

Тема 7. Підготовка доповідей та участь у міжнародних наукових конференціях

Lead-in: Before reading Text 1, answer the following questions:

7. Why do people give presentations?
8. Have you ever given or participated in a presentation?
9. What were you presenting and to whom?
10. Were you successful? Did anything go wrong?
11. What do you think a presentation should look like?
12. What is the basic structure of a presentation? How many parts does it have?

Text 1. Read the text and summarise the main points in 10-12 sentences. Answer the questions that follow

PRESENTATIONS

A presentation is a prepared talk about a particular subject. A presentation may be a less formal three-minute report to colleagues in a meeting or a more formal 45-minute speech to a large group of people you have never met before. A presentation may be given to train people, to stimulate interest in a subject, to provoke discussion, to gain support, or simply to give information. For any presentation there are some skills that will help you to perform effectively.

A good presentation should be well-planned, with a clear, logical structure; have clear and explicit links between the parts; have information that is relevant to the audience; have a memorable introduction and finish.

At the preparation stage, the speaker should:

- plan the presentation thoroughly. What is the purpose of the presentation – to inform, to persuade, to review? What information needs to be communicated? How will this information be structured?

- think about the audience. Who are they: colleagues, business partners, customers? How formal or informal does the presentation have to be? How much does the audience know about the subject? How long will they be able to concentrate? What is their first language?

- think about how visual aids can help the audience understand what is being said.

During the presentation the speaker should:

- speak loudly enough to be heard by everybody, but should not speak too fast or too slowly;

- not read a prepared text, but improvise from notes or visual aids;

- pause for emphasis when necessary;

- look relaxed, positive and confident;

- seems competent, organized and enthusiastic;

- makes eye contact with the audience, use appropriate body language and gestures to convey meaning.

There are three main parts in any presentation that follow:

INTRODUCTION:

Saying what you are going to say

- Greeting/ welcome
- Introducing yourself
- Introducing the topic
- Explaining the purpose of the presentation
- Saying why the topic is relevant
- Going over the structure

MAIN BODY:

saying it

- Signposting
- Developing the topic
- Focusing attention
- Referring to visuals
- Asking for contributions

CONCLUSION:

Saying what you have said

- Signalling the end
- Summarising
- Inviting questions

Below, we will look at the main stages in more detail.

The **introduction** to a presentation should contain:

- a welcome to the audience – *Good morning/afternoon, ladies and gentlemen.*
- (perhaps) a thank you to the audience – *Thank you all for coming today*
- your name and position (if necessary) – *My name is ... and I'm the ...*
- the subject or title of your presentation – *The subject of my talk is ...*
 - *This morning I'm going to talk about...*
 - *The theme of my presentation today is...*
- a statement of the purpose of your presentation –
 - ... *because this is something we will all have to think about in the future.*
 - ... *because you will be responsible for carrying out these new procedures.*
- (perhaps) a statement of the length of time you will take –
 - *I'm going to talk for about 15 minutes.*
 - *My presentation will take about 20 minutes.*
- an outline of the structure of your presentation (a list of the main points to be covered)
 - *My presentation will be in four parts.*
 - *I've divided my talk into three parts. FirstSecondThird...*
 - *In the first part ...*
 - *Then ... After that . Next . Finally ...*
- (perhaps) a statement of when the audience may ask questions
 - *If there's anything you don't understand, please don't hesitate to interrupt.*
 - *Please feel free to ask questions at any time.*
 - *I'd appreciate it if you would save any questions until the end.*

The main part of a presentation is the most difficult. Beginnings and ends of talks often contain similar phrases, but in the main part you give your audience the information they have come to hear. If you have said in your introduction that you are going to divide your presentation into several parts, you should clearly signal the beginning and end of each of these parts as they occur:

- *That completes the first part, so now we come to ...*
- *So, to move on to the second part of my talk ...*
- *That concludes the second part, so let's move on to ...*

- *That's all I want to say about ... so unless you have any questions let's turn to...*

The conclusion should :

- include a clear signal that you have finished or are about to finish the last point:
 - *That ends the third part of my talk, so ...*
 - *That's all I'm going to say about ...*
- briefly summarize the main information:
 - *So, to sum up ...*
 - *I'll end by emphasizing the main points.*
 - *So now I'll just summarize my three main points again.*
- perhaps draw some logical conclusions from what has been said:
 - *So what we need to do now is ..*
 - *This shows that we have to ...*
 - *So, to conclude, I have two recommendations.*
- perhaps include a thanks for listening:
 - *Thank you for your attention ...*
 - *Thanks for listening ...*
- include an invitation to ask questions.
 - *... and now I'd like to invite your comments.*
 - *Now I'd be interested to hear your comments.*
 - *Right, does anyone have any questions or comments?*
 - *Now we have 20 minutes for discussion.*

This means that speakers often make their most important points three times: in the introduction, they tell the audience what they are going to tell them; in the main part of the talk, they say it; and in the summary and conclusion, they tell the audience what they have just told them.

A good presenter who has to talk to an international audience will research the style of presentation that is appropriate to that particular audience. Some audiences, for example, may want to participate actively during the presentation while others will want to sit quietly and listen without interruption to what is being said. As part of the planning and preparation process, it is essential to find out what is appropriate.

Assignment 1. How would the presentation style differ in the following situations? Discuss in pairs/small groups.

1. A sales representative presenting a product to a potential customer.
2. An academic presenting his/her research project at a conference.
3. An engineer from R&D presenting an idea for a new hi-tech product to senior management.
4. A salesperson presenting the latest figures for their region at a sales team meeting.
5. An HR director presenting a new strategy at a meeting for HR managers from 20 different subsidiaries.
6. A university student presenting his/her paper to a class of other students attending the same course.

Factors to take into account:

Audience	Purpose	Type of the situation
known vs. unknown specialist vs. non- specialist small vs. large group	to inform to persuade to motivate	more formal vs. less formal

✎ **Assignment 2.** When preparing a presentation, you have to take into account whether it requires a MORE FORMAL or LESS FORMAL STYLE. Decide whether the following phrases are more formal or less formal (sort them out into two columns).

1. I'll start with ... Then I'll talk a little bit about ... I'll finish with ...
2. Well, we've looked at ... Now, let's talk about ...
3. The focus of today's presentation is ...
4. The first point I'd like to focus on is ...
5. To recap ...
6. Good morning/afternoon/evening. My name is ...
7. Having discussed ... I'd like to move on to ...
8. Hello everyone. I'm ...
9. Let's start/begin by looking at ...
10. To summarise ...
11. I'm here today to talk to you about ...
12. Firstly, I'll ... Following that I'll ... Finally, I'll ...

More formal style	Less formal style

✎ **Assignment 3.** Read the words in the box and match them with their synonyms below. Some of them can be matched with more than one synonym.

purpose	begin	turn to	theme	summarise	finish	come to
outline	represent	sum up	next	lastly	look at	topic

1. overview _____
2. finally _____
3. aim _____
4. conclude _____
5. move to _____
6. show _____
7. recap _____
8. focus on _____
9. then _____
10. subject _____
11. start _____

Assignment 4. Use some of the words from Assignment 3 and complete the sentences below. Some sentences can be completed with more than one word.

1. The _____ of this presentation is to give you a(n) _____ of our company and its products.
2. Firstly, I'd like to _____ you a timeline of our company so you can see how we've developed over the years.
3. Then I'll _____ our market and how it is changing.
4. After that I'll _____ our next point – our brand new product.
5. Finally, I will _____ how we can adapt our products to fit our customers' needs.
6. Just to _____ the main points again: I began by telling you a little about
7. OK, I'd like to _____ by saying that it was a great pleasure presenting to you today.
8. The _____ of my presentation is the system of English language courses at VSE.
9. This graph _____ our sales last year.

Assignment 5. Match the less formal verbs in the box with the more formal verbs below. Then find the appropriate ending for each sentence.

break into	carry out	show	set up	buy
look into	pay	move	speed up	use

We are planning to...

	More formal	Less formal	Ending
1.	establish		
2.	conduct		
3.	investigate		
4.	accelerate		
5.	penetrate		
6.	utilize		
7.	renumerate		
8.	demonstrate		
9.	purchase		
10.	relocate		

Endings:

- a. ...our interest in the project.
- b. ...the problem in more detail.
- c. ...new markets in Asia.
- d. ...the development of our new product.
- e. ...new supplies soon.
- f. ...our production to Bangladesh.
- g. ...a new subsidiary in Madrid.