



GE2410

Unit 4 Delivering Effective
Presentations

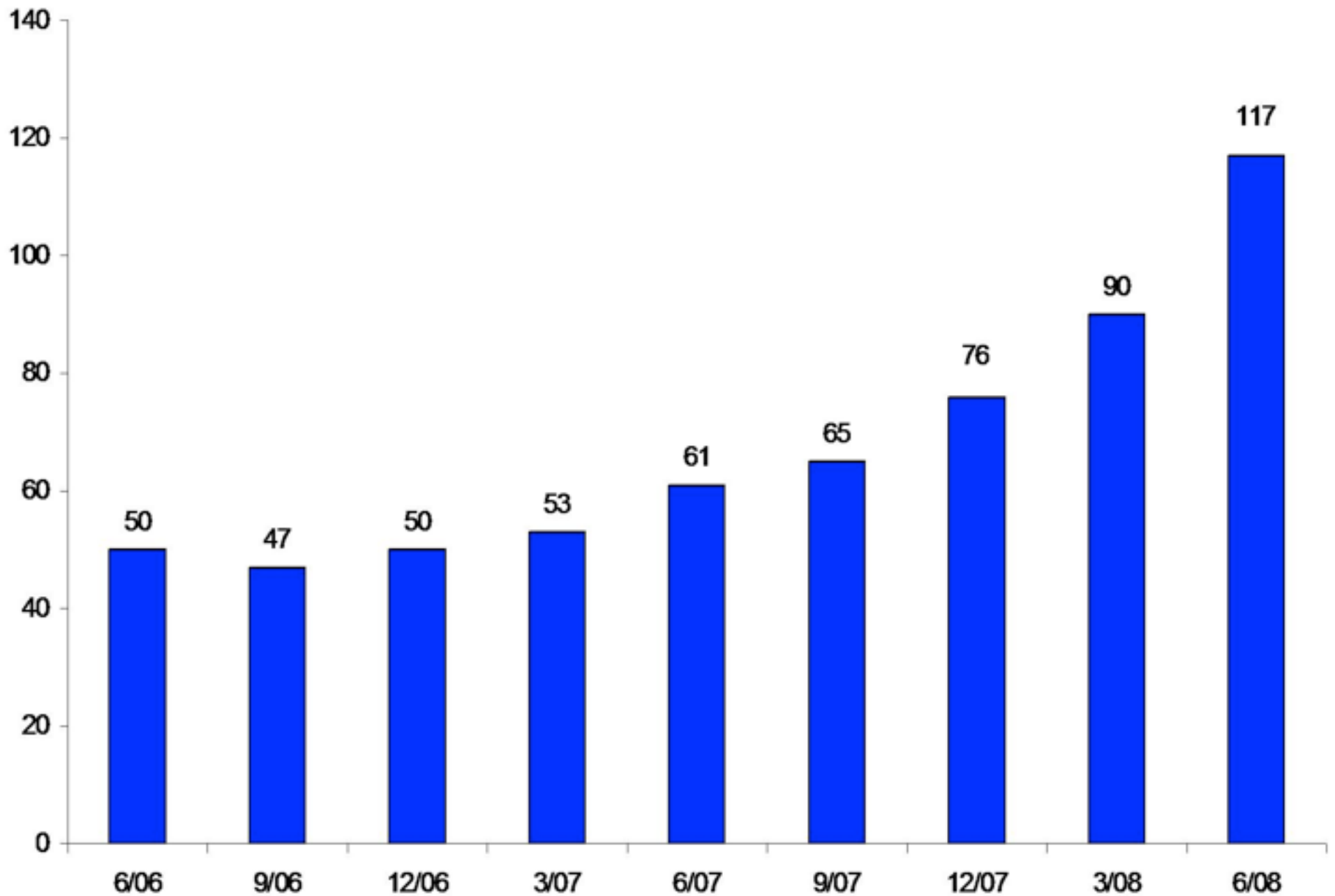
Last week



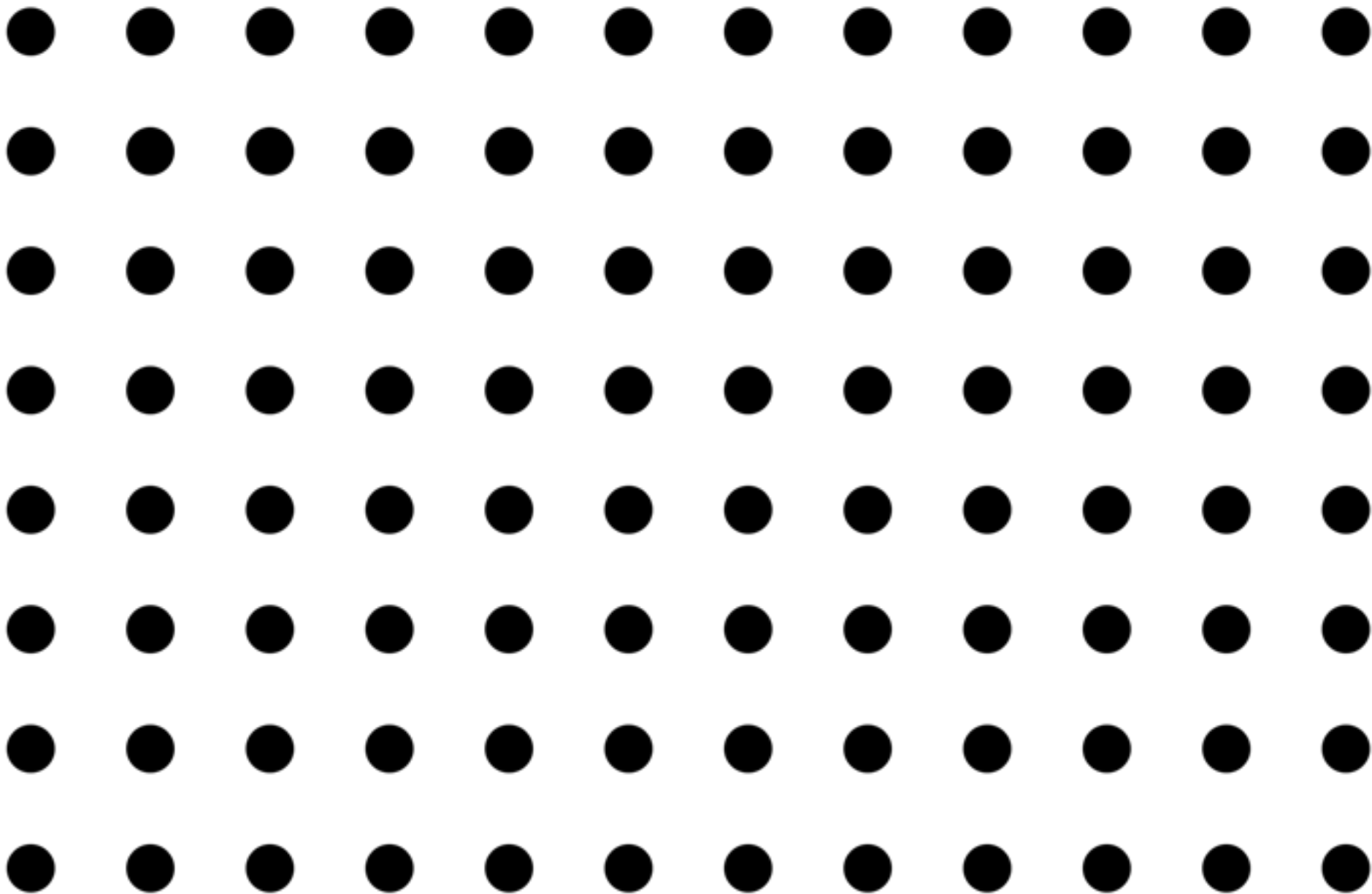
Steve Job's Presentation Skills



Don McMillan's Standup Comedy



Use of Graphs : How many?



Bullet Points: How many?

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Lorem ipsum dolor sit amet, consectetur adipiscing elit.

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Fonts: Font Size, Font Type



GE2410

Unit 4: Delivering Effective
Presentations



Verbal Delivery Skills



Body Language



**Interaction between yourself, your slides,
and your audience**



4.2 Verbal Delivery Skills

Some common practices



Reading from script

In the last 15 years, treatment strategies have been devised that have cut the fatality rate of cholera to 1% from 60%.

Task 1

- **Think of two reasons why delivering a pre-scripted speech may reduce the effectiveness of a presentation.**





Make the audience feel that you are talking to them

A black and white image featuring a magnifying glass. The lens of the magnifying glass is centered and shows the word "RESEARCH" in a large, bold, serif font. The background behind the magnifying glass is a blurred, high-contrast image of what appears to be a stack of papers or documents, with light rays emanating from the center, creating a sense of focus and discovery.

RESEARCH

When you have done your own research, you should have enough expertise to talk about what you have prepared confidently



You may memorise parts of your presentation if you are not too confident



Practice makes perfect



LESS
IS
MORE

Are you able to elaborate your points?



**Balance between visual cues and
memorising**



Audience centred



They feel bored
They don't understand



Speak clearly



Volume



Are you speaking too fast

slow
down.



Not too slow!



Venue affects interaction



Body Language and Vocal Power Tips

Kathy McAfee



**Would you be using some of the strategies
in your upcoming presentation?**

Gasoline made simple.

A lot of the new cars tend to be choosy when it comes to fuel. Most of them have catalytic converters, which means they are designed to accept nothing but unleaded gas.

Hondas are different. All our new cars—the Civic* 1200, the Civic CVCC*, and the Honda Accord*—operate without a catalytic converter. So you can take your pick of regular or unleaded gasoline. As for premium, there is no benefit and it's a waste of money.

Of course, whichever gas you use, you can go a long way on it in a Honda. Our best mileage car, the Civic CVCC 5-Speed, was rated at 47 mpg for highway driving, 37 mpg city, according to EPA estimates.

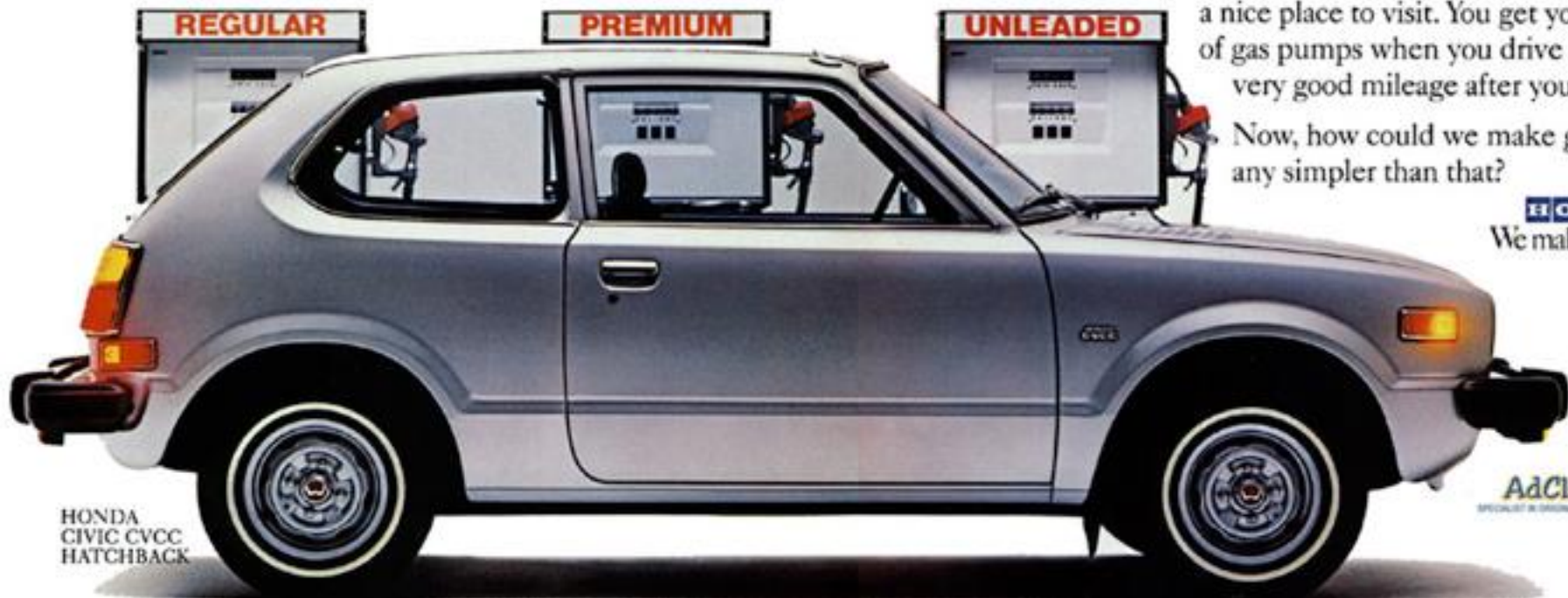
Our lowest EPA mileage estimate was received by the Civic 1200 with 2-speed manually-selected Hondamatic transmission: 30 mpg highway, 23 mpg city. All estimates are lower for California and high altitude areas. Also, the Civic 1200 is not available in California or in high altitude areas.

Although we're happy to tell you about our 1978 EPA mileage figures, we want to be realistic about them. So please keep in mind that EPA estimates are the result of laboratory tests and are offered only as a means of comparison.

When you drive in actual traffic on real streets and highways, your mileage might not be as high. Of course, in addition to how and where you drive, your mileage is affected by such things as your car's condition and optional equipment.

Still and all, a Honda makes the neighborhood service station a nice place to visit. You get your choice of gas pumps when you drive in. And very good mileage after you drive out. Now, how could we make gasoline any simpler than that?

HONDA
We make it simple.



HONDA
CIVIC CVCC
HATCHBACK

AdClassix.com
SPECIALIST IN ORIGINAL VINTAGE ADVERTISEMENTS

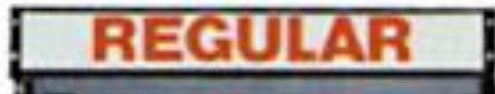
What's the problem with this slide?

Gasoline made simple.

A lot of the new cars tend to be choosy when it comes to fuel. Most of them have catalytic converters, which means they are designed to accept nothing but unleaded gas.

Hondas are different. All our new cars—the Civic® 1200, the Civic CVCC®, and the Honda Accord®—operate without a catalytic converter. So you can take your pick of regular or unleaded gasoline. As for premium, there is no benefit and it's a waste of money.

Of course, whichever gas you use, you can go a long way on it in a Honda. Our best mileage car, the Civic CVCC 5-Speed, was rated at 47 mpg for highway driving, 37 mpg city, according to EPA estimates.



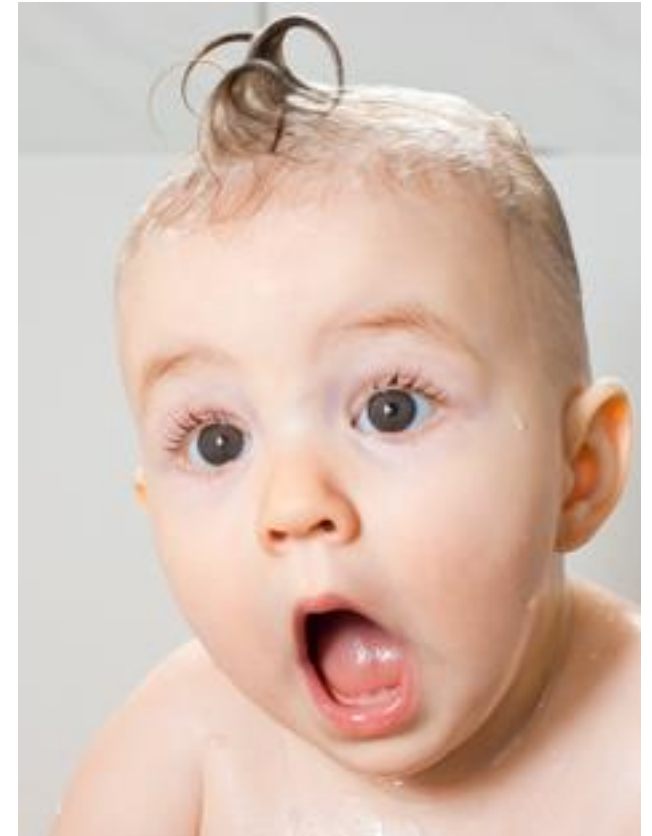
Look at the vocabulary used in this text. Are there terms you are not familiar with?



tips

Pronunciation

Make sure you pronounce the words accurately



Difficulty in understanding



Be careful with the use of difficult words

Task 2

- Think of at least one term that will be used in the presentation you will make in WEEK 6-7.
- Type one word on Padlet.
<https://padlet.com/ngaylee/n416dwm8lgbkij5y> and let your audience explain what it means.
- Will the audience be able to understand it?
- If they won't, what would you do in order to help your audience to understand the term?





Are the jargons necessary?



Can you explain the terms visually?



Sometimes we may explain difficult terms verbally

Task 3

- **Study the explanations of some technical terms on page 56 - 57**
- **Identify the types of information provided in the boxed parts**



a. An electronic circuit is a path between two or more points along which an electrical current can be carried.

b. A flip flop circuit is a circuit containing active elements that can assume either one of two stable states at any given time.

c. An electrophorous is a laboratory instrument used to generate static electricity.

d. Hypno-analysis is a psychoanalytical technique in which hypnosis is used to obtain information from a patient's unconscious mind.

e. An electron microscope is **a microscope** that **uses electrons rather than visible light to produce magnified images.**

f. A high performance building is a building that integrates and optimises on a lifecycle basis all major high performance attributes, including energy [and water] conservation, environment, safety, security, durability, accessibility, cost-benefit, productivity, sustainability, functionality, and operational considerations (Energy Independence and Security Act 2007 401 PL 110-140)

g. High performance is defined in this project as **a compression ratio no less than 4** (i.e., reducing the size of an image file by the factor 4) **and a maximum loss value of 1%.**



h. By high performance, we mean **a compression ratio** that is no less than 6 and a maximum loss value of 0.5%.

- i. Some communications protocols include "signalling" functions along with data. Channel Associated Signalling protocols—also called Robbed Bit Signalling—include signalling in the data channel (as opposed to a dedicated signalling channel).**

j. Multitasking is when you do two things at once.

k. To Bluetooth means to send information.

1. A strike is when employees of an organization or a union stop working.

def·i·ni·tion  [def-uh-nish-uh'n]  [Show IPA](#)

noun

1. the act of defining or making definite, distinct, or clear.
2. the formal statement of the meaning or significance of a word, phrase, idiom, etc., as found in dictionaries. An online dictionary resource, such as Dictionary.com, can give users direct, immediate access to the definitions of a term, allowing them to compare definitions from various dictionaries and stay up to date with an ever-expanding vocabulary.
3. the condition of being definite, distinct, or clearly outlined.
4. *Optics* . sharpness of the image formed by an optical system.
5. *Radio and Television* . the accuracy of sound or picture reproduction.

Origin:

1350–1400; Middle English *diffinicioun* < Old French *diffinition* < Latin

Part	Purpose of the part	Example
Term	to state the concept being defined	<ul style="list-style-type: none"> • “a flip flop circuit” • “high performance”
Genus	to state the restricted class to which the concept belongs	<ul style="list-style-type: none"> • “a circuit” • “a compression ratio”
Differentiae	to state a unique feature(s) that can distinguish the concept being defined from another that belongs to the same class	<ul style="list-style-type: none"> • “containing active elements that...” (to distinguish a flip-flop from another type of circuit) • “no less than 4 ... and a maximum loss value of 1%” (to distinguish the meaning of hi performance from that set by other researchers)

Task 4

- **Samples A, C, E, F, G**
- **Identify the genus and differentiae**



a. An electronic circuit is a path between two or more points along which an electrical current can be carried.

c. An electrophorous is a laboratory instrument used to generate static electricity.

e. An electron microscope is **a microscope** that **uses electrons rather than visible light to produce magnified images.**

f. A high performance building is a building that integrates and optimises on a lifecycle basis all major high performance attributes, including energy [and water] conservation, environment, safety, security, durability, accessibility, cost-benefit, productivity, sustainability, functionality, and operational considerations (Energy Independence and Security Act 2007 401 PL 110-140)

g. High performance is defined in this project as **a compression ratio no less than 4** (i.e., reducing the size of an image file by the factor 4) **and a maximum loss value of 1%.**

Samples A-H

Formal Definitions



Task 5

- **Study the samples of formal definitions again**
- **What sentence patterns are used?**
- **What is the main verbs used in definitions a-f? what are the main verbs used in g-h?**



a. An electronic circuit is a path between two or more points along which an electrical current can be carried.

b. A flip flop circuit is a circuit containing active elements that can assume either one of two stable states at any given time.

c. An electrophorous is a laboratory instrument used to generate static electricity.

d. Hypno-analysis is a psychoanalytical technique in which hypnosis is used to obtain information from a patient's unconscious mind.

e. An electron microscope is **a microscope** that **uses electrons rather than visible light to produce magnified images.**

f. A high performance building is a building that integrates and optimises on a lifecycle basis all major high performance attributes, including energy [and water] conservation, environment, safety, security, durability, accessibility, cost-benefit, productivity, sustainability, functionality, and operational considerations (Energy Independence and Security Act 2007 401 PL 110-140)

g. High performance is defined in this project as **a compression ratio no less than 4** (i.e., reducing the size of an image file by the factor 4) **and a maximum loss value of 1%.**

h. By high performance, we mean a compression ratio that is no less than 6 and a maximum loss value of 0.5%.



Formal Definitions

Part	Purpose of the part	Example
Term	to state the concept being defined	<ul style="list-style-type: none"> • “a flip flop circuit” • “high performance”
Genus	to state the restricted class to which the concept belongs	<ul style="list-style-type: none"> • “a circuit” • “a compression ratio”
Differentiae	to state a unique feature(s) that can distinguish the concept being defined from another that belongs to the same class	<ul style="list-style-type: none"> • “containing active elements that...” (to distinguish a flip-flop from another type of circuit) • “no less than 4 ... and a maximum loss value of 1%” (to distinguish the meaning of hi performance from that set by other researchers)

Pattern 1

Complex sentence



Subject	be	defining clause	e.g. which... / that...
Subject	be	non- finite clause	e.g. containing... / used...
Subject	be	preposit ional phrase	e.g. between two points along which...

Sentence pattern 1

An electrophorous is a laboratory instrument. It is used to generate static electricity.

Made up of 2 sentences:

S1: Term + defining verb (is/refers to/is defined as, etc.) + genus.

S 2: It + a verb + differentiae.

Sentence pattern 2

Combining the two sentences used in Pattern 1,
e.g.,

An electron microscope is a microscope that (or
which) uses electrons rather than visible light to
produce magnified images.

The term
placed in the
subject
position of a
sentence

a defining
verb (e.g.,
is, means, is
defined as,
refers to

the genus

Differentiae
expressed using a
definite clause

Sentence pattern 3

- ▣ A flip flop circuit is a circuit containing active elements that can assume either one of two stable states at any given time.
- ▣ An electrophorous is a laboratory instrument used to generate static electricity.

Similar to Pattern 1 with a reduced structure used for the differentiae

Differentiae expressed using a non-finite defining clause, e.g., “~ing” for active voice and “~ed” form for passive voice

Pattern 2

By X, we mean...



h. By high performance, we mean a compression ratio that is no less than 6 and a maximum loss value of 0.5%.

Informal Definitions

Sometimes the precise meaning of a term is not needed



Samples I - L

Informal Definitions



- i. Some communications protocols include "signalling" functions along with data. Channel Associated Signalling protocols—also called Robbed Bit Signalling—include signalling in the data channel (as opposed to a dedicated signalling channel).**

j. Multitasking is when you do two things at once.

k. To Bluetooth means to send information.

1. A strike is when employees of an organization or a union stop working.

Task 6

- Study the following excerpt
- Is the term “multi-tasking” defined formally or informally?



Young people are spending at least seven-and-a-half hours a day with media – computers, cell phones, TV or music, and by frequently multitasking, that is, doing all these at the same time, they're packing in the equivalent of nearly 11 hours of content, according to a 2010 study by the Kaiser Family Foundation. Whether they're texting while talking to friends or plugging in to an iPod while studying, today's teenagers seem to be constantly multitasking.

(adapted from Nightly News, msnbc.com)

Multitasking is a skill with which we do two things at the same time.

Multitasking is a skill which we use to do two things at the same time

Multitasking is a skill which allows people do two things at the same time

Informal Definitions

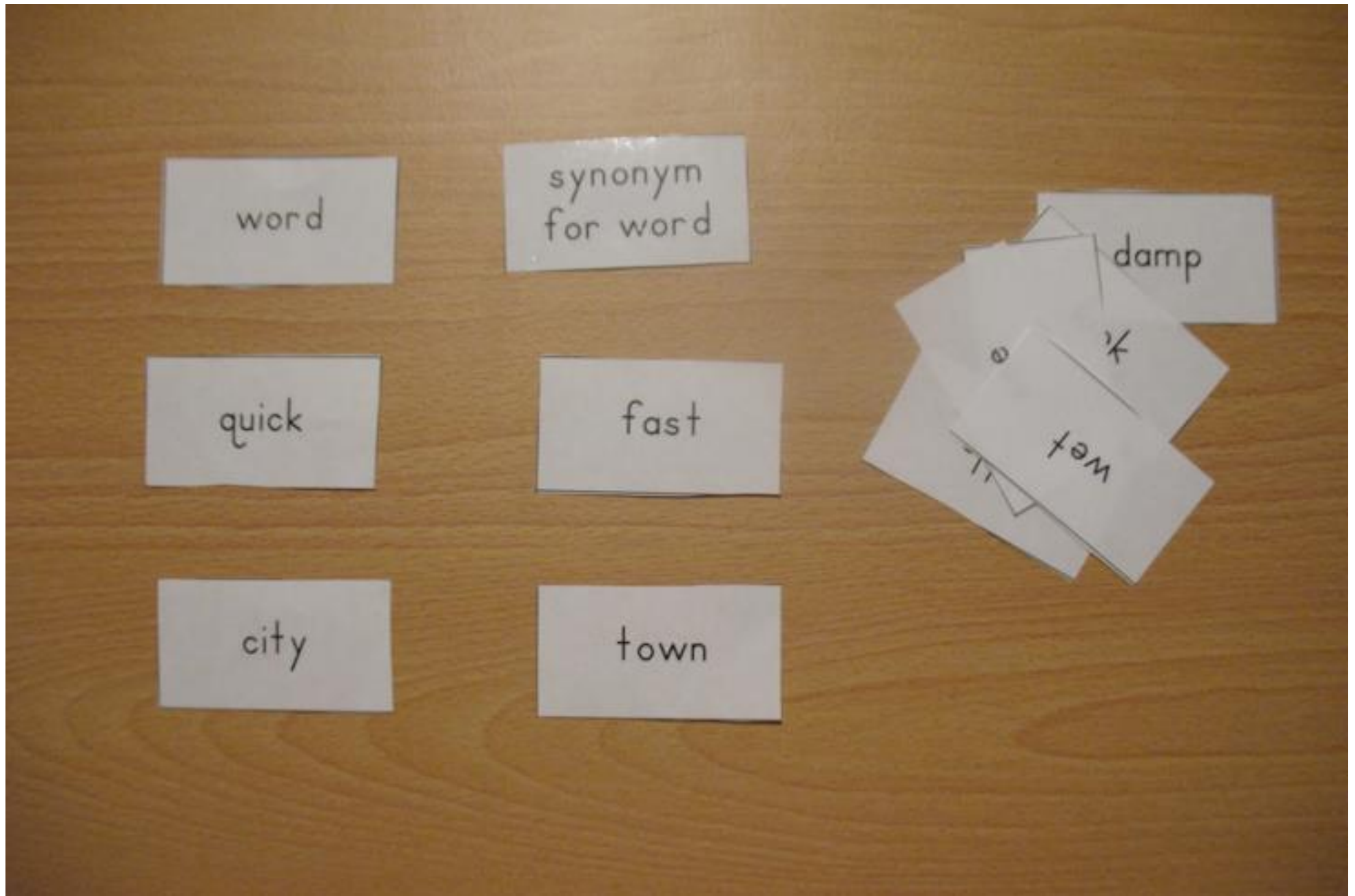
Using synonyms

Using synonymous expressions

Using acronyms

Using abbreviations





Synonyms

Signalling devices

- by using a dash -
- by using brackets ()
- by using words: “which”, “that is”, “i.e.”, and “also called”



Task 7

- Which of the signalling devices listed previously are applied to the informal definition of “multi-tasking”?



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(adapted from Nightly News, msnbc.com)

Task 7

- **Study the following passage and locate the informal definitions in the text.**
- **What information is provided in the definitions and how are the informal definitions signalled?**



There is a new challenge to conservation biology in British Columbia (a province in Canada), one which goes hand in hand with intensifying efforts to save species at risk and restore natural ecosystems. It's an "alien" invasion, and though it's been going on for decades its implications to restoration and recovery efforts throughout the province are profound. Invasive non-native plant species, which are also called alien, introduced, or exotic, grow quickly and aggressively. These unwelcome plants disrupt the ecology of natural ecosystems by displacing native plants and the animal species that depend upon them reducing native biodiversity. In this century the greatest threat to our native plants and wildlife may well come from invasive species.

b+wr - by the way

brb - be right back

tyl - talk to you later

lol - laugh out loud

2 days to day

A laser is a device that emits light (electromagnetic radiation) through a process of optical amplification based on the stimulated emission of photons. The emitted laser light is notable for its high degree of spatial and temporal coherence, unattainable using other technologies.

laser | 'leɪzə |

noun

a device that generates an intense beam of coherent monochromatic light (or other electromagnetic radiation) by [stimulated](#) emission of photons from excited atoms or molecules. Lasers are used in drilling and cutting, alignment and guidance, and in surgery; the optical properties are exploited in holography, reading barcodes, and in recording and playing compact discs.

ORIGIN 1960s: acronym from *light amplification by stimulated emission of radiation*, on the pattern of *maser* .

Video



4.3 Presentation Language

Task 9, page 59

- **Listen to the beginning of a talk introducing the services offered at Clifton Language Training**
- **Fill in the gaps in the transcript**



Audio

Clifton Language Clinic



Good morning, ladies and gentlemen. _____, very briefly, about Clifton Language Training. And _____, what is Clifton Language training, _____ in it, and _____.

Answer

- I'd like to talk to you
- What I'll try to cover is
- How we work



Good morning, ladies and gentlemen. _____, very briefly, about Clifton Language Training. And _____, what is Clifton Language training, _____ in it, and _____.

Task 9, page 47

- **Read the loosestrife extract in Unit 2, Fill in the blanks to make it a complete outline of the speaker's speech.**



Today [redacted] why purple loosestrife has become a problem and what is being done to solve the problem. First [redacted] [redacted] that loosestrife has had a serious impact on public wetlands in the United States. Then [redacted] some of the methods that have been successfully used to control loosestrife. And finally, [redacted] a unique way to control loosestrife that appears to be both safe and effective. ...

Today I'm going to explain why purple loosestrife has become a problem and what is being done to solve the problem. First I'll discuss the reasons that loosestrife has had a serious impact on public wetlands in the United States. Then I'll outline some of the methods that have been successfully used to control loosestrife. And finally, I'll introduce a unique way to control loosestrife that appears to be both safe and effective. ...



Using transition markers to signal transitions

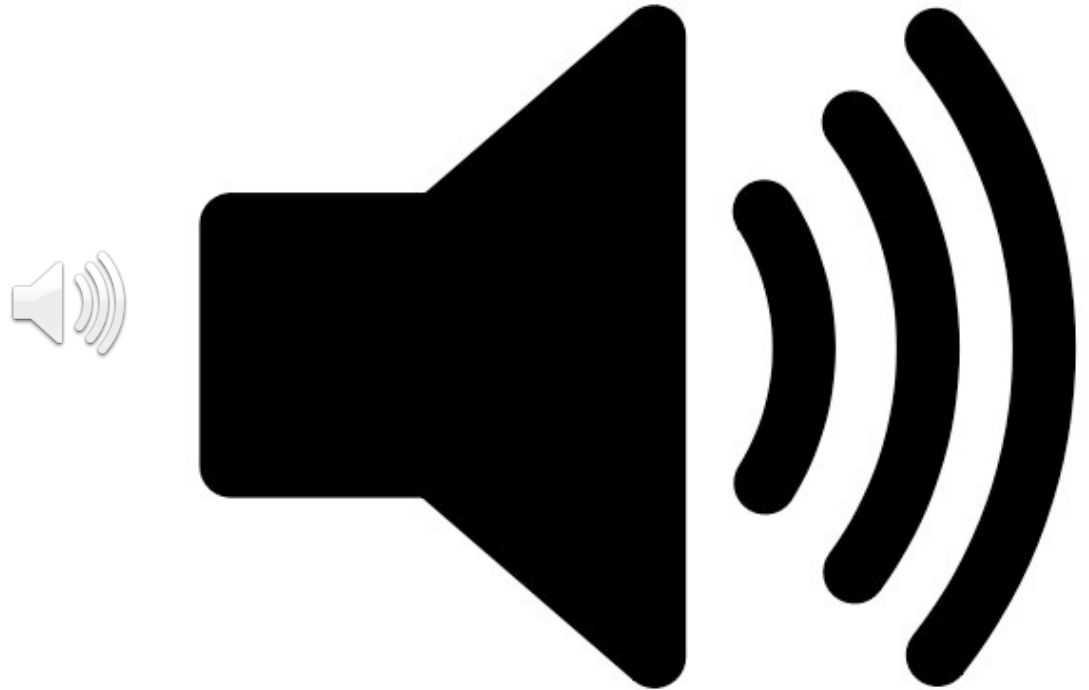
Task 10

- **Listen to rest of the Clifton speech, and fill in the gaps on page 60.**



Audio

Clifton Language Clinic



Some common transition markers

we can use in our presentations



So, firstly, what is Clifton Language Training? Well, it's an English language training consultancy, based in Clifton, in the north of England. It was established in 1980, with the objective of specializing in industry-specific language training.

There're principally two main activities. Firstly, in Clifton, we run individual courses of two types, either what we call 'one-to-one', that is, one teacher for one student, or a 'two-to-one', 'two teachers for one student. And, we also run small group courses in Clifton. The other main activity, our overseas services, where we send a trainer abroad to work on-site, usually with a group, in a company.

In addition to these two activities, we also write a lot of materials, both for publishers and also specially commissioned by companies.

So, let's move on now to who is in it. There are five partners, four teaching partners and one administrative partner and, in addition, there are several, experienced freelance teachers.

And, finally, we come on to how do we work? And here I'd like to stress that, as a partnership, we are not only a partnership amongst ourselves, but also are partners for our clients, and the basis for all the work we do is a very thorough needs analysis, that is an analysis of the job-related communication needs of the students. On the basis of this analysis, we go on to design a course and then to actually run the course. Now, obviously, an integral part of the course itself are the materials and for the development of these materials, we call on our extensive resources of print, audio and video material.

And, finally, at the end of the course, there will be suggestions for follow-up and a thorough evaluation in terms of the objectives set during the needs analysis.

So, very briefly, that hopefully answers three questions: what is Clifton Language Training, who is in it, and third, how do we work.

Are there any questions you'd like to ask?

Contrast	<i>But</i>	Change in topic	<i>Now, let's move on to... Now, I'd like to show you...</i>
Continuation/adding	<i>And</i>	Summarizing	<i>So So, to sum it all up, Right, to recap, So, very briefly</i>
Exemplification	<i>For example, one example of this is..., Let me show you one example...,</i>		

Task 11

- **How does the speaker of the Clifton speech end the talk?**
- **Look at the following slide where you can find some of the ending lines you can use in a presentation. Can you come up with some other sentences to replace the underlined parts?**



Now, comes the end of the presentation. I'd like to summarize what I have presented. I have briefly described the existing problem caused by loosestrife, evaluated different approaches to solve the problem. I've suggested that option X will be the best. Are there any questions that you'd like to raise?

Right, that's a brief discussion of loosestrife. Obviously, there are a number of points I couldn't possibly present because of the time. So, I expect to hear some questions from the audience for clarification or further understanding of my topic.



Q&A Session

How to handle questions?



Listen carefully

provide back channels

Back channels

nodding

yes

uh huh

I see

right

sure





Honest

Acknowledge mistakes

**Thank him/her for raising the
issue**

A large billboard with a white background and black text. The top line reads "Be Polite." in a large, bold, sans-serif font. The bottom line reads "GO F*** YOURSELF!" in a smaller, all-caps, sans-serif font. The billboard is supported by a dark brown metal frame and stands in a field of dry, yellowish-brown grass. In the background, there are some trees and a clear sky.

Be Polite.

GO F*** YOURSELF!

When you don't agree
with the audience

be skilful / tactful

Task 12

- **Study the following pairs of utterances**
- **State what the speakers in each pair try to do**
- **Which is a better choice?**



Pair 1

A. What?

B. I'm sorry. What's that again?

Pair 2

A. That's a very good question. But, I'm afraid I don't have an immediate answer to that.

B. Sorry, I have no answer.

Pair 3

A. I disagree with you.

B. Well, I don't see why you said...