
UNIT 7 PRESENTATION SKILLS-I

Structure

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7.0 INTRODUCTION

Presentations are frequently used in business organizations and educational institutions for communicating ideas and information to a group. In this Unit you will learn how to make effective presentations. You will learn

- how to prepare for presentations
- hints on effective delivery
- preparing outlines of presentations
- use of a variety of presentation verbs
- use of signaling, signposting and listing techniques
- the importance of body language in presentations

7.1 WARM UP

When you give a presentation, **how** you deliver the information is just as important as **what** you say. Knowing your **subject** well and knowing your **audience** are both very important. But there are other considerations. Here are some of them. What is your opinion on these? Can you add some more to the list?



Body language visual aids	notes humour	language length	confidence voice speed
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7.2 READING: PRESENTATION SKILLS

Presentation skills are absolutely essential in almost all work areas. In the business world presentations are made to clients, prospective buyers, business associates, seniors, colleagues and subordinates. These days presentations have also become part of the recruitment process. In order to be effective and impressive in your presentations you need to **prepare** the presentation before you actually **deliver** it. Even experts in communication need to plan and prepare their presentations in advance.

Check Your Progress 1

Look at these tips on Presentation skills and decide whether you would put them in **Preparation or Delivery**.

- i) If you are not enthusiastic about what you say you cannot expect to generate interest amongst the audience; Adapt to response – don't stick to your plan necessarily. If you find that it is not working, alter it to adapt to the audience
- ii) Check room, seating, acoustics, OHT or Computer (depending on what you decide to use).
- iii) Vary your tone and pitch. Ensure proper modulation. Everything should not be said with equal amount of stress. Certain things need to be emphasized more than others.
- iv) Memorize your introduction. This will help you to sound confident and in control.
- v) Try to involve the audience and respond to their reactions
- vi) Keep your sentences short and simple. Use deliberate pauses to punctuate your speech
- vii) Never talk down or up to your audience. Treat them as equals, no matter who they are.
- viii) Whenever you make a really important point, pause and let the full significance of what you have said sink in.....before you move on.
- ix) Don't put boring tables of figures and long lines of text on the overhead projector and read them out.
- x) When showing a visual, keep quiet and give people time to take it in.
- xi) Welcome questions from your audience. When members of your audience ask you a question, it is usually because they have a genuine interest in what you are saying and want to know more. Treat questions as an opportunity to get your message across better.
- xii) Know the size and the knowledge level of your audience. You must not tell them what they already know.

- xiii) Be clear about the purpose of your presentation – is it to inform or to persuade.
- xiv) Key ideas should be emphasized – you must ensure that the importance of your key points is not lost because of over emphasis on sub points
- xv) Don't cram – if you have a lot of information to give you could consider giving some of it through handouts rather than cram all of it into your presentation.
- xvi) You must present an outline in the beginning of your presentation so that your audience knows how your presentation is structured. This should be well prepared in advance.
- xvii) Rehearse your presentation in order to time it, and to become familiar with names and figures as well as any complex information you need to give to the audience.
- xviii) Pay attention to your body language: eye contact; gestures; posture; movement.

Preparation	Delivery
ii) Check room, seating etc.	i) Be enthusiastic

Now check your chart with the Answer key.

7.3 GRAMMAR: VERBS OFTEN REQUIRED IN PRESENTATIONS

Outlining Your Presentation

It is important to present an outline of your presentation at the very beginning. This helps the audience to understand how you have structured your presentation. A presentation will be much clearer to the audience if the structure is clearly signaled.

The use of a variety of **presentation verbs** can help you to present the outline clearly, specifically and effectively.

Check Your Progress 2

Here are some verbs often required in presentations. Can you complete the outlines of the presentations below by inserting suitable verbs from the box? You may need to use some of these twice.

talking	discuss	outline	filling	sharing	bring
highlight		tell		report	start

- i) Good morning everyone. I am Aditya Sen. This morning I am going to be _____ to you about the Adult Education project taken up by our Institution. So I'll begin by _____ you in on the background of the project and then _____ you up to date on the progress of the project. I'll go on to _____ what I see as the main achievements of the project.

Next I will _____ our plans for further extension of the project. In the end I will _____ you how you can become a part of this project. Please feel free to interrupt me anytime with any questions you might want to ask.

- ii) Good afternoon ladies and gentlemen. I am here to _____ on the results of the market study of our new product in the western zone. I will begin with Mumbai which is our main domestic market in the west. I will then go on to Jaipur and Ahmedabad in that order.

After _____ with you information on the data collected from these cities, I will _____ in depth the implications of this report. My presentation will be followed by an open discussion on our performance in the western zone.

Here are some more ways of signaling the structure of your presentation. Pay particular attention to the verbs in bold.

Introduction

Greeting Good morning ladies & gentlemen / everyone.....

Topic I'd like to **talk** to you about.....

I'd like to **say** a few words about.....

I'm here to **make** a presentation on.....

This morning I'm going to be **talking** to you about / telling you about / **showing** you / **reporting** / taking a look at.....

Outline I'll be **dealing** with three areas.

I've divided my talk into.....

So I'll start off by **filling** you in on the background to / **bringing** you up-to-date on / **giving** you an overview of/ **making** a few observations about / **outlining**..... And then I'll go on to **discuss** in more depth / **highlight** what I see as the main / **make** detailed recommendations regarding.....

I will conclude with..... / **I will end** my presentation with..... / At the end of my presentation **I will invite** you to ask me any questions that you may have.

Check Your Progress 3

Join the words in A with the phrases in B to make complete sense:

- | A | B |
|--------------------|------------------------|
| i. reporting | a. you in |
| ii. filling | b. you up to date |
| iii. bringing | c. in more depth |
| iv. discuss | d. the implications of |
| v. talking | e. a look at |
| vi. taking | f. on the results of |
| vii. understanding | g. you through |

7.4 LANGUAGE FOCUS

Signposting

Signposts help to guide the audience through a presentation. Look at the phrases given below. These will help you to guide your audience through a presentation.

<i>to move on</i>	<i>to go back</i>	<i>to summarize</i>
<i>to expand on</i>	<i>to recap</i>	<i>to turn to</i>
<i>to digress</i>	<i>to conclude</i>	<i>to elaborate on</i>
<i>to illustrate</i>		

Check Your Progress 4

Choose one of the **signpost** expressions from above for the following situations:

- | | |
|---|---------|
| i) When you want to make your next point | To..... |
| ii) When you want to change direction | To..... |
| iii) When you want to refer to an earlier point | To..... |
| iv) When you want to repeat the main points | To..... |
| v) When you want to give a wider perspective | To..... |
| vi) When you want to give an example | To..... |
| vii) When you want to do a deeper analysis | To..... |
| viii) When you just want to give the basic points | To..... |
| ix) When you want to deviate from your plan | To..... |
| x) When you want to finish your talk | To..... |

More Signposting

Here are some more helpful signposts which you could use in the middle stage of your presentations.

- | | |
|----------------------|---------------------------------|
| Showing steps | First of all let's look at..... |
| | Then..... |
| | Next..... |

Visuals too are included in the middle of a presentation. In the next section we discuss ways to present them:

Using Visuals

Visuals like bar graphs, line graphs, pie charts, pictograms, maps, photographs, charts, PowerPoint slides are commonly used in presentations to present statistical information or to make comparisons. These will be dealt with in more detail in the next chapter.

Introducing a visual

I'd like to show you.....

Have a look at this.....

This graph shows / represents.....

Here we can see.....

Let's look at this.....

As you can see in this graph / table.....

Comparisons

This compares *x* with *y*

Let's compare the.....

Here you see a comparison between.....

Conclusion

And here is some language input for the end of your presentation.

Closing

Finally, to sum up.....

I'd like to sum up now.....

That concludes my presentation.

To conclude.....

Questions / Discussion

At the end of a presentation you are required to invite the audience to ask any questions that they may like to ask. Alternatively you could also permit them to ask questions whenever they want in the course of your presentation. This has to be told to them in the very beginning.

Inviting questions

Are there any questions?

If there are any questions I'll be glad to try to answer them.

I'll be glad to answer any questions you may have.

Now we could have a discussion on.....

Check Your Progress 5

Cross out the words in italics which are not suitable in these extracts from presentations:

- i) I would like to begin with *a preview / an introduction / an outline* of the main points of my talk.
- ii) The first thing I'll be *saying / telling / talking* about is why we need to change our pay policy.
- iii) I will then go on to *inform / share / confide* with you some of the viewpoints of our senior executives.
- iv) If we could just *draw / focus / attract* our attention on the major benefits of the scheme.
- v) I would like to *inform / state / assure* at the very beginning that this is just a proposal and not a decision.
- vi) But we do need to seriously *ask / address / answer* the question of how we are going to deal with the problem.
- vii) I will be glad to *call / answer / invite* any questions that you may have at the end of the presentation.
- viii) Please feel free to *interrupt / ask / enquire* me with any questions you may have in the course of the presentation.

7.5 LISTENING: IMPORTANCE OF BODY LANGUAGE IN PRESENTATIONS

You will now hear some tips on the importance of Body Language in Presentations. Listen to the audio and match the two columns:

Check Your Progress 6

Slouching	shows that you are friendly & approachable
eye contact	helps you to be more clear and effective
Smile	make for better understanding
Gestures	shows disinterest
Posture	enhances the comfort level of the audience
Proximity	helps counter boredom
variation in voice	signals interest in others

Can you explain what the speaker means by:

- i) smiling is contagious
- ii) invading other's space.

Consult the Answer Key and compare your answer.

- A. Listen to the beginning of a presentation on the introduction of a new course in Cinematics. Do you think it is a good introduction?
- B. Now listen to the beginning of another presentation on the same topic. Which one is better and why?

Compare your analysis with the one given in the Answer key.

7.6 SPEAKING: PREPARING AN OUTLINE OF A PRESENTATION

Now prepare an outline of a presentation on any one of these topics and present it before the mirror or before your friends. If possible you can record the presentation and then listen to it. You can now listen to the tape script and compare your outline with the sample tape script.

- 1) Your town / city
- 2) Television as a source of information and entertainment
- 3) Your favourite book / magazine

Now have a look at two sample outlines given in the Answer key.

7.7 PRONUNCIATION

Here are some words that are commonly used for presentations. Mark the stressed syllable in these words and speak them out aloud. The first is done for you as example. Now listen to the tape and check your pronunciation. You may also refer to a good dictionary for the correct stressed syllable.

- 1) presen'tation
- 2) recommendation
- 3) expansion
- 4) supervision
- 5) efficient
- 6) sufficient
- 7) strategic
- 8) systematic
- 9) analytical
- 10) economical
- 11) typical
- 12) experience
- 13) inconvenience
- 14) potential
- 15) commercial

- 16) individual
- 17) essential
- 18) gradual
- 19) actual
- 20) responsibility
- 21) incredible
- 22) impossible
- 23) diversify
- 24) obvious
- 25) spontaneous

7.8 SUMMARY

In this unit we have introduced you to Presentation Skills in terms of -

- how to prepare for presentations
- how to deliver effective presentations
- some linguistic skills for introducing a presentation, signposting, using visuals and concluding.

We have also dwelt on Body language, which is very important when making a Presentation. All these skills are discussed in greater detail in the next unit.

7.9 ANSWER TO CHECK YOUR PROGRESS

Check Your Progress 1

Preparation

ii), iv), ix), xii), xiii), xv), xvi), xvii).

Delivery

i), iii), v), vi), vii), viii), x), xi), xiv), xviii)

Check Your Progress 2

The answers are given in bold print.

- 1) Good morning everyone. I am Aditya Sen. This morning I am going to be **talking** to you about the Adult Education project taken up by our Institution. So I'll begin by **filling** you in on the background of the project and then I'll **bring** you up to date on the progress of the project. I'll go on to **highlight** what I see as the main achievements of the project.

Next I will **outline** our plans for further extension of the project. In the end I will **tell** you how you can become a part of this project. Please feel free to interrupt me anytime with any questions you might want to ask.

2) Good afternoon ladies and gentlemen. I am here to **report** on the results of the market study of our new product in the western zone. I will **begin** with Mumbai which is our main domestic market in the west. I will then go on to Jaipur and Ahmedabad in that order.

After **sharing** with you information on the data collected from these cities, I will **discuss** in depth the implications of this report. My presentation will be followed by an open discussion on our performance in the western zone.

Check Your Progress 3

- | | |
|--------------------|------------------------|
| i) reporting | f. on the results of |
| ii) filling | a. you in |
| iii) bringing | b. you up to date |
| iv) discuss | c. in more depth |
| v) talking | g. you through |
| vi) taking | e. a look at |
| vii) understanding | d. the implications of |

Check Your Progress 4

Signpost expressions:

- | | |
|---|-------------------------|
| i) When you want to make your next point | To move on to. |
| ii) When you want to change direction | To turn to |
| iii) When you want to refer to an earlier point | To go back to |
| iv) When you want to recall the main points | To recap |
| v) When you want to give a wider perspective | To expand on |
| vi) When you want to give an example | To illustrate |
| vii) When you want to do a deeper analysis | To elaborate on |
| viii) When you just want to give the basic points | To summarize once again |
| ix) When you want to deviate from your plan | To digress |
| x) When you want to finish your talk | To conclude |

Check Your Progress 5

The suitable options are underlined for you.

- i) I would like to begin with a preview / an introduction / **an outline** of the main points of my talk.
- ii) The first thing I'll be saying / telling / **talking** about is why we need to change our pay policy.
- iii) I will then go on to inform /**share** / confide with you some of the viewpoints of our senior executives.

- iv) If we could just draw / **focus** / attract our attention on the major benefits of the scheme.
- v) I would like to inform / **state** / assure at the very beginning that this is just a proposal and not a decision.
- vi) But we do need to seriously ask /**address** / answer the question of how we are going to deal with the problem.
- vii) I will be glad to call / answer / **invite** any questions that you may have at the end of the presentation.
- viii) Please feel free to **interrupt** / ask / enquire me with any questions you may have in the course of the presentation.

Listening

Tape script

The Body

Your body communicates different impressions to the audience. People not only listen to you, they also watch you. Slouching tells them you are indifferent or you do not care...even though you might care a great deal! On the other hand, displaying good posture tells your audience that you know what you are doing and you care deeply about it. Also, a good posture helps you to speak more clearly and effectively.

Now let us turn to eye contact. This helps to regulate the flow of communication. It signals interest in others and increases the speaker's credibility. Speakers who make eye contact open the flow of communication and convey interest, concern, warmth, and credibility.

Facial expressions are equally important. Smiling is a powerful cue that transmits happiness, friendliness, warmth, and liking. So, if you smile frequently you will be perceived as more likable, friendly, warm, and approachable. Smiling is often contagious and others will react favorably. They will be more comfortable around you and will want to listen to you more.

If you fail to gesture while speaking, you may be perceived as boring and stiff. A lively speaking style captures attention, makes the material more interesting, and facilitates understanding.

Attention to posture and body orientation are essential. You communicate numerous messages by the way you talk and move. Standing erect and leaning forward communicates that you are approachable, receptive, and friendly. Interpersonal closeness results when you and your audience face each other. Speaking with your back turned or looking at the floor or ceiling should be avoided as it communicates disinterest.

Now what about the space we keep from the audience? Notions of proximity vary with cultures. Cultural norms dictate a comfortable distance for interaction with others. You should look for signals of discomfort caused by invading other's space. Some of these are: rocking, leg swinging, tapping, and gaze aversion. Typically, in large rooms, space invasion is not a problem. In most instances there is too much distance. To counteract this, move around the room to increase interaction with your audience. Increasing the proximity enables you to make better eye contact and increases the opportunities for others to speak.

One of the major criticisms of speakers is that they speak in a monotone voice. Listeners perceive this type of speaker as boring and dull. People report that they learn less and lose interest more quickly when listening to those who have not learned to modulate their voices.

Adopted from Source: www.nwlink.com

Check Your Progress 6

slouching	shows disinterest
eye contact	interest in others
smile	shows that you are friendly & approachable
gestures	make for better understanding
posture	helps you to be more clear and effective
the right proximity	enhances the comfort level of the audience
variation in voice	helps counter boredom

i) smiling is contagious

When you smile at somebody, chances are that he / she will smile back at you. A smile spreads happiness around you as it makes others smile in response.

ii) invading other's space

Getting so close to somebody that he /she becomes uncomfortable because of your nearness and feels that his / her privacy is being invaded.

Tape scripts

A) Good morning ladies and gentlemen. I'm glad you are here to listen to me. I'd like to talk to you about our new course in Cinematics. I'm sure you will find the course relevant and interesting. It is very much in demand these days and I'm here to tell you all about it – who can join it and what you can do after a course like this. There are lots of places you can work in after learning Cinematics, but of course I won't have time

enough to tell you about all of them. You can also ask me questions about the course if you want.

- B) Good morning ladies and gentlemen. Thanks for being here. This morning I'm going to be talking to you about a new course we have launched in Cinematics.

I'll begin by explaining what Cinematics is. I will then go on to highlight the relevance and scope of Cinematics. Next I will outline the kind of skills that the course could help you to develop. I will conclude by filling you in on information about eligibility and requirements for the course.

You are free to ask me any questions you may have at the end of my presentation.

Answer

The second outline is better because it has a clear structure. The speaker states exactly the order in which he / she will be dealing with the topic, making appropriate use of presentation verbs and connectives. He/she also states his/her policy on questions – the speaker would not like to be disturbed with questions during the course of the presentation and this is made clear at the very beginning.

Speaking

Television as a source of information and entertainment

Good morning ladies and gentlemen. This morning I'm here to talk about the importance of television as a source of information and entertainment. I will begin my talk with giving an overview of the popularity of television as a means of communication.

I will then go on to outline the areas in which it provides invaluable information. Next I will emphasize upon the importance of television as a popular and affordable source of entertainment for all age groups.

My presentation will last for 10 minutes. I will be glad to answer any questions that you may have at the end of my presentation.

My Favourite Magazine

Hello friends. I'd like to say a few words about My Favourite Magazine. I've divided my talk into three parts. Firstly, I will begin by telling you which is my favourite magazine. Secondly, I will highlight the main features of the magazine. In the end I will tell you why I prefer this magazine to other magazines. I will invite you to ask me any questions you may have at the end of my talk.

Note: The second outline is more informal than the first one. This may be used when you make a presentation before an audience where you do not need to be too formal.

- 1) presen'tation
- 2) recommen'dation
- 3) ex'pansion
- 4) super'vesion
- 5) e'fficient
- 6) su'fficient
- 7) stra'tegic
- 8) syste'matic
- 9) ana'lytical
- 10) eco'nomical
- 11) 'typical
- 12) ex'perience
- 13) incon'venience
- 14) po'tential
- 15) co'mmercial
- 16) indi'vidual
- 17) 'essential
- 18) 'gradual
- 19) 'actual
- 20) responsi'bility
- 21) in'credible
- 22) im'possible
- 23) di'versify
- 24) 'obvious
- 25) spon'taneous