Giving a Presentation

English for Business
21 October 2008

Riesky, English Department UPI

To start with…

- A presentation is a talk given by a person to one or more listeners.
- Some important aspects to focus on:
  - Contexts
  - Content
  - Structure
  - Delivery
  - Language

Contexts

- Contexts cover a number of things:
  - Aims/purposes
  - Topic
  - Who the listeners are, how many?
  - Listeners' expectation
  - Time
  - Facilities

Content

- Content refers to the information to deliver in the presentation
- Three main things to consider:
  - Level (Does the information given correspond with the needs and interests of the majority of the audience?)
  - Quantity (Is it adequate? How much time is given?)
  - Accuracy (Is the information valid? Is it to the point?)

Structure

- Structure has to do with how the presentation is organized
- Basically, there are 3 main parts of a presentation:
  - **An opening or an introduction**: welcome, introduction of the speaker, topic, outline
  - **Main part**: presentations of the main points
  - **Closing**: summary and conclusions
  - ***Questions and answers**

...

Presentation Building Blocks (Brieger, 1997)

Greeting, Introduce yourself

Introduce your talk

Outline talk

Present main parts:
- point 1
- point 2
- point 3
- point x

Summarize main points

Conclude talk

Invite questions

Riesky, English Department UPI

Delivery

- Delivery refers to techniques used in delivering a presentation
- What to consider includes:
  - Voice (clarity, pronunciation, intonation, stress, pitch, pauses, volume)
  - Body language (don't be awkward)
  - Eye contact (keep a regular eye contact with the audience)
  - Visual aids (pictures, photographs, tables, charts, etc.)
  - *Humour

Language

- Language here means the linguistic properties we use to transfer the intended message or information

- It can cover a lot of things:
  - Vocabulary

  - Grammar

  - Transitional signals and *signposting* (e.g. so, let's start, to conclude, I just would like to go back, etc.)

  - *Pronunciation

It's time to check your assignment