

***THE LANGUAGE OF EFFECTIVE PRESENTATION:
HOW TO CAPTURE THE INTEREST
OF YOUR AUDIENCE***

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YOUNG SCHOLARS - 2020



ЯЗЫК ВЫСТУПЛЕНИЯ: КАК ПРЕДСТАВИТЬ РЕЗУЛЬТАТЫ НАУЧНОГО ИССЛЕДОВАНИЯ ШИРОКОЙ АУДИТОРИИ

- **В ЧЕМ ОТЛИЧИЕ ПИСЬМЕННОГО ТЕКСТА И УСТНОЙ РЕЧИ?**
- **КАК ПРЕВРАТИТЬ НАУЧНЫЙ ТЕКСТ В УСТНОЕ ВЫСТУПЛЕНИЕ?**
- **КАКИЕ ЯЗЫКОВЫЕ СРЕДСТВА ВЫБРАТЬ В ЗАВИСИМОСТИ ОТ АУДИТОРИИ, ПЕРЕД КОТОРОЙ ВЫ ВЫСТУПАЕТЕ?**

A GUIDE FOR SUCCESSFUL PRESENTATION

- **WRITE YOUR TEXT IN RUSSIAN,**
- **USE A SPECIFIC LEXICON FROM YOUR AREA OF STUDIES TO MAKE THE TEXT SOUND ACADEMIC,**
- **TRANSLATE THOROUGHLY (USE GOOGLE TRANSLATE TO BE SECURED),**
- **REVIEW YOUR TRANSLATION, ADD SOME SIGNPOST LANGUAGE AND LANGUAGE CLICHÉS TO MAKE YOUR FUTURE SPEECH MORE AUDIBLE,**
- **READ YOUR TRANSLATED TEXT IN FRONT OF YOUR AUDIENCE.**

Q: DO YOU USE THIS STRATEGY?

BAD PRESENTATIONS AND WHERE TO FIND THEM

<https://youtu.be/fEPLjU8QLfI?t=28>

What goes wrong?

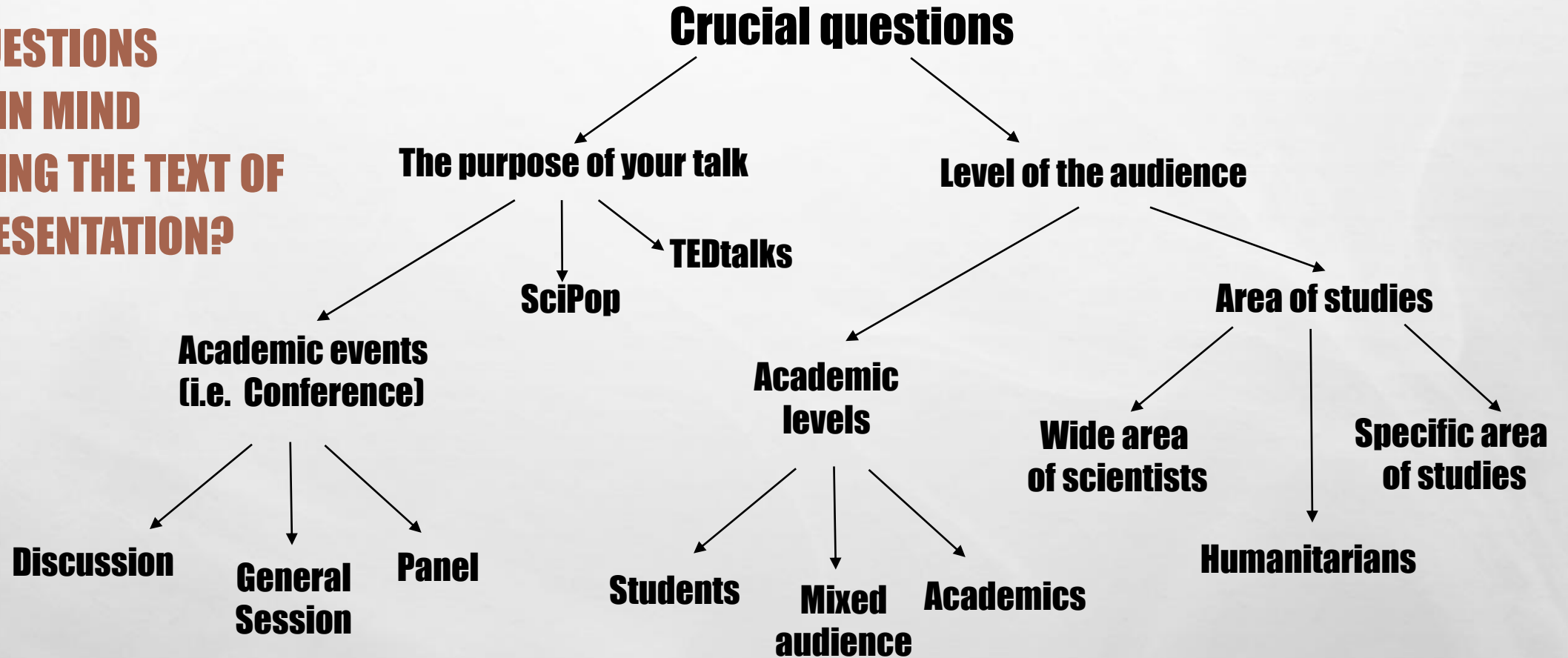


Introduction to
Paraphrasing
Gemma Cass
Learning Development
Tutor

COMMON MISTAKES

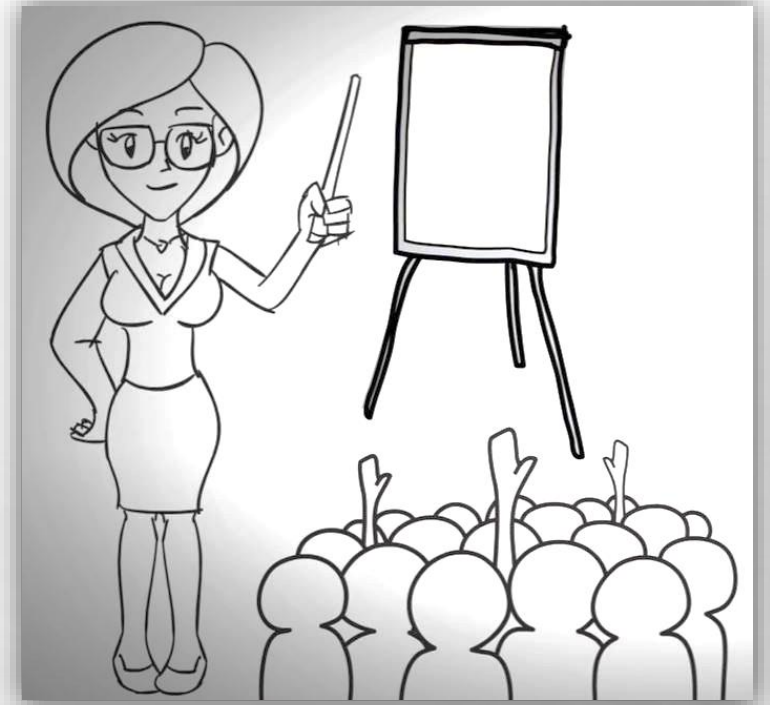
- **TO TRANSLATE OR NOT TO TRANSLATE?**
- **HOW TO REDUCE NON-ESSENTIAL CONTENT, BUT STUCK TO THE MEANING?**
- **CLICHÉ: WHAT IS THE MECHANICS OF USE?**

- **WHAT TO DO?**
- **HOW TO START?**
- **WHAT QUESTIONS TO BEAR IN MIND COMPOSING THE TEXT OF YOUR PRESENTATION?**



THINK ABOUT YOUR AUDIENCE

- **WHO THEY ARE?**
- **WHAT ACADEMIC BACKGROUND DO THEY HAVE?**
- **DIFFERENT PRESENTATIONS FOR DIFFERENT TYPES OF AUDIENCE**



THE 3 MAGIC INGREDIENTS OF AMAZING PRESENTATIONS |
PHIL WAKNELL <https://youtu.be/yoD8RMq2OkU?t=95>

7 PRESENTATION SKILLS AND TIPS TO LEAVE AN IMPRESSION
<https://youtu.be/MnIPpUiTcRc?t=36>

ЯЗЫКОВЫЕ ПРИЗНАКИ НАУЧНОГО СТИЛЯ РЕЧИ

Безличные предложения

Можно сказать, происходит негласный конкурс проектов будущего социального переустройства. Современному человеку это легко понять на модели перехода к рынку.

Причинно-следственная зависимость (подчинительные союзы)

несмотря на то что, ввиду того что, потому что, вследствие того что, тогда как, между тем как, в то время как

Вводные конструкции

по нашему мнению, по убеждению, по понятию, по сведению, по сообщению, с точки зрения, согласно гипотезе, определению

Связность изложения

таким образом, поэтому, теперь, итак, кроме того, к тому же, также, тем не менее, еще, все же, между тем, помимо, сверх того, однако, несмотря на, прежде всего, в первую очередь, сначала, в заключение, следовательно

ACADEMIC TEXT: CHARACTERISTICS

Письменная речь

VS

Устная речь

ОБЩЕЕ

Трехчастная структура

Логика построения текста

(причинно-следственные связи, обеспечивающие движение смысла, развитие идеи от простого к сложному, аргументация идей и т.д.)

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Структура абзаца:

- тематическое предложение
- аргументация
- примеры
- ВЫВОД

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РАЗЛИЧИЯ

абстрактные существительные

специальные термины

страдательный залог

Союзы

**например: whereas, since (в значении так как),
notwithstanding that и т.д.**

связи между абзацами

следует избегать

следует избегать

действительный залог

ограниченное употребление

**клише, облегчающие восприятие потока
информации (Signpost language)**

ПОДГОТОВКА ТЕКСТА ВЫСТУПЛЕНИЯ

Отказ от абстрактных
существительных

Abstract nouns

Действительный залог вместо
страдательного

Active vs Passive

Упрощение сложных
конструкций

Simplification

Минимизация специальной
лексики

No terms*

***depends on your audience level**

PREPARING YOUR PRESENTATION

Version 1

The significance of these figures incorporating data from multicentre studies cannot be underestimated. Next slide. In the American part of the survey it was found that success in business can be correlated directly with leadership style.

An individualistic style appears to be closely associated with rapid career path progression, whereas a group or participative style, despite its evident attractiveness to all members of staff, is correlated with a relatively slow career progression. Next slide. This is further illustrated in my next slide which shows the result of another survey into senior management attitudes.

Although lip service is paid (на словах) to the concept of participative management, their real perceptions of leadership qualities completely contradict this view. It can be further seen that such surveys...

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We can't really afford to ignore these results. The survey was one of the most extensive of its kind and covers a wide range of corporations... We can see in this next slide the results from the American part of the survey. The survey was based on interviews carried out with senior managers in 200 corporations. You can see here ... 35% of the group of managers classified as participative reached senior management positions. On the other hand, 74% of the more individualistic managers achieved senior management status. So, I think the conclusion is self-evident. If you want to reach the top of American companies, you have a much better chance if you adopt a fairly autocratic, top-down approach.

What is important here not to dismiss the last ten years. Ten years in which the value of participative management has been preached... No, what we must do is to better understand the motivation of senior management.

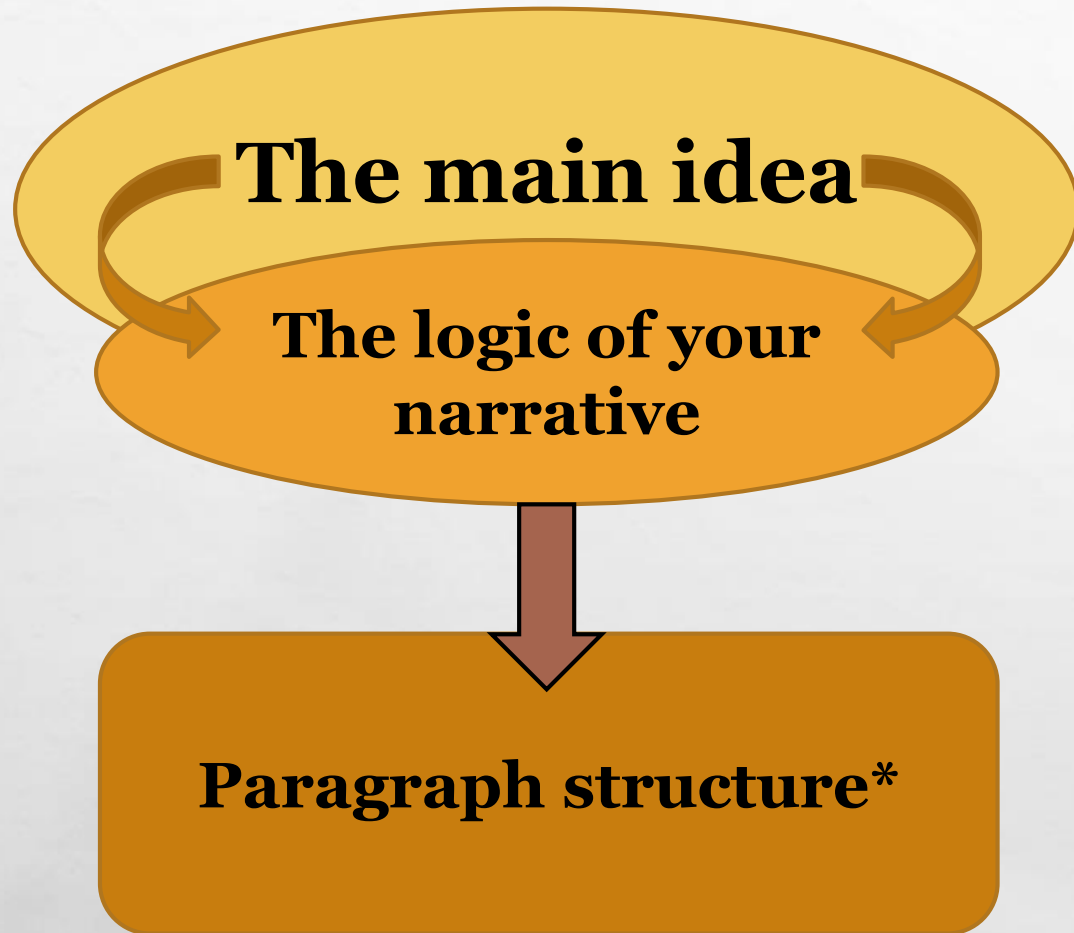
If we look at this next slide, we can see the results from another survey into senior management attitudes. This shows how managers firstly evaluate the qualities of a good manager ... and secondly, how they evaluate the qualities of a good leader. What is quite clear is that managers are supposed to be sensitive, adaptable, and cooperative while leaders need to be decisive, dynamic, and single-minded. So, we find there is a massive contradiction. Good managers are supposed to be participative – to make sure they consult and discuss. Good leaders are supposed to be strong individuals – able to make decisions on their own.

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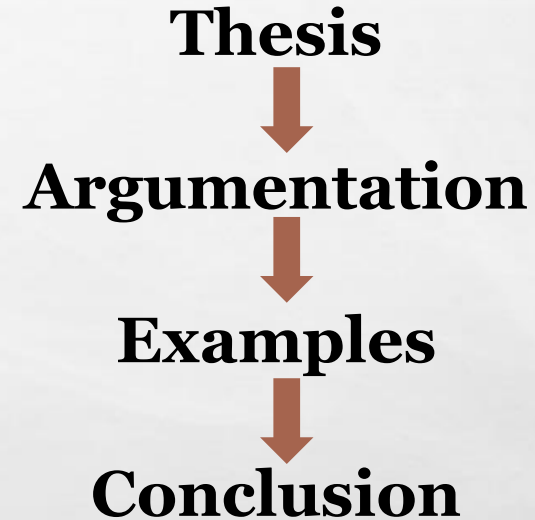
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FIND THE LINK BETWEEN WRITTEN AND SPOKEN:



*Structure



☞ See: Marianne Talbot -
What is a Good Argument?

<https://youtu.be/UfIhvMhno2w?t=429>

Version 2 (modified text)

We can see in this next slide **the results from the American part of the survey.**

|

новая информация

The survey **was based on interviews carried out with senior managers in 200**
corporations.

|

полученная ранее информация

|

новая информация

SIGNPOSTING

Section of presentation

Signpost language

Introducing the topic

The subject/topic of my talk is ...

I'm going to talk about ...

My topic today is...

My talk is concerned with ...

Overview (outline of presentation)

I'm going to divide this talk into four parts.

There are a number of points I'd like to make.

Basically/ Briefly, I have three things to say.

I'd like to begin/start by ...

Let's begin/start by ...

First of all, I'll...

... and then I'll go on to ...

Then/ Next ...

Finally/ Lastly ...

SIGNPOSTING

Finishing a section

That's all I have to say about...
We've looked at...
So much for...

Starting a new section

Moving on now to ...
Turning to...
Let's turn now to ...
The next issue/topic/area I'd like to focus on ...
I'd like to expand/elaborate on ...
Now we'll move on to...
I'd like now to discuss...
Let's look now at...

Analysing a point and giving recommendations

Where does that lead us?
Let's consider this in more detail...
What does this mean for...?
Translated into real terms...
Why is this important?
The significance of this is...

Giving examples

For example,... A good example of this is...
As an illustration,...
To give you an example,...
To illustrate this point...

SIGNPOSTING

Summarising and concluding

To sum up ... To summarise...
Right, let's sum up, shall we?
Let's summarise briefly what we've looked at...
If I can just sum up the main points...
Finally, let me remind you of some of the issues we've covered...
To conclude... In conclusion ...
In short ...
So, to remind you of what I've covered in this talk, ...
Unfortunately, I seem to have run out of time, so I'll conclude very briefly by saying that
I'd like now to recap...

Paraphrasing and clarifying

Simply put... In other words.....
So what I'm saying is....
To put it more simply....
To put it another way....

Invitation to discuss / ask questions

I'm happy to answer any queries/ questions.
Does anyone have any questions or comments?
Please feel free to ask questions.
If you would like me to elaborate on any point, please ask.
Would you like to ask any questions?
Any questions?

EXAMPLE

Let's turn now to a massive contradiction

WRONG



**Right construction:
So, we find there is a massive contradiction.**

***Let's turn now to –
Starting a new section***

***So –
Summarising and
concluding***

SUMMARIZING

Письменная речь
Written Production

Устная речь
Spoken production

СМЫСЛ = СМЫСЛ
MEANING

языковые средства \neq языковые средства

THE LANGUAGE OF EFFECTIVE PRESENTATION

How to simplify your text but not overdo it?

Masterclass: Helen Mirren

- 1) I just did what I consider to be one of the most difficult things to do in my profession of acting, which is to walk as yourself.
- 2) The first time I remember seeing drama
STOP – cataclysmic experience, transformed by it – 0: 44



<https://www.masterclass.com/classes/helen-mirren-teaches-acting#>

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[HTTPS://DRIVE.GOOGLE.COM/DRIVE/FOLDERS/1LWPR_DK8UP5M2GJKDYIMMGL9ZZY205YR?USP=SHARING](https://drive.google.com/drive/folders/1LWPR_DK8UP5M2GJKDYIMMGL9ZZY205YR?USP=SHARING)

❖ *Good luck with your future presentations!*

Q&A

THE LANGUAGE OF EFFECTIVE PRESENTATION

The social situation in the Philippines was also aggravated by the resident Chinese being more sojourners than settlers in the Philippines leaving families to return to in China, living separately and retaining their native languages. The economic success of the Chinese aroused not only the usual envy and resentment but also fears that gold was being drained away to China (Sowell, 1996, p. 206).

This outline of the part which the Chinese business community played in the Philippine economy elucidates the historical context of the mentioned Act No. 2972 and the outcome of the related litigation.

In 1926 the US Supreme Court reviewed the decision of the Supreme Court of the Philippine Islands denying an original petition for prohibition against the enforcement by criminal prosecution of Act No. 2972 on the ground of its invalidity. The petitioner, Yu Cong Eng, a Chinese merchant engaged in the wholesale lumber business in Manila, was charged with its violation. He was arrested, his books were seized, and the trial was about to proceed when he and the other petitioner, Co Liam, on their own behalf, and on behalf of all the other Chinese merchants in the Philippines, filed the petition against the fiscal or prosecuting attorney of Manila, and the collector of internal revenue engaged in the prosecution, and against the judge presiding. The US Supreme Court found the challenged law invalid on the grounds, which doubtlessly deserve our attention.

FROM WRITTEN TO SPOKEN: ADDITIONAL TASK
POSSIBLE ECONOMIC OUTCOME OF LINGUISTIC POLICY: THE U.S. SUPREME COURT ON YU KONG ENG V. TRINIDAD