

UNIT

2



How to Make a Presentation

Preview

Answer the questions. Then talk about your answers.

1. Why do people make presentations?
2. Who usually makes presentations? What for?
3. Have you ever made a presentation? How?

I.READING

Read and translate the text

HOW TO MAKE A PRESENTATION

*Pamela Pickford trains business people **to make presentations**. Here's what she says.*



The key is **preparation**. So the first step is to find out who you're going **to be presenting** to. You should find out how much the **audience** know about the **subject**. Are they experts or do they know very little? Are you presenting to a group from the same or from different countries? And **adjust** your language so that everybody can understand. If possible, visit the room where you'll be giving the presentation **beforehand** and organize it **precisely** to your own **requirements**. You must feel comfortable in it.

Now you're ready to start preparing what you're going to say. So stage one is the **opening** – the first few moments that can make or break the presentation. Then stage two, a **brief introduction** about the subject of your talk. Stage three – the main **body of** the presentation. And four, the **conclusion**, which should include a summary of your talk and your recommendations. Finally, the **question and answer session**.



I suggest that people **memorise** the opening as if they were actors. Write down the opening, **record** it, listen to it, and **practice** it again and again. If it's **properly** done, you'll get the audience's attention immediately, and you'll **feel confident** during the presentation. After that, write the whole presentation out. Then **select** the **key**

points. The next step is to buy some small cards and write one or two of the key points on each one.

When talking, **face the audience** at all times. Finally, remember that what you say is as important as how you say it. A good presentation is very much a performance.

II. VOCABULARY

1. to present [prɪ'zent] smth to smb a presentation [ˌprezən'teɪʃən] to make / to give a presentation Pamela Pickford trains business people to make presentations.	представлять что-л кому-л презентация делать презентацию Памела Пикфорд учит деловых людей делать презентации.
2. preparation [ˌprepə'reɪʃən] The key is preparation.	подготовка Подготовка – это самое главное.
3. audience ['ɔ:dʒəns]	аудитория
4. subject ['sʌbdʒekt] You should find out how much the audience know about the subject.	предмет, тема Вам следует выяснить, что аудитории известно на эту тему.
5. to adjust [ə'dʒʌst] Adjust your language so that everybody can understand.	приспособливать, корректировать Говорите так, чтобы ваша речь была понятна каждому.
6. beforehand [bɪ'fɔ:hænd] Visit the room where you'll be giving the presentation beforehand.	заранее Побывайте в помещении, где вы будете делать презентацию заранее.
7. precisely [pri'saɪslɪ]	точно
8. requirement [rɪ'kwaɪəmənt] Organize the room precisely to your own requirements.	необходимость, требование Расположите все так, как вам необходимо.
9. opening Stage one is the opening.	вступление Первая часть – это вступление.
10. brief [bri:f] brief introduction [ˌɪntrə'dʌkʃn]	краткий краткое введение (в тему сообщения)

11. the main body of the presentation	основная часть презентации
12. conclusion [kən'klu:ʒn] The conclusion should include a summary of your talk and your recommendations.	заключение Заключение должно содержать краткое изложение вашего выступления и рекомендации
13. a question and answer session	сессия вопросов и ответов, ответы на вопросы аудитории
14. to memorise ['meməraɪz]	запомнить, выучить наизусть
15. to record [rɪ'kɔ:d]	записать (на магнитофон)
16. to practice smth	упражняться в чем-л, тренироваться
17. properly ['prɒpəli]	должным образом
18. to feel confident You'll feel confident during the presentation.	чувствовать себя уверенно Вы будете чувствовать себя уверенно во время презентации.
19. key points	основные моменты
20. to face the audience When talking, face the audience at all times.	стоять лицом к публике Произнося речь, все время стойте лицом к аудитории.

III. READING COMPREHENSION

1. Answer the questions:

1. What should you find out before preparing a presentation?
2. How should you adjust your language to the audience?
3. Why do you need to visit the room where you'll be giving a presentation?
4. What parts does a presentation usually consist of?
5. What is the most important part of a presentation? Why?
6. What is the last stage of a presentation?
7. How can you make your opening really good?
8. What should you remember while talking?
9. Which is more important – what you say or how you say it?

2. Read the statements and say whether they are true (T) or false (F). Correct the false ones:

1. Preparation for a presentation is not very important.
2. When preparing a presentation, try to find out what your audience already know.
3. You should never adjust your language.
4. Visit the room where you'll be giving the presentation beforehand.
5. In the first stage of your presentation you should get the full attention of your audience.
6. There's no need to memorise the introduction.
7. If you memorise the introduction, you will be more confident when making a presentation.
8. The whole text of your presentation should be written on cards.
9. When talking, you face the screen.
10. The final part of your presentation should be the summary of your talk and your recommendations.
11. A presentation is like a show.

3. Supply the missing words and word combinations:

1. The first step is to **f** ... **o** ... who you are going to be presenting to.
2. You should **a** ... your language so that everybody can understand.
3. If possible, **v** ... the **r** ... where you'll be giving the presentation **b**... .
4. Stage one is the **o**... .
5. Stage two – a brief **i** ... about the **s** ... of your talk.
6. Stage three – the main **b** ... of the presentation.
7. You should memorise the **o** ... - as if you were an actor.
8. Write no more than one or two of the **k** ... **p** ... on each card.
9. Face the **a** ... at all times.
10. A good presentation is very much a **p**

IV. ANALYZE

1. Choose the correct word or word combination:

1. The first ... is to find out who you're going to be presenting to.
A. step B. note C. key
2. You should find out how much the ... knows about the subject.
A. speaker B. audience C. expert
3. You should ... your language so that everybody can understand.
A. record B. memorise C. adjust
4. Visit the room where you'll be giving the presentation
A. finally B. firstly C. beforehand
5. Stage one is the
A. opening B. summary C. recommendations
6. You should ... the opening as if you were an actor.
A. select B. use C. memorise
7. You should ... during the presentation.
A. feel frightened B. feel confident C. feel nervous
8. Buy some small cards and write no more than one or two of the ... onto each one.
A. openings B. subjects C. key points
9. Always ... the audience.
A. ask B. select C. face

2. Match the words and expressions with their definitions:

1 a formal talk in which you describe or explain something to a group of people	a to adjust
2 a group of people who have come to a place to hear or see a performance, a film, speech etc.	b to feel confident
3 before a particular event	c to select

4 lasting only for a short time	d to practice
5 the part at the beginning of a book, report etc that gives a general idea of what it is about	e to memorise
6 a period of time used for asking and answering questions	f audience
7 to learn something so that you remember it perfectly	g a presentation
8 to repeat the activity regularly so that you become better at it	h beforehand
9 to choose something or someone from a group	i brief
10 to believe in your own abilities and not to feel nervous or frightened	j an introduction
11 to change something slightly in order to make it better, more accurate or more effective	k a question and answer session

3. Put the words in the correct word order:

1. the / step / first / what / in / presentation / preparing / is / a / ?
2. should / find out / you / your / knows / audience / what / the / subject / about /
3. adjust / should / language / you / your /
4. in / a / part / the / important / most / what / presentation / is / ?
5. can / how / make / you / a / opening / good / very / ?
6. the / stage / last / is / of / what / a / presentation / ?
7. should / remember / you / talking / while / what / ?
8. for / cards / need / do / you / what / ?
9. can / using / when / you / start / notes / your / ?

10. a / is / like / a / performance / presentation /
11. should / opening / the / memorise / you /
12. audience / the / times / all / at / face /

4. Give the English equivalents from the text above:

1. заранее
2. чувствовать себя уверенно
3. выбирать
4. основная часть презентации
5. выучить наизусть
6. сессия вопросов и ответов
7. краткое введение
8. заключение
9. делать презентацию
10. аудитория (публика)
11. основные моменты
12. тема, предмет

V. TRANSLATE

1. Презентация очень похожа на спектакль.
2. Хорошая подготовка – это ключ к успеху.
3. Прежде всего, вы должны выяснить, для кого вы будете делать презентацию.
4. Выясните, что аудитории известно на тему вашей презентации.

5. Если возможно, заранее посетите помещение, где вы будете делать презентацию.
6. Вам должно быть там комфортно.
7. Самая важная часть презентации – это вступление.
8. Несколько первых минут могут испортить презентацию или сделать ее успешной.....
9. Вам следует выучить вступительную часть, как если бы вы были актером.
10. Следующий этап – краткое введение о предмете презентации
11. Затем – основная часть презентации.....
12. Помните, что то, *что* вы говорите также важно, как то, *как* вы это говорите.

VI. SPEAKING

1. Prove the following statements:

1. Always start your presentation with a joke.
2. Smile a lot.
3. Involve the audience.
4. Invite questions during the presentation.
5. Move around during your presentation.
6. Read out your presentation from a script.
7. Stand up when giving your presentation.

2. Dialogue

Work in pairs and prepare a dialogue.

Student A is a sales manager who has just returned from a sales conference where he gave a very successful presentation.

Student B is only preparing to make a presentation.

B asks **A** questions about how he prepared his presentation

3. You are a marketing manager in a big company. Give a talk for a group of young managers on preparing and giving presentations.