**ПР 21. PRESENTATIONS. ПРЕЗЕНТАЦИИ**

**INTRODUCTION**

1. Welcome the audience
2. Introduce yourself (name, position/function).
3. State your topic.
4. Explain why your topic is important for the audience.
5. Outline the structure of your talk.
6. “What comes when?” say when you’ll be dealing with each point.
7. Let the audience know how you’re organizing the presentation (handouts, questions, etc.).

**Opening a presentation. Useful phrases.**

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| **Welcoming the audience**  Good morning/afternoon, ladies and gentlemen.  Hello/Hi, everyone.  First of all, let me thank you all for coming here today.  I’m happy/delighted that so many of you could make it today.  **Introducing yourself**  Let me introduce myself. I’m Dave Elwood from…  For those of you who don’t know me, my name’s…  As you probably know, I’m the new HR manager.  I’m head of logistics here at Air Spares.  I’m here in my function as the Head of Controlling.  **Saying what your topic is**  As you can see on the screen, our topic is…  Today’s topic is…  What I’d like to present to you today is…  The subject of my presentation is…  **Explaining why your topic is relevant for your audience**  My talk is particularly relevant to those of you who…  Today’s topic is of particular interest those of you who…  The topic is very important for you because…  By the end of this talk you will be familiar with… |

**Structuring a presentation**

Here are some useful phrases to talk about structure.

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| I’**ve divided** my presentation **into** three parts:  In my presentation I’**ll focus on** three major issues.  **First (of all)**, I’ll be looking at…, **second**… and **third**…  **I’ll begin/start off by** explaining…  **Then/Next/After** **that**, I’ll go on to…  **Finally**, I’ll offer some solutions. |

**Organization**

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| **Timing**  My presentation will take about 20 minutes.  It should take about 30 minutes to cover these issues.  **Handouts**  Does everybody have a handout/brochure/report? Please take one, and pass them on.  Don’t worry about taking notes. I’ve put all the important statistics on a handout for you.  I’ll be handing out copies of the PowerPoint slides at the end of my talk.  I’ll email the PowerPoint presentation to you.  **Questions**  There will be time for questions after my presentation.  If you have any questions, feel free to interrupt at any time.  Feel free to ask questions at any time during my talk. |

**THE MAIN PART OF A PRESENTATION**

1. Briefly state your topic again.

2. Explain your objectives.

3. Signal the beginning of each part.

4. Talk about your topic.

5. Signal the end of each part.

6. Highlight the main point.

7. Outline the main ideas in bullet-point form.

8. Tell listeners you’ve reached the end of the main part.

**“Signposting” phrases are used to help guide the audience through a presentation.**

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| **Signposting**  **Saying what is coming**  1. In this part of my presentation, I’d like to tell you about…  2. So, let me first give you a brief overview.  **Moving on to the next point**  3. This leads directly to my next point.  4. This brings us to the next question.  **Indicating the end of a section**  **5.** This brings me to the end of my first point.  **6.** So much for point two.  **Referring back**  7. Let me come back to what I said before…  8. As I said/mentioned earlier, …  **Summarizing a point**  9. I’d like to summarize what I’ve said so far.  10. Let me briefly summarize the main issues. |

**Make “signpost” sentences using elements from each column.**

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| Before I move on to my next point, | come back to | next question |
| This brings | the issue | point, which is price |
| This leads | let me go | this question later. |
| Let’s now turn to | we were discussing | our new overview of our activities. |
| As I mentioned | to the next | earlier. |
| I’d like to | before, I’d like to give you | through the main issues once. |
| Let’s go back to what | us directly to my | more. |
| As I said earlier, | I’ll focusing on | of customer service. |

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| **Talking about (difficult) issues**  I think we first need to ***identify*** the problem.  Of course, we’ll have to ***clarify*** a few points before we start.  We will have to ***deal with*** the problem of increasing prices.  How shall we ***cope with*** unfair business practices?  The question is: why don’t we ***tackle*** the distribution problems?  If we don’t ***solve***this problem now, we’ll get into serious trouble soon.  We will have to ***take care of*** this problem now.  **Referring to other points**  I’d like to mention some critical points ***in connection with/concerning*** payment.  There are a few problems ***regarding*** the quality.  ***With respect/regard to*** prices, we need more details.  ***According to*** the survey, our customers are unhappy with this product.  **Adding ideas**  ***In addition to*** this, I’d like to say that our IT business is going very well. ***Moreover/Furthermore***, there are other interesting facts we should take a look at.  ***As well as that***, we can offer excellent conditions.  ***Apart from*** being too expensive, this model is also too big.  To increase sales we need a new strategy ***plus*** more people. |

**VISUALS**

**Talking about visuals**

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| The first rule of preparing effective visuals is that they should be clear and easy for the audience to follow. However, sometimes it is necessary to explain a more complicated visual and it is always necessary to point out the most important information.  **Explaining a visual**  Let’s now look at the next slide which shows ...  First, let me quickly explain the graph.  You can see that different colours have been used to indicate ...  The key in the bottom left-hand corner shows you…  **Highlighting information**  I’d like to start by drawing your attention to ...  What I’d like to point out here is ...  I think you’ll be surprised to see ...  I’d like you to focus your attention on ...  Let’s look more closely at ... |

**Talking about trends (adjectives and adverbs)**

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| **Adjectives + nouns** | **Adverbs + verbs** |
| There was a sudden increase in prices.  In August, we notice a moderate fall.  This was followed by a gradual decline. | Sales increased slightly in summer.  Over the past two years the number has dropped significantly.  Last month the rates rose sharply. |

**CONCLUSION**

l Signal the end of your talk.

2 Summarize the key points.

3 Highlight one important point.

4 Explain the significance.

5 Make your final statement.

**Effective conclusions**

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| **Using questions**  After all, isn’t that why we’re here?  Let me just finish with a question: If we don’t do it, won’t somebody else? | **Referring back to the beginning**  Remember what I said at the beginning of my talk today?  Let me just go back to the story I told you earlier. |
| **Quoting a well-known person**  As ... once said, ...  To quote a well-known businessman, ... | **Calling the audience to action**  So that’s the plan. Now let’s go and put it into practice!  Now let’s make a real effort to achieve this goal! |

**ПР 22. ADVERTISING. РЕКЛАМА.**

**PUBLIC RELATION. СВЯЗИ С ОБЩЕСТВЕННОСТЬЮ.**

**Study the following vocabulary:**

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| advertisement  appeal  to appeal to  awareness  commercial  copywriter  devote  evoke  exposure  eye-catching  grab smb’s attention  highlight  impact  logo  maintain  promote  response  subtle  target | реклама  привлекательность, призыв  привлекать (привлечь), нравиться понравиться  осознание, осведомленность, понимание  реклама на ТВ, рекламный ролик  копирайтер, составитель рекламного сообщения  посвящать, уделять  вызывать, вызвать, пробудить  воздействие, подверженность  бросающийся в глаза  привлекать внимание  подчеркнуть, осветить, выделить, выявить.  влияние  логотип  поддерживать, сохранять  продвигать  ответ  тонкий, утонченный, неуловимый  цель, задача, целевой |

**PASSIVE VOICE. ПАССИВНЫЙ ЗАЛОГ.**

**Употребление пассивного залога.**

1. Когда само по себе действие важнее, чем его исполнитель, и говорящий хочет указать именно на действие. Например:

A courier delivers mail every day. – Курьер доставляет почту каждый день. (Active Voice)

The mail is delivered every day. – Почту доставляют каждый день. (Passive Voice)

В первом предложении мы указываем исполнителя действия, а во втором используем пассивный залог, так как хотим подчеркнуть само действие, факт доставки, а не его исполнителя.

2. Пассивный залог используют, если исполнитель действия неизвестен, неважен или понятен из контекста:

These clothes are made in Italy. – Эта одежда изготавливается в Италии.

The new laws will be discussed tomorrow. – Новые законы будут обсуждаться завтра.

Поэтому в газетных заголовках и статьях, в объявлениях, инструкциях, рекламных текстах пассивный залог используется чаще чем активный:

The valuable painting was stolen from the museum last night. – Ценная картина была украдена из музея прошлой ночью.

The company was sold. – Компания была продана.

Our vegetables are not sprayed with pesticides. – Наши овощи не обрызгиваются пестицидами.

3. Пассивный залог используют, когда говорят о неприятных ситуациях и не хотят никого обвинять, а также чтобы придать высказыванию более вежливый характер:

The party was spoilt. – Вечеринка была испорчена.

The order wasn’t dispatched yesterday but it will be done tomorrow. – Заказ не был отправлен вчера, но это сделают завтра.

Несмотря на то, что в пассивном залоге действие более существенно, чем его исполнитель (агент действия), он может указываться в предложении, когда это необходимо. Агент вводится в предложение предлогом **BY**:

The telephone was invented by Alexander Bell. – Телефон был изобретен Александром Беллом.

The damage was caused by the hurricane. – Повреждения были нанесены ураганом.

Чтобы указать в пассивном залоге предмет, инструмент, материал или ингредиент, при помощи которого осуществлялось действие, используется предлог **WITH**:

The door was opened with a crowbar. – Дверь открыли при помощи лома.

The toys are made with paper, plastic or rubber. – Игрушки делают из бумаги, пластмассы или резины.