

AII

SEMINAR 1

Presentations

Quotations – *Discuss some of the ideas below.*

1 "The more you say, the less people will remember." – Anatole France, French novelist (1844-1924)

2 "It is easier to do the job right than to explain why you didn't."
– Martin Van Buren, 8th American president (1837-1841)

3 "Failing to plan means planning to fail." – Brian Tracy, contemporary American management writer

4 "Judge each day not by the harvest you reap*, but by the seeds you plant."
– Robert Louis Stevenson, Scottish novelist (1850-1894)

5 "If you can't serve as a good example, you'll just have to serve as a horrible warning."
-- Catherine Aird, English writer (1930-)

Task 1 – *Try to answer these multiple choice questions.*

1. What is the main type of presentation found at international academic conferences?

- a) informative b) instructional c) persuasive*

2. When is the best time to ask questions during a presentation?

- a) during the conclusion b) after the conclusion c) after the introduction

3. What is the purpose of the main body of a presentation?

- a) to introduce the presenter b) develop the main ideas and supporting sub-ideas of the presentation
c) to conclude the presentation

4. When should a presenter conduct* an audience analysis?

- a) after the presentation b) during the presentation c) before the presentation

5. Which of the following sentences would be used in the conclusion of a presentation?

- a) "Our purpose today has been to ..."
b) "I'd like to introduce myself. My name is ..."
c) "Could you repeat that, please?"

6. When making a presentation, the speaker should look at:

- a) the floor b) their notes c) the audience

7. An introduction should:

- a) state the purpose of the presentation b) give suggestions* for future research
c) develop supporting ideas

8. In presentations, visuals are used to:

- a) illustrate important ideas b) provide an attractive background c) show examples

Listen to the last part and complete the key points.

Part 3 – Delivery – key points
1 Nerves
2
3
4
5

OPENING (Introduction & Outline*)

The introduction and outline must be designed to gain the interest of the audience. If they are poorly prepared, the audience may lose interest. A well planned introduction will "...set an objective framework in which the audience will accept the information as accurate and **as significant**." (Laster & Pickett 1996:442)

Task 4

Which of the items on the checklist below would you include in an introduction to:*

- a) an internal presentation to colleagues?
- b) an external presentation to a public audience?
- c) both of the above
- d) neither of the above

CHECKLIST:

- 1 The main parts or points you will cover
- 2 Any visuals you will use
- 3 Your name and position
- 4 The length of time you will take
- 5 The purpose of your presentation
- 6 When the audience may ask questions
- 7 The title/subject of your presentation

Task 5

Look at this introduction to a presentation. Some of the words and phrases are not formal enough for this type of presentation. Underline the informal language.

Good morning, ladies and gentlemen. Thank you for coming. Today you'll find things out about the structure and running of Masaryk University. I've broken up my presentation into a few bits: to kick off we'll deal with the various schools and faculties, then we'll take a look at the different courses and stuff like that, and lastly we'll look at the day-to-day running of the whole place. You'll get a chance to ask questions and discuss issues at the end of my talk, but shout out if there's anything you don't get.

Can you think of a more suitable word or phrase to replace the informal language?

VISUALS AND AIDS

Task 6 – *Choose the best answer.*

- 1. Using overhead transparencies* is a good practice, because _____.
 - a) it reduces* the time required to prepare for the lecture
 - b) they are good substitutions* of handouts
 - c) it enhances* the lecture and helps the audience to understand

2. Music and sound in a presentation _____.
a) distracts the audience
b) helps the audience to focus
c) wakes the audience up
d) provides an extra dimension of information
3. Showing special objects during a presentation _____.
a) distracts* the audience from what is being said
b) helps listeners to understand what the lecturer is talking about
c) can significantly slow down the lecture
d) All of the above
4. The clothing that the presenter is wearing is _____.
a) not an important issue, unless the lecture is fashion related
b) important because a formally dressed lecturer is more credible*
c) should be considered and chosen to be appropriate to the particular audience
d) should be comfortable and not too colourful
5. Handouts are important, because _____.
a) they help the audience understand the main idea
b) they serve as a basic reference
c) they are useful for writing comments and notes on
d) All of the above

Vocabulary

- | | |
|----------------------------------|------------------------------|
| 1. to reap harvest | sklidit úrodu |
| 2. *persuasive | přesvědčivý |
| 3. *to conduct (an analysis) | provádět (analýzu) |
| 4. *suggestion | návrh |
| 5. *to refer to (something) | odkazovat na |
| 6. *reference | odkaz |
| 7. *focus, main or central point | hlavní bod |
| 8. *to focus on | zaměřit se na |
| 9. *to move on to | přejít na |
| 10. *to deal with | zabývat se |
| 11. *to consider | vzít v úvahu, uvážit |
| 12. *outline | náčrt, nástin |
| 13. checklist | kontrolní seznam |
| 14. transparency, slide | diapozitiv |
| 15. overhead transparency | fólie do zpětného projektoru |
| 16. *to reduce, decrease | zmenšit, snížit |
| 17. *to substitute; substitution | nahradiť, náhrada |
| 18. *to enhance | obohatit, vylepšit |
| 19. *to distract | vyrušovat, rušit |
| 20. *credible | důvěryhodný |
| 21. *appropriate | vhodný |