

UNIT 2. Задания к блоку: Академический английский для устной коммуникации

Presentation. Graphs and charts.

Structure of a presentation

Before the presentation

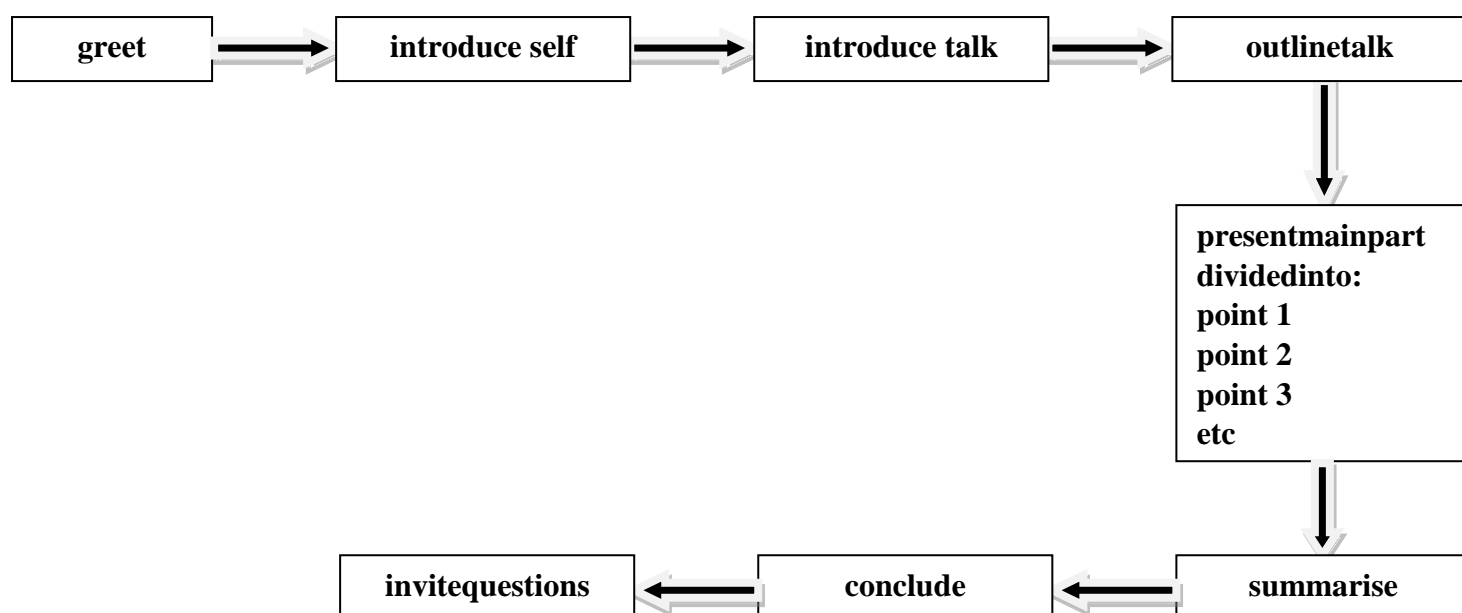
1. define the audience (who are they? What do they expect from you?)
2. clarify the objectives (to inform, to persuade, to welcome, etc.)
3. plan the content
4. design suitable visual aids (not too many, make them attractive and clear)

During the presentation

1. follow a clear structure : introduction, main part, summary and conclusion
2. use natural spoken language
3. keep eye contact with audience
4. use visuals to support and summarize what you say

The presentation will be much clearer to an audience if the structure is clearly signaled.

The following chart shows the classic presentation.



Useful language

Introducing yourself

Good morning everyone.

Let me introduce myself. My name is...

I'm a specialist in ...

Structuring the presentation

I'm going to divide my talk into four parts.

First I'll give you ...; after that...; finally...

Inviting questions

If you have any questions, don't hesitate to ask.

I'll be glad to answer any questions (at the end of my talk).

Giving background information

I'll give you some background information.

Let's start with the background.

Referring to the audience's knowledge

As you know...

As you are aware ...

Changing the topic

Right, let's now move on to ...

OK, I'll now look at...

Concluding

To sum up...

So to summarize ...

Referring to visuals

If you look at the graph ...

Could I draw your attention to the chart? If you take a look at the first year, you'll see...

Ending

Thanks very much. Any questions?

Well, that's all I have to say.

Thank you for listening.

Linking ideas

Sequencing

firstly... secondly...

Then... next... finally

let's start with...

let's move/go on to...

now we come to...

that brings us to...

let's leave that...

that covers...

let's get back to...

Giving reasons/causes

therefore

so

as a result

that's why

Contrasting

but

however

Comparing

similarly

in the same way

Contradicting

in fact

actually

Summarizing

to sum up

in brief

in short

Concluding

in conclusion

to conclude

Highlighting

in particular

especially

Digressing

by the way

in passing

Giving examples

for example

for instance

such as

Generalizing

Usually generally as a rule

Exercise 1. Read the article.

The key is preparation. So the first step is to find out who you're going to be presenting to. Now you need to do this on two levels. Firstly, how much does the audience know about the subject? Are they experts or do they know very little? Secondly, are you presenting to a group from the same or from different countries? And adjust your language so that everybody can understand. If possible, visit the room where you'll be giving the presentation beforehand and organize it precisely to your own requirements. Check you're familiar with the equipment, re-arrange the seating, and try to make yourself feel comfortable and relaxed in it. So once you know who you're presenting to and where, you're ready to start preparing what exactly you're going to say. OK? So, stage 1 is the opening – that all-important first few moments that can make or break the presentation. Then stage 2, a brief introduction about the subject of your talk. Then stage 3, the main body of the presentation. And 4, the conclusion, which should include a summary of your talk and your final opinion or recommendations. Finally, the question and answer session. Now the most important stage is the opening minute or so and I'd suggest that people memorize it exactly as if they were actors. Write down the opening with all the pauses and the stress clearly marked and then record it, listen to it, and practice it again and again. This is so important because if it's properly done, you not only get the audience's attention immediately, but you feel confident during what can be the most frightening part of the presentation. After that, you can start using your notes. So the first step is to write those notes. Write the whole presentation out just like an essay. Then select the key points. But read full version over and over again until it's imprinted on your mind. The next step is to buy some small white postcards and write no more than one or two of the key points or key phrases onto each one. Now visual aids, like overhead transparencies, are very important of course. But most people put far too much information on them. Don't – because it's difficult to read and it bores the audience. Limit yourself to a maximum of five points on each. Remember to turn off the projector when you're not actually using it. And don't talk to the machine or the transparency, which again, lots of people do. Face the audience at all times. Finally, remember that it's not just what you say. How you say it is just as important. Quite unlike meetings and negotiations, a good presentation is very much a performance.

Exercise 2.

Below you will see extracts from a presentation. You must complete each blank with a word or phrase from the list below. Use each item from the list once only.

- a)** Purpose
- b)** To sum up
- c)** As you know
- d)** Next
- e)** Draw your attention
- i)** First of all
- j)** Priorities
- k)** On the contrary
- i)** At such short notice
- m)** As a whole
- f)** In other words
- g)** As far as
- h)** May I begin
- n)** Finally
- o)** Up to date
- p)** On the other hand

(1) _____ by welcoming you all, especially as this meeting has had to be called
(2) _____.

(3) _____ our latest project has been the target of intense speculation in the media during the last few days, and the (4) _____ of this presentation is to bring you (5) _____ on what has been happening.

(6) _____ I'd like to refresh your memories as to the background to the project. (7) _____ I'll give you a broad outline of what we've achieved so far. (8) _____ try to give an indication of what our (9) _____ will be over the next few moments. If I can (10) _____ the month of July, you will notice that here was an unexpected fall in overseas sales. (11) _____ domestic sales are concerned; you can see that growth has been sustained. If we look at the figures for Europe (12) _____ and Germany in particular, we can see some quite encouraging trends. We don't fear competition. (13) _____ we welcome it. We could open a branch there. (14) _____, we may be better advised to look for a good agent to represent us. This is a time when we must consider our options carefully. (15) _____ we should not rush into making any decisions. So, (16)

_____ then, don't believe everything the media tells you. We've had a few problems but the future looks bright.

Key:					
<i>1-h</i>	<i>4-a</i>	<i>7-d</i>	<i>10-e</i>	<i>13-k</i>	
<i>2-l</i>	<i>5-o</i>	<i>8-n</i>	<i>11-g</i>	<i>14-f</i>	<i>16-b</i>
<i>3-c</i>	<i>6-i</i>	<i>9-j</i>	<i>12-m</i>	<i>15-p</i>	

Exercise 3.

Introductions can become repetitive. It's important to have a choice of words and expressions at your fingertips.

Use one of the following expressions to replace each of the expressions in italics in this introduction.

- a) don't hesitate b) a chance c) I take care
d) I'm delighted e) Sections f) go through
g) in more depth h) my purpose is i) divide

Good morning, ladies and gentlemen.(1) *It's pleasure* to be with you today. My name's Gordon Matthews and (2) *I'm in charge* of corporate finance at our headquarters here in Brussels. (3) *We are here today* to (4) *review* some key figures and to outline financial strategy over the next five years. So what I intend to do is to (5) *break down* this presentation into three parts : first, the financial review; second, the options facing us; and finally, the strategy I propose. If you have any questions, please (6) *feel free* to interrupt me, but I should also say there'll bean (7) *opportunity* to discuss issues (8) *at greater length* after my talk.

Answers:
1. d
2. c
3. h
4. f
5. i

6. a
7. b
8. g

Useful language

Saying numbers

Years

1984 *nineteen eighty four*

pounds fifteen

2001 *two thousand and one*

dollars eighty

Currencies

£3.15 *three*

\$7.80 *seven*

€250 *two*

hundred and fifty euros

Decimals

16.5 *sixteen point five*

17.38% *seventeen point three eight percent*

0.185 *(nought /zero) point one eight five*

Bigger numbers

3560 *three thousand five hundred / **and** sixty (BrE)*
sixty (AmE)

598.347 *five hundred /**and** ninety- eight thousand, three hundred **and***
forty seven (BrE)

ninety-eight thousand, three hundred forty-
seven (AmE)

1.300.402 *one ,illion three hundred thousand, four hundred / **and** two*
(BrE)

Two (AmE)

1m *one/ a million (1.000.000)*

3bn *three billion (3000.000.000)*

\$7.5 bn *seven point five billion dollars*

£478m *four hundred |**and** seventy eight million pounds (BrE)*
seventy eight million pounds (AmE)

Language review

We can describe trends in English in different ways. For example:

1 Verbs of change Profits are *falling*

Unemployment is *rising* in many areas.

2 Prepositions

Our business grew *by* 10% last year

Sales grew *to* \$5.8 million.

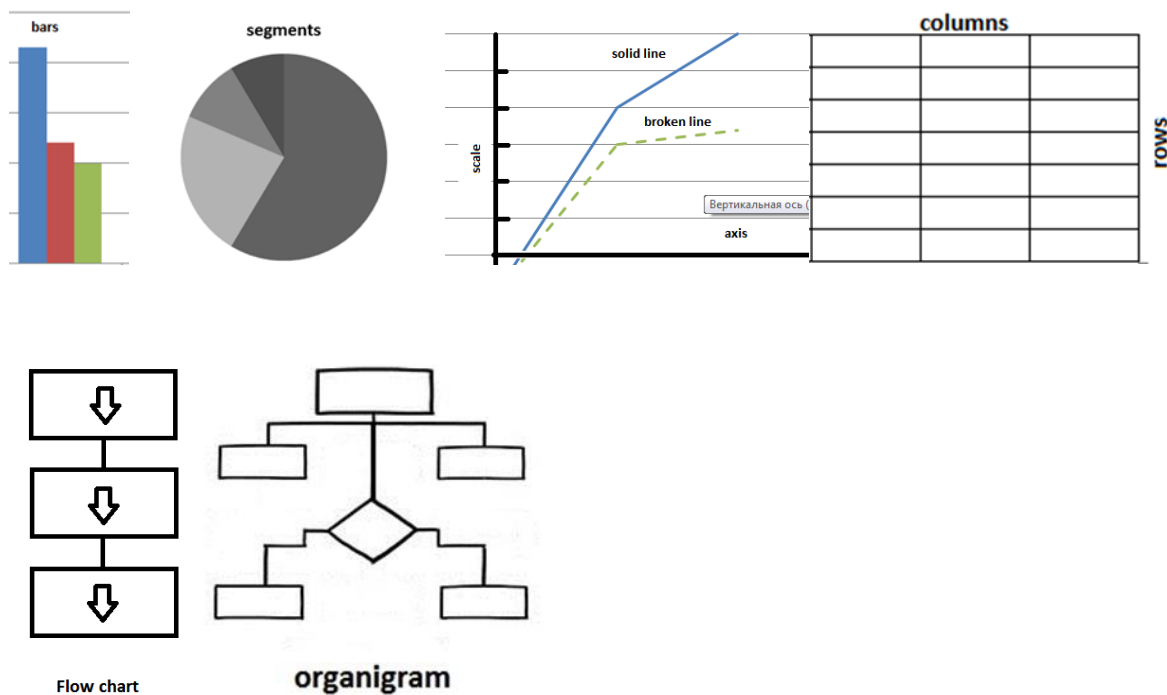
3 Different tenses In recent months our profits *have risen* dramatically.

In January we *were making* a loss.

We've *been going through* a difficult period.

Using visual supports

It is very important to use different tables and graphs while the presentations. Here are some examples of them:



Now pay attention to some recommendations on:

❖ Design

Don't use visuals to repeat what you can say with words.

Don't overcrowd visuals with too much information.

Use visuals to support or summarize what you say.

Only use keywords, not lines of text.

Think about which kind of visual is right for you (graph/table/picture/words, etc.).

Use color (but not too much).

❖ *Use*

Don't use too many visuals.

Don't read from the visual.

Make sure the audience understands the visual.

Use a pointer and/or masking techniques where appropriate.

Face the audience as much as possible.

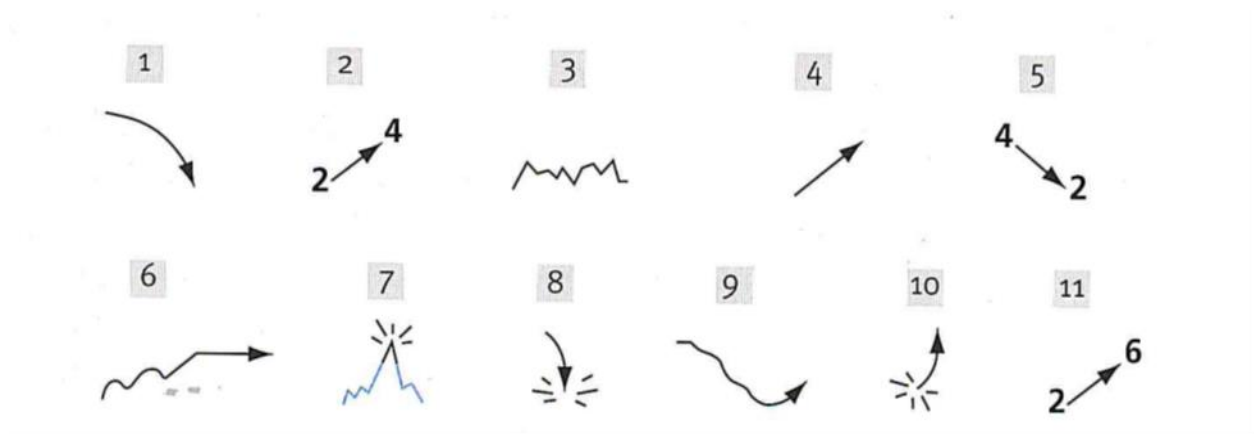
Don't block the audience's view.

Remember that your visuals should help you communicate your message.

They should not distract your audience's attention from what you say

Exercise 4.

What kind of movement do the verbs below describe? Match them to the symbols. (Use some symbols more than once.)



a)decline

b)double

c)decrease

d)gain

e)fall

f)fluctuate

g)drop

h)halve

i)improve

j)increase

k)level off

l)peak

m)rocket

n)triple

o)rise

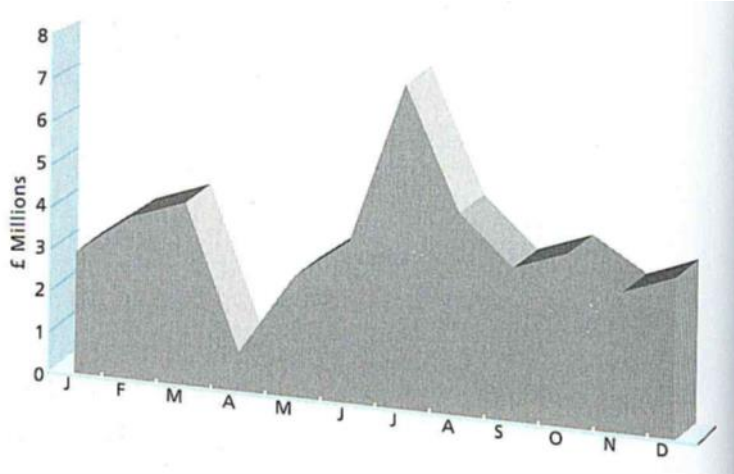
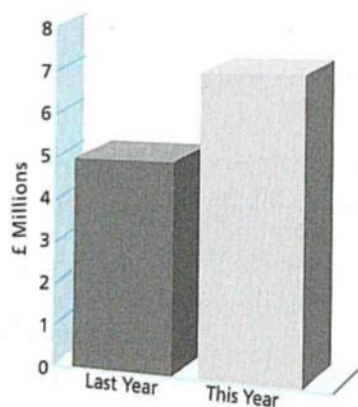
p)recover

Key:			
1 a	4 j	7 l	10 m
2 b	5 h	8 g	11 n
3 f	6 q	9 i	

Exercise 5.

Complete these sentences about the graphs below with appropriate prepositions: from, to, by, in, at, of

1. Sales have increased _____¹ £5m _____² £7m. (A)
2. Sales have increased _____³ £2m. (A)
3. There has been an increase _____⁴ £2m in our sales. (A)
4. Sales now stand _____⁵ £7 million. (B)
5. Sales reached a peak _____⁶ £7 million in July. (B)



Answers:

1-from	3-by
2-to	4 -in
5-at	6-of

Exercise 6.

Here is some advice for giving a presentation. Choose verbs from the box below to fill the gaps, as in the examples.

a)use	c)look	e). Don't write	g)Don't	i)Don't answer
b)ask	d)Don't	f)check	speak	j)prepare
	read		h)pause	

Secrets of a successful presentation

-¹.....your presentation in advance.² everything you want to say – just the main points.
-³ at your audience.⁴ your notes all the time.
-⁵ visual information to illustrate your presentation, and⁶ that everybody can read it.

-⁷ too quickly.⁸ every two minutes to give people time to think about what you're saying.
-⁹ your audience to wait until the end to ask questions.¹⁰ questions immediately.

Key:	
1 j	5 a
2 e	6 f
3 c	7 g
4 d	8 h
9 b	10 i

Exercise 7.

Match the diplomatic phrases on the left with their real, more direct, meanings on the right.

1 Of course, but we can come back to that later?	a It's not a wonderful idea, but it's a possibility.
2 Can we move on to point two?	b It's not a priority right now.
3 Well, Billie, it's been done before, but I guess we could do that. Why not?	c It's a bad idea.
4 I'm sorry?	d I don't want to waste more time on this.
5 I'm not sure that's a direction we really want to go in.	e I know we disagree about this.
6 That's more the kind of thing I had in mind.	f Big Jack's is old-fashioned.
7 I think you feel strongly about this?	g What are you talking about?
8 Things have changed since Big Jack's time.	h It's not exactly what I wanted, but better than your previous ideas.
9. This is all very interesting, but...	i I've decided, whether you like it or not.
10. I trust you'll agree.	j This isn't relevant.

Key:				
1- b	3- a	5-c	7-e	9-j
2- e	4- f	6-h	8-f	10-i

<i>d</i>	<i>g</i>			
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Exercise 8.

The items on the left are extracts from a presentation. Match each one with a sentence on the right which means the same.

<p>A. OK, let's start with the history.</p> <p>B. Anyway, I'll leave the history there.</p> <p>C. So, let's turn now to a brief overview of our main</p> <p>D. By the way, you may have seen the story in the news.</p> <p>E. Anyway, let me get back to what I was saying about new markets.</p> <p>F. And that brings me to the final part of this short introduction.</p> <p>G. So, before I go on, are there any questions?</p>	<p>1. In passing, let me tell you about a press report.</p> <p>2. So, we come to the last part of my introduction.</p> <p>3. To start with the history then.</p> <p>4. That covers the history.</p> <p>5. To come back to the point I was making.</p> <p>6. Let's stop here and see if there are any questions.</p> <p>7. So we can go on to a survey of our principal markets.</p>
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Answers:
1. d
2. f
3. a
4. b
5. e

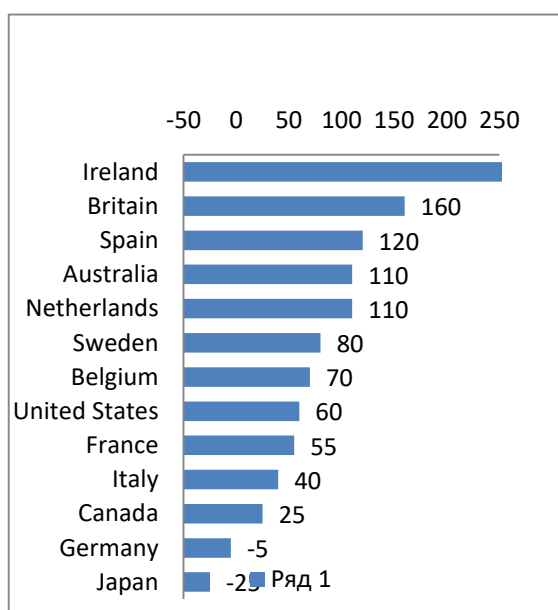
6. g
7. c

Exercise 9. Look at the chart and complete the text with the the following verbs. Use each verb once only.

a)have been	b)have dropped	c)have risen
d)have doubled	e)have grown	f)have fallen

Celtic swing

House prices, % change 1995-2003 Q3



Sources: Bulwien; ESRI; Japan Real Estate Institute; Ministerio de Fomento; Nationwide Building Society; NVM; Nomisma; OFHEO; Stadim; government statistics

In the last 20 years, house prices in many countries ¹ _____ faster than ever before.

In Ireland, house prices ² _____ by more than 250 per cent. In Australia, the Netherlands and Spain, prices ³ _____. However, in Germany and Japan,

prices ⁴ _____. Japanese house prices ⁵ _____ the most changeable.
After huge increases during the 1980s, they ⁶ _____ every year in the last 12
years.

Key:	
1-e	4-b
2-c	5-a
3-d	6-f