

Language for ...

one stop english

MACMILLAN
DICTIONARY
www.macmillandictionary.com

giving a presentation

Worksheet

1 Warmer

Discuss the questions with your classmate:

- Do you often give **presentations**? Explain.
- Describe a time when you needed to speak in public.
(e.g. a project in school, a **presentation** at work, a wedding, teaching a class, performing)
- In the US, 73% of people have a fear of public speaking. In your opinion, why are so many people afraid of it?
- Try to remember a really good/bad **presentation** you have seen (e.g. at university, online). What made it so good/bad?

2 Text

Abby works in the television-marketing sector. Today, she is giving a **presentation** about the reasons for the success of the popular Netflix series *Stranger Things*.



a. Before you read Abby's **presentation**, discuss the questions below with your classmates:
Do you know anything about the series *Stranger Things*? If so, explain the basic story.

- The series is set in the 1980s. What movies and TV series were popular at that time?
- What do you understand by the word 'nostalgia'?

b. To help her remember her **presentation**, Abby has prepared a short list of the items that she wants to include (below). Read the script of the **presentation** on the next page and put the items in the list into the order in which Abby mentions them.

- _____ Go through the four main **points** of the **presentation**.
- _____ Tell a short anecdote
- _____ 1 _____ **Introduce** myself
- _____ Invite the **audience** to ask questions
- _____ Give a statistic to catch people's attention
- _____ Give a **concluding summary** of the main ideas
- _____ Include the **audience** by asking them a question

Language for ...

one stop english

MACMILLAN
DICTIONARY
www.macmillandictionary.com

giving a presentation

Worksheet



Abby's presentation

'Hi everybody. My name is Abby and I'm the Head of Marketing at Fortin Film Studios. **Thanks for coming along to my talk.** Today I'm going to talk about some of the reasons behind the success of the TV series *Stranger Things*. **As many of you know**, it's a very popular series. In summer 2019, the third season of the series was released, and **an estimated 40 million people** watched it in just the first weekend.

Before we begin, **can I just get a show of hands for all the people here who actually watch *Stranger Things*?** (*audience raise hands*) Oh, wow! That's a lot of people! OK, well I hope you enjoy the **talk**.

I'm going to begin with a short story from my own life. I'm a child of the 80s and one of my clearest memories is from one night when I was about 9 years old, cycling along a road with my friends. Basically, we all thought that we saw an alien! We had recently been watching *E.T.*, the famous movie about some kids who discover a friendly extra-terrestrial. Of course, I'm sure that what we actually saw that night was just some strange dog. But the memory has always stayed with me.

When I first watched *Stranger Things*, it took me right back to that memory. And **that's the first point that I'm going to talk about today:** nostalgia. The series is set in the 80s and it's about a group of kids who live in a town where lots of supernatural things happen. **But here's the surprising thing:** most of the people who watch the series aren't kids, they're middle-aged adults. The series has many references to 80s movies, music and styles, and adult viewers are keen to talk about these references, often on Facebook or Twitter. From a marketing **perspective**, this 'word-of-mouth' effect is a dream come true!

Moving on to the next point, it's important to mention how the international success of *Stranger Things* might be related to translation. The show's language experts pay a lot of attention to **detail**. **To give you an example**, in each country, they make sure to use the original translations for the titles of 80s songs or movies. And if they need to translate words which the series has invented, they do it in a way that sounds like language that was used in that country during the 80s.

Turning now to technology itself, another reason for the success of the series could be that it first appeared in 2016, at a time when Netflix began to allow users to download series instead of watching them online. This meant that in countries or regions with a slow internet connection, it was suddenly possible to watch online TV series.

As a final point to add, the success of the series is also financial. Because of its enormous popularity, lots of brands want to have their product in *Stranger Things*. We see characters drinking *Coca Cola*, eating *Burger King*, or wearing clothes from *H&M*. The third season of the show included products from dozens of brands, generating millions of dollars for the series.

So, to sum up, *Stranger Things* is one of the most popular TV series of the 21st century. And it owes its success to many factors, from its production to its context. The series sets a perfect example for anybody working in TV marketing these days.

That concludes my points for today. If anybody has any questions, feel free to ask now.'

Language for ...

one stop english

MACMILLAN
DICTIONARY
www.macmillandictionary.com

giving a presentation

Worksheet

c. Read the script again and decide if the following statements are True or False:

1. Abby is not surprised by how many people in the **audience** know *Stranger Things*.
2. Abby mentions *E.T.* to give an example of a movie with very good marketing.
3. She says that marketing departments should spend more money on social media.
4. She believes that *Stranger Things* uses very authentic language.
5. Before 2016, internet users were not able to download TV series from Netflix.
6. Abby concludes that it would be difficult for a different TV series to follow the example of *Stranger Things*.

3 Language in Use

- a. Below are some useful expressions for giving a **presentation**. The highlighted expressions have been taken directly from Abby's **talk**, but some words are missing. Without looking back at Abby's **talk**, try to remember the missing words.**

Starting the presentation

Thanks for coming _____ (1) to my talk.

Today I'm going to talk _____ (2) some of the reasons behind ...

My talk today is **concerned** with ...

I'd like to start by saying ...

Including the audience

As many of you know, it's a very popular TV series.

... can I just get a _____ (3) of hands for all the people here who actually watch *Stranger Things*?

If anybody has any questions, feel _____ (4) to ask now.

Does anyone have any comments or questions?

Giving statistics

... _____ (5) **estimated 40 million people** watched it in just the first weekend.

To put a number on it, 80% of the population watch television daily.

In real terms, my company spends \$3 million a year on TV advertising.

Telling an anecdote

I'm going to begin _____ (6) **a short story** from my own life.

I'm just going to **illustrate my point** with a short story.

If you'll allow me to tell you a short story as an example.

Language for ...

one stop english

MACMILLAN
DICTIONARY
www.macmillandictionary.com

giving a presentation

Worksheet

Going through the main points

And **that's the first point** that I'm going to talk about today: nostalgia.

Moving _____ (7) **to the next point**, it's important to mention how
_____ (8) **now to** technology itself, another reason for the success of the series
could be that it first appeared in 2016

As a final point to add, the success of the series is also financial.

Linking expressions

But here's the surprising _____ (9): most of the people who watch the series
aren't kids ...

The information may seem obvious, but **let's look in more detail**.

The show's language experts pay a lot of attention to **detail**. **To** _____ (10)
you an example, in each country, they make sure to ...

A good example of a "nostalgia" TV series is *Sabrina, The Teenage Witch*.

Finishing up

So, to sum _____ (11), *Stranger Things* is one of the most popular TV series of
the 21st century.

That _____ (12) **my points for today**.

Just to recap the main points ...

In my **talk** today, **we've looked at the following things** ...

b. Each of the sentences below contains a mistake with ONE word. Find and correct each mistake.

1. I'd like to start for saying thank you to the organisers of today's event.
2. If you have any questions, feel yourself free to ask now.
3. To put number on it, \$20 million was spent last year on cinema tickets.
4. In true terms, cinema profits have increased by 2%.
5. I'm just going to draw my point with a short story.
6. Turning on to the next point, let's look at the financial aspect of the issue.
7. The same trend can be seen in many countries. To put you an example, let's look at the Mexican market.
8. Just to recapitulate the main ideas from my **talk** today ...

Language for ...

one stop english

MACMILLAN
DICTIONARY
www.macmillandictionary.com

giving a presentation

Worksheet

4 Communication

You are going to prepare and give a five-minute **presentation**. Your teacher will tell you whether to work individually or in pairs.

a. Think of a topic for your presentation based on the idea below:

The reasons for the success of a certain TV series / music album / film / book

b. Prepare your ideas. If you are working in pairs, both students will present the talk together.

Try to include elements from Abby's list from Exercise 2b:

1. **Introduce** yourself
2. Give a statistic to catch people's attention
3. Include the **audience** by asking them a question
4. Tell a short anecdote
5. Go through the main **points** of the **presentation**
6. Give a **concluding** summary of the main ideas
7. Invite the **audience** to ask questions

You don't need to write a full script, just some simple notes with the main ideas. And remember, your **presentation** will only last for five minutes, so keep it short!

c. Now you're ready to give your presentation. Good luck!

5 Discuss

Discuss the questions with your classmate:

- Are you happy with how your **presentation** went? Explain.
- If you had to give the same **presentation** again, would you change anything?
- If you have watched the **presentations** of your classmates, talk about which was your favourite.

Red Words

presentation***	introduce***	audience***	summary**	conclude***	talk (noun)***
estimated (adjective)**	point (noun)***	perspective**	move (verb)***	turn (verb)***	
add***	sum (verb)**	set (verb)***	concerned (adjective)***	illustrate***	detail (noun)***