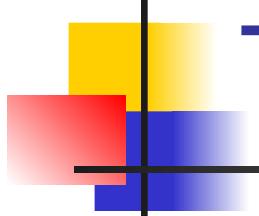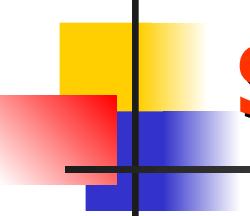# Organizing ideas in a presentation
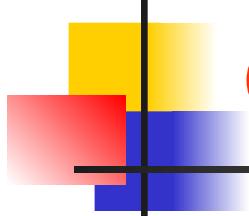
Le Thi Khanh Hoa, MA

THE BODY SECTION

How to organize the supporting materials

- time order
- cause-effect order
- problem-solution order
- topical order = categorical order
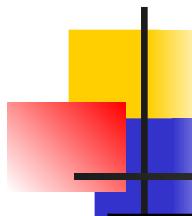- comparison-contrast
- advantages - disavantages

Specific Outline

❖ Background History/Definition of terms - as needed, but almost always brief

❖ **Main Point #1**

➢ Facts, key concepts, explanations examples, stories etc …

➢ Supporting Details (numbers, graphs, research, etc …)

➢ Summary/Transition

❖ **Main Point #2**

➢ Facts, key concepts, explanations examples, stories etc …

➢ Supporting Details (numbers, graphs, research, etc ..) Summary /Transition

❖ **Main Point #3**

➢ Facts, key concepts, explanations examples, stories etc…

➢ Supporting Details (numbers, graphs, research, etc ..) Summary/Transition

Language Focus - Connectives

- Signposts

- Transitions

- Internal previews

- Internal Summaries

Presentation extract

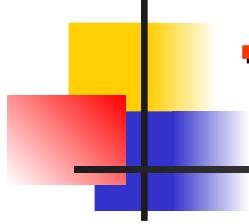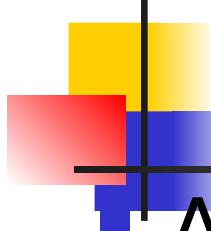|	
I'd like to start with an overview of the total market for lemonade drinks....	*Introduces the first part*
Let me now turn to the brand performance of Aqua-Sparkle...	*Moves to the second part*
So, that's the general picture for Aqua-Sparkle, and **now let's look at** the brand's performance in each of the three types of retail outlet...	*Summarizes and moves to first point*
Now what about the profitability of the brand? ...	
So, that completes my overview of the current situation and, **now I'd like to move on to** the outlook for the future of the market ...	*Moves to the second point*
	Summarizes and moves to third part

The power of ⏸

+ Getting rid of the distracting non-words.

+ Allows you time to think of what to say next.

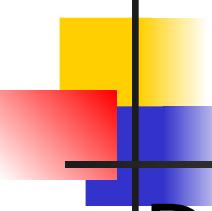+ Relieves tension, by allowing you to breathe.

+ Reference your notes.

STYLE

Advantages of reading a presentation

- Little hesitation
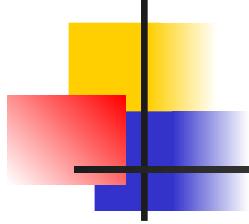- Fewer distraction → easier to follow the topic
- More confidence

STYLE

- Disadvantages of reading a presentation
  - No eye contact with the audience
  - Written English = more complex & difficult to understand
  - Tone = more impersonal
  - Delivery = less spontaneous
  - Reader speaks quickly

Make a presentation (in groups)

1. Choosing a favorite Topic

2. Having 3 main ideas

3. Using 4 kinds of Connectives

4. Time for preparation: 30mins

5. Number of slides: 6 – 10

6. Time for Presentation: 10mins