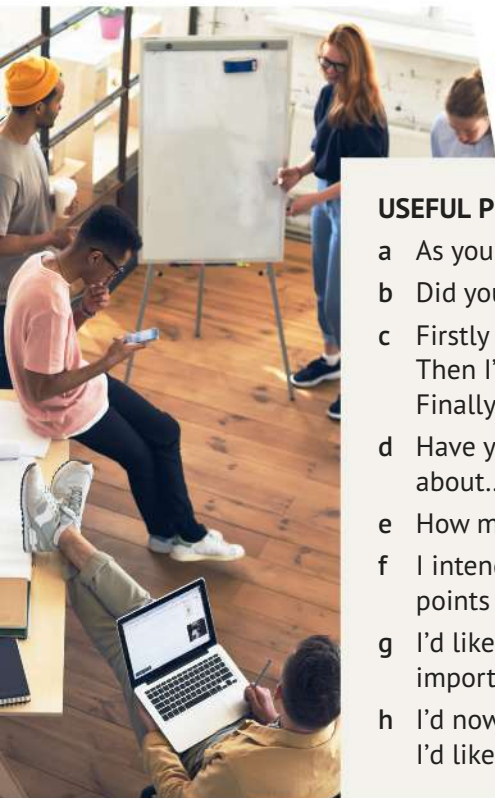


I can give effective presentations



Focus on language

LANGUAGE Read the following phrases (a-o) and organise them in the categories (1-5) given below. There are three phrases in each category.

USEFUL PHRASES

- | | |
|---|---|
| a As you can see on this slide... | i If you look at this, you will see... |
| b Did you know that...? | j Let me just remind you of some of the key ideas we have looked at... |
| c Firstly I will talk about... /
Then I'll move on to... /
Finally I will talk about... | k My presentation is divided into three main sections... |
| d Have you ever stopped to think about...? | l Now I'd like to look at... |
| e How many of you have ever...? | m That brings me to the end of my presentation. I hope it has helped you to understand... |
| f I intend to deal with three main points in my talk... | n This leads me to my next point... |
| g I'd like you to remember three important ideas about... | o This picture/infographic/chart shows us... |
| h I'd now like to move on to... /
I'd like to turn to... | |

- | | | | |
|--|--|--|--|
| 1. Opening and capturing attention | | | |
| 2. Explaining the structure | | | |
| 3. Guiding your audience through the steps | | | |
| 4. Introducing slides with images | | | |
| 5. Concluding | | | |

How to prepare a good presentation

Not everyone is a natural-born public speaker, but being able to give a good presentation is an important skill for you as students and will continue to be vital in your future working lives. Giving a presentation creates anxiety, even in practised speakers, so it is important to understand the steps and techniques if you want to feel in control of the situation.

Let's look at seven tips.

- Learn from others.** Think about presentations you have seen. Were they successful? What did the speaker do well? What did they get wrong? How engaged did you feel and how easy or difficult was it to follow the presentation?
Watch presentations you find online by expert speakers like the TED conferences. What ideas do they give you?
- Know your material.** Talk about a topic that you know well, where you feel like an expert and have something to say. If the topic is assigned by your teacher, research it well and make sure that you know more than you intend to present.

- 3 **Organise your presentation.** Make a mind map to help you organise your material in a clear and logical manner.
Help your audience to understand and follow your presentation. It is a good idea to **start with an outline slide** which explains how your talk will be structured. You can repeat this slide every time you move on to a new section of your talk, reminding your audience of what they have heard and highlighting the part you are about to present.
- 4 **Remember that you are the presentation!** You want your audience to look at you and listen to you. Do not fill slides with blocks of text, which your audience will try to read. **Keep the slides very simple** – a figure, a picture or a short phrase can accompany your talk without distracting your audience's attention away from you. Use simple backgrounds and a font which is big enough to see clearly (30 points or more).
- 5 **Less is more!** If you want to communicate a large quantity of information, details, data and facts, you should write a detailed report and send it to people as a text document. Don't expect an audience to absorb too much just by watching and listening. Decide on what the **key elements** of your message are and make sure that you get them across through emphasis, repetition and summarising. **Include a concluding slide** at the end of your talk highlighting the 'take home' ideas.
- 6 **Engage your audience.** Try to **make a strong start**. Open with a question, for example, or with a striking quotation, or again by telling a personal anecdote. Look at your audience (not at your notes or the screen) and make use of gestures, facial expression and body language. Vary the tone and volume of your voice and speak slowly so that your audience can absorb what you are saying. Do not be afraid of making pauses to emphasise an important point. Smile at your audience.
- 7 **Practise, practise and practise again!** You should have a written script of what you intend to say, slide by slide. Learn your speech and then rehearse delivering it in front of family, a friend or just a mirror. Time yourself to see if your talk fits in the time available.
When you speak **don't read your text**. If you need a little help make a card with numbered key points.

Good and bad slides

- DISCUSS** Look at the following slides (A-D). Say which you find effective and which will not work. Discuss with your classmates and identify the pros and cons of the slides.

A

How Rivers Are Formed

Rivers start as very small streams and gradually get bigger as more and more water is added. Heavy rains and spring meltwater add so much water to some rivers that they overflow their banks and flood the surrounding landscape. The water in rivers comes from many different sources. Rivers can begin in lakes or as springs that bubble up from underground. Other rivers start as rain or melting snow and ice high up in the mountains. Most rivers flow quickly in the steeply sloping sections near their source. Fast moving water washes away gravel, sand and mud leaving a rocky bottom. Rivers flowing over gently sloping ground begin to curve back and forth across the landscape. These are called meandering rivers. Some rivers have lots of small channels that continually split and join. These are steep slopes and where the river bank is easily eroded. Many rivers have an estuary where they enter the ocean. An estuary is a section of river where fresh water and sea water mix together. Tides cause water levels in estuaries to rise and fall.

B

Girls Boys

15 million 10 million

Primary school age children out of school worldwide

C

Effective presentations

- Learn from others
- **Know your material** ✓
- You are the presentation!
- Less is more!
- Engage
- Practice makes perfect!

D

How to give a presentation: two examples

VIDEO EXAMPLE 1 Go online and watch the first four minutes of *The Magic Washing Machine*, a TED presentation given by world-famous Swedish physician, statistician and public speaker Hans Rosling, talking about world poverty and wealth as well as energy consumption. Then answer the questions.

- 1 How does Hans Rosling start his presentation? Comment on what he does and what he does not do.
- 2 What visual props does he use?
- 3 What three images does he use to represent three different sectors of the world population?
- 4 What technique makes it easy to understand this representation?
- 5 What photographs does he use and why?
- 6 Why is one photograph in black and white?
- 7 How effective is this presentation? Discuss your ideas with a classmate.



VIDEO EXAMPLE 2 Greta Thunberg is a young girl who was born in Stockholm, Sweden, in January 2003. This means that she gave some of her best-remembered presentations (in English, which is not her first language) when she was just 15 or 16 years old. Go online and watch the beginning of the video of Greta's TED talk in Stockholm (November 2018).

Then match the sentences (1-8) with their corresponding endings (a-k). There are three endings which you do not need.

- | | |
|--|---|
| 1 <input type="radio"/> The stage where Greta appears | a and has her hair in two long plaits. |
| 2 <input type="radio"/> Greta is wearing very simple clothes | b any objects or visual aids. |
| 3 <input type="radio"/> At the beginning of her speech | c Greta is a child explaining things to adults. |
| 4 <input type="radio"/> Throughout her talk | d in speaking English. |
| 5 <input type="radio"/> She speaks with a voice that is | e is characterised by the colour red. |
| 6 <input type="radio"/> She does not seem to have any difficulty | f is very plain with a simple dark background |
| 7 <input type="radio"/> She does not use | g she addresses direct questions to the audience. |
| 8 <input type="radio"/> In a reversal of typical roles, | h she does not introduce herself. |
| | i she moves to different parts of the stage. |
| | j she remains fairly immobile and does not move her arms and hands. |
| | k unchanging and unemotional. |



COMPARE Now compare the two presentations you have seen. Which speaker – Rosling (R) or Greta (G)...

- 1 _____ is Swedish but speaks English without any difficulty?
- 2 _____ moves about on the stage?
- 3 _____ uses expressive body language and gestures?
- 4 _____ makes use of objects on the stage?
- 5 _____ projects slides to explain data?
- 6 _____ reads their text from a sheet of paper?
- 7 _____ do you find more interesting and engaging?

DISCUSS You have probably answered Rosling for five or six out of seven questions. If Greta does not seem to adopt any of the techniques we associate with an impactful presentation, can you explain why she is considered a successful speaker? Think about her age, her personality, her personal engagement and passion. Write notes and compare your ideas with your classmates.

Creating a presentation

PRACTICE Create a very short presentation based on a literary text you have studied.

Include the following information:

- a brief biography of the author (dates of birth and death, most important publications);
- the historical and cultural background;
- the title, genre and date of the work you have chosen;
- a brief indication of the plot, main characters and structure of the work;
- your personal opinion: why you would recommend this work to your classmates.

Step 1 Write your text using some of the phrases on page 30, check it and try to learn it by heart.

Step 2 Now create five slides to accompany your talk. Make your slides simple – use a plain, coloured background and a large font with a contrasting colour (for example white or yellow characters on a dark blue background). Do not use any special effects!

Step 3 Rehearse and time yourself, then ask your classmates to follow your presentation and give you feedback.




GEORGE ORWELL

(1903-1950)

Main works:

- *Animal Farm* (1945)
- *Nineteen Eighty-Four* (1949)



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