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PRESENTATIONS IN ENGLISH:  
DEVELOPMENT AND DELIVERY

ПОДГОТОВКА И ПРОВЕДЕНИЕ ПРЕЗЕНТАЦИИ  
НА АНГЛИЙСКОМ ЯЗЫКЕ

Учебное пособие для высших учебных заведений

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# *Введение*

Данное учебное пособие предназначено для студентов, обучающихся по направлениям «Менеджмент», «Экономика» и «Реклама и связи с общественностью». В профессиональной практике одной из задач является подготовка и проведение устного доклада с использованием электронной презентации. Предметом сообщения может быть не только товар или услуга, организация или компания, но и проект коммуникационной кампании, программа мероприятий, план действий.

Рост популярности электронных презентаций объясняется расширением коммуникативных возможностей, предоставляемых современными информационными технологиями. С другой стороны, в современных профессиональных коммуникациях к оратору предъявляются высокие требования в плане краткости, наглядности, точности передачи информации, эффективности выбранных способов коммуникативного воздействия. Восприятие информации аудиторией зависит от эффективной координации устной речи оратора и слайдов электронной презентации, которые призваны способствовать запоминанию информации аудиторией.

Эффективная презентация обладает следующими характеристиками:

- 1) чёткая структура, обеспечивающая логичность изложения информации и точное, полное понимание сообщения аудиторией;
- 2) важность создания у аудитории положительного мнения о предмете сообщения;
- 3) обусловленность отбора речевых средств обстоятельствами, в которых предстоит сделать сообщение (характеристика аудитории, временные рамки, наличие технических средств и т. д.);
- 4) обусловленность отбора речевых средств сложившимися в международной практике способами представления информации;
- 5) наличие обратной связи и необходимость изменения тактики поведения в зависимости от обстоятельств.

Эффективность презентации не сводится к правильному грамматическому построению речи, точному выбору используемых лексических единиц и правильному оформлению слайдов. При подготовке устного доклада необходимо наметить план изложения информации с учётом двух основных моментов. Во-первых, вся передаваемая информация должна быть воспринята слушателями

максимально полно, точно и однозначно. Во-вторых, структура доклада должна быть построена таким образом, чтобы сам говорящий мог легко запомнить и изложить всю необходимую информацию, не допуская неточностей.

Цель данного учебного пособия – обучить студентов основным правилам и приемам подготовки сообщения в форме презентации. В пособии подробно представлены способы планирования и структурирования содержания презентаций и приёмы создания слайдов. Предложены речевые средства, позволяющие успешно общаться с аудиторией.

## *A look at slides design*

Look at the description of some PowerPoint slides produced by an unskilled presenter. They were supposed to be a visual support for a live oral presentation.

*There are 20 slides filled with 12-point text in several bright colours, each having a complicated title and several subtitles. No empty space. No visuals.*

Is the presentation going to be successful? What would you do to make the slides more effective?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Now compare your advice with the tips below.

1. Outline a plan of your presentation well before you open the presentation software.
2. Produce a clear and logical structure.
3. Check that you include only relevant points and leave out everything that won't help the audience to understand your message.
4. Stick to one topic per slide.
5. Use a short clear title for each slide.
6. Make the text of the slides big and the amount of text small so that everyone is able to read what is on the slides.
7. Prefer short points to full sentences, where possible.

8. Use tables, diagrams, graphs and other visuals.
9. Do not change the style of slides, colours of the titles, typeface from slide to slide. Otherwise your presentation will look messy, which always makes a bad impression.
10. Words hyphenation is not used.
11. Text segmentation and orientation of different fragments fulfills the function of punctuation signs. So, you do not need much punctuation on slides.

While those tips may seem like common sense, when it comes to practice...

There is a saying:

*Advice is like castor oil, easy enough to give but dreadful uneasy to take.*

So, to make the tips easier to take and to follow, let us look at some slides design approaches more closely.

## ***Presentation structure***

The effect that a presentation makes on the audience does not depend only on the choice of words and grammar patterns. The use of effective presentation structure and relevant information presented to the audience are equally important.

It is a good idea to have a plan of what you are going to talk about before diving into PowerPoint. The best presenters often sketch out their ideas and objectives with a pen and paper. It takes time. But it will lead to more clarity. It will also save you time and effort when you create slides.

Most presentations are divided into three main parts (+ Questions):

- INTRODUCTION,
- BODY,
- CONCLUSION.

As a general rule in communication, repetition is valuable. In presentations, there is a golden rule about repetition.

1. Say what you are going to say (INTRODUCTION).

2. Say it (BODY).
3. Say what you have just said (CONCLUSION).

We will now consider some phrases that can be used in the beginning (INTRODUCTION) and in the final part of a talk (CONCLUSION).

## INTRODUCTION

<b>Function</b>	<b>Possible language</b>
Welcoming the audience	Good morning, ladies and gentlemen! Good afternoon, everybody!
Introducing yourself and your subject	I'm ... I am going to talk today about ... I'm here to present a PR campaign that concerns ... The purpose of my presentation is ...
Presenting the agenda	To start with I'll ... Then I'll mention ... After that I'll consider ... Finally, I'll summarize ...
Instructions about questions	Do feel free to interrupt me if you have any questions. I'll try to answer all your questions after the presentation

## CONCLUSION

<b>Function</b>	<b>Possible language</b>
Summing up	In conclusion, ... Right, let's sum up ... Finally, may I remind you of some of the main points we've considered.
Giving recommendations	In conclusion, my recommendations are ... I therefore suggest / propose / recommend the following strategy.
Thanking the audience	Many thanks for your attention.
Inviting questions	Now I'll try to answer any questions you may have. Can I answer any questions? Do you have any questions?

## *YOUR OPINION*

*When preparing a presentation, you want to include all the facts that support your point. You believe that the more information you convey the more impact your talk will make. You want to sound credible! What do you think will happen if there is too much information and too many slides?*

In the next two parts we will consider typical structure models of two types of presentations: a presentation of a company (organisation) and a presentation of a public relations campaign plan.

## ***A presentation of a company (organisation)***

Usually you make a company or organisation introduction to prospective customers, joiners, employees or shareholders. The main aim of this kind of presentation is to answer two questions: “What does your company do?” and “What has it achieved?” This aim can be achieved in different ways. Your task is to choose the most appropriate and impressive one.

Let us look at two presentation plans. Between them which one looks more straightforward?

### **Presentation 1**

Vision & Mission

About the Industry

The Founders

Divisions & Group companies

Business Model

Our Products & Services

Our markets

Our Competition

Our Competitive Edge (This is about the company’s strengths that make it competitive.)

*Expansion Plans*

Source: <http://blog.jazzfactory.in/>

## Presentation 2

Who we are?

What we do?

Our expertise (what we specialise in?)

Our achievements

Our products & services

Global presence

What we do better than others?

Source: <http://blog.jazzfactory.in/>

## Formulating a mission statement

A slide with a mission statement may look impressive if you use the right words. If you decide to include a mission statement, you should learn to formulate it simple and short. Do not put the long texts from a company's brochure or its Internet site on a slide. You need to work on these texts to make them suitable for your purpose. If there are long sentences, shorten them. Cut off all the unnecessary words. Use simple sentences. Divide the text into blocks and separate them with space or visuals.

There is another thing to check when you paraphrase a written text of a mission statement into a speech. Always read the text of a mission statement aloud several times to make sure it sounds good. Pay attention to the sentence stress and rhythm. As you know, the most important words in the sentence receive stronger stress. Stress in some words or word combinations may be shifted or weakened in a certain way to keep the rhythm of speech. It matters if you want your audience to understand and remember your message. So, rehearse it, and then correct the fragments that are "inconvenient" for you to pronounce because of difficult stress patterns.

Let us look at some examples. "Positive" words are underlined for you to notice.

Which words would you stress? Does the rhythm in the sentences sound regular?

*Our purpose is to create brighter lives for people today and generations to come.*

*We connect our unique competences in Life Sciences and Materials Sciences to create solutions that nourish, protect and improve performance.*

Source: <http://dsm.com>



*Elephant Talk Communications empower global telecommunications by serving the needs of Mobile Network Operators with a full set of applications.*

*We provide reliable expertise and high quality customer service.*

Source: <http://elephanttalk.com>

## Talking about the company's achievements

In this part of the talk you may need to cover three main areas: a) financial growth, expansion and entering new markets; b) recognition and reputation; c) social and environmental responsibility. The following titles illustrate these three points. For each title decide which point it relies to.

- 1) *Increase in revenues*
- 2) *Share price rise*
- 3) *Agreement between Elephant Talk and Your Card B.V., a Mobile Virtual Network Operator*
- 4) *Addressing safety, fuel efficiency and emission reduction*
- 5) *Launch of a new range of products*
- 6) *Sustainable environment solutions*
- 7) *Our new offices*
- 8) *Higher eco-efficiency*
- 9) *Joint venture with MECO Holding AG*
- 10) *The award of a second European Privacy Seal*

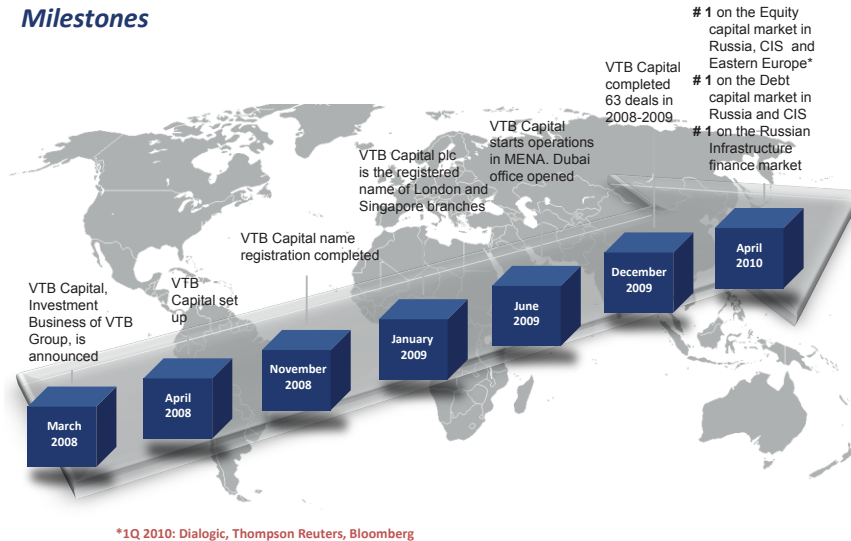
Source: <http://dsm.com>, <http://elephanttalk.com>

**Slide tips.** Avoid 'dull' text when talking about the company's history or performance figures. Graphics will help you to make this part look brighter.

Look at the example below. Notice that in passive sentences we omit forms of the verb "to be". So, it says "*VTB Capital name registrations completed*" instead of "*VTB Capital name registrations was completed*". Yet, as you see, there are very few punctuation signs.

**Language tips.** As a rule of thumb, the easier the better. With large (and tired) audiences it is difficult to put the message across if the language is too complicated. Where possible, prefer to use the Present Simple Active to give the general facts and financial data. If active forms are inappropriate, use passive ones, but make the sentences short.

## Milestones



To talk about the plans you can use: *We are going to ...; We intend to ...* However, “will” forms are appropriate and sound more confident.

**Task.** Make a presentation of Microsoft using the information.

Founded?	Bill Gates, 1975
What does it sell?	Computer software, devices, services
Where is the head office?	Redmond, USA
Where does it operate	Subsidiaries in 119 countries
Respected for	Community commitment: sponsorship, charity
Plans	Invest in development of environmental friendly technologies
Net revenue (reported in June 2015)	\$ 93.58 B
Net revenue growth	8 %

Source: <https://www.microsoft.com>

# *A presentation of a public relations campaign*

Let us look at two models of PR process you can base your plan on. We will begin with the RACE model. The RACE acronym means that public relations activity consists of four elements:

**Research** – What is the problem or situation?

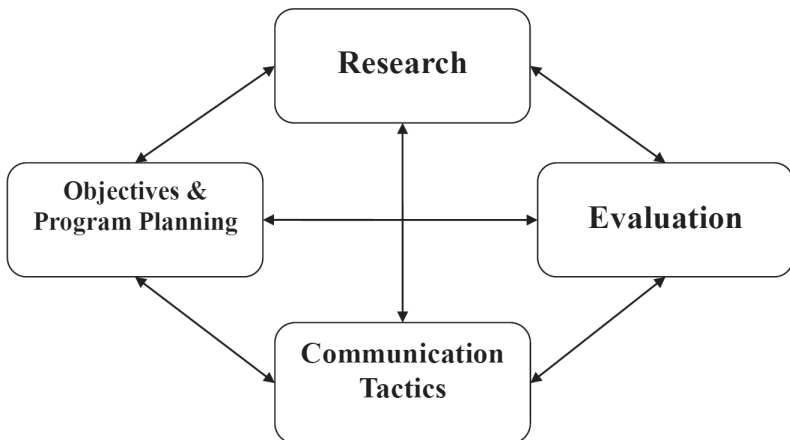
**Action (strategy planning)** – What is going to be done?

**Communication** – How is the public going to be told?

**Evaluation**– Was the audience reached and what was the effect?



The RACE model is quite easy to reflect in a presentation. However, the main minus of this linear model is that it shows one step following another whereas in reality each step may appear anywhere in the process. This is taken into account by the dynamic model.



The dynamic model implies that certain changes can be made at all the stages of a PR campaign. The objectives can be changed if it turns out that they are unrealistic, or the tactics may be adjusted if they do not prove to be effective. If you mention that efficiency evaluation measures include monitoring the results at several points of you plan, you will

show that you are able to use the dynamic model of PR process. Another suggestion is that you keep up with your competitors' media activities, which should be written in your campaign schedule.

When presenting a PR campaign plan talk about the following four steps.

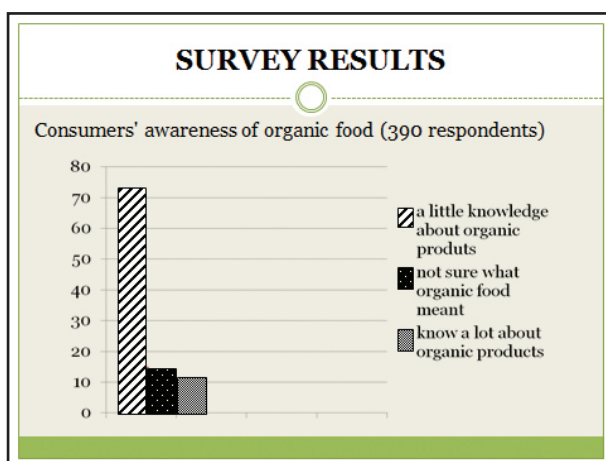
1. Research.
2. Strategy: objectives, publics and message.
3. Communication Tactics.
4. Evaluation.

## Step 1. Research

When we talk about research, we cover three key elements: a) client or organisation that intends to launch the campaign; b) problem or potential problem; c) target audiences.

You may also list the research methods that you have used. You might need to include: reviews of analysts' opinion; face to face meetings with large investors; opinion surveys; studies showing financial results.

Let us look at two examples that illustrate effective ways to present survey results without using a long text or lots of figures. They are from two different presentations. The first one is quite informative and shows some essential data, whereas the second one just identifies the problem that the survey has revealed.





*YOUR OPINION*

*Look at the slide below. Does this slide help the audience to understand what the presenter wants to say?*

**wood cut out per year  
in Russia**

Year	Felling (million cubic meters.)	Intermediate areas (million cubic meters.)
1990	309,6	25,6
1991	308,8	25,9
1992	298,7	25,7
1993	299	25,9
1994	302,8	26,1
1995	302,7	26,4
1996	310,5	26,7
1997	319,6	26,8
1998	32,8	2,7
1999	311,8	26,9
2000	283,8	27,6
2001	281,7	24,7
2002	227,8	22,8
2003	174,2	22,8
2004	122,4	18,6
2005	124,9	1,4
2006	102,8	19,1
2007	94,3	19,3
2008	88,6	18,8
2009	111,0	19,8



# Using a SWOT Analysis

It is very popular to analyse situations using a SWOT (strengths, weaknesses, opportunities, threats) analysis. This helps consider all the major factors that determine the situation development. There are the internal and external factors you should consider before developing a strategy. The internal factors are the strengths and weaknesses of the organisation. The external factors are the opportunities and threats.

On a slide the results of the SWOT analysis are usually presented in a chart. This will show which factors the strategy will be focused on.

strengths	weaknesses	opportunities	threats

## Step 2. Strategy: objectives, publics and message

At this stage a clear strategy is developed, which means that you define what overall business aims you need to achieve and what you want your audience to know about your organisation. A strategy involves: identifying goals and objectives; identifying target audience(s); creating a theme for the campaign (message).

The strategy should be focused on resolving the problem that you formulated earlier or capitalizing on the situation identified in the problem/opportunity statement. It begins by converting the problem/opportunity statement into a goal. If you have done a SWOT analysis the aim is based on this. Think how you can make the best of the strengths and opportunities and how you can cope with the threats and weaknesses.

Below there are some examples of well formulated strategic aims.

**Notice** that on a slide we omit “to” in the infinitive form. This way we make the sentences shorter. Besides, the sentences that you put on slides do not have a full stop sign at the end.

1) *gain understanding among all audiences that focusing on image quality is the best long-term interest of Kodak*


2) *sustain employee morale, retain customer loyalty and avoid disruption in the performance of divisions*

3) *build relationships with key industry bodies and professional networks*

4) *raise awareness of a company brand and expertise*

5) *position alongside key region-based industry competition*

Below there is an example of a slide that gives a more detailed and complex explanation of a communication campaign strategy.

 <h2 style="text-align: center;">Strategy</h2>	
<b>mission</b>	<b>we help to focus on the things that are important</b>
<b>goals</b>	promote the company as the one that takes care of everything important for the client using effective cleaning processes and qualified professionals
<b>target audience</b>	legal entities (hotels, restaurants, cafes, catering services, exhibitions)
<b>key message</b>	we provide services to help focus on the important aspects of your day instead of having to clean the windows or carpets

### YOUR OPINION

*Which of the following is the correct PR objective?*

1. *increase sales of the product by 20 % over the next 6 months among younger consumers (ages 18–24)*
2. *raise awareness of the product among young consumers (18–24) by 20 % within the next 6 months*

## Step 3. Communication Tactics

In this part the following points are usually covered: tactics for communicating, the schedule of the program/campaign and its budget.

The communication plan might include the following activities. Each point should be detailed in a calendar.

- Media Relations (press releases, interviews, TV appearances)
- Brand Management
- Ratings and Awards
- Marketing Materials
- Advertising
- Events
- Internal Communications

- Membership
- Sponsorship and Charity
- E-communications

When you present a calendar of a communication campaign, make it visual. One way is to draw a table like the one below. The list of activities in your plan and the time periods will depend on your goals and kinds of media you intend to use. They will differ from what you see in the example below. However, notice the sequence of the activities.

**SCHEDULE**

<b>Activities</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>	<b>Jun</b>
Press releases	[Bar]				[Bar]	
Article placement		[Bar]				
Speaking opportunities			[Bar]			
Events announcement		[Bar]				
Events staging and media coverage				[Bar]		
Social media	[Bar]					
Monitoring publications	[Bar]					

**TASK**

The launch of a children’s movie might involve:

- guest appearances by stars on children’s TV shows;
- articles about the special effects and the actors in the media.

Each of these PR activities will take a lot of preparation work. All these preparation tasks should be included in the calendar of a PR campaign. Make a list of things to do.

**Step 4. Evaluation**

Identify methods that you use to evaluate the success of the program/campaign during and after. But remember that the audience doesn’t need any complicated calculations to be showed and explained. Just mention how you gained the data. Determine the way to measure the results and say whether the campaign achieved its objectives.

Here are the main evaluation methods:

- tracking media coverage of the company’s announcements;
- tracking the price of the company’s stock;



- monitoring sales to see if the sales remained strong;
- tracking employee turnover to see if employees stayed with the company.

Now let us consider the plan of a pre-launch campaign presentation that fits into the four-step presentation model that we have discussed. The aim of this kind of campaign is to gain the target public’s attention and emphasize how the product will affect their life. So, as many as four slides explain who would buy the product and why. Slide PRIOR GENERATION explains the main features of the product range that the company sold before. Then the audience can compare the products and understand what makes the new product competitive. These differences are highlighted on slide COMPATITIVE SET. Below are the slide titles.

- PRIOR GENERATION
- COMPETITIVE SET
- PURCHASE REASONS
- TARGET BUYER
  - POTENTIAL SALES PLAN
  - COMMUNICATION PLAN TO REACH BUYER
  - EVALUATION

When you present a plan of an event (events) you should also use “routes” that are easy for your listeners to navigate. The following structure might be appropriate.



Let us look at an example of a presentation that follows this pattern. The title slide, which answers the question “What”, says: A press tour in the Republic of Sakha (Yakutia).



When?			Activity
Date	Place	City tour	
May 15, 2016	Yakutsk, «Khatanga» field	City tour	
May 16, 2016	Yakutsk, botanical garden	Workshop on the birds in the territory of the Yakut botanical garden	
May 17, 2016	Edui, Ust-Lena nature reserve	Flight on Edui, travel on a motor boat to Ust-Lena nature reserve	
May 18, 2016	Edui, scientific station	Bird watching in the territory of scientific station	
May 18-22, 2016	Edui, Delta of Lena River	Bird watching in the territory of the delta of Lena River, placement in camp	
May 21, 2016	Edui, Yakutsk	Travel down the river Lena to Edui, from flight to Yakutsk	

### Expected results

articles the press:

- «Helsinki Times»
- «Ecology and life»
- «Yakutsk evening»

**Task 1.** Look at the short titles given below. What is the speaker going to talk about in each part?

1. BACKGROUND INFORMATION
2. PROBLEM
3. STRATEGY
4. TARGET AUDIENCE
5. MEDIA CHANNELS
6. EVENTS
7. BUDGET
8. EXPECTED RESULTS
9. EFFICIENCY EVALUATION

**Warning.** All the BACKGROUND facts and figures should be relevant to the problem your campaign is intended to solve.

**Task 2.** Look at the list of slides. The author forgot to cover two essential components of his campaign plan. What are the missing slides?

1. OBJECTIVES
2. STRATEGY
3. TACTICS
4. CALENDAR
5. BUDGET
6. EVALUATION

## *How to make slides*

You cannot put all the text on a slide and then just read it. During the presentation you are supposed to be talking to the audience, not to the screen. The audience is supposed to be listening to the speaker, not to

be reading the slides. People just won't manage to do both. The recommended number of words on a slide is 10–15 words.

1. Many presenters find it challenging to make short catchy titles and notes. It takes time and effort to learn to do so. To produce simple clear notes that would show your ideas to their best, follow the steps given below.
2. Write down the main points.
3. Decide on the order of ideas.
4. Most people prefer to begin with a written text. This helps them to layout their ideas in a more logical way. So, imagine you are writing an article. Extend the points so that there are full sentences or even paragraphs.
5. Shorten the paragraphs. Turn them into short sentences in the SUBJECT-VERB-OBJECT structure. Have one sentence per slide. Use verbs in active tense.
6. Avoid using long complicated words: replace them with shorter synonyms.
7. Look at the slides again. Can you see the focus of each part by reading only the titles?
8. Read the notes aloud. Do they sound in a memorable way? For instance, phrases with a rhythm and alliterated phrases are better remembered.
9. Make the title slide (the first one).
10. Now try out how the slides work. Talk about each slide without looking at the text you wrote at stage 3.
11. Finally, for the presentation, write the text the way you speak about the slides. Remember, writing and speaking are different registers and should differ in style.

Now we are going to look at a presentation technique, which is based on very short notes.

## **The “Takahashi Method”**

One person who has got a lot of people interested in his unique way of presenting is Mr. Masayoshi Takahashi. His method is now labeled the “Takahashi Method.”

Takahashi uses only text in his slides. But not just any text – really big text. Huge text. Characters (or letters and numbers) of impressive proportion which rarely number more than ten, usually fewer.

About four years ago Takahashi had to give a 5-minute presentation at a conference. He wanted a way to get his message clear and powerful in such a short time. He found that his method was excellent in such situations. People understood and remembered his presentation.

Besides, Takahashi, who is a computer programmer, did not have software like PowerPoint. He did not have access to photos or drawing programs either. So he was stuck with text. Still, he wanted to be different. He wanted to be effective.

So he started thinking very hard about how to use the best word for each slide as he took the audience through his presentation. The words or phrases resemble Japanese newspaper headlines rather than sentences which must be read. His slides, though they are all text, are **visual**, visual in the sense that (if you read Japanese) they are instantly understood and support his talk.

As he says, if you have full sentences, the audience will read those and may miss what you are saying. If there is too much text on the screen, many people cannot read it because it is too small (though that rarely keeps people from trying to read the slides anyway).

The method provides clear visual support for the audience and helps make the content more memorable. This method is easy to do. It helps the presenter get organised while planning and keeps the presenter on track while presenting.

Once again, the idea is to use very, very large type on screen.

If you combine Takahashi Method with other approaches the slides are usually a mix of full-screen, high-quality photos, some charts/graphs, and slides with single words, short phrases, or short quotations.

Look at the slides used by Takahashi in his recent presentation explaining the main points of his method.

The English version of the slides.

1, 2: (Left) **“The Takahashi Method”** title slide. (Right) **“Huge characters”** — He stresses using large characters or letters on slides.

3, 4: (Left) **“Easy to see”** He states that small text is impossible for people in the back to see, so keep it “big.” (Right) **“History”** Takahashi begins to talk about the background of his method.

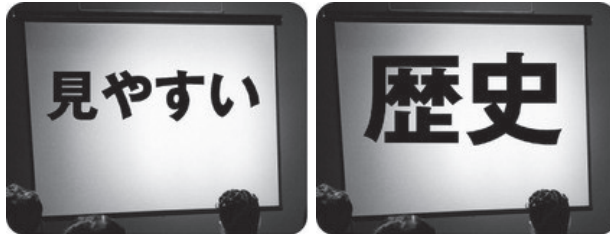
Adapted from <http://www.presentationzen.com>

Answer the questions.

1. In what kind of situation did Takahashi first use his method?
2. Explain briefly what he did.



Slides 1, 2



Slides 3, 4

3. Why was it effective?
4. What did Takahashi use on his slides?
  - 1) full sentences;
  - 2) pictures and diagrams;
  - 3) words and short sentences in a “newspaper headlines” style.

To create a short text for a slide you can use the following technique. First, in the text that you have written identify the key words that are essential for the message understanding. Make short phrases using the key words. Use different text size, colours, spacing, visuals.

Speech	Key words	Slide				
<i>Samsung surpassed Nokia for the top position in the global mobile phones market in the first quarter of 2012. According to market research firm Strategy Analytics only 14% of Nokia's shipments were smartphones, in contrast to 34% for Samsung.</i>	top position, lost smart- phones 14% : 34%	TOP POSITION LOST phones shipment <table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td>Nokia</td> <td>Samsung</td> </tr> <tr> <td>14%</td> <td>34%</td> </tr> </table>	Nokia	Samsung	14%	34%
Nokia	Samsung					
14%	34%					

Source: [http://www.pcworld.com/article/254582/samsung\\_beats\\_nokia\\_in\\_handset\\_market\\_in\\_q1\\_say\\_research\\_firms.html](http://www.pcworld.com/article/254582/samsung_beats_nokia_in_handset_market_in_q1_say_research_firms.html)

## Samples study

Look at the following samples. The slides come from different presentations. What is wrong with the slides apart from grammar mistakes? What would you do to improve the slides?

1.


### Project realisation

- The pilot project is planned to be conducted in St.-Petersburg
- It is calculated for 8 months (from March to October next year)
- The project includes the opening of 8 reception points for plastic bottles
- Thanks to the communication campaign, people will bring plastic bottles to reception points, instead of leaving them in the city streets, parks and forests

2.

### Main aim of my PR-campaign

- **The main aim of my PR- campaign is to save Yuntolovsky reserve and to give people rights for clear environment**



3

3.

The purpose of the work is

attraction of attention of the public to a  
problem of pollution of an atmosphere.



4.

### Strategy

Implementation of my project will serve a  
good purpose - attract public attention to  
the problems of environmental pollution.



5.

### The Office Shop Company



- The Office Shop company is engaged in production and sale of a stationery across St. Petersburg.



6.

### The project «Green Gifts» Strategy



**The main objective** - formation of positive image of the company.






7.

## Purpose

- To determine target audience
- Increasing public awareness
- To determine the most effective channels of communication
- To select the most appropriate media
- To determine the effectiveness of the project
- Special Events

8.

## Background



- Q – quality
- Milch (German) – milk

New fiber innovation – QMilch. It's made from organic milk that has gone sour and cannot be sold- recycling something that would have otherwise gone to waste.

### Sample analysis answers

#### Slide 1

1. The title has long words.
2. It is not instantly obvious what the speaker is going to talk about. The strategy? The message? The tactics? Be precise when you formulate the titles.
3. There are passive structures in the first and the second points. It takes longer for the audience to understand passive forms than active ones.

4. The calendar goes before the actions. It could be put on a separate slide after this one. The schedule should be more detailed showing what things should be done and when.
5. What is the fourth point? Is it an objective? Is it an action? This point is long and unclear. The structure is too complicated.

### **Slide 2**

1. The words “the main aim of my PR campaign” are repeated in the text. And it is far too long to be a good title.
2. The aim is formulated incorrectly. PR is about forming people’s awareness of something, providing them with information and persuading them to act in a desirable way.
3. The second half of the sentence about giving people rights is inappropriate here.
4. This is rather strange to see a list that contains only one point. List bullets appear automatically on slides, which is a serious disadvantage of PowerPoint.

### **Slide 3**

1. How many words “of” are there? Use noun – noun phrases and base forms of the verbs, for example “attract public attention”.
2. A slide stating the aim should have one word in the title, which is “AIM”.
3. Do we really need that picture on the slide?

### **Slide 4**

1. “To attract public attention” cannot be the strategy (may be an aim).
2. Adjectives like “good” are not appropriate on a slide. But they may be used in the speech. The picture is not relevant.

### **Slide 5**

1. “The Office Shop company is engaged in production and sale of a stationery across St. Petersburg”. This sentence should be shorter and more direct. The Office Shop produces and sells stationery in St. Petersburg.
2. The list bullet!

### **Slide 6**

1. The slide contains two titles: “strategy” and “objective”. There is nothing about the strategy.

### Slide 7

1. Some lines are about the aim (to increase public awareness) but some are about the strategy.

### Slide 8

1. Instead of “background” use the title “About QMilch”. The text with information about the product should be fragmented and structured so that it is perceived more easily.

### YOUR OPINION

*Dark backgrounds usually look clever on a laptop. Is it a good idea to use them when presenting with the hardware you haven't used before? What may happen?*

## The use of visuals

As visual communication has proven efficient, it has become an essential ingredient of a modern presentation. But remember, visual communication has to be really **visual**.

The most efficient way to display facts, figures, trends, etc. is to organize them in one of the following visual ‘vehicles’. There is a range of them. Your task is to learn to decide on the most appropriate one and to design a visual so that it makes your point clear.

Look at the most popular ways to visualise information.

Data can be organized in a **table**, a **bar chart** or a **pie chart**.

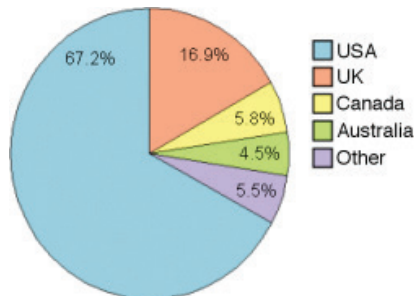


Figure 1. An example of a pie chart

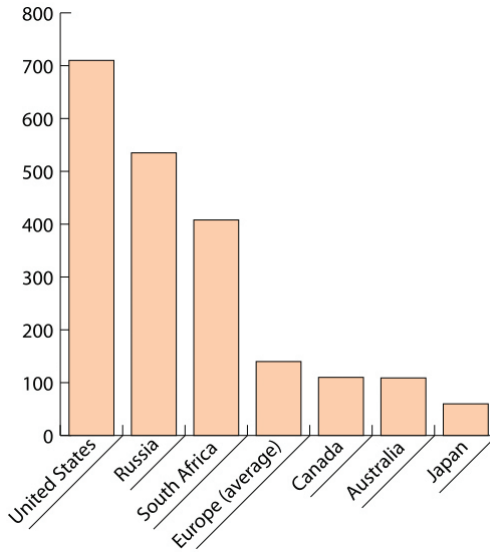


Figure 2. An example of a bar chart

Trends are normally shown by graphs. When choosing between using a table or a graph, remember that graphs and diagrams are easier to understand than numbers.

There are three more things to remember. First, each visual should have a clear title. Second, it should be relevant to your topic and illustrative. Third, there should be only essential information. Too much data on a slide makes it difficult for the listeners to understand it.

## Explaining the visuals

*This graph / flowchart / pie chart / shows that ...*

*Here is a table that illustrates what I'm saying.*

*This slide contains all the statistics.*

*The pie chart presents the results of ... As you can see, ...*

*From this table you can see that ...*

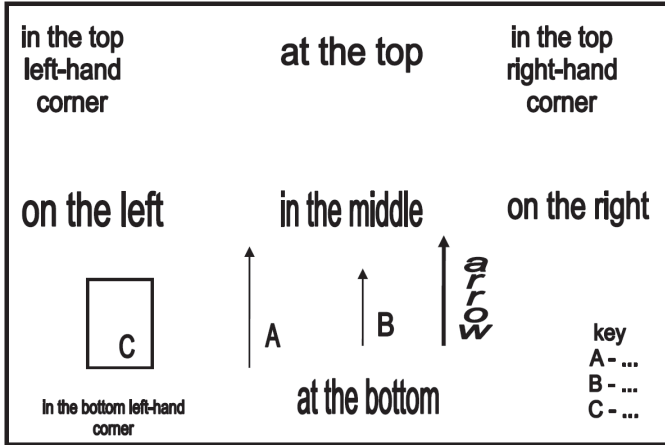
*The vertical axis shows ...*

*The horizontal axis shows...*

*The diagram offers an explanation of how ...*

If you use a picture or a diagram, you might need to explain what each element represents.

Look at the rough sketch of a diagram below. It has some words and phrases you can use to say what the elements are and where they are.



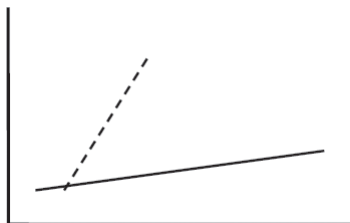
Examples.

1. *The arrows in the middle of the diagram represent the main sources of acid rain.*
2. *The key in the bottom right-hand corner explains the symbols used on the diagram.*

In the chart below there are some phrases to explain a table.

In the top row →	Across the top →	In the right column ↓
In the left column ↓	In the middle ↓	
In the bottom row →		In the last cell

Now let's look at the phrases to describe trends shown by graphs.



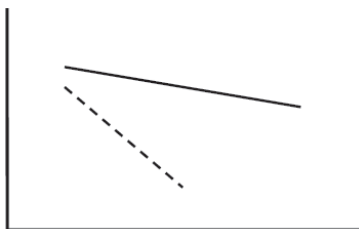
... has risen / increased (*sharply / steadily / sufficiently / dramatically / slightly*).

There has been a/an (*slight / sharp / steady / sufficient*) increase / rise in ....

..... has gone up to ... (number).

... rose over the period from ... to ....

This graph shows an increase in (the number of dog owners).



... has fallen / dropped / decreased / reduced (*sharply / steadily / gradually / sufficiently / dramatically / slightly*).

There has been a decrease/drop/fall in .....

... has gone down to ... (number).

... decreased over the period from ... to ... (over the following months).

We can see a significant drop in (the number of dog owners).

## Note

1. Before you use an adjective or an adverb like **slightly** or **dramatically**, make sure you know what they mean exactly. For example, the solid lines represent gradual changes.
2. Notice that an adverb comes after the verb it describes, whereas an adjective comes before a noun.

## YOUR OPINION

*Certainly you believe that clever graphics are a ‘wow’ because you have just learned a couple of new tricks and downloaded a couple of new “knock-outs”.*

*Imagine a situation. Now you’re explaining to your colleagues why there are going to be redundancies in the coming year. You do it by zipping a cartoon dog across the screen, accompanied by a faded-in speech bubble containing the words “cut-backs”. There is a lot of blinking, fading and twisting. What impression can you expect?*

# *The language of presentations*

This part offers a range of expressions which will enable you to comment on the slides with directness, clarity and naturalness.

Developing presentation skills means learning to choose the most appropriate words and phrases that communicate your ideas in the most effective and persuasive way. A good presenter is supposed to be able to support his point with relevant arguments and facts, to explain the pluses and minuses of a suggested solution, to outline the outcomes of an action. He or she is also expected to describe and interpret diagrams, attract the listeners' attention to certain facts, to move smoothly from one part to another. All these abilities are based, in the first place, on the knowledge of key expressions which convey certain stereotyped meanings and intentions (or language functions).

If you want your audience to understand your message, your language must be simple and clear:

- use short words and short sentences;
- do not use jargon, unless you know that your audience understands it;
- talk about concrete facts rather than abstract ideas;
- use active verbs instead of passive verbs.

## **Signposting**

When you give a presentation, how can your audience know what point you are going to talk about? And how much of the speech is left? They know because you tell them using certain signals at the beginning and all along the speech. This technique is called 'signposting'.

During your introduction, tell your audience the structure of your presentation, for example:

*I'll start by describing the current position in Europe. Then I'll move on to some of the achievements we've made in Asia. After that I'll consider the opportunities we see for further expansion in Africa. Lastly, I'll quickly recap before concluding with some recommendations.*

When you move from one point to another, say a phrase to signal that one part is finished and another one begins, for example: "OK, we have discussed ..., let us turn to..."

Try to involve the audience using pronouns "you", "we", for example: "You can see from this slide that...", "Shall we now turn to .....?" Imperative forms (*Notice that ...*) and questions (*So, what can be done to improve the situation?*) are also effective.

The key expressions given here are divided into groups according to their function. Wherever it appears essential, there are some short notes and examples to illustrate their use and meaning. Each point begins with a key phrase. Possible options to continue some of them are given in brackets.

## 1. Introducing yourself

If you haven't been introduced to the audience, the first thing you have to do is to introduce yourself, the organization you represent and the topic of your presentation. This information should be on the title slide.

*Good morning (afternoon), ladies and gentlemen.* (a formal greeting)

*Good morning (afternoon). Thank you all for coming.*

*I'm .....*

*I'll be talking about ...*

*I'm here to present a PR (communication) campaign that concerns ...*

## 2. Presenting the agenda

The audience need to know what points you are going to cover. Otherwise your presentation might look unorganized. Besides, an articulate plan will make it easier for the listeners to follow your presentation. So, it is a good idea to fix the plan on a slide in a form of a numbered list. Look at the expressions to outline the agenda.

*You can see from this slide that I'm going to cover three points.*

*I've put the plan of the presentation on this slide.*

*At the beginning of the presentation I'll ...*

*First, I'm going to outline the problem...*

*Second, I'd like to ...*

*I'm going to begin with...*

*Then I'll move to ....*

*The next thing to discuss is ...*

*Then we'll look at ...*

*I'll also go over (the strategy of) .....*

*Then I'd like to explain ...*



*Next, I'll consider ...*  
*I will also talk about ...*  
*Finally, ...*  
*As a last point, I'll ...*

### **3. Changing slides**

When you put up a new slide, it means that you intend to move on to a new topic. You should signal this intention with one of the following expressions.

*On the next slide you can see ...*  
*This slide shows...*  
*Here is the next slide. It shows...*  
*Let's look at this slide.*  
*Now let me show you ...*  
*Let's move on and discuss .....*  
*Shall we now turn to .....*  
*Now, we'll move on to ...*  
*I'd now like to change direction and talk about ...*  
*Now let's focus on ....*  
*I have explained ... Now let's talk about...*  
*Let's look at ..., which is (are) on the following slide.*  
*The slide summarizes (the strategy).*

### **4. Raising the issue**

If there has been a sufficient public concern about the issue you are going to talk about, say so. It will guarantee you the listeners' interest and attention at least for the first three minutes of the talk.

*As you may know, there has been a concern about ...*  
*There has been a lot of discussion about ...*  
*There have been certain warning signs that ...*  
*..... has been in headlines recently.*  
*..... has been discussed in the press recently.*

## 5. Introducing the research results

*According to the research results ...*

*The research shows that ...*

*The survey has shown that ...*

*Let me comment on the figures.*

*To prove the point I'm going to show you these figures...*

## 6. Looking at detail

If you want to highlight some key features in the graph or a chart, which are important for understanding your point, use one of the following phrases.

*Let's look at the figures on this slide more closely.*

*It is interesting to note that ...*

*I'd like to draw your attention to...*

*As you see, ...*

*I'd like to draw your attention to the fact that...*

*As you may have noticed ...*

*Let's look at the figures ...*

*It's interesting to note that ...*

*Notice that ...*

## 7. Summarizing the research results

*To sum up, the research results reveal that ..... (give a conclusion)*

*From what we have seen, the main conclusion is .....*

*The analysis of the situation shows that .....*

*The information I've gathered proves that .....*

## 8. Connecting the cause and result

*... is due to ....*

*..... The main cause for this is ...*

..... *has resulted in* .....

..... *As the result of this,* .....

..... *leads to*.....

..... *As a result,* .....

To sound more sophisticated, you may speculate about the probability of the results.

..... *is bound to lead to* .... (99,9999 %)

..... *is highly likely to lead to* ..... (≈ 90 %)

..... *is likely to lead to* ..... (≈ 80 %)

..... *may/might result in* ..... (≈ 50 %)

..... *the actions should have the following positive outcomes.*

..... *the projected results are on this slide.*

## 9. Identifying the problem(s) and suggesting the solution(s)

*There are several problems. The first one is ... Second, ...*  
*The problem is ...*  
*..... (describing the situation) So, the situation is rather disappointing / really serious.*  
*So, what can be done to improve the situation?*  
*Apparently, something has to be done to change the situation/to solve the problem.*  
*There are two possible solutions to this problem.*  
*The first solution is .....*  
*As an alternative, we could ...*  
*We could take the following steps....*  
*The following actions could / can bring positive results.*  
***I suggest taking the following steps ...***  
***I suggest that we do the following ...***  
*I have formulated the problem. Now I'll outline the action points.*  
*To overcome the problem we should .....*

### NOTES

1. The verb **suggest** takes the -ing form of the verb or that + a SUBJECT-VERB-OBJECT phrase.

2. When making recommendations or suggesting a strategy, you may want to give a list of key points. These points can be expressed using *that means* + the *-ing* form of the verb.

*We need to improve results and that means getting more customers and encouraging existing customers to return.*

## **10. Stating the aim, formulating the objectives**

Once the situation or a problem is understood, the next step is to establish objectives for the programme. It is important to remember that an objective is usually stated in terms of programme outcomes, not inputs. For example: ‘create awareness of ...’; ‘educate the target audience on ...’; or ‘increase the number of people visiting ...’

*The goals the campaign is aiming to achieve are the following.*

*Now, I’ll outline the objectives.*

*The main aim is to ...*

*This slide sets the objectives.*

*I’ve formulated three objectives.*

*First, .....*

*Second, .....*

*Last, but not least, .....*

## **11. Moving from the aim to the strategy**

A strategy is how, in concept, an objective is to be achieved, providing guidelines and themes for the overall program. It also defines the ideas, information and messages the public should be made aware of.

*As I said before, the main aim is .....* Now let’s focus on how we can achieve this.

*This slide maps out the strategy of action.*

*Here are the key messages and themes for our publicity materials.*

*I’ve outlined the basic concept of the programme on this slide.*

## 12. Outlining the tactics

As you know, tactics is a list of concrete measures or steps to put the strategy into operation. It shapes out, for example, how the key publics will be reached.

*Now I'm going to talk about what the programme includes ...*

*Now, look at the activities plan.*

*As you see from this slide I've scheduled the following activities.*

*I suggest that we begin with ... Then we should ... Next ...*

## 13. Identifying the target audience

*Here are the groups of public we need to reach.*

*I've put the key publics on the slide.*

## 14. Suggesting the communication channels

*I've listed the communication channels to reach the audience.*

*I suggest using the following channels.*

## 15. Talking about the pluses and minuses

*The pluses of ..... are .....*

*The advantages are.....*

*As well as pros, there are some cons.*

*There are certain minuses ...*

*The main disadvantage is .....*

*The key advantage is ...*

*The minuses are obvious.*

*There are several points on both sides.*

*On the one hand ... On the other hand ...*

## **16. Repeating and paraphrasing what has already been said**

*In other words, ...*

*That is to say, ...*

*To put it another way, ...*

*Let me rephrase that.*

*As I said earlier in the talk, ...* (you mean, you want to return to something you said earlier).

*Earlier in the talk, I mentioned ...*

## **17. Referring to the sources**

*I used information from (several useful professional journals such as .....). These journals have websites providing up-to-date information. I've made a list of addresses.*

*I also used examples / ideas / data from*

## **18. Welcoming questions and comments**

*I have covered the points I needed to present today.*

*We have time for a few questions.*

*Are there any questions or comments?*

*I would be glad to answer any questions you might have.*

## **19. Saying thank you**

*I'd like to thank you all for your attention.*

*Thank you for listening.*

## ***Assessment of a presentation***

There are some requirements that an effective presentation should comply with. Such text regular attributes as completeness, coherence, cohesion, logical structure and composition, are vital for comprehension of your ideas.

An effective presentation has a clear, comprehensive structure that allows for logical layout of the information and guarantees that the message is understood and interpreted by the audience without any mistakes. A presentation of a project follows certain patterns that are easily recognised by the audience. These patterns are traditional ways to present facts and figures, outline problems, suggest and explain solutions, present arguments, outline the possible outcomes, make conclusions, etc.

It is important that a positive attitude towards the subject of the speech is formed. First, the speaker should demonstrate the knowledge of the topic and sound confident. That does not mean that you should share all the facts you know with your audience at once! But to sound knowledgeable and confident you should do quite a lot of preparation work. All the ideas, conclusions, suggestions should be supported by relevant arguments and illustrated by relevant data. A presenter should be able to point the listeners' attention to the important points on slides (text fragments, visuals) to highlight the essential information, arguments, etc.

The language that the speaker uses should be appropriate to the situation. The factors that should be considered are the following. First, we have to understand who we are going to talk to. Second, we need to keep within the agenda which means we remember about the time limit. Third we should find out whether a computer and a projector are available. The version of the software installed at the computer is also essential. There should be a feedback. So, the tactics of communication should be adjusted to the reaction of the audience.

Below there is a presentation assessment chart in the Russian language and a list of self-assessment questions. They will help you to evaluate your presentation skills and will help you to realise in what areas you should improve your performance.

## **Assessment chart. Параметры оценки презентации PR кампании**

1. Способность адекватно донести содержание высказывания до слушателя.
  - У слушателей не вызывает затруднений восприятие идей и информации, представленных в докладе.
2. Содержание и структура доклада.
  - Содержание доклада полностью соответствует теме и целям проекта.

– Учащийся демонстрирует понимание основ планирования и организации коммуникационных кампаний и мероприятий.

– Учащийся не допускает ошибок в использовании специфических понятий из области связей с общественностью.

– Выступление характеризуется чёткой, ясной структурой.

– Учащийся уместно и правильно использует «сигнальные средства» при переходе от одной части выступления к другой.

3. Построение высказывания (компетенция дискурса).

– Обучающийся способен выражать связь событий и фактов (хронологический порядок, причинно-следственные отношения).

– Учащийся способен привести аргументы в подтверждение высказываемой точки зрения, предлагаемого плана действий и т. д.

– Стиль и регистр речи соответствует цели выступления и аудитории.

4. Владение навыками исполнительской техники.

– Интонация, ударения, артикуляция не препятствуют пониманию.

– Учащийся эффективно использует слайды для иллюстрации основных аспектов своего доклада.

– Учащийся в очень редких случаях использует комментарии к слайдам в качестве опоры.

5. Оформление слайдов презентации.

– Дизайн слайдов соответствует теме и регистру доклада.

– Заголовки в виде тезисных утверждений – краткие, чёткие, соответствуют передаваемым идеям и информации.

– Присутствуют и правильно оформлены обязательные смысловые фрагменты (автор, название, цель, целевая аудитория, план действий).

6. Проведение обсуждения.

– Учащийся умеет попросить задавать вопросы, умеет предоставить слово.

– Понимает вопросы аудитории и адекватно на них отвечает.

7. Лексическая и грамматическая правильность речи.

– В основном, правильное и уместное использование лексических средств языка. Диапазон лексических средств соответствует целевому уровню владения языком.

– В основном, правильное и уместное использование грамматических средств языка. Использование соответствующих целевому уровню грамматических структур.



# Self-assessment questions

1. I plan my presentation on paper before I get to PowerPoint.
  - Not often
  - Almost always
2. For everything in my presentation, I ask “How will this help the audience understand the message?” to make sure it is relevant.
  - Not often
  - Almost always
3. I analyse who will be in my audience, what their attitudes might be, what they might know about the topic.
  - Not often
  - Almost always
4. When presenting a PR or marketing project, I make sure that the situation analysis results and the goal of the campaign are connected, which is obvious from the slides.
  - Not often
  - Almost always
5. I check that I set realistic objectives and suggest realistic measures to achieve them.
  - Not often
  - Almost always
6. I consider how formal the style of the presentation should be depending on the situation and the listeners’ expectations.
  - Not often
  - Almost always
7. I arrange the points so that they follow a recognizable pattern depending on the type of the topic (PR campaign, company performance, etc.).
  - Not often
  - Almost always
8. I make sure that looking at a slide the audience can understand what I am going to talk about so that it is easier for them to follow me.
  - Not often
  - Almost always
9. I check if the slides are easily read from a distance.
  - Not often
  - Always
10. I use short straightforward slide titles.
  - Not often
  - Almost always

11. I remember not to use list bullets if there is no list.
  - Not often
  - Almost always
12. I remember not to use unnecessary punctuation signs.
  - Not often
  - Almost always
13. I prepare to answer all the possible questions.
  - Not often
  - Almost always
14. I book time in my schedule for practice and rehearsal so that I am confident on the day of the presentation.
  - Not often
  - Almost always
15. I review and test my slides to catch errors such as spelling mistakes, animation build sequence problems, mis-linked files, and images that are dark or fuzzy.
  - Not often
  - Almost always
16. I try to find time and opportunity to check if the hardware works and the software format is suitable.
  - Not often
  - Almost always

# Содержание

Введение . . . . .	3
A look at slides design . . . . .	4
Presentation structure . . . . .	5
A presentation of a company (organisation) . . . . .	7
A presentation of a public relations campaign . . . . .	11
How to make slides . . . . .	18
The use of visuals. . . . .	27
The language of presentations . . . . .	31
Assessment of a presentation . . . . .	38

*Учебное пособие*

Наталия Юрьевна Федорова

Presentations in English: development and delivery

Подготовка и проведение презентации на английском языке

*Начальник РИО А.В. Ляхтейнен  
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