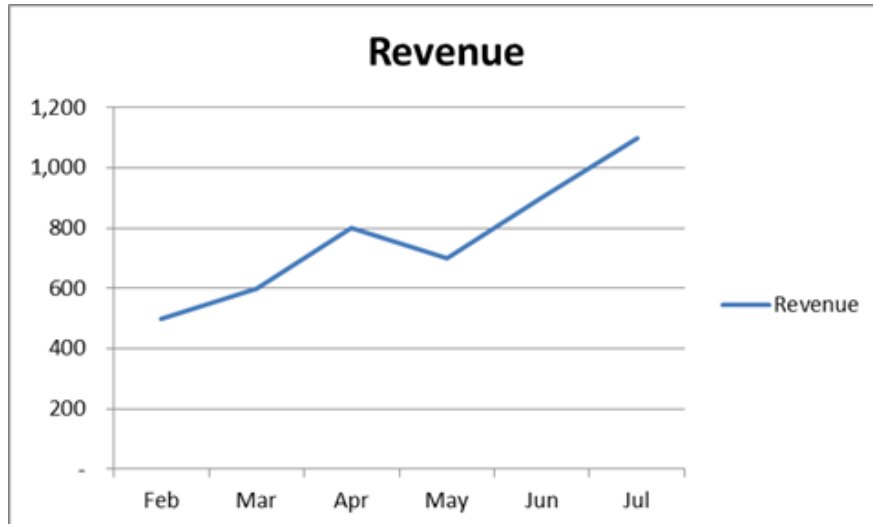
Pie charts emphasize proportions:



Flowcharts show process and connectedness:



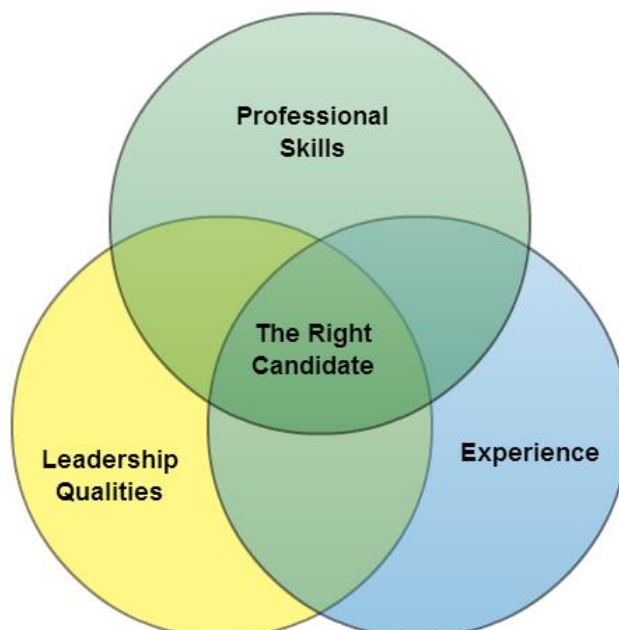
Line graphs show trends over time:



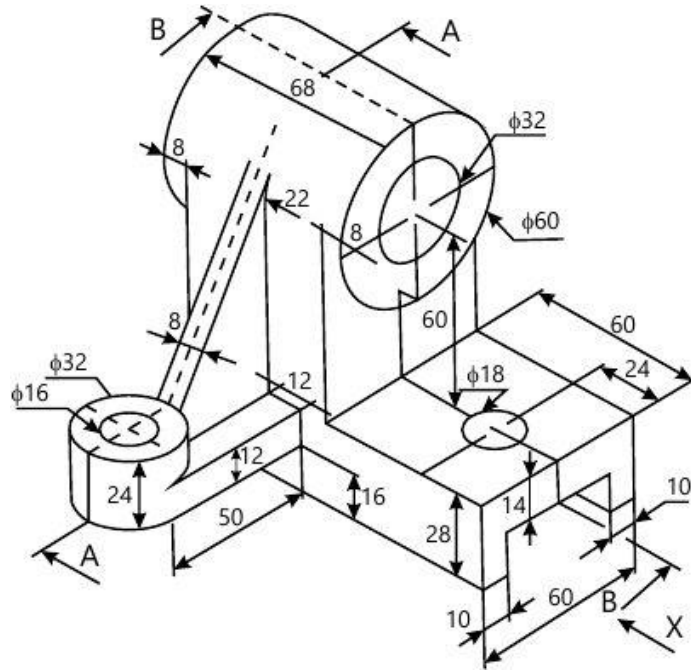
Tables are used to organize data that is too detailed or complicated to be described adequately in the text:

Vendor	2016Q4 Shipment Volume	2016Q4 Market Share	2015Q4 Shipment Volume	2015Q4 Market Share	Year-Over-Year Change
1. Samsung	877	32.8%	495	19.9%	77.2%
2. Apple	351	13.1%	310	12.5%	13.2%
3. OPPO	293	10.9%	140	5.6%	109.3%
4. Huawei	221	8.2%	220	8.9%	0.5%
5. ASUS	205	7.7%	489	19.7%	-58.1%
Others	729	27.3%	828	33.4%	-12.0%
Total	2,676	100.0%	2,482	100.0%	7.8%

Venn diagrams demonstrate the overlaps and differences between items:



Technical drawings are used to illustrate the design of products:



<p>Introduce visuals</p>	<p><i>Let's now look at the slide which shows ...</i> <i>To illustrate this, let's have a closer look at ...</i> <i>The chart on the following slide shows ...</i> <i>The problem is illustrated in the next bar chart ...</i> <i>According to this graph, ...</i> <i>Let's move on now and look at the figures in this table ...</i></p>
<p>Explain more complicated visuals</p>	<p><i>Let me quickly explain the graph ...</i> <i>You can see that different colors have been used to indicate ...</i> <i>The green dotted line represents ...</i> <i>Each line on the graph indicates ...</i> <i>The figures in this table show ...</i> <i>The biggest segment indicates ...</i> <i>You can see the test results in the ...</i> <i>This aspect of the problem is illustrated in ...</i></p>
<p>Highlight the most important information</p>	<p>Use a verb (<i>emphasize, highlight, stress, etc</i>): <i>I'd like to stress / highlight / emphasize the following point(s) ...</i> <i>I'd like to draw your attention to ...</i> <i>Let me point out that ...</i> <i>It is important to notice that ...</i> <i>I would like you to concentrate on ...</i> <i>Let's look more closely at ...</i> <i>I think you'll be surprised to see that ...</i></p> <p>Use what: <i>What is important here is ...</i> <i>What we should remember is that ...</i> <i>What we can't do is ...</i></p>

Use **rhetorical questions**:

*What conclusion can we draw from this?
So, where do we go from here?
Do we really want to miss this opportunity to...?
Why do I say that? Because ...
How are we going to deal with this?*

Use **contrast linkers**:

*Although ...
Despite ...
However ...
Nevertheless ...
On the one hand ..., on the other hand ...
Whereas ...
While ...
e. g.) **Although** the pound is weak against the euro due to Brexit, it remains strong against USD.*

***Whereas** knowledge can be acquired from books, skills must be learned through practice.*

***On the one hand**, English is considered and used as a lingua franca in international communication; **on the other hand**, there are so many varieties of English that one may wonder whether English will fragment into different forms.*

Use **adverb + adjective constructions**:

*Absolutely necessary
Absolutely safe
Completely useless
Completely wrong
Extremely important
Incredibly cheap
Surprisingly good
Totally unacceptable*

*e. g. Goals are not only **absolutely necessary** to motivate us.*

*It would be **completely wrong** to change our strategy at this point.*

*I think this fact is **extremely important**.*

Describe **results**:

*As a result ...
Consequently ...
Therefore ...
Thus ...
The unexpected drop was caused by ...*

V. INTERPRETING VISUALS

*"The brain does not pay attention to boring things."
~ Dr. John Medina*

STAGES	EXAMPLES																																		
<p>Numbers, especially long ones, are often difficult for the audience to understand. Try to say numbers slowly and clearly</p>	<table border="1" data-bbox="608 434 1425 1610"> <tbody> <tr> <td>375</td> <td><i>Three hundred <u>and</u> seventy-five</i></td> </tr> <tr> <td>2,860</td> <td><i>Two thousand eight hundred <u>and</u> sixty</i></td> </tr> <tr> <td>5,085</td> <td><i>Five thousand <u>and</u> eighty-five</i></td> </tr> <tr> <td>470,000</td> <td><i>Four hundred <u>and</u> seventy thousand</i></td> </tr> <tr> <td>3 m (3,000,000)</td> <td><i>Three million</i></td> </tr> <tr> <td>2.5 bn (2,500,000,000)</td> <td><i>Two point five billion</i></td> </tr> <tr> <td>1 ½</td> <td><i>One and a half</i></td> </tr> <tr> <td>1 ⅓</td> <td><i>One and a third</i></td> </tr> <tr> <td>1 ¼</td> <td><i>One and a quarter</i></td> </tr> <tr> <td>1 ¾</td> <td><i>One and three quarters</i></td> </tr> <tr> <td>7.25</td> <td><i>Seven <u>point</u> two five</i></td> </tr> <tr> <td>595 m²</td> <td><i>Five hundred and ninety-five square metres</i></td> </tr> <tr> <td>\$10,000</td> <td><i>Ten thousand dollars</i></td> </tr> <tr> <td>£25,000</td> <td><i>Twenty-five thousand pounds</i></td> </tr> <tr> <td>€7,000</td> <td><i>Seven thousand euros</i></td> </tr> <tr> <td>¥305,000</td> <td><i>Three hundred and five thousand yen</i></td> </tr> <tr> <td>50 percent</td> <td><i>Fifty percent More than 50 percent is the majority; less than 50 percent is the minority</i></td> </tr> </tbody> </table> <p><i>Note: There is no plural 's' after hundred, thousand, million and billion when they are part of a number. We use a <i>comma</i> in English to show thousands (50,000) and a <i>point</i> to show the decimal place (2.5).</i></p>	375	<i>Three hundred <u>and</u> seventy-five</i>	2,860	<i>Two thousand eight hundred <u>and</u> sixty</i>	5,085	<i>Five thousand <u>and</u> eighty-five</i>	470,000	<i>Four hundred <u>and</u> seventy thousand</i>	3 m (3,000,000)	<i>Three million</i>	2.5 bn (2,500,000,000)	<i>Two point five billion</i>	1 ½	<i>One and a half</i>	1 ⅓	<i>One and a third</i>	1 ¼	<i>One and a quarter</i>	1 ¾	<i>One and three quarters</i>	7.25	<i>Seven <u>point</u> two five</i>	595 m²	<i>Five hundred and ninety-five square metres</i>	\$10,000	<i>Ten thousand dollars</i>	£25,000	<i>Twenty-five thousand pounds</i>	€7,000	<i>Seven thousand euros</i>	¥305,000	<i>Three hundred and five thousand yen</i>	50 percent	<i>Fifty percent More than 50 percent is the majority; less than 50 percent is the minority</i>
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<p>If you give numbers, it is often better to use approximate figures as they are easier for the audience to understand and remember</p>	<p>Less: <i>just under, a little less than</i></p> <p>About the same: <i>about, approximately, approximately about, around, roughly, roughly about</i></p> <p>More: <i>just over, well over</i></p>																																		

	<p><i>e. g.)</i> Nearly 9,000 cases were examined in this study (8,769) Over a third of the respondents said they preferred instant coffee (34.5percent) Approximately half of all American citizens use supplements (159 m) Roughly half the cases were found in the past two years (4,250/9,000) More than 8 million people live in metropolitan New York (8,246,456) In 1851, the population of Great Britain and Ireland was numbered at 20,959,477 (a little less than a third of what it is today) (66, 522, 401)</p>																																										
<p>Use these verbs to describe movements or trends</p>	<p>Upward ↗:</p> <table border="1" data-bbox="699 712 1331 981"> <tr><td>to boom</td><td>to extend</td><td>to expand</td></tr> <tr><td>to gain</td><td>to go up</td><td>to grow</td></tr> <tr><td>to increase</td><td>to improve</td><td>to pick up</td></tr> <tr><td>to reach a peak</td><td colspan="2">to progress</td></tr> <tr><td>to rise</td><td colspan="2">to soar</td></tr> <tr><td>to jump</td><td colspan="2">to skyrocket</td></tr> </table> <p>Downward ↘:</p> <table border="1" data-bbox="691 1093 1339 1245"> <tr><td>to fall</td><td>to drop (off)</td><td>to plunge</td></tr> <tr><td>to plummet</td><td>to decline</td><td>to decrease</td></tr> <tr><td>to go down</td><td>to collapse</td><td>to slump</td></tr> </table> <p>No movement:</p> <table border="1" data-bbox="655 1339 1374 1415"> <tr><td>to remain stable</td><td>to stabilize</td><td>to stay constant</td></tr> </table> <p>Change of direction:</p> <table border="1" data-bbox="663 1509 1369 1697"> <tr><td>to flatten out</td><td>to level off/out</td><td>to fluctuate</td></tr> <tr><td colspan="3">to stop falling / rising</td></tr> <tr><td colspan="3">to stop falling and start rising</td></tr> <tr><td colspan="3">to stop rising and start falling</td></tr> </table>	to boom	to extend	to expand	to gain	to go up	to grow	to increase	to improve	to pick up	to reach a peak	to progress		to rise	to soar		to jump	to skyrocket		to fall	to drop (off)	to plunge	to plummet	to decline	to decrease	to go down	to collapse	to slump	to remain stable	to stabilize	to stay constant	to flatten out	to level off/out	to fluctuate	to stop falling / rising			to stop falling and start rising			to stop rising and start falling		
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<p>Use ADJECTIVE + NOUN and VERB + ADVERB combinations to sound more natural</p>	<p>ADJECTIVE + NOUN: <i>a sudden increase</i> <i>a moderate fall</i> <i>a gradual decline/rise</i> <i>a slight rise/increase</i> <i>a rapid growth</i> <i>a sharp jump</i> <i>a significant decrease</i> <i>a drastic decline</i></p>																																										

	<p><i>e. g.) There was a sudden increase in sales. In December we noticed a moderate fall in prices. Since then there has been a gradual decline in newspaper sales.</i></p> <p>VERB + ADVERB: to increase slightly to drop significantly/slightly to rise sharply to fall dramatically to decrease steadily</p> <p><i>e. g.) Sales increased slightly in August. The availability of consumer credit dropped significantly in the first quarter of 2018.</i></p>
Use the correct prepositions	<p><i>Profits rose to \$2.5 billion. Profits have gone down from €5million to €3.5 million. In 2016, China's car production increased by 3.5 percent. There has been a decrease in annual sales of £1.5 million. Last year profits stood at €10 million. In the first quarter, online sales averaged between £48,000 and £50,000. In November, sales fluctuated around the \$55,000 mark. In December, sales have jumped by nearly \$30 million to almost \$85 million.</i></p>
Use the correct tenses to describe trends	<ul style="list-style-type: none"> ○ Past Simple is used to talk about trends that happened in the past. Signal words and phrases refer to finished periods of time (<i>last year, in 2017, two years ago</i>). <i>e. g.) In October, the rate of unemployment rose to 6 million. Between 2015 and 2017 our export business almost doubled. Last year sales increased to €300 million.</i> ○ Present Perfect is used to talk about a trend or movement which started in the past but is not yet finished. Signal words are since (since April), this month/this quarter, over (over six month). <i>e. g.) The number of European investors has declined since 2015. (It is still declining...) The US economy has grown over the last two years. (It is still growing...)</i> ○ Present Continuous is used to talk about trends and changes that are happening now or around now. <i>e. g.) The UK economy is starting to pick up. The overall sales figures are going up.</i> ○ Future Simple is used to predict future trends. <i>e. g.) Sales will not improve in the near future due to the difficult economic climate.</i>

VI. STRATEGIES FOR A GOOD CONCLUSION

"Your speech is over when the audience stops listening, not when you stop speaking."
 ~ George Torok



STAGES	EXAMPLES
<p>Close your presentation powerfully</p>	<p>Use the strategies given in Unit II, Chapter 3.</p> <p>Make your conclusion more effective by using the following strategies:</p> <p>(1) Include a call to action (CTA) <i>To close I'd like to ask you to do one thing ...</i> <i>And finally, before you leave the conference today, please take two minutes to...</i> <i>So that's the plan. Now let's go ahead and put it into practice!</i> <i>Now it's your turn to make a real effort to achieve this goal!</i></p> <p>(2) End with a powerful / inspirational quote <i>I'd like to finish with powerful / interesting / wonderful / inspiring quote from ...</i> <i>e. g.</i></p> <div data-bbox="646 1270 1386 1420" style="border: 1px solid black; padding: 5px; margin: 10px 0;"> <p><i>"The pessimist sees difficulty in every opportunity. The optimist sees the opportunity in every difficulty."</i> ~ Winston Churchill</p> </div> <div data-bbox="646 1496 1386 1646" style="border: 1px solid black; padding: 5px; margin: 10px 0;"> <p><i>"People, who are crazy enough to think they can change the world, are the ones who do."</i> ~ Rob Siltanen</p> </div> <p><i>Note: Always match the quote or statistic to your topic</i></p> <p>(3) Add a surprising fact or statistic <i>And finally, let's finish up today's discussion with this surprising / useful / shocking / hopeful statistic ...</i> <i>e. g.</i> <i>Did you know that the capacity of the human brain is limitless? BUT ... did you always know that a person is likely to remember only 25 percent of a presentation after 24 hours?</i></p>

	<p>(4) Close with a story <i>Let me tell you a story that illustrates what I have been talking about ...</i> <i>This is something I heard recently that really moved me ...</i></p> <p>(5) Make the audience laugh Money joke:</p> <div style="border: 1px solid black; padding: 5px; margin: 10px 0;"> <p><i>A: Why did the bank manager quit his job?</i> <i>B: Because he lost interest.</i></p> </div> <p>Work joke:</p> <div style="border: 1px solid black; padding: 5px; margin: 10px 0;"> <p><i>The journalist asks, "How many employees are working in your company?"</i> <i>The manager replies, "Approximately half of them".</i></p> </div> <p>Office joke:</p> <div style="border: 1px solid black; padding: 5px; margin: 10px 0;"> <p><i>The height of bad luck...</i> <i>Your battery is at 2 percent and you see your boss upload pictures of himself and his family...</i> <i>Wanting to impress him, you quickly comment "cool pics" but auto correct changes it to "cool pigs". Just as your battery runs out.</i></p> </div> <p>Business joke:</p> <div style="border: 1px solid black; padding: 5px; margin: 10px 0;"> <p><i>What's the difference between an amateur thief and a professional thief?</i> <i>An amateur thief says, "Give me all your money!"</i> <i>A professional thief says, "Sign here please!"</i></p> </div>
<p>Use the "sandwich" technique</p>	<p>The "sandwich" strategy means that there is a connection between the beginning and the end of the talk: <i>Remember what I said at the beginning of my talk today?</i> <i>Let me just go back to the story I told you earlier...</i></p>
<p>Thank your audience</p>	<p><i>I sincerely appreciate your attention today / this morning/ this evening ...</i> <i>I'd like to thank you for your time and attention today.</i> <i>Thank you so much for your interest and attention.</i> <i>I sincerely appreciate that I've had this opportunity to present to you.</i> <i>Thank you for listening.</i></p>

VII. HANDLING A QUESTION AND ANSWER SESSION

"Who questions much, shall learn much, and retain much."
 – Francis Bacon

STAGES	EXAMPLES				
Decide when you would like your audience to ask you questions	<table border="1" data-bbox="450 486 1401 1160"> <thead> <tr> <th data-bbox="456 486 922 562">Before you begin...</th> <th data-bbox="928 486 1394 562">When you finish your presentation</th> </tr> </thead> <tbody> <tr> <td data-bbox="456 571 922 1151"> <ul style="list-style-type: none"> ○ <i>Feel free to interrupt me if you have any questions.</i> ○ <i>Don't hesitate to ask questions at any time during my talk.</i> ○ <i>I'll try to answer all of your questions after the presentation.</i> ○ <i>There will be time for questions after my presentation.</i> ○ <i>We will have about 3 minutes for questions during the question and answer period.</i> </td> <td data-bbox="928 571 1394 1151"> <ul style="list-style-type: none"> ○ <i>Now let's move on to some questions and answers.</i> ○ <i>If you have any questions, please don't hesitate to ask them.</i> ○ <i>And now I'd be happy to open up the discussion.</i> ○ <i>I would be interested to hear from you with your thoughts or questions.</i> ○ <i>If you would like to have some points clarified, please feel free.</i> </td> </tr> </tbody> </table>	Before you begin...	When you finish your presentation	<ul style="list-style-type: none"> ○ <i>Feel free to interrupt me if you have any questions.</i> ○ <i>Don't hesitate to ask questions at any time during my talk.</i> ○ <i>I'll try to answer all of your questions after the presentation.</i> ○ <i>There will be time for questions after my presentation.</i> ○ <i>We will have about 3 minutes for questions during the question and answer period.</i> 	<ul style="list-style-type: none"> ○ <i>Now let's move on to some questions and answers.</i> ○ <i>If you have any questions, please don't hesitate to ask them.</i> ○ <i>And now I'd be happy to open up the discussion.</i> ○ <i>I would be interested to hear from you with your thoughts or questions.</i> ○ <i>If you would like to have some points clarified, please feel free.</i>
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Anticipate possible questions	<p><i>What are the alternatives?</i> <i>What has to be done?</i> <i>What can go wrong?</i> <i>How long does it take?</i> <i>How much does it cost?</i> <i>Who will be responsible?</i></p>				
Handle questions using the following powerful techniques	<table border="1" data-bbox="450 1536 1401 1684"> <tr> <td data-bbox="456 1536 778 1684">Ask for repetition</td> <td data-bbox="785 1536 1394 1684"> <p><i>I'm sorry, I didn't hear. Could you repeat your question, please?</i> <i>I'm afraid, I didn't quite catch that.</i></p> </td> </tr> </table> <table border="1" data-bbox="450 1760 1401 2020"> <tr> <td data-bbox="456 1760 778 2020">Ask for clarification</td> <td data-bbox="785 1760 1394 2020"> <p><i>If I understood you correctly, you would like to know whether ...</i> <i>What was your question exactly?</i> <i>So, you asking me about...</i> <i>Are you asking me if... ?</i> <i>You are asking whether ...</i></p> </td> </tr> </table>	Ask for repetition	<p><i>I'm sorry, I didn't hear. Could you repeat your question, please?</i> <i>I'm afraid, I didn't quite catch that.</i></p>	Ask for clarification	<p><i>If I understood you correctly, you would like to know whether ...</i> <i>What was your question exactly?</i> <i>So, you asking me about...</i> <i>Are you asking me if... ?</i> <i>You are asking whether ...</i></p>
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Ask for clarification	<p><i>If I understood you correctly, you would like to know whether ...</i> <i>What was your question exactly?</i> <i>So, you asking me about...</i> <i>Are you asking me if... ?</i> <i>You are asking whether ...</i></p>				

	<table border="1"> <tr> <td data-bbox="450 226 778 376">Reformulate</td> <td data-bbox="778 226 1401 376"><i>If I could just rephrase your question, you'd like to know ... In other words, you would like to know...</i></td> </tr> <tr> <td data-bbox="450 454 778 719">Admit you don't know the answer</td> <td data-bbox="778 454 1401 719"><i>I am afraid I don't know the answer to your question, but I'll try to find out for you. Sorry, I don't know that off the top of my head. I am afraid I don't have this information. Sorry that's not my field.</i></td> </tr> <tr> <td data-bbox="450 797 778 947">Throw the question out to the audience</td> <td data-bbox="778 797 1401 947"><i>Would you like to run through this idea? Maybe someone here can help us?</i></td> </tr> <tr> <td data-bbox="450 1025 778 1211">Postpone questions</td> <td data-bbox="778 1025 1401 1211"><i>Perhaps we could go over this after the presentation. Would you like to set up a meeting to discuss that more fully?</i></td> </tr> <tr> <td data-bbox="450 1290 778 1554">Avoid giving an answer</td> <td data-bbox="778 1290 1401 1554"><i>I am afraid that's not really what we are discussing today. If you don't mind, could we discuss that on another occasion. Well, actually I'd prefer not to discuss that today.</i></td> </tr> <tr> <td data-bbox="450 1632 778 1783">Check that the questioner(s) is/are satisfied with your answer</td> <td data-bbox="778 1632 1401 1783"><i>Was this answer ok? If there are no more questions, I would like to finish.</i></td> </tr> </table>	Reformulate	<i>If I could just rephrase your question, you'd like to know ... In other words, you would like to know...</i>	Admit you don't know the answer	<i>I am afraid I don't know the answer to your question, but I'll try to find out for you. Sorry, I don't know that off the top of my head. I am afraid I don't have this information. Sorry that's not my field.</i>	Throw the question out to the audience	<i>Would you like to run through this idea? Maybe someone here can help us?</i>	Postpone questions	<i>Perhaps we could go over this after the presentation. Would you like to set up a meeting to discuss that more fully?</i>	Avoid giving an answer	<i>I am afraid that's not really what we are discussing today. If you don't mind, could we discuss that on another occasion. Well, actually I'd prefer not to discuss that today.</i>	Check that the questioner(s) is/are satisfied with your answer	<i>Was this answer ok? If there are no more questions, I would like to finish.</i>
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Throw the question out to the audience	<i>Would you like to run through this idea? Maybe someone here can help us?</i>												
Postpone questions	<i>Perhaps we could go over this after the presentation. Would you like to set up a meeting to discuss that more fully?</i>												
Avoid giving an answer	<i>I am afraid that's not really what we are discussing today. If you don't mind, could we discuss that on another occasion. Well, actually I'd prefer not to discuss that today.</i>												
Check that the questioner(s) is/are satisfied with your answer	<i>Was this answer ok? If there are no more questions, I would like to finish.</i>												
Provide next steps or contact information	<i>If you would like more information, here is a list of useful resources / websites. Please feel free to contact me at [include contact info]. Here is a list for further reading on this topic.</i>												

APPENDIX
DOS AND DON'TS OF PRESENTING

Dos	<ul style="list-style-type: none"> ○ Tailor your presentation to your audience ○ Create a structure ○ Organize your information clearly ○ Minimize the word count on slides (no more than 10 words on each slide) ○ Include visuals (minimal text, more images) ○ Use simple charts and graphs to display your findings ○ Always cite the source of data ○ Ensure design consistency ○ Use slides as signposts only ○ Use cue cards ○ Rehearse your presentation several times ○ Use props, handouts and videos to make your presentation more exciting ○ Use body language to engage your audience ○ Observe the specified time limit
Don'ts	<ul style="list-style-type: none"> ○ Forget to practice ○ Read directly from the slides or your presentation handouts ○ Memorize your speech ○ Use complete sentences in your slides ○ Overload slides with text ○ Use hard-to-read color combinations ○ Overuse effects, transitions and animation ○ Flip through slides too quickly ○ Show your nerves ○ Use empty words, such as <i>um, uh, like you know</i> ○ Forget to interact with your audience ○ Confuse the value of your subject with the linguistic quality of your presentation ○ Exceed the allotted time ○ End abruptly ○ Forget to prepare for questions

HOW TO EFFECTIVELY REFERENCE AND CITE INFORMATION

Referencing requires you to acknowledge your sources in two places:

- In the main body of your text through citation
- In the list of references at the end of your work

CITING BOOKS:

IN-TEXT CITATIONS

One author: *Phillips (2016) argues ...*

Three authors: *Daly, Speedy and Jackson (2006) describe a new ...*

Four or more authors: *Russell et al. (2005) provide evidence that ...*

Several sources cited together: *There has been much debate about this issue (Fleming 2002, Smythe and Herbert 2005, McGregor et al. 2007).*

By title: *In A Dictionary of Law (2003)...*

Citing quotations: *According to feminist researchers Raitt and Tate (1997), "It is no longer true to claim that women's responses to the war have been ignored" (p. 2).*

EXAMPLES OF REFERENCES

One author: Brown, C. W. (2008). *Soul Survivor*. Salt Lake City, Amazon Publishers.

Two authors: Johnson, D. W. and Johnson, F. P. (1994). *Joining together: group theory and group skills*. Boston, Allyn and Bacon.

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CITING NEWSPAPER ARTICLES:

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One author: Allen, K. (2006). Knowledge and power. *The Guardian*, 22 June, 26.

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CITING WEBSITES:

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USEFUL CONSIDERATIONS

- Make sure that your PowerPoint is in a compatible format, depending on the computer
- Have your presentation on a backup USB stick in case of any technical issues, and email yourself a copy as well
- Check what room you will be presenting in and whether that room has all the right equipment you will need
- Find out who your audience will be and whether there will be a whole room full of people, or you will just present to a few people
- Plan what to wear the night before. Opt for an outfit that looks professional but will also make you feel confident
- Print out any handouts in advance

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Видавець та виготувач:
ФОП Осадца Ю.В
м. Тернопіль, вул. Винниченка, 9/7
тел. (0352) 40-08-12, (0352) 40-00-63, (097) 988-53-23
Свідоцтво про внесення суб'єкта видавничої справи до державного реєстру видавців, виготівників і розповсюджувачів видавничої продукції серія ТР № 46 від 07 березня 2013 р.