

## UNIT 6

### 6.1. Giving presentations

- Have you ever given presentations in English?
- Was it a successful presentation? Why? Why not?
- What examples of good presentations can you give
- What examples of good presentations can you give
- What is important when you present
- something? Give your tips



Compare your tips with those that presented in the diagram.

### MY MASTER DEGREE WORK.

#### Presentation tips

<b>Structure</b> Have a logical order: introduction, middle with your main points & a conclusion	<b>Practice</b> Practice beforehand in front of a mirror, with a recorder or in front of a friend	<b>Body Language</b> Smile, make eye contact, stand up straight & move around a bit. Don't hide behind the podium!
<b>Notes &amp; Handouts</b> Have brief notes on postcard sized cards. Have a handout that the audience can take away afterwards	<b>PRESENTATION SKILLS</b>  Bruce Woodcock, bw@kent.ac.uk University of Kent Careers	<b>Speech</b> Speak clearly, confidently, concisely & not too fast. Use everyday language rather than jargon
<b>PowerPoint</b> Keep slides clean & simple. Don't have lots of text on each slide. Use charts, diagrams & pictures	<b>Interaction</b> Build a rapport with your audience. Get them involved by asking & encouraging questions. Use humour if appropriate	<b>Nervousness</b> It's normal to be a bit nervous: this helps make you more energised. Preparation & practice will reduce nerves!

## Starting your presentation

1. The project manager of a construction company is giving a presentation to his colleagues. Put the sentences in the right order. Then listen and check.

- a) *This morning I'd like to update you on the current status of work at the construction site. The information I give you today should help you with planning your next steps.*
- b) *For those of you who don't know me, my name is Gordon Selfridge. Let me just write that down for you. OK. I'm the project manager in charge of the Bak Tower building project in Dubai.*
- c) *I've divided my presentation into three parts.*
- d) *Hello, everyone.*
- e) *Then I'll move on to the problems we're facing with our local suppliers.*
- f) *First of all, let me thank you for coming here today. I'm aware that you're all busy preparing for the annual meeting this week, so I really appreciate you taking the time to be here.*
- g) *I'll start off by showing you some photos of the building site and discussing the progress we've made since January.*
- h) *My talk should take about 30 minutes. Please feel free to interrupt me at any time with questions.*
- i) *I'll end with some ideas for reducing labour costs that we've been looking into.*
- j) *Oh, and don't worry about taking notes. I'll be handing out copies of the PowerPoint slides.*

2. Put these points in the order in which Gordon mentions them.

- reducing labour costs*
- 30 minutes for presentation*
- update on current status*
- handout after presentation*
- problems with local suppliers*
- progress made since January*
- welcome and introduction*
- questions during presentation*
- OK.*
- three main parts*

3. Complete the sentences with the words from the box.

*accordng to • apart from • concerns • moreover • regarding • with regard*

- 1 I'll give you an overview of some figures \_\_\_\_\_ to car exports.
- 2 \_\_\_\_\_, I'd like to tell you something about the new software.
- 3 Let's now turn to the next question which \_\_\_\_\_ customer service.
- 4 \_\_\_\_\_ a few spelling mistakes, the new brochure is very good.
- 5 Let me give you some details \_\_\_\_\_ our Chinese factory.
- 6 \_\_\_\_\_ the handbook, the scanner is user-friendly.

4. Put the words in the right order.

- 1 move now to point next let's on the
- 2 all topic as today is you know our globalization
- 3 inform is to aim about my latest you the developments
- 4 be additionally figures discussing most will we the important
- 5 said brief give I you earlier a I'll as overview
- 6 study customers according with this it satisfied to our are

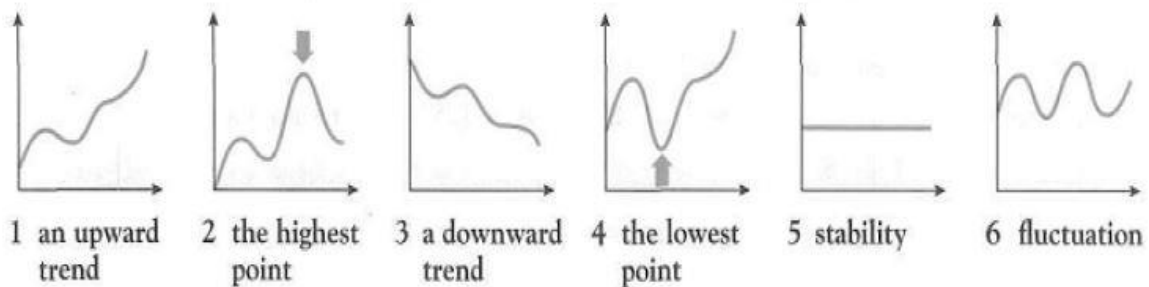
5. Match the two parts to make sentences used to talk about visuals.

1. Let's now have a look	shows our revenues since 2009.
2. The black line gives us	the next pie chart.
3. Each line in the graph indicates	at how the new division will be structured.
4. In the upper right-hand corner	attention to the figures in the left-hand column.
5. The graph on the following slide	you can see the specifications for the TP model.
6. Now I'd like to take	the sales figures for the VW fox.
7. The names of the new models are listed	table on the right.
8. You can see the test results in the	a look at the next slide.
9. This aspect of the problem is illustrated in	the production output of a different product.
10. I'd like to draw your	across the top.

## 6.2. Describing trends

### Trends

Brainstorm all the words you already know to describe the following graphs.




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1. These verbs are used to describe movement or trends. Put them in the correct category.

*climb, come down, decline, decrease, deteriorate, double, drop, even out, expand,*

*fall, fluctuate, go down, go up, grow, hit a low, hold, firm, improve, increase, jump, level off, peak, pick up, plunge, reach a high, recover, remain stable, rise, rocket, shoot up, shrink, slump, stabilize, stagnate, slip back, stay the same, take off, ups and downs*

2. Complete the gaps in these presentation extracts, using the words given above.

1 To our surprise, it was the sales of Product A that (1) t ..... over the Christmas period with sales 51% above target and Product B that (2) s ..... with sales 34% below target. As a result, we are redesigning the packaging for Product B and are forecasting that sales will (3) r ..... by Easter. If this does not happen and sales show no (4) i ....., we will seriously have to consider taking Product B off the market.

2 In this period, Brand A's market share (1) s ..... from 9% to 8% and Brand B's share (2) p ..... from 6% to just 1%. Our Brand Z (3) r ..... from 10% to 25%. If we look at the budget for TV advertising during this period, we can see clearly that Brand Z (4) d ..... its budget from €250,000 to €500,000. The print advertising budget (5) r ..... during the same period but was concentrated on the target market.

3 I'd now like to focus on the carbon dioxide content. Have a look at this graph. There have been (1) u ..... in the carbon dioxide content since the first unit was installed three years ago. It has (2) f ..... between 0.33% and 4% as we have experienced multiple failures. The units are now working efficiently and carbon dioxide content is (3) h ..... at 0.33% and we expect this to (4) s ..... at 0.2% by the end of the year.

4 Let's move onto the statistics. In 1900, 15% of the workforce was aged over 55 and by 2000 this had (1) g ..... to 33%. We expect this to (2) j ..... to roughly 40% by 2030. Life expectancy was approximately 46 years in 1900 but this has (3) s ..... to round about 80 today. What does this all mean for us when we look at the question of age diversity?

3. Complete the sentences with the correct form of the verb/adverb combinations in the box. The symbols indicates what kind of movement is described.

*decline slightly • decrease steadily • fall dramatically • grow considerably  
increase-slightly • rise sharply*

1. The line graph shows that turnover has increased slightly \_\_\_\_\_ since May.
2. You can see here that interest rates \_\_\_\_\_ at the beginning of 2004.
3. Over the past six months, sales \_\_\_\_\_.
4. The oil price \_\_\_\_\_ after the fire in an oilfield.
5. The number of online stores \_\_\_\_\_ this year.
6. Our sales force \_\_\_\_\_ since 2001.

4. Now, look at this graph and complete sentences 1—6, describing the sales.

What tenses did you use and why?

- 1 ..... last June.
- 2 .....before the joint venture.
- 3 .....last November.
- 4 .....from last November to now.
- 5 Now.....
- 6 .....next January.

Complete these forecasts for your organization.

- 1 We expect ...
- 2 I anticipate ...
- 3 I forecast...
- 4 We foresee ...
- 5 I predict ...



### 6.3. WORKING ON THE TOPIC: MY MASTER DEGREE PROJECT (THESIS, PAPER)

#### Useful tips

Plan your topic as follows:

**First, let me introduce myself.**

My name is...

I am a master degree student at the department of ...

**My scientific advisor** is Prof....

I work under the guidance of professor...

My tutor is ....

The **field** which you major in and the title of your future thesis

I work in the field of ....

My major interest is in the field of....

I am currently doing my masters degree in ..... studies

I major (*specialize*) in the field of ...

The **title** of my future thesis is....

**The subject of my research** is ...

**The object** of my research is the operation (behaviour/ processes) of ....

(Объект исследования - это носитель проблемы, на который направлена исследовательская деятельность. Предмет исследования - это конкретная часть объекта, внутри которой ведётся поиск (явления, отдельные их стороны, некоторые аспекты и т.д.))

Let me now go into some detail regarding the subject I have mentioned.

I began with the study of **literature** on the subject including some basic works written by...

I have used many different sources of information, such as ...

These problems ... are widely discussed (treated) in literature.

There are many papers discussing the state of the art in the development of...  
The theory of ..... was constructed and developed by ....  
The immediate **aim (goal/purpose)** is to examine the function (behaviour/ dynamics ) of ...  
The main aims of your research work and the tasks to fulfill  
The main purpose/goal/aim of it is...to find out/to define/to characterize/explore/ to investigate/to analyse/to gain/.....  
It is aimed at .....

A current study in our laboratory is addressing the question of ....  
The focus of my research is on the relationship between .... and ... .  
It is very important and interesting to examine (analyze/ evaluate/ describe) the complex interaction between ... and ..... .  
I set myself a **task/ objective** to/of...  
the tasks that face us /that we are faced with/are as follows....  
Its objectives are the following:  
The **methods and techniques** we apply in this research include experiments (observations, laboratory tests, field and pilot plant study ....)  
The experimental part of my research will mostly consist of tests to be conducted on ...  
It is therefore quite encouraging that these methods may be used to solve a number of problems in this instance and get an insight in ...  
This work is devoted to an important **problem** into which too few scientists have researched until now.  
The most challenging problems I have faced with are ...  
My study deals in the problems of.../is devoted to the investigation of...  
It touches upon the problems of...  
Earlier studies of this subject show that the problem has not been yet properly explored.  
I consider my work to be **relevant** nowadays because ...  
Some of most recent **results** of the research in ... make use of the .... and the theory of....  
The results may be constructed into a theoretic framework that I am going to describe by systemizing the data obtained in the experiments (observations).  
I think they will be of considerable **practical significance**, because ...  
I expect to obtain the following **results** ...  
**In the future** I'm going to continue my studies and take a postgraduate course  
**In conclusion** I would like to say that ...

### *Words and word combinations*

analysis - анализ, исследование  
critical analysis — критический анализ  
advanced research — перспективные исследования  
basic research — фундаментальные исследования  
to be engaged in research — заниматься научно-исследовательской работой  
This researches cover a wide field — исследования охватывают широкую

область

after the study of the matter — после изучения этого вопроса ...

humane studies — гуманитарные науки

history and allied studies — история и родственные ей предметы

a new study of Shakespeare — новая работа /книга/ о Шекспире

pilot study - предварительное, экспериментальное исследование

desk study - чисто теоретическое исследование

thorough examination — а) всестороннее исследование; б) тщательное изучение (материала)

to carry on an investigation — проводить исследовательскую работу

the scientific method of inquiry — научный метод исследования

we must apply .... to find a solution — мы должны применить..., чтобы решить

comparative [experimental] method of investigation — сравнительный [экспериментальный] метод исследования

his method is to compare different versions — его метод состоит в сопоставлении разных вариантов

there are several methods of doing this — существует несколько способов сделать это

ampliative inference — индуктивный метод

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a method that is attended by some risk — метод, связанный с некоторым риском

convenient method — подходящий метод

to approximate to a solution of the problem — подходить к решению задачи

To use ... approach(to) - подход

interdisciplinary approach — подход с точки зрения различных наук

We began the work by collecting material — Мы начали работу со сбора материала

we have two problems before us — перед нами две задачи

data for study — материал исследования

laboratory data — данные лабораторных исследований

adequacy of data — достоверность данных

acceptance of a theory — согласие с какой-л. теорией

application of a theory in actual practice — применение теории в практической деятельности

the backbone of a theory — основа теории

to back up a theory with facts — подкрепить \_\_\_\_\_теорию фактами

to construct a theory — создать теорию

the results of the experiment contradicted this theory./agreed with the theory — результаты опыта шли вразрез с этой теорией/согласовывались с теорией