



DHBW

Mannheim

Presentation and Communication

Studiengang Wirtschaftsinformatik

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Impact techniques: Repetition

I want to talk a minute about repetition ...
I want to talk a minute about repetition. It's very, very important
in any speech that you do two things – repetition, restatement.
You have to remember that you wrote the speech, you researched
the speech, you studied and practised the speech, you basically
married the speech. You know it, but we don't. So you have to
repeat and restate the important points. I repeat, you have to
repeat and restate the important points.

Tracy Goodwin, communication professor

Impact techniques: Repetition

question

- a It's not a question of qualifications. It's a ~~matter~~ of talent.
- b I always say total quality begins with absolute commitment.
- c What's the use of setting goals if your objectives are unrealistic?
- d One thing we don't need is more data. We're drowning in information as it is!
- e A decline in the market doesn't have to mean a drop in sales as well.
- f We're still running at zero profit. But, from nothing the only way is up.

Impact techniques: Repetition

- a First of all, I'm pleased to report that profits are up by 38%.
First of all, I'm pleased to report that profits are up ... up by 38%.
- b It's a cliché, I know, but this firm has always put its people first.
- c Ladies and gentlemen, it's time to face the facts.
- d So, that's what happened – what I want to know is: why did we let it happen?
- e What's really important for us to do right now is this ...
- f One thing I know: we must never again lose our sense of focus.
- g Nobody likes failure, but some people are more afraid of success.
- h We've come a long way to get to where we are today.
- i And today we're announcing our biggest breakthrough ever.

Impact techniques: James Bond technique

nothing everything anything no one everyone nowhere

- a have we been more successful than in South America –
- b has ever been able to beat us on price –
- c in the beta test was positive about the product –
- d is beyond us if we work together as a team –
- e would be better than the system we've got at the moment –
- f in this market is about to change –

Impact techniques

Repeating certain sounds can add power to your key points. Advertisers use this technique a lot. Look at the following famous examples and identify the sounds being repeated. Some repeat more than one.

Pleasing people the world over. (*Holiday Inn*)

You can be sure of Shell. (*Royal Dutch Shell*)

Where do you want to go today? (*Microsoft*)

Probably the best beer in the world. (*Carlsberg*)

Fly the friendly skies. (*United Airlines*)

Don't dream it. Drive it. (*Jaguar*)

Sense and simplicity. (*Philips*)

Functional. Fashionable. Formidable. (*Fila*)

Impact techniques: Rhetorical questions

Phrasing a key point as a question and echoing the question in the answer is often more effective than just making your point. Look at the example and transform the other statements in a similar way.

a Piracy is the main challenge we face.

So, what's the main challenge we face? The main challenge is piracy.

b Viral marketing is the answer.

c Converting leads into sales is the problem.

d China is where the best opportunities are.


e Big-budget advertising simply doesn't work, that's my point.

f Give our project teams more autonomy, that's the plan.

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 **2.13** Work with a partner. Can you think of another rhetorical question you could add on to the end of each extract in 3? Then listen and compare your ideas with those on the CD.

where + go ~~how + do~~ what + do why + selling what + talking
 how soon + expect where + did what + waiting how much + wasted

- a We've tripled revenues in two years. So,*how*..... did we*do*..... it?
- b The whole of central Asia is one big golden opportunity. So, are we for?
- c We poured millions into this venture and it flopped. So, we go wrong?
- d When the patents run out on this product, our competitors will legally be able to clone it. So, are we going to about it?
- e We spend fifty million dollars a year on internet advertising alone. But of that is ?
- f It's by far the most cost-effective system on the market. So, isn't it ?
- g In spite of offering excellent salaries and benefits, we're still failing to retain key personnel. So, do we from here?
- h Retooling the plants is not going to be cheap. So, sort of figure are we about?
- i We've considerably stepped up our R&D activity. So, can we to see results?

Impact techniques: Set of three

Grouping points in threes seems to almost magically make them more memorable. Match up the three presentation extracts below:

- | | |
|---|---|
| a What will it take to achieve our goals? | d In Canada, Russia and Scandinavia. |
| b How do we plan to become a more socially responsible firm? | e Time, effort and tenacity. |
| c Where do our key markets lie? | f Through our total commitment to clean energy, sustainability and fair trade. |

a **b** **c**

Impact techniques: Set of three plus punchline

A billion hours ago, human life appeared on
earth. A billion minutes ago, Christianity
emerged. A billion seconds ago, the Beatles
changed music for ever ... A billion Coca-Colas
ago, was yesterday morning.
Roberto Goizueta, former CEO Coca-Cola

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| a | b |
| c | |

- a** But, most of all, through our commitment to people.
- b** But, first and foremost, Germany.
- c** But, above all, talent.

Impact techniques: Contrasting

- a** This year we're number two in the market. This t..... n..... year, we'll be n..... o..... .
- b** As they say, it's not a matter of doing things right. It's a m..... of d..... the r..... th..... .
- c** I'm not asking you to say yes today. I'm a..... y..... not to s..... n..... .
- d** I'm not saying it's a good option. I'm s..... it's o..... on..... o..... .
- e** They say you should look before you leap. I s..... le..... , th..... l..... .
- f** Five years ago we had an idea. To..... it has be..... a rea..... .
- g** If we don't seize this opportunity, so..... el..... w..... .
- h** We may never be the biggest, but we c..... st..... be the be..... .

Quellenangabe

Powell, Mark (2011) Dynamic Presentations, Cambridge: Cambridge University Press