


## 7.4 Speaking Presentations – visuals

## Discussion


**1** Mark these presentation tools *E* (essential) or *N* (non-essential) to a good presentation, then compare with a partner and explain your choices.

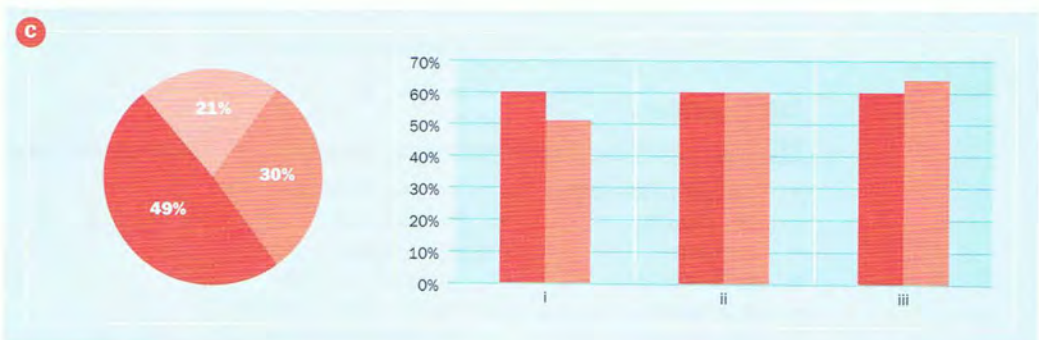
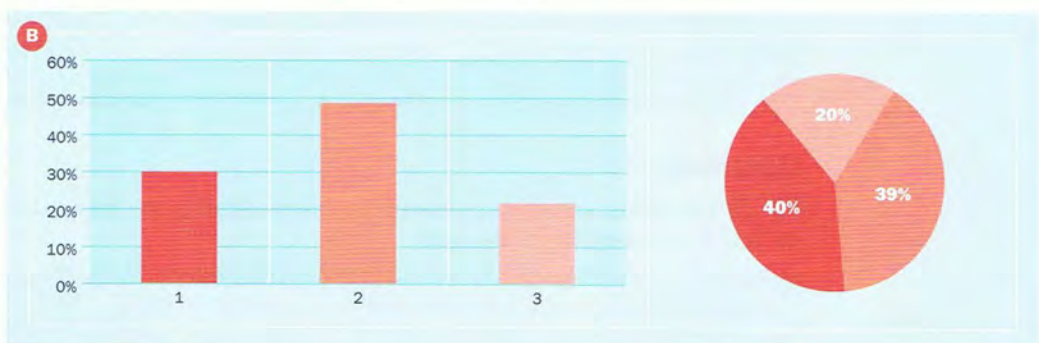
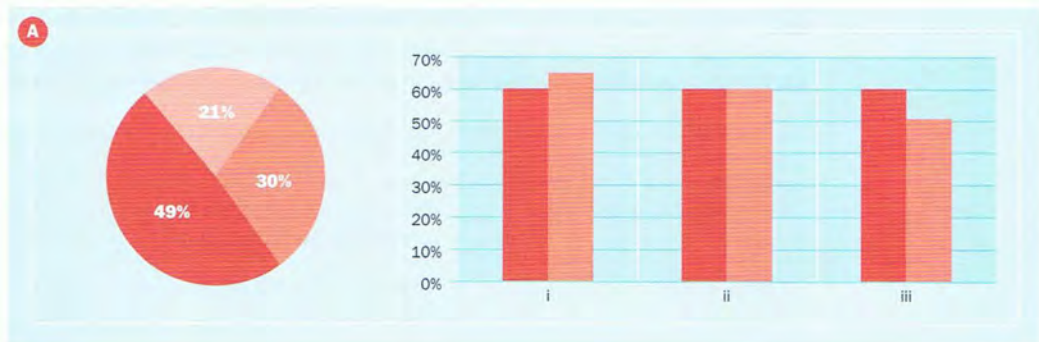
- a laptop     a video projector     a DVD player and TV     a laser pointer  
 a flip chart and pens     a blackboard and chalk     an overhead projector  
 a set of handouts     a 35-mm slide projector     presentation software

## Listening for gist

**2**  3:04–3:08 Listen to five presentation extracts A–E. Match each extract to one of the guidelines below.

- Don't put too much data on slides: no more than six lines of text, and no more than six words per line.  
 Too many visuals confuse the audience: don't overload them with slides.  
 Don't be too technical: adapt to the target audience, and don't read out text on slides.  
 Help the audience to understand by introducing, highlighting and explaining the most important information.  
 Check all materials and equipment, and have backups for everything.

**3**  3:09 Listen to a better presentation and decide which pair of slides (A, B or C) is being described.



**Internet research**

What do the terms *vertical* and *horizontal integration* mean? Find out about current trends in vertical integration in the music, drinks or TV industries.

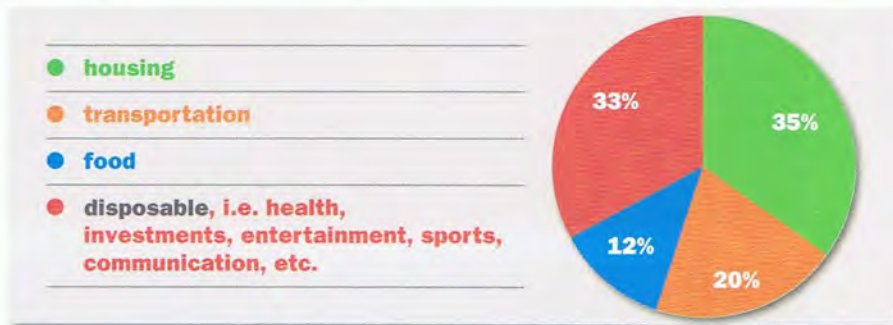
**Listening for detail**

4 Listen again and complete the expressions for presenting visuals. The expressions are numbered in the order you will hear them.

Introducing a slide or visual	Highlighting
I'd like you to look at this slide.	As the graph shows, ...
(1) My next _____ two charts ...	(2) As you will _____ in the pie-chart, ...
(4) Let's _____ at the second chart.	(5) As you can _____, after a merger ...
Contrasting	Explaining and interpreting
In contrast to ...	(7) The figures _____ to _____ that ...
(3) _____ to almost half who said ...	(8) This is _____ to a perceived drop ...
(6) _____ it remains about the same.	(9) The results _____ that retailers ...
(10) as _____ to manufacturers ...	(11) This is the _____ of improved ...

**Presenting visuals**

5 The pie-chart shows how typical Americans spend their income.



Draw two pie-charts, showing how you use your income today, and how you think you might use it in twenty years from now. In small groups, present your charts using the framework below.

- Introduce the first chart.
- Highlight points of interest.
- Explain anything unusual.
- Interpret what your chart says about you and your lifestyle.
- Repeat the four steps above for your second chart, and contrast the second chart with the first.

**Pronunciation: Linking**

6 3:10-3:13 Words beginning with a vowel are linked to the previous word, as in the example in 1. Mark the links in the other three sentences in the same way.

- 1 Customers were asked if service had deteriorated as a result of the merger.
- 2 Only a third of customers noticed an improvement.
- 3 Customer satisfaction falls by an average of almost 9%.
- 4 This is essentially due to a drop in levels of service after a merger.

Listen and check your answers. Practise saying the sentences, pronouncing the linked words or groups of words as one continuous sound.

**Presentation**

7 Work in groups of three. Your company, which manufactures tennis racquets, is looking for a suitable takeover target in order to diversify and accelerate growth. Each person will present one company: decide together which is the best candidate for acquisition.

Student A: turn to page 111.

Student B: turn to page 113.

Student C: turn to page 117.