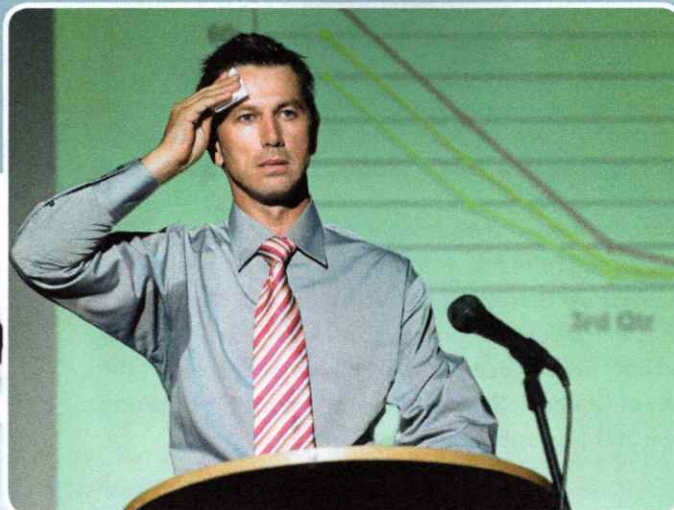


12.3 Skills: Delivering a presentation

Learning outcomes

- Use techniques to improve your delivery.
- Give a clear and engaging presentation.
- Learn how metaphors can help to improve a presentation.



Listening 1: Good and bad delivery



2.25

1 When presenting, the way you say something is very important. Listen and compare these two ways of saying the same sentence.

- I'm sure you'll agree (that) our product is the best on the market.

2 Which of the presenters do you think is better? How would you describe the delivery of each of the presenters?

3 The second speaker uses effective intonation, speaks slowly and clearly, and breaks her sentence into clear 'chunks' (understandable groups of words separated by short silences). Speaking in chunks is arguably the most important presentation skill, because it makes your speech clear and interesting. Good presenters chunk. In pairs, practise saying the sentence above with clear chunking.

Listening 2: The President

2.26

2.27



Barack Obama, President of the United States of America

Introduction

1 'Glossophobia' is the fear of public speaking. Seventy-five percent of people are reported to suffer from the phobia – this is more than the number of people who say they are frightened of death. What about you? Do you enjoy giving presentations and speaking in public?

2 Different cultures can expect different things from a presentation. Which of these are considered important in your culture, and which might be problematic? Which of the points below do you think are most important for a successful business presentation?

- appearing very confident
- making your audience laugh
- maintaining eye contact with the audience
- using good intonation and stressing key words
- being modest
- using linking language, such as 'firstly', 'on the other hand'
- appearing enthusiastic
- anything else?

3 Think of a very impressive speaker you have heard, either in person or through the media. It could be a politician, a lecturer, a business person, or somebody else. Tell a partner what the person talked about, and why they were impressive.

1 Listen to the whole of President Barack Obama's speech about his visionary plans for the US following his election victory in November 2008, and consider these questions.

- 1 Why is he easy to understand?
- 2 How does he sound confident?
- 3 How does he seem in control of his talk?

2 Listen again to the first part of Barack Obama's speech.

 2.26

- 1 Does he separate his language into understandable groups of words (chunks)?
- 2 How does he use pauses?

3 Listen again to the second part of Barack Obama's speech.

 2.27

- 1 How does he use intonation?
- 2 Does he stress certain words to show what's important? Which words?

Listening 3: The support manager

 2.28

Listen to a support manager in a telecommunications company talking about how the various departments have been reorganised. Compare and contrast this presentation with Barack Obama's. What are the main differences?

Language focus: Use techniques to improve your delivery (stress, chunking and pace)

1 What conclusions can you draw about these factors when presenting?

- stressing key words
- chunking language
- speed of speech

2 Look at this sentence from Barack Obama's speech. It has been chunked strangely, with the wrong words stressed. The underlined words show the stress and the lines between words show the pauses.

There are many who / won't agree with every decision or policy | / make as / president and we / know the government can't / solve every problem.

 2.29

3 Listen to the original, and correct the mistakes with stress and chunking in the sentence above.

4 Read through the beginning of a talk below. Underline the key words and put pause lines between possible chunks.

Thank you very much for coming here today. We're very glad to have this opportunity to tell you about our products and we hope that by the end of today we'll be ready to move our relationship on to the next stage. So firstly we'd like to talk about the history of our company. Then we'll move on to the suitability of our products for your market.

5 What types of words are usually key words? Why is this? Where do key words usually come in the chunk?

6 What is the maximum number of words in one chunk?

7 Where do the pauses come? Where shouldn't they come?

8 Practise reading the beginning of the talk above to a partner.

Critical analysis: Metaphors

- 1 A common type of business metaphor is forward movement as progress, e.g. *We're getting there*. Does Barack Obama use this type of metaphor in his speech?
- 2 Read through the audio script of his speech on page 162 and underline the metaphors.
- 3 While metaphors can be a good communication strategy when speakers share a culture, in international business they might be unsuccessful. Why?

Output: Short presentation

Stage 1

Prepare a short presentation (one or two minutes) about a project you have been working on recently at work or as part of your studies. Alternatively, you might think about a future work or study project you would like to do. Think about the following questions:


- What is the project?
- Why am I doing it?
- What makes it interesting, difficult, etc.?

Stage 2

Practise delivering it on your own, using the techniques from this lesson: chunking the language, stressing key words in each chunk, using good intonation. You may want to include a metaphor.

Stage 3

Give the presentation to a partner, and offer feedback to each other on your spoken delivery.

 Watch Sequence 6 on the DVD to find out more about Accounting and finance.