

---

## UNIT 14 MAKING PRESENTATIONS

---

### Structure

- 14.0 Objectives
- 14.1 Warm Up
- 14.2 Reading Comprehension: About Presentations
- 14.3 Vocabulary: Word Partnerships
- 14.4 The Stages of a Presentation
- 14.5 Speaking: Making a Presentation
- 14.6 Grammar: Prepositions
- 14.7 Writing: Outline of a Presentation
- 14.8 Listening: How to Overcome Anxiety
- 14.9 Let Us Sum Up
- 14.10 Answers

---

### 14.0 OBJECTIVES

---

The aim of this Unit is to introduce and practice the techniques of making effective presentations. We will help you to become familiar with the basics of good presentation and understand its stages: introducing the topic, organizing and sequencing the information to be presented, choosing the appropriate language and tone, particularly the use of connecting words and phrases. We will discuss some ways to present material of this kind.

---

### 14.1 WARM UP

---

#### Activity 1

- 1) Take a look at these pictures. Make three possible statements on presentations based on what you see in these pictures.



i)



ii)



iii)

- i) .....
- .....
- ii) .....
- .....
- iii) .....
- .....

2) Think about how you can avoid the situation depicted in the third picture.

What makes one a good presenter?

**Think of a presenter whose speech or lecture**

- 1) **you really enjoyed,**
- 2) **you found really boring and difficult to put up with.**

Now make a list of the points you would keep in mind during a presentation. Put it aside for now. You can check them out and add new points to this list in the course of the unit.

---

## 14.2 READING COMPREHENSION: ABOUT PRESENTATIONS

---

### Activity 2

Before you read the given text on Presentations attempt the questions below. Then read the text and check your answers.

- 1) Can you complete this sentence?  
The purpose of most presentations is either to \_\_\_\_\_ or to .....
- 2) Name at least three qualities of a good presenter.
- 3) Can you make a list of different situations in which people are required to make presentations at the workplace?
- 4) Do you think presentations are part of the recruitment process? What purpose could they serve for the selection panel?

Presentations are a way of communicating ideas and information to a group. The objective of communication is to make your message understood and remembered. In order to achieve this, the presenter must be clear, coherent, articulate and convincing. A presentation puts you on display before your audience. Therefore, in order to be effective and impressive in your presentation you need to prepare before you actually deliver. Even experts in communication need to plan and prepare their presentations in advance.

Most presentations either inform the audience about something or try to persuade the audience about a product, service, an idea or a concept. Hence we often hear of sales presentations for existing or prospective clients, as well as presentations

on projects, reports, proposals and updates on various business activities for business associates, seniors, colleagues and subordinates.

However, these days presentations have also become an important part of the recruitment process in business organizations. Perhaps this is because the job market has become so competitive that job interviews are not enough for companies to gauge the skills of their applicants. Therefore, in many organizations, the short listed applicants are asked to make presentations before the selection panel. Through presentations the interviewers get an opportunity to look at the ability of the applicants to identify and organize appropriate material on a specific topic as well as to support and illustrate ideas. On the other hand, the candidates have a chance to show their public speaking skills, their ability to communicate to an audience, to persuade and convince and to display their confidence and leadership abilities.

No wonder presentations are considered as one of the first managerial skills.

---

### 14.3 VOCABULARY: WORD PARTNERSHIPS

---

#### Activity 3

Check a Business dictionary to find a few words that often form partnerships with the words listed below. Remember that these words can make partnerships with words that can come before or after them. The first one is done for you as an example.

- 1) Initial, consumer, economic, market, sales – **boom** - time, in sales, in profits, in demand (antonym: **slump**)
  - i) ..... boom .....
  - ii) ..... market .....
  - iii) ..... price .....
  - iv) ..... profit .....
  - v) ..... results .....

---

### 14.4 STAGES IN A PRESENTATION

---

There are three broad stages in a presentation:

- a) Beginning
  - b) Body of the presentation
  - c) Conclusion
- a) In the beginning of the presentation the presenter **greet**s the audience. (Good morning' ..., 'welcome' etc.). Then the presenter states the topic of the presentation, simply and briefly. In doing this, the presenter may **define** any term or concept that is new to the audience. This is an important point to remember, since the audience can consist of business people or lay persons or both. The presenter must be aware of the level of the audience. For instance, a concept such as 'Quality Circles' may have to be defined if

the audience is a mixed one but may not require explanation to a group of people in an industrial firm.

It is also important to put the audience at ease at the beginning of the presentation by stating that questions may be asked and discussion can take place. The presenter may either ask: 'If you have any questions, please feel free to interrupt and I will do my best to answer them, or 'If you have any questions or doubts, please keep them till the end of the presentation when we can discuss them.'

Look at this introduction to presentations:

- 1) Good morning, ladies and gentlemen...
- 2) Welcome to this session
- 3) Today I will be speaking about franchising.
- 4) I would like to begin by defining the concept of franchising. Franchising is...

Which phrases tell the audience about the structure of the presentation? These are: 'I will be speaking about...', 'I will begin by ...'

Alternative phrases which can be used in place of the above are:

'I will start by looking at...'

'To begin with, I will talk about...'

'What I want to talk about today is...'

- b) In the body of the presentation, which is the main part of the presentation, the most important aspect is the sequencing of ideas. For each idea, the following sequence may help:

Give the main idea

Explain related idea e.g. Cause, reason, link

Show its result, effect or implication

If there are several important ideas, the presenter must clearly indicate the order of sequencing in the beginning, such as:

First of all, we will discuss...

After that ....

Finally...

During the presentation, the presenter will need to use **markers of sequence** such as:

Next... (the next idea)

Then we have (the next related idea)

Now I'd like to turn to .. (another idea)

Alternative sequencing words and phrases are:

To begin with .... Secondly .... Thirdly... After that

First of all... What happens... Then... Following this

Firstly... Next is... Next...

The first step is

The next stage is ... Finally

Other stages in the main part of the presentation may be:

**Turning to a new topic:** The presenter can say:

‘Now I will turn to ...’, ‘We can go on to consider...’

**Check Your Progress 1**

Mark the main stages in the following presentation; you may underline the words that mark these stages:

Let me explain the various steps that we go through before we make a new medical product available to doctors and patients. First of all, a new substance is tested under laboratory conditions to determine its possible side-effects. If the tests are successful, the substance is then tested on volunteers. Subsequently, a licence is applied for from the government, so that the product can be evaluated by hospital specialists, following specified procedures. Next, the information from trials is published in the medical press. Following this, the accumulated data is presented to the Committee on safety of Medicine. Then, after the licence is granted, the product is introduced and marketed.

---

**14.5 SPEAKING: MAKING A PRESENTATION**

---

Now prepare a presentation on the achievements of your school / college / department in the past year. Make the presentation before your friend/colleague or a family member. You may ask to be rated on the Evaluation form given below:

**PRESENTATION EVALUATION FORM**

Name of Presenter: .....

Title of Presentation: .....

<b>THE PRESENTATION</b>	excellent	good	poor
Captured interest			
Presentation of main ideas			
Timing			
Signposting			
Body language and confidence			
Visuals			
Overall			

---

## 14.6 GRAMMAR: PREPOSITIONS

---

### Activity 4

- 1) The text below deals with a very important aspect of presentations: the audience questions! Fill up the blank spaces in the text with the help of these words given in the box. You will need to use some of these words more than once. Remember to re-read the text after you've checked your answers with the Answer key.

*of, to, until, in, on*

Audience questions are important ..... any presentation. You can have two policies ..... this issue. You may either allow the audience ..... ask you questions anytime during the course ..... your presentation or you may request your audience to hold questions ..... the end. Questions are an excellent indicator ..... the extent of involvement of the audience ..... your presentation. If you choose the first option ..... inviting the questions during the presentation, you will have the opportunity ..... clarify doubts as you go along and ensure that your point has been understood. But if you save them ..... the end you will get through the material uninterrupted. It is up to you ..... make the decision. Whatever you do, make sure you stay ..... time! If your allotted time is 10 minutes, do not exceed it. This way you can make sure that the audience remains engaged.

- 2) Here are some frequently used expressions in presentations. Can you furnish the preposition that will follow these words?
- i) begin .....
  - ii) emphasize .....
  - iii) I'd like to point .....
  - iv) I'm sure you would agree .....
  - v) I'd now like to turn .....
  - vi) to expand .....
  - vii) I'd like to illustrate this .....
  - viii) to digress .....
  - ix) moving on .....
  - x) to elaborate .....

---

## 14.7 WRITING: OUTLINE OF A PRESENTATION

---

### Activity 5

- 1) Look at the visual below and write a paragraph based on it.



Remember there is no single correct answer to this question.

- 2) Here are some commonly used structures of Presentations:
  - 1) Chronological : Past → Present → Future
  - 2) Pro Con : Concept – Benefits – Drawbacks
  - 3) Problem – causes – solution

Write down an outline of a presentation on any one of the topics given below. Try to use some facts or statistics to substantiate or illustrate your points. You could put these in graphics on PowerPoint slides or charts.

Now make the presentation before a mirror or before your friends. If possible you can record the presentation and then listen to it for self correction.

- 1) Your town / city
- 2) Your favourite shopping place
- 3) The television channel you like most
- 4) The importance of presentations in the workplace
- 5) The biggest threat to the environment of the place you live in

---

## **14.8 LISTENING: HOW TO OVERCOME ANXIETY**

---

### **Activity 6**

Listen to an expert telling you something about presentations and answer the questions given below. You can listen to the audio 2 to 3 times if needed.

- 1) What problem do many presenters face? What solution does the speaker offer?

.....

.....

.....

.....

2) How does PowerPoint help you in dealing with the content of your presentation?

.....

.....

.....

.....

.....

.....

3) In what way do visuals help the presenter?

.....

.....

.....

.....

.....

.....

4) What should we guard against while using PowerPoint?

.....

5) What is the main theme of the presenter’s talk?

.....

.....

6) Can you complete the following sentences based on what you hear in the audio?

- i) The speaker highlights the importance of .....
- ii) The speaker cautions us against .....
- iii) The speaker advises us to .....
- iv) The speaker guides us on .....
- v) The speaker suggests .....
- vi) The speaker emphasises .....

---

## 14.9 LET US SUM UP

---

In this Unit you have learnt about the **importance of presentations**. They are commonly used in workplaces for the purpose of communication in a variety of situations that range from reporting to your department or the progress of your work to selling products and services. Besides, they have recently become part of the recruitment process.



The **objective** of most presentations is either to inform or persuade the listeners about something.

The **essentials** of presentations include clarity, coherence and a structured outline.

**Preparation** for presentations is as important as the actual delivery. Well prepared presentations help you to be more confident and to overcome fear and anxiety.

It is necessary to pay due attention to **outlines** which must follow a well structured pattern.

**Presentation verbs** play an important role in making your presentation clearly understood and effective. A wide range of these words are used by all good presenters.

Use of **signaling, signposting and listing techniques** is essential to give direction, clarity and lend coherence to your presentation. These devices also help you to carry the attention of your listeners to the end of the presentation.

**Practise** of presentations ensures that you get familiar with the content, and you time yourself. Practise also enhances the confidence of the speaker.

Use of **PowerPoint** can help you to feel more comfortable with your presentation and to make it more engaging. The **graphics** can help you to present complex data in a simple and comprehensive manner.

---

## 14.10 ANSWERS

---

### Activity 1

- 1) Here are three possible statements. It is possible that your statements are very different from these.
  - i) The gentleman is making use of graphics to present data.
  - ii) The lady seems to be reading from a piece of paper during her presentation.
  - iii) This is a bored member of the audience.
- 2) All of these three statements tell you something very important about presentations.
  - The first one suggests that the use of graphics can help you to present difficult data in a simpler and more interesting way, so that the audience can follow it better.
  - The second warns you against reading from paper. You may use your notes to guide you along, but never read them out to the audience.
  - The third statement cautions you against an undesirable situation, which you too may have experienced as member of the audience. You can avoid this by being a good presenter.

## Activity 2

- 1) The purpose of most presentations is either to **inform** or to **persuade**.
- 2) Three qualities of a good presenter are that he/she must be clear, coherent and articulate. (There can be several other qualities like confidence, communication skill, etc.)
- 3)
  - while selling goods and services to present or prospective clients
  - projects
  - reports
  - proposals
  - updates on various business activities
  - as part of the recruitment process
- 4) Yes they are. Shortlisted candidates who reach the final stage of recruitment are sometimes asked to make presentations on self chosen topics or topics given by the panel/ selectors. Several skills can be assessed by the panel on the basis of the presentation made by a candidate such as creativity, expression, knowledge, communication skills etc.

## Activity 3

This is a task that should help you to organize your vocabulary. A compilation from two different dictionaries could be both interesting and useful. Here are some possible combinations.

- i) initial, consumer, economic, market, sales – **boom** - time, in sales, in profits, in demand (antonym: **slump**)
- ii) global, up-, down-, foreign - **market** – place, economy, share, value, conditions, leader, -oriented, research, segmentation
- iii) market, purchase, retail, trade, competitive, net - **price** – fixing, war, -rise, tag, range
- iv) accumulated, net, paper, total, realized, increase in, drop in, make – **profit** – margin, making, sharing (antonym: **loss**)
- v) interim, first-quarter, annual, financial, release, achieve, affect, good, poor - **results** – show, in.

## Check Your Progress 1

Introduction: First of all..., if..., Subsequently..., Next..., Following this..., Then, after...

## Activity 4

The answers are marked in **bold**.

- 1) Audience questions are important **in** any presentation. You can have two policies **on** this issue. You may either allow the audience **to** ask you questions anytime during the course **of** your presentation or you may request your audience to hold questions **until** the end. Questions are an excellent indicator **of** the extent of involvement of the audience **in** your presentation.

If you choose the first option **of** inviting the questions during the presentation, you will have the opportunity **to** clarify doubts as you go along and ensure that your point has been understood. But if you save them **until** the end you will get through the material uninterrupted. It is up to you **to** make the decision. Whatever you do, make sure you stay **on** time! If your allotted time is 10 minutes, do not exceed it. This way you can make sure that the audience remains engaged.

- 2) Some frequently used expressions in presentations:
- i) begin **by telling you something about...** /**with a personal experience...**
  - ii) emphasize **on...**
  - iii) I'd like to point **out...**
  - iv) I'm sure you would agree **with me / to this suggestion...**
  - v) I'd now like to turn **to...**
  - vi) to expand **on...**
  - vii) I'd like to illustrate this **with the help of...**
  - viii) to digress **from this for a moment...**
  - ix) moving on **to...**
  - x) to elaborate **on...**

### Activity 5

- 1) This is a picture that shows a gentleman practising his presentation before a mirror. There are many advantages of practising a presentation before you actually deliver it. Some of these are:
- it makes you familiar with the content of your presentation.
  - you also get comfortable with any complex information like names, figures, etc which you might fumble with if you do not practice.
  - you can time yourself and ensure that you are not overshooting the time limit.
  - increases your confidence and comfort level.

### Text for audio

The thought of public speaking fills many people with fear and anxiety. One way to overcome this is by making sure that you are familiar with your subject and content. In the case of presentations, PowerPoint plays an important role in guiding you through the content of your presentation with the help of headlines and graphics. When you move to a new slide, the headline prompts you about what to say next. This also helps the audience to understand what you want to convey.

PowerPoint also offers you the advantage of illustrating your headlines with the help of graphics like bar diagrams, pie charts, graphs, tables, pictograms etc. While these visuals help you to cope with more complex information of data, statistics and trends, they also enable the audience to comprehend intricate information on performance, comparisons, predictions more easily. In other

words, they help you to gain the focused attention of your audience and alleviate your fear and anxiety.

However, a few precautions are necessary. Never fill up your slides with too many graphic elements and animation effects. These can become a source of distraction. It is best to choose simple designs.

The key thing here is preparation. Plan the outline of your presentation carefully so that it is well structured. Make sure that all your headings and subheadings are up on the slides and adequately and appropriately illustrated. Go through your slides several times so that you are absolutely familiar with them. You will generate a deep confidence that dispels anxiety and fear and helps you to enjoy your own presentation.

### Activity 6

- 1) Most speakers are afraid to speak before an audience and suffer from anxiety. The speaker suggests the use of PowerPoint slides. These can make you feel more comfortable by giving you the much needed support in your presentation.
- 2) You can put down the headings and subheadings on the slides and use them to guide you through. This way you will not leave out any important point on account of nervousness or oversight.
- 3) They help in transferring complex information like data, dates, etc to graphics which makes it more interesting, compact and easier to understand. They also help you to deal more effectively with areas like comparisons, future prospects, trends, etc.
- 4) We should guard against overloading our slides with visuals.
- 5) How to overcome fear and build up confidence in presentations by making effective use of PowerPoint.
- 6)
  - i) The speaker highlights **the importance of PowerPoint slides.**
  - ii) The speaker cautions us against **overloading the slides with too much information.**
  - iii) The speaker advises us to **prepare well.**
  - iv) The speaker guides us on **how to use PowerPoint to our best advantage.**
  - v) The speaker suggests **careful use of graphics and animation.**
  - vi) The speaker emphasises **the need to practise by going through the slides several times.**