

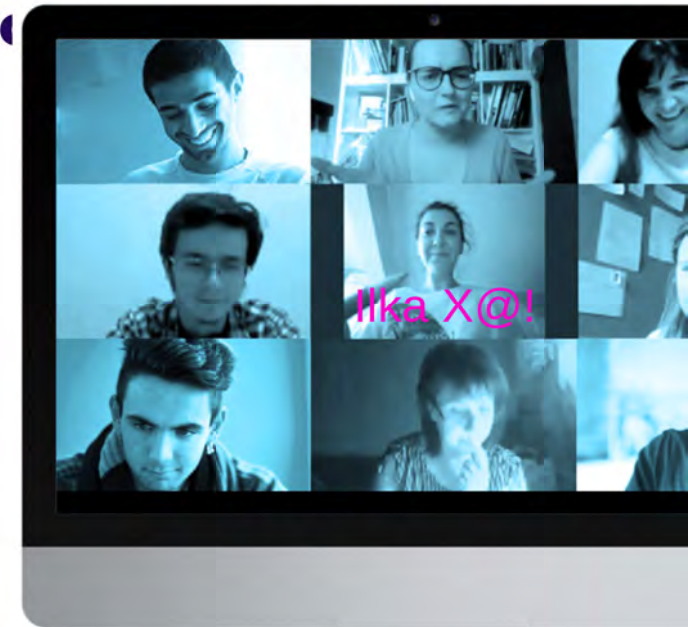
Memorable language for your presentation

Professional Skills

Theme:
Winning Presentations

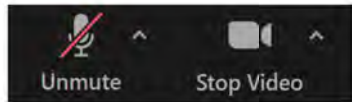
Before we start, please make sure...

- ✓ **your name on Zoom is clear (use Latin letters)**
- ✓ **your camera is on and mic is off (unmute when needed)**
- ✓ **you are in a quiet area that helps you focus**
- ✓ **you have a notebook or a note app ready to take notes**

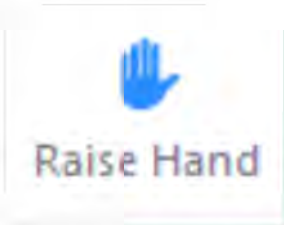


Virtual learning tools

1



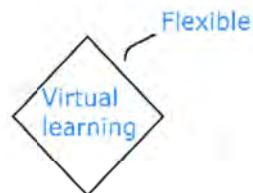
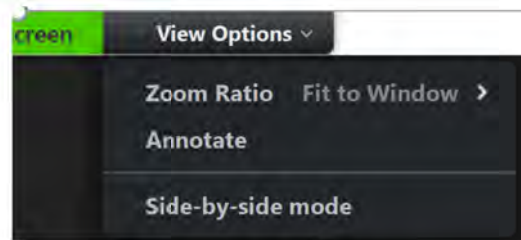
Unmute and share your response if you are instructed to (run the audio setup to check your mic).



Raise your virtual **hand** to participate.

2

Participate in whiteboard and on-screen activities using **annotation tools**.



3

Follow instructions and use specific **annotation tools** from the dropdown menus.

4

Use the **chat** to share ideas and answers.

To: Everyone
That's a great idea! :-)

Send your message to **everyone**.

Use **react** to give feedback signal you



How does it work?



You need to complete all three parts to get the most out of your course.

Prepare before class



Live class
+
After-class speaking session
(optional)



Practise after class

After-class speaking session

Stay back after class for 5 or 10 minutes to talk to your classmates from around the world.

This extra speaking practice will help you...

- improve your conversation skills
- practise using language learnt in class
- support and help your fellow students
- practise using English in a natural context
- become a part of a global learning community



Pre-class activities

Prepare before class



Using contrast for impact



Contrasting sentences



Using rhetorical questions

Your learning journey

As a result of this lesson, you should be better able to...

Make your presentation more memorable and powerful

You will find out about...

Using contrast for impact

Using rhetorical questions to engage your audience

You will practise...

Giving a mini-presentation on the topic of workplace processes



Lead-in

1. Do you ever use any of the following features in your presentations? Why or why not?

- contrast
- rhetorical questions
- metaphors

2. Look at these examples of contrast in presentations. Why are they effective? Can you think of any more common contrasts that are used in presentations?

Either we take a 20% pay cut across the board now or we'll be laying people off in 8 months' time.

The bottom line is that it can take years to build trust and win new business, but it only takes a few seconds to lose it with bad service.

Skills focus 1: Rhetorical Questions

1. What is a **rhetorical question**?
2. What effect does a rhetorical question have on an audience?
3. Why is it a powerful language tool?

Skills focus 1

Here are three structures in which we can use rhetorical questions.

Put the example sentences into the correct category.

A. Make a statement and follow up with a rhetorical question	B. Ask a rhetorical question and follow it up with an emphatic statement	C. Make a statement, ask a rhetorical question and provide an answer

1. How unusual IS this trend? It is unprecedented

3. Let's turn to the question of sales targets. What's our MAIN OBJECTIVE? Our MAIN OBJECTIVE is to reach the \$88 million mark by the end of Q3.

5. We've made more than 8 different improvements to the product and customers are still complaining. So, what's the issue? The issue is that the product is out of date and we need to be more innovative.

7. Just how difficult IS it? It's as easy as peeling a banana

2. We've spent the best part of three years ploughing money back into R&D. So, how soon can we expect to start seeing results?

4. As you know, we made them a very attractive offer, but they turned us down flat. So where did we go wrong?

6. How good ARE the results? Well, they are 50 times better than last year

8. We're still tough time g market to ac locally made what's the cl clincher is to foreign soun

Skills focus 1 (Answers)

A. Make a statement and follow up with a rhetorical question	B. Ask a rhetorical question and follow it up with an emphatic statement	C. Make a statement, ask a rhetorical question and provide an answer
2, 4	1, 6, 7	3, 5, 8

Skills focus 2: Metaphors

1. What is a **metaphor**?
2. Why are metaphors powerful language tools in presentations?

A **metaphor** is a figure of speech that describes an object or action in a way that isn't literally true, but helps explain an idea or make a comparison.

E.g. There is an elephant in the room
Chaos is a friend of mine (Bob Dylan)

Metaphors can be used to help an audience think in images and concrete terms. In this way, intangible concepts can be translated into digestible and memorable ideas.

Skills focus 2:

Here are the **3 key functions of metaphors**. Match the functions to the examples of language.

1. Breakdown complex concepts

A. 5GB equals 1000 songs in your phone

2. Encourage the audience to think in images

B. Data is the new oil of the digital economy

3. Make data meaningful

C. If my business was a garden, my media posts would be a colourful display of flowers

Can you think of any more examples?

Task



Task: putting it all together

You are going to explain a workplace process to an external audience.

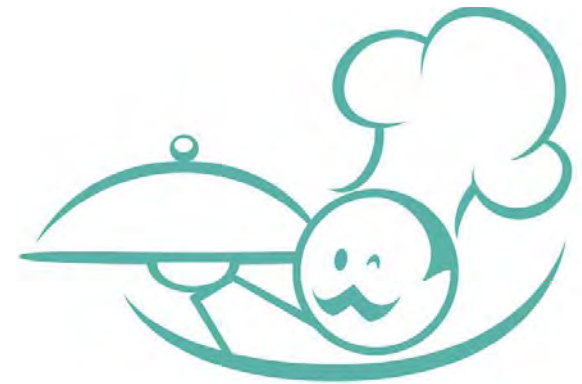
Think of a well-known and easily understood activity that you could align your description to.

E.g. Writing a content brief VS cooking

Set of instructions = recipes

Audience = diners

Outcomes = food on the table



Use the planning document in the chat box to help structure your presentation.

Task: presenting your ideas

Present your workplace process to your group



When you are listening to your classmates' presentations think of some questions you could ask them and be prepared to give feedback on the following items:

- Have they used metaphors, contrast, and rhetorical questions?
- Were the metaphors clear and effective? (If not: how could they be clearer?)

Task: feedback

- What went well?
- What was the most useful piece of feedback that you received from your peers?

Your learning journey: assess your progress

Now you are better able to...

Make your presentation more memorable and powerful

You have found out about...

Using contrast for impact

Using rhetorical questions to engage your audience

You have practised...

Giving a mini-presentation on the topic of workplace processes



What's next?

Practice after class



Checklist for powerful language

Extra Reading/Viewing Links

1. Using contrast in your presentations:
<https://www.duarte.com/effective-presentation-dont-be-boring-a-surefire-approach-to-getting-your-audience-part-1/>
2. Metaphorically speaking (Ted Talk):
https://www.ted.com/talks/james_geary_metaphorically_speaking?language=en
3. Using rhetorical questions:
<http://sixminutes.dlugan.com/rhetorical-questions/>

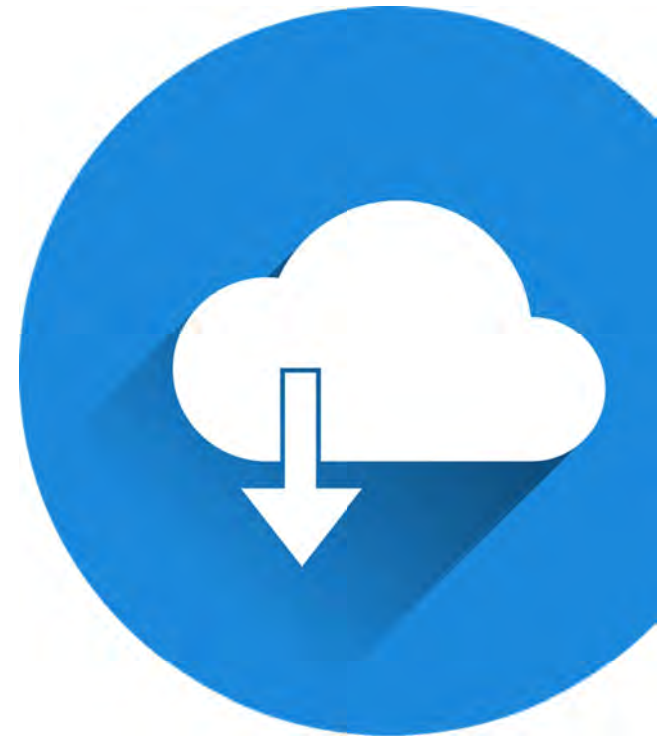
Action planning

What would you like to change or do differently after today's lesson?

Materials

Make sure you have

- downloaded the materials shared by the teacher
- saved the Zoom Chat



After-class speaking session

You can talk about any topic that interests you!

Use these questions as a guide, if needed.

- Have you heard of any of these techniques before the lesson?
- Which of them - metaphor, rhetoric, contrast - are easy to use?
- What are some interesting metaphors from your language?
- Is it easy to understand metaphors in another language?
- How can presenters ensure that their use of metaphor and contrast is clear and effective, rather than confusing or overly complex?

Dos

- ✓ Treat everyone with respect
- ✓ Keep your camera on to participate
- ✓ Let others share ideas
- ✓ Listen to everyone
- ✓ Click 'Leave' if you can't stay

Don'ts

- ✗ Don't take pictures or record
- ✗ Don't share personal information
- ✗ Don't let your children be onscreen

What do you think?

Do you like our new Professional Skills themes?

What did you think of the online activities?

What further information do you need?

For more information, write to

support.englishonline@britishcouncil.org



Teacher's Notes

This slide deck was adapted by Lucy McIndoe

Notes

Share your thoughts about the lesson with the next teacher