

CHAPTER 11

“ Giving effective presentations ”

Task 1: The hook is highlighted below. The speaker has used an interesting visual and a question to catch the audience’s attention.

Our presentation is on the topic of new materials in the construction industry, and we are going to focus our attention on one new material in particular. First I want to show you something. (Shows black and white photo of an old bamboo hut in Phillipines). How old do you think this building is? (pauses). Well, this picture is over one hundred years old. However, despite bamboo being a very old construction material, we are going to demonstrate how it is now considered a cutting-edge material that architects and engineers are very excited about. In this talk we will describe the history of the use of bamboo in construction, and then focus on the reasons for it again becoming an important choice of construction material today. We hope to show you that something that has been used since ancient times has a very promising future as a modern construction material due, amongst other things, to its versatility and strength. Our talk will last 15 minutes and we will invite questions at the end.

Task 2: The introduction is marked up to show the different functions.

Our presentation is on the topic of new materials in the construction industry, and we are going to focus our attention on one new material in particular. First I want to show you something. (Shows black and white photo of an old bamboo hut in Phillipines). How old do you think this building is? (pauses). Well, this picture is over one hundred years old. However, despite bamboo being a very old construction material, we are going to demonstrate how it is now considered a cutting-edge material that architects and engineers are very excited about. In this talk we will describe the history of the use of bamboo in construction, and then focus on the reasons for it again becoming an important choice of construction material today. We hope to show you that something that has been used since ancient times has a very promising future as a modern construction material due, amongst other things, to its versatility and strength. Our talk will last 15 minutes and we will invite questions at the end.

Initial introduction to the topic

The hook, to get attention of audience

Focus on the topic in more detail

Outline of the talk

Reason you should listen / purpose

Task 3: identify the three parts to the conclusion to the talk about bamboo.

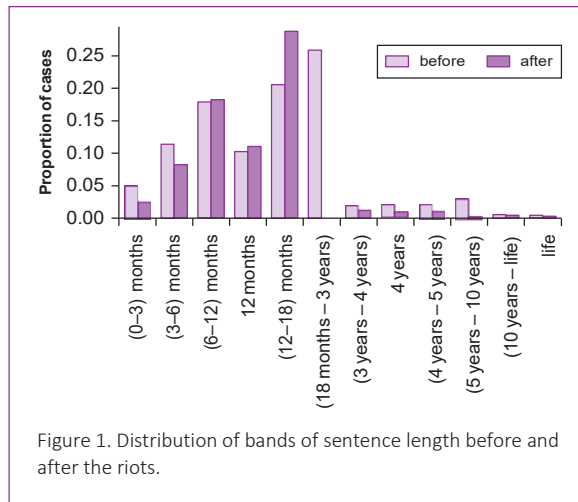
So, to conclude, we can see that bamboo is a versatile and flexible building material that has many advantages over more recent commonly-used materials such as steel and wood. It is cheap, can be used in an incredible variety of ways, and due to its fast growth, is sustainable. We wonder if this material will be the 'go to' building material in the future. We are not trying to bamboozle you – we are telling the truth about bamboo

Signalling words

Summary of main points

Final thought

Task 4: Identify problems with each of the following slides.



Graph too small to read.

There is no reference.

Initial comparison of the bands of custodial sentence lengths reveal no change in severity from the pre- to post-riots period. As shown in Figure 1, the proportion of sentences longer than three years went down in the post-riots period, however, so did sentences shorter than six months, with only the bands encompassing more than six months to three years going up. Hence, it is difficult to identify a net effect attributable to the riots.

Too much text on the slide.

This information is not necessary on a slide. Figure 1 should be on the slide and the speaker should give this information orally.

Burglary rates

Key points:

- The custodial rate, for cases of **robbery** remains stable across 2011
- the custodial rates for offence of commercial burglary **is** higher after **aug**ust than before.
- An aggregate increase in sentence severity following the riots.

Typographical and spelling errors.

Grammar errors.

Task 5: Look at the short sample from a presentation. What is wrong with the language used?

When a Central Bank generates new money electronically so that liquid assets such as government bonds, and stocks can be purchased, it is called Quantitative Easing. Quantitative Easing is an unconventional financial policy which is implemented when the government desires to escalate the quantity of money spent by the private sector in the economy so that inflation is restored to the level that is required.

Problem: This is like formal *written* language, so does not sound natural from a speaker. Look at the more natural version to compare:

Quantitative Easing (or QE) is something Central Banks do when they want to return inflation to a more normal rate during times of economic crisis. They will have tried more conventional things to stabilise prices and maintain economic growth, but if these fail, they need to do something more unconventional, and this is where QE comes in. So, the Central Bank creates new money, usually electronically, and then this money is used to buy assets such as government bonds. By doing this, they hope to encourage spending in the private sector, so that the inflation rate returns to the desired rate.

Task 6: What waffle can be cut from this transcript of a sample from a presentation?

The highlighted sections do not add anything to the message, and are evidence of the speaker saying more than is necessary, or 'waffling'.

There have been real changes to the English language since the advent of mobile and other electronic devices. **There are so many of these nowadays. People may have a mobile phone, a lap top, a tablet and a desktop computer, to name just a few. I have all of those things and so do most of my friends.** Anyway, since we started using these devices to communicate, corresponding adaptations to our language have developed. Things that we call 'textspeak', and that were originally only used in text messages have recently joined the language as spoken forms. I'm talking about things like lol, and omg, and other less polite forms. **I use these all the time, and I think my parents find it quite annoying, but that's just a generation thing, I guess.** So, the question linguists ask is, is this new vocabulary that evolved to help with written, real time communication, enhancing the language or is it having a negative effect?

Task 7: For each sample from four different presentations below, identify the signpost words or phrases, and state which section of the talk they are likely to be from.

1. In this presentation, we are going to discuss the Michelson Morley experiment of 1887, and we hope to show how this experiment paved the way for Einstein to make his theory of relativity.

This is from the introduction.

2. I will start by defining what is meant by the commonly used term, psychopath, then Alex will give examples. Laura will then go on to talk about how this personality disorder correlates with offending and criminal activity.

This is from the introduction.

3. As Erin has just said, there are several reasons for these figures to be questioned.

This is from the body of the presentation.

4. To sum up, we have explained how we designed our balser wood bridge and what we have learnt from this experiment to help us understand forces.

Conclusion