

English for Business

Chapter 11

Contextual Professional Speaking: Presentations

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Contextual Professional Speaking: Presentations

1. Starting, Signalling and Closing
2. Using Visual Aids
3. Non-verbal Communication and Handling Questions

Starting, Signalling and Closing

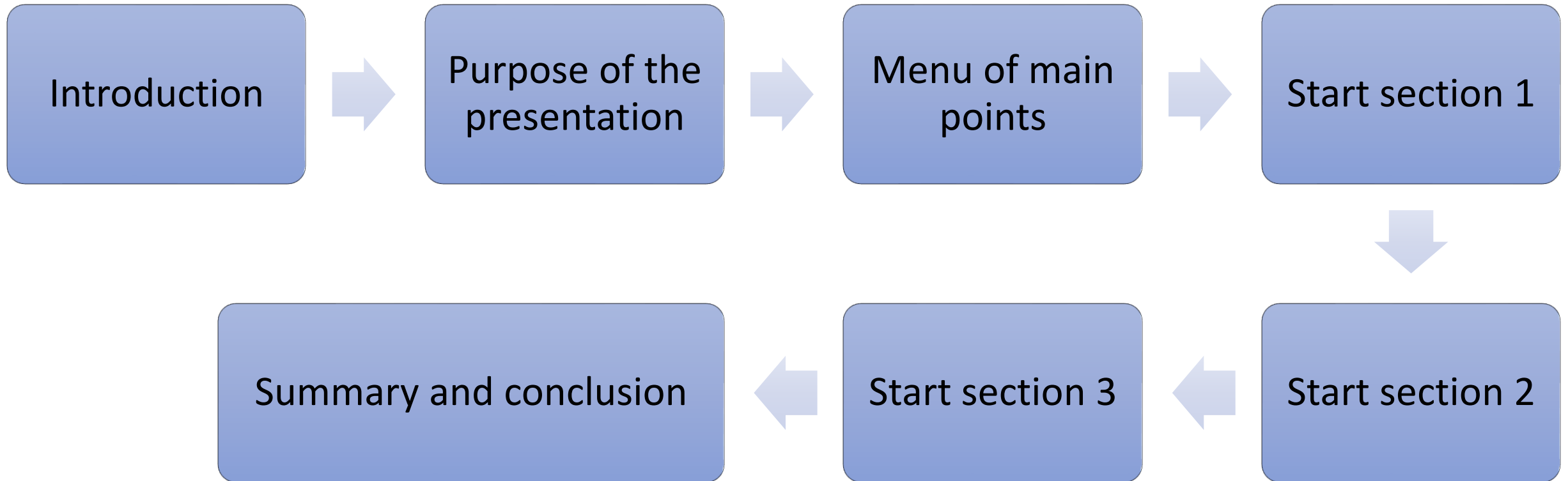
1. Identify what makes a good presentation
2. Identify the structure of an English presentation
3. Use some expressions to open a presentation
4. Use some expressions to signal the different parts in a talk
5. Use some expressions to close a presentation.

What makes a good presentation?

1. involve the audience in which you are supposed to establish clear objectives at the introduction and create interest and promote involvement,
2. be clearly structured and link the different section together,
3. involve the use of visual aids effectively,
4. employ appropriate non verbal language: gesture, facial expression, eye contact,
5. involve effective use of voice: volume, rhythm, pauses, intonation, and
6. be prepared thoroughly.

(Dignen, 1999)

Structure of a short presentation



Open the Presentation

| No | Functions | Expressions |
|----|--|---|
| 1 | Greetings | Good morning/afternoon/evening (to you all) |
| 2 | Addressing | Ladies and gentlemen Everyone/Everybody Dear Colleagues/ Professors |
| 3 | Self Introduction (and/or affiliation/position/department) | Let me introduce myself, my name is ... Allow me to introduce myself, my name is ... I am from ... I represent ... |
| 4 | Opening remarks | It's good to be here (today) It's a (great) pleasure to be here (today) I'm glad to be here (today) I'm honored to speak in front of you all |

Open the Presentation

| No | Functions | Expressions |
|----|-----------------------------------|---|
| 5 | Starting | The title of my presentation is ... My topic today is .. Today, I'd like to discuss/talk about ... |
| | a. Starting with question/problem | Have you ever wondered why ...? Did you know that ...? How many people here today ever ...? How would you ...? |
| | b. Starting with a story/ jokes | Would you like to hear a story/ jokes? Let me start by telling you a story/ joke? |
| | c. Starting with facts/ opinion | According to the latest research ... Statistic shows that ... I've you read somewhere the other day that ... |
| 6 | Planning | I have decided my talk into ... |
| | | The first point of my talk is ... |
| | | My second point is ... |

Using Signaling

| No | Function | Expression |
|----|------------------------------|--|
| 1 | Sequencing ideas | Firstly/ secondly/ thirdly/ next ... |
| 2 | Opening a new section | Let's now look at the ... Let me now turn to ... Let's move on to ... The next point is .. |
| 3 | Exploring a list of things | Concerning ... Regarding ... In relation to ... |
| 4 | Adding ideas | In addition to this ... Moreover ... Therefore .../ so ... Despite/ however ... |
| 5 | Highlighting and emphasizing | I'd like to focus on ... I'd like to emphasize/ stress ... This is very, very difficult problem We need to do something. It does seem like ... |

Quick Tips on Fixing Presentations

Preparation:

1. Build a story
2. Keep it relevant
3. Cut your intro
4. Begin with an eye-opener
5. Keep it short and sweet
6. Use facts, not generalities
7. Customize for every audience
8. Simplify your graphics
9. Keep backgrounds in the background
10. Use readable fonts
11. Don't get too fancy

Quick Tips on Fixing Presentations

Presentation

1. Check your equipment ... in advance
2. Speak to the audience
3. Never read from slides
4. Don't skip around
5. Leave humor to the professionals
6. Avoid obvious wormholes
7. Skip the jargon
8. Make it timely
9. Prepare some questions
10. Have a separate handout

Closing a Presentation

Signaling the end



Summarizing



Concluding



Closing



Inviting Questions

Closing a Presentation

| No | Function | Expression |
|----|--------------------|---|
| 1 | Signaling the end | OK, that brings me to the end of my talk/ presentation. This is the end of my talk/presentation. So, that's all I have to say ... I come to the end of my talk/ presentation ... |
| 2 | Summarizing | To sum up... In brief ... Before I stop, let me just ... If I can briefly summarize ... |
| 3 | Concluding | To conclude, I'd like to say ... I'd like to finish by saying ... In conclusion ... |
| 4 | Closing | Thank you for your attention. Thank you for listening attentively. |
| 5 | Inviting questions | That brings me to the end my presentation, should you have any question, I'd be glad to answer it |

Using Visual Aids

1. Identify the function of a visual aid in a presentation
2. Identify what a good visual aid is
3. Use the expressions to use a visual aid

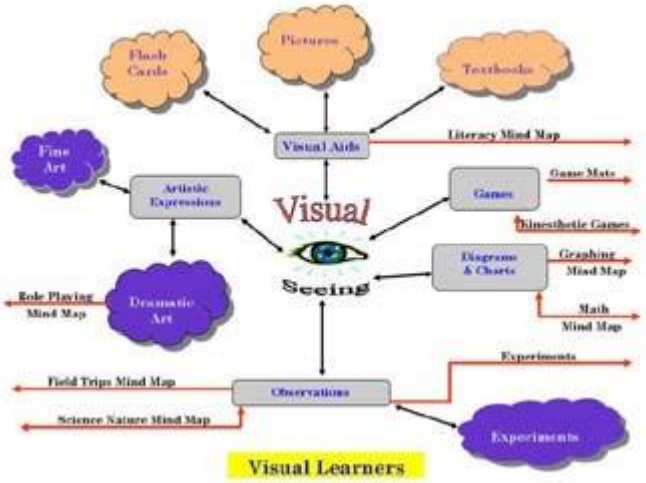
The Function of Visual Aid

1. Illustrating things you can't or don't have to say in words.
2. Highlighting several points
3. Creating more impacts to the presentation
4. Building audience's interest

Expressions When Using Visual Aid

| No | Function | Expression |
|----|-----------------------------|---|
| 1 | Introducing visuals | OK/ alright, let's take a look at ... Here, I have a slide that ... The first/second/third slide is about ... As you can see here .. It's clearly seen that ... |
| 2 | Locating a point on a slide | On the left side .. At the top ... On the right here ... At the bottom ... |
| 3 | Checking with audience | Is this clear enough for everyone? Can everybody see it? Hope it's clear enough for everyone to see |
| 4 | Meaning of the visual | This graph/picture/diagram/chart shows that ... This graph/picture/diagram/chart tells us about ... This .. Demonstrates/illustrates/refers to ... As you can see here ... |

Example of Visual Aid



RECYCLE

hot drink lids
please compost cups

PLASTIC

METAL

GLASS

PAPER
if food-soiled or wet, please compost

plastic utensils

bottles & cans

paper (all types)

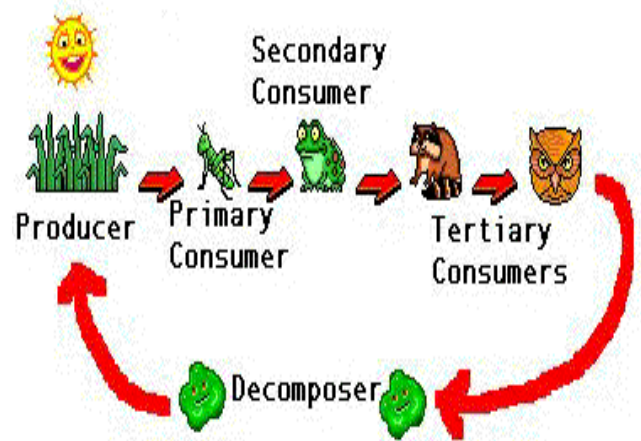
milk cartons

plastic bags & shrink wrap
bundle together

Thank you for helping SCU reduce waste!

Questions? E-mail: recycling@scu.edu

| | | |
|---|---|--|
| | <p>Genre/Text Type:</p> <p><u>Procedure</u></p> | |
| <p>Purpose:</p> <p>To instruct someone on how to do something</p> | <p>General Structure:</p> <ul style="list-style-type: none"> Goal Steps | <p>General Language Features:</p> <ul style="list-style-type: none"> Verbs at the beginning of each instruction (bossy verbs) Words or groups of words which tell us how, when, where, with whom |
| | | |



Using Visual Aids (Before the Presentation)

- Rehearse the presentation using the visual aids, so that you feel comfortable with them.
- On the day of the presentation, check that all the equipment you need is present in the room, and is **working**.
- Check details. (are there enough sockets for all the equipment) that you want to use? Is equipment plugged in? is the electricity working?)
- Are the chairs set out in a way that allows the audience to view your presentation effectively?

Using Visual Aids (During the Presentation)

- When you use visuals **pause** occasionally to give the audience time to look at the information.
- **Don't** just read the words on the visual, use the information as a way of introducing your point.
- **Stand still** when you want the audience to concentrate on visual material.
- **Don't leave** visual aids up too long, the audience will look at them instead of listening to you.

Non-verbal Communication and Handling Questions

1. Identify the kinds of non-verbal aspects involved in a presentation,
2. Make use of those non-verbal aspects to strengthen the message you are trying to convey in the presentation,
3. Identify the expressions you can use to respond to audience's questions, and
4. Practice to handle questions from the audience.

Expected Gesture of a Speaker

1. Posture
2. Movement and gesture
3. Facial expression
4. Voice
5. Eye contact

Posture

1. Stand straight but not stiff
2. Balance your weight evenly on both feet
3. Standing well helps diaphragm to produce air easily

Movement and Gesture

1. Too much movement is distracting, no movement at all is boring and uncommunicative
2. Use movement and gesture to signal transition points or to stress points of importance
3. Avoid meaningless gestures and repetitive movements

Facial Expression

1. Your facial expression must match the message
2. Relax facial muscles, if you look nervous the audience will not feel comfortable
3. 10 minutes before starting, make sure the tongue is relaxed

Voice

1. Speak a little louder than you think is necessary
2. Speak a little slowly than you normally do
3. Use the voice as a communication tool, vary the speed, speak slower in the introduction and conclusion part, stress in points and contrasts.

Eye Contact

1. Look at the people in front of you. Eye contact creates relationship between the speaker and the audience.
2. Start and end with direct eye contact, looking round the whole audience, don't talk to the visual aids.
3. Don't focus the gaze at one section only or worse to one person only. Don't dart the eyes quickly like a searchlight. Focus on one person or group for 1-2 seconds then look at another person or group.

Handling Questions

| No | Function | Expressions |
|----|--------------------------------|--|
| 1 | Answering directly | Well, as I understand it ... Well, according to our result ... OK, I think I can answer that quite simply ... |
| 2 | Buying some time | Let me see ... Well, I suppose I'd say ... That's an interesting/ very good question. Well ... |
| 3 | Handling multiple questions | Well, those are really two different questions. Your first question/point was about ... I'll deal with your second question/point first if I may. Let me try to answer your questions one by one |
| 4 | Dealing with awkward questions | I haven't had time to look into that, sorry. I really had no idea/I'm not quite sure. I'm not absolutely sure, but I'd guess that ... I don't really have any experience of that, but is there anyone might like to comment? I'm not sure, can anyone help? That's rather outside my field. |

Asking Questions

| No | Function | Expressions |
|----|-----------------------------|--|
| 1 | Asking general questions | I have a question about ... My question is about ... |
| 2 | Introducing a question | I've got a question about ... Could I ask a question ...? Sorry, could I just ask ...? |
| 3 | Clarification | Sorry, I didn't follow what you said about ... What did you mean when you said ...? Could you give an example of ...? |
| 4 | Asking for more information | I was interested in what you were saying about ... Could you tell us more about ...? Could you expand a bit on what you were saying about ...? |

Asking Questions

| No | Function | Expressions |
|----|------------------------|---|
| 5 | Checking comprehension | So you mean ...? So you're saying that ...? Can I just checked I've understood-did you say ...? Have I got this right: ...? |
| 6 | Responding to answers | Yes, I see. Ok, thank you. Thank you, that's really clear now. That's not really what I was asking. What I meant was ... Ok, what I really wanted to know was ... Sorry, I'm still not clear about ... Perhaps I didn't make my questions clear. What I was really asking was ... |

Attitudes to Time

| | Precise Timing | Approximate Timing |
|---------------------------|--|---|
| Timing | Presenters plan their presentation to fit the time available. They expect to start and finish at a precise time. | The timing is flexible and changes to the schedule can be tolerated. |
| Structure | Presentations have a tight structure with an introduction, a sequence of points and a summary. | Presenters prepare a rough outline, but often make changes as they deliver the talk |
| Sequencing | Presenters move from one section to the next in a specific order. | Presenters may move back and forth between sections or points. |
| Following the Plan | Presenters follow the plan exactly and often time each section of the presentation precisely. | Presenters are more spontaneous, responding to the situation and audience interest. |

Thank you and see you in the 12th session.

Yours sincerely,

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Original Source:

The original source of this chapter is taken from handout of
“Presentation Skills”
written by **B. Yuniar Diyanti**