ENGLISH FOR SEMINAR & ACADEMIC CONFERENCE PRESENTATION

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September 4, 2021

ENGLISH FOR SEMINAR & CONFERENCE

Good Presentation

Presenter ➜ confident

Audience ➜ confident

success

1. PREPARATION AND PLANNING

Essential preparation & planning checklist

Questions to ask yourself	My ideas
Objective *Why am I making this presentation?* *Your objective should be clear in your mind.*	
Audience *Who am I making this presentation to?* *How many people?*	
Venue *Where am I making this presentation?* *A small meeting-room or a large conference hall?* *Facilities and equipment?* *Seating arrangements?*	

English for Public Speaking and Academic Conference Presentation

1. PREPARATION AND PLANNING

Questions to ask yourself	My ideas
Time and length *'When am I making this presentation?* *How long will it be?*	
Method *'How should I make this presentation?'* *Formal or informal?* *Notecard preparation?* *Lots of visual aids or only a few?*	

1. PREPARATION AND PLANNING

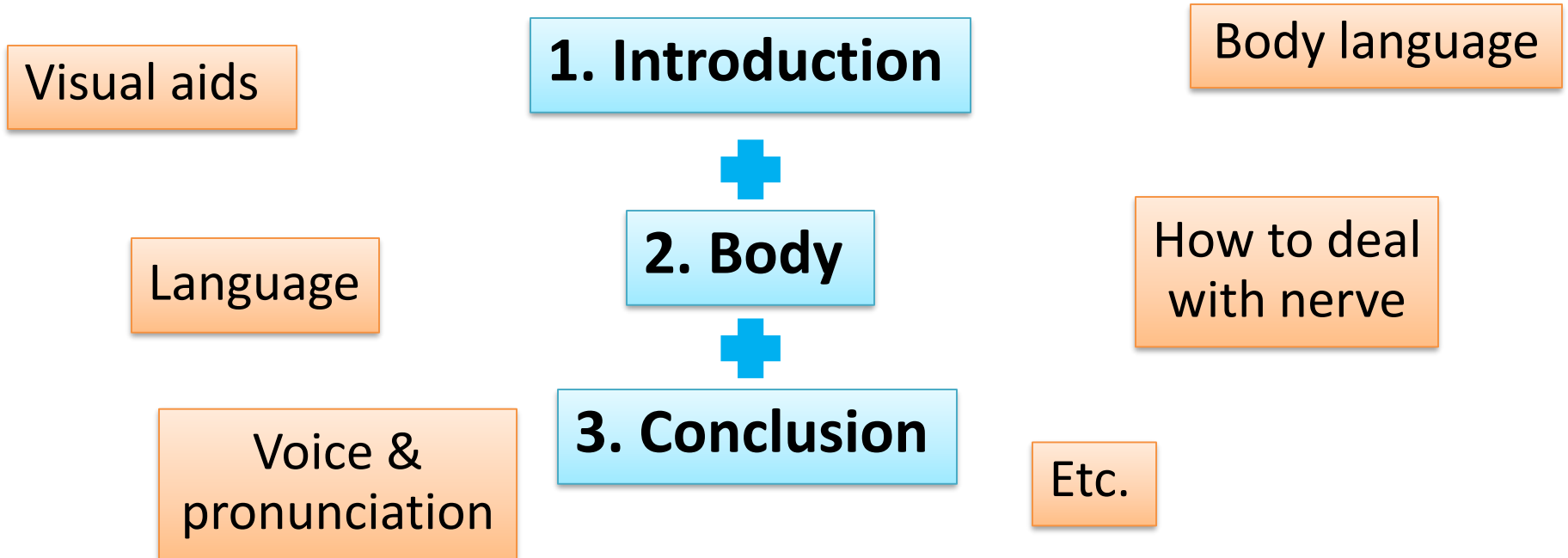| Questions to ask yourself	My ideas
Content *What should I say?* *How many main point(s) do I have to cover?* **Include only relevant information. Create a title for your presentation. The title will help you to focus on the subject. Prepare your visual aids, if any.*	
Others *How should I dress up?* *Are there any cultural aspects involved?* *Do I have any handout to give the audience?* *Etc.*	

There is no second chance to make the first impression, so be prepared!!!

2. STRUCTURE OF AN ORAL PRESENTATION

A good oral presentation is well structured; this makes it easier for the listener to follow.

Three basic parts in presentation

Visual aids

Body language

1. Introduction

2. Body

How to deal with nerve

Language

3. Conclusion

Voice & pronunciation

Etc.

2.1 THE BEGINNING OR THE INTRODUCTION

A. Get the audience's attention and signal the beginning.

- *Good morning everyone. Thanks for coming.*
- *Welcome to...*
- *It gives me a great pleasure to be here today...*
- *It's an honor to have the opportunity to address such a distinguished audience.*
- *First of all, let me thank you all for coming here today.*

B. Greet audience.

- *Good morning/afternoon/ evening*
  - ❖ *ladies and gentlemen.*
  - ❖ *committee members.*
  - ❖ *distinguished guests*
  - ❖ *members of the board*
- *Mr. Chairman/Chairwoman, Fellow colleagues*
- *Thank you for your kind introduction*

C. Introduce oneself (name, position, and institution)

- *Please let me introduce myself.*
- *I'd like to start by introducing myself.*
- *My name is...*
- *I am a graduate student from the Faculty of ......, majoring in...*
- *I am a doctoral candidate, from...........................*
- *I am ...(position)...... from ....(company)..........*
- *I am a researcher from ...*

D. Give title and introduce subject

- *Today I'm going to talk about...*
- *The subject of my presentation is...*
- *The theme of my talk is...*
- *I've been asked to give you an overview of...*

E. Give your objectives *(purpose, aim, goals)*

- *The purpose in doing this paper is to ….*
  - ❖ *to explain*
  - ❖ *to illustrate...*
  - ❖ *to give you the essential background information on...*
  - ❖ *to outline...*
  - ❖ *to have a look at...*

F. Announce your outline.

- *I have broken my speech down/up into …… parts.*
- *I have divided my presentation (up) into ……. parts (sections)..*
- *Firstly, I'll talk about……. Then,……, and the last part is………….*

G. Announce your time frame.

- *My talk/presentation will last about..........*
- *It will take me…………. minutes for this presentation.*

H. Questions time and comments from the audience.

- *If you have any questions, please save them at the end of my presentation.*
- *I'd ask you to save your questions for the end.*
- *Please feel free to interrupt me if you have questions.*
- *There will be time for questions at the end of the presentation.*

I. Make a transition between the introduction and the body.

- *Now let us turn to point one.*
- *I'd like to begin with…*

2. STRUCTURE OF AN ORAL PRESENTATION

Example:

Good morning ladies and gentlemen. It gives me a great pleasure to be here today. My name is ……………. I am <u>a third/fourth year student</u> from the faculty of _____, majoring in ………………, Chiang Mai University. Today, I would like to talk about _____/ The topic of my talk is _____. I have divided my presentation into ……… parts. Firstly, I'll talk about……. Then……, and the last part is…………. My presentation will last about………. If you have any questions, please save them at the end of my presentation.

3. THE BODY OF PRESENTATION

Body = content = 'real' presentation

The body should be well structured, divided up logically

A. Content
- What information should you give in your speech?
- All information should support purpose
- limit the content

3. THE BODY OF PRESENTATION

B. Quantity

- How much information should you give?
- Is it enough to clearly develop ideas?
- Don't forget to illustrate through examples.

C. Sequencing your ideas.

organize ideas ➔ - Logical

- chronological order
- from general to specific
- from known to unknown
- from accepted to controversial
- cause/effect
- problem/solution.

D. *Keeping the audience's attention*

- beginning & end /first and last parts of a talk
  ➔ listeners will remember best

- Think of ways to keep audience's attention throughout the rest of speech

E. *Signposting or signaling where you are*

 - indicate when finish one point & go on to next
  ➔ to keep audience in track

3. THE BODY OF PRESENTATION

Useful Expressions

Listing information: *Vary your language whenever possible and avoid reading directly.*

e.g.

- *There are 3 things we have to* <u>*consider*</u>*: one…..,*
two……, and three……. (A, B, C.)
- *Now let us look at the first* <u>*aspect*</u> *…*
- *First of all,…*
- *In the first place…*
- *Then…./Next….*

3. THE BODY OF PRESENTATION

Linking ideas, sections/making transitions: Indicate the end of one section and the beginning of the next.

e.g.

- *That's all I would like to say about... (subject of part A) and now let us turn to ....*
- *Let's move/go on to...*
- *Let us now move on to the second part,...*
- *I'd like to draw your attention to....*

3. THE BODY OF PRESENTATION

To be clear and concrete

To give an example:

- *Now let's take/see an example.*
- *An example of this can be found...*
- *To illustrate this, let's see...*
- *For example,/For instance,*

To rephrase:

- Let me rephrase that,
- In other words,
- Another way of saying the same thing is.....

3. THE BODY OF PRESENTATION

To summarize:
- *To summarize,*
- *To sum up,*
- *Let me summarize by saying..*
- *In conclusion*
- *In short,*
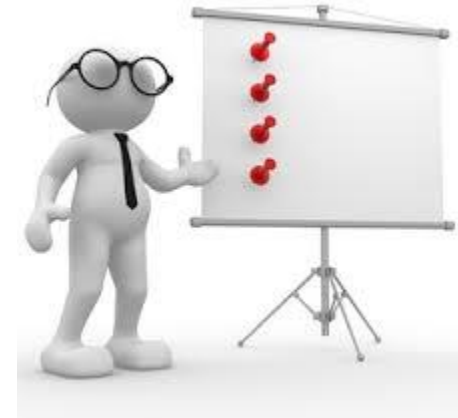
To emphasize:
- *What is very significant is...*
- *What is important to remember...*
- *I'd like to emphasize the fact that...*
- *What we need to focus on is/are...*

3. THE BODY OF PRESENTATION

> **To refer to what you have said previously:**
>
> *- As I have said earlier...*
>
> *- As we saw in part one...*
> *- To repeat what I've said ...*

> **To refer to what you will say:**
>
> *- We will see this later on.*
>
> *- This will be the subject of part ....*
> *- We will go into more detail on that later.*

> **To refer to what an expert says:**
>
> *According to...*
>
> *Here I'd like to quote...*
>
> *As Prof. ...... says in his book,...*

3. THE BODY OF PRESENTATION

To refer to common knowledge:

- As you all may well know...

- It is generally accepted that...

- As you are probably aware (of)...

Referring to graphs, tables:

- As you can see from the graphs/table...

- This bar graph/pie-chart shows...

- If we look at this table, we can see...

- According to the statistics (figures)....

- This graph shows you...

- This chart illustrates the figures of...

3. THE BODY OF PRESENTATION

To interact with audience:
- *Are you still with me?*
- *Are you still alright?/okay?*
- *Do you understand this point?*
- *Do you understand what I mean?*
- *Can I move on to the next point?*
- *You can raise your hand if you have any question.*
- *Well, let me tell you a short story about……..*
- *Have you ever heard the word……………….?*
- *Can anybody here <u>answer this question</u>?*
- *etc.*

4. THE END OR CONCLUSION

3 components of conclusion

A. brief reminder ➔ *signal the end & summarise your talk*

B. a short conclusion ➔ *give your comment/suggestion*

C. Handling questions ➔ *thanks to the audience for listening & invite questions, comments or open a discussion.*

4. THE END OR CONCLUSION

*Brief reminder* : *signal the end & summarise your talk*

Some useful expressions:

- *That brings me to the end of my presentation.*

- *Well, that's about it for now. We've covered...*

- *In brief, we...*

- *I'd like to summarize/sum up*

- *At this stage I would like to run through/over the main points...*

4. THE END OR CONCLUSION

A short conclusion: give your comment/suggestion

Some useful expressions:

- *In conclusion I would like to say that...*

- *My final comments concern...*

- *I would like to finish by reminding everyone that...*

- *My suggestion(s) is/are...........*
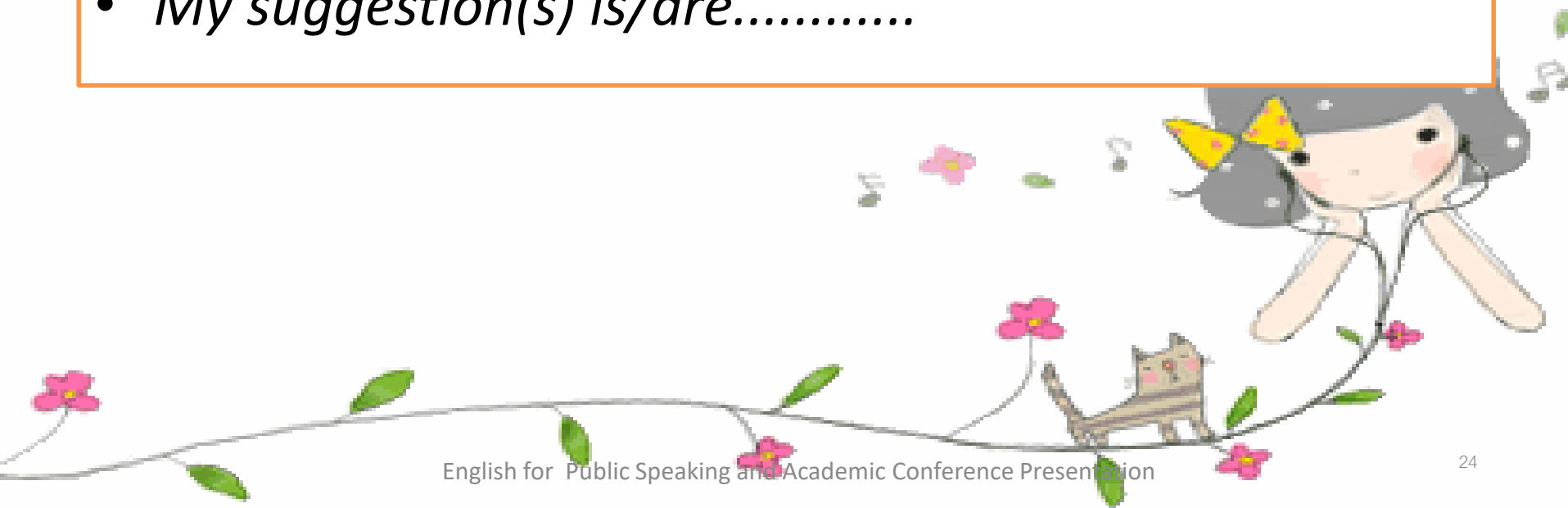
4. THE END OR CONCLUSION

Handling questions: *thank audiences & invite questions*

❖ *If anyone has questions I'll be happy to answer them.*

❖ *I'd be happy to answer any questions....*

❖ *If there are any questions please feel free to ask.*

❖ *Thank you for listening – and now if there are any questions, I would be pleased to answer them.*

❖ *That brings me to the end of my presentation. Thank you for your attention. I'd be glad to answer any questions you might have.*

4. THE END OR CONCLUSION

re-word the question

- *Thanks for your question ...*
- *Good question. I think ...*
- *That's an interesting question! As I see it ...*

Check audience's satisfaction

- *Does this answer your question?*
- *Do you follow what I am saying?*
- *I hope this explains the <u>situation</u> for you.*
- *I hope this was what you wanted to hear!*

4. THE END OR CONCLUSION

Asking for more clarification

- Excuse me. Could you ask again please?.
- Could you repeat your question?
- Excuse me. I cannot hear your question. Could you speak louder please?
- I didn't catch what you asking about …. Can you repeat it please?
- Are you asking that …?

4. THE END OR CONCLUSION

Dealing with difficult questions

- Hmm, that's a good question. I don't have the information to answer that question right now, but I'd be happy to find out and get back to you later.

- I don't think we have enough time to go into that right now, but I'll be happy to speak to you one-to-one after the presentation if you would like.

- I'm afraid I'm unable to answer that at the moment. Perhaps I can get back to you later.

4. THE END OR CONCLUSION

Summary: Outline of Presentation

Organize your presentation in a logical structure. Most presentations are organized in **three parts***:*

1. Introduction

-Welcome & greet your audience

-introduce yourself & subject of your talk

-explain the structure of your presentation

-explain rules for questions

2. Body of presentation

-present the subject itself

3. Conclusion

-summarize your presentation

-thank your audience

-invite questions + answer questions

Planning your research presentation outline

Topic:
Time length:
Media:
I. Presentation topic & Self-introduction
II. Body of presentation

    A. Research rationale
    B. Research purpose(s)
    C. Theoretical framework
- Theory 1:…………………………………
  - details
  - reason(s)
- Theory 2:…………………………………
  - details
  - reason(s)

    D. Research design
- methodology
- population/sample
- research tool(s)
- reason(s)
- strength/limitations
- etc.

III. Conclusion
- Suggestions

5. VISUALS AIDS

80% of what we learn is learned visually (what we see) and only 20% is learned aurally (what we hear)

What are visuals?

5. VISUALS AIDS
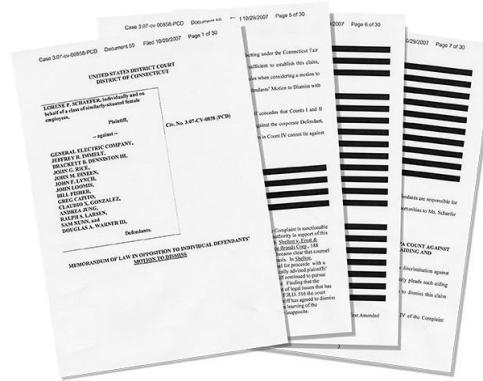
What media are used?

5. VISUALS AIDS

Other possible equipments
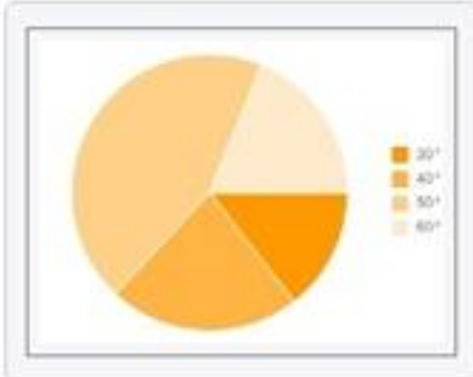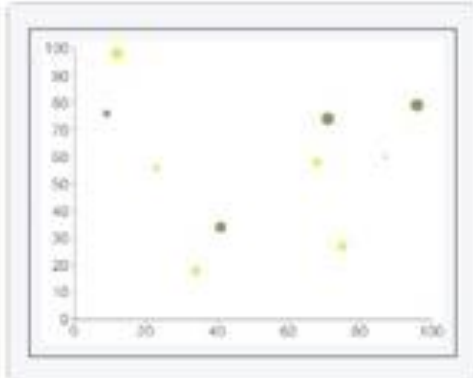
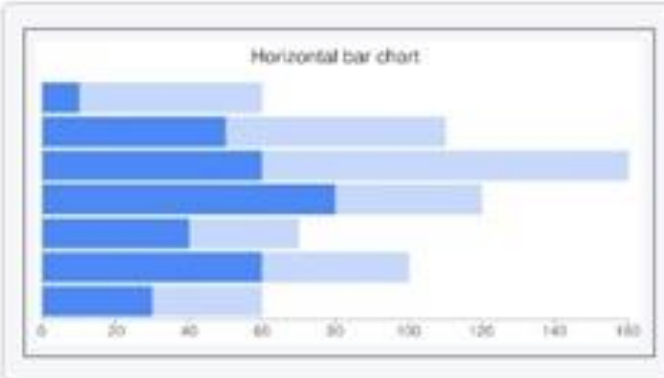## 5. VISUALS AIDS

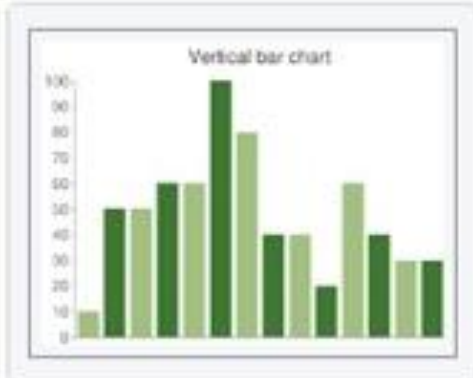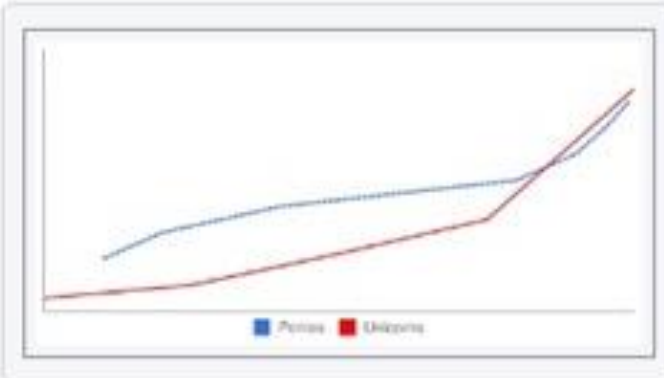### What should you put on a visual?

key words   technical words

lists   examples

diagrams   charts

Types of graph/chart
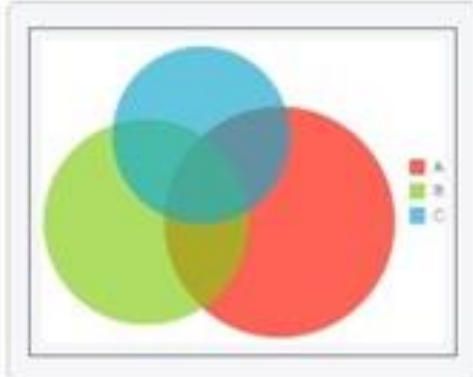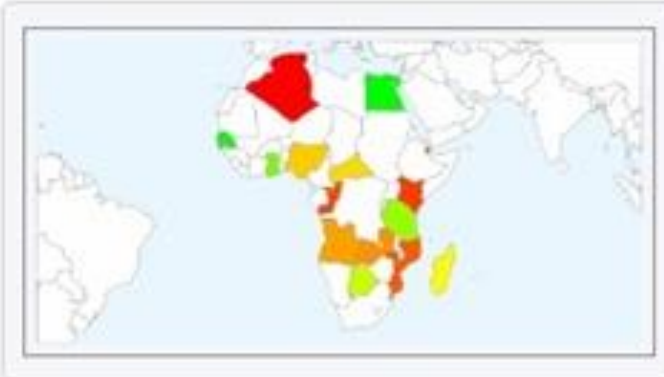
5. VISUALS AIDS

Why we need visuals?

- to focus audience's attention

- to illustrate points easier to understand in visual form   but difficult in verbal form(e.g. statistics)

- to reinforce ideas

- to change focus from aural/oral to visual

- to involve & motivate audience

5. VISUALS AIDS

Why we need visuals?

- to involve all senses

- to serve as logical proof

- to save time and avoid putting information on board

- to avoid turning your back to audience when writing on board

- to help speaker

Text to put on a visual

- name, institution/company and logo, date, title of presentation.

- full sentences are not to be used, unless a quote is given, give round figures

- keep text to a minimum

5. VISUALS AIDS

Size, layout, font and size, colors

❖keep text to a minimum

❖Size - A4

❖Layout should be pleasant and easy to read: horizontal/landscape layout is preferable.
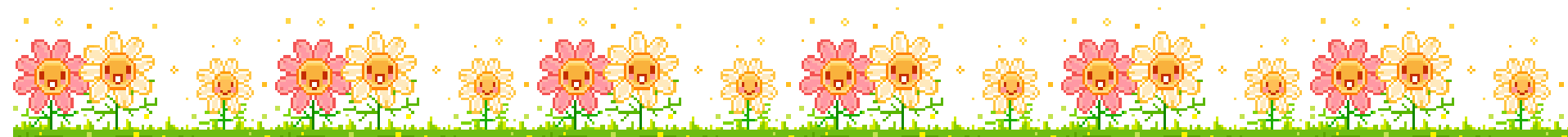
5. VISUALS AIDS

Size, layout, font and size, colors

❖ Font size - 20 / > depending on room size (*A good idea is to use different sizes for different types of text*: i.e. 20 for main headings, 16 for subheadings, 14 for other text)

❖ Use CAPITAL LETTERS, **bold face**, *italics*, underlining, reverse (white on black) or shading to highlight.

5. VISUALS AIDS

General and miscellaneous tips.

- Have slides ready and in order.
- Check to see if device is working & in focus.
- Test visual to see if people at the back can see it.
- Stand to side of screen & face audience.
- Mask to reveal only what you want audience to see.
-Use pointer or pen to draw attention to specific point.

5. VISUALS AIDS

General and miscellaneous tips.

-Visuals should be adjusted to audience & supplement spoken message.

-Large enough for everyone to see.*(Good idea to give out copy)*

-Do not display too much information, too many colors or typefaces.

-Check spelling mistakes or grammatical errors
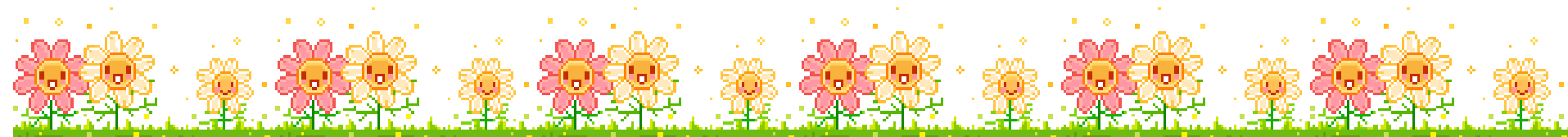
6. LANGUAGE

Simplicity and Clarity

- use short words & short sentences
- do not use jargon, unless audience understands it
- talk about concrete facts > abstract ideas
- use active verbs instead of passive verbs

Active verbs ➜ much easier to understand & > powerful.
*Sentence 1: Honda **sold** two million scooters last year.*
Sentence 2: Two million scooters <u>were sold</u> by Honda last year.

7. VOICE AND PRONUNCIATION

correct pronunciation **VS** incorrect pronunciation

Other factors

Speed

Intonation

volume

The language we use in speaking is quite different than that in writing. We don't even use the same spoken language for different purposes.

interesting

memorable

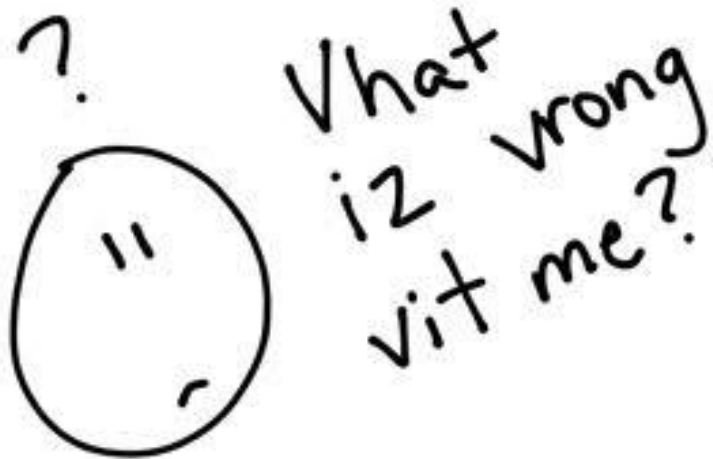right kind of language

effective

key message

Warm-up Activity

Look at the list of talking habits below and rank them from the most distracting (1) to the least distracting (8).

Distracting Habits	Your View	Survey Results
• Foreign accent/regional dialect	_____	_____
• Talking too softly	_____	_____
• Poor grammar/mispronouncing words	_____	_____
• High pitched voice	_____	_____
• Talking too fast	_____	_____
• Using fillers: *erm, err, you know*	_____	_____
• Talking too loudly	_____	_____
• Monotonous, boring voice	_____	_____

Warm-up Activity

Distracting Habits

Survey Results

Vhat iz vrong vit me?

Foreign accent/regional dialect

Distracting Habits

Survey Results

Talking too softly

Warm-up Activity

Distracting Habits

YEAH, DID YOU SEE WHAT HE
SAID ON HIS WOBSITE?

...HIS WHAT?

WOBSITE.

... I THINK YOU
MEAN "WEBSITE."

WHY DON'T YOU WRITE
ABOUT IT IN
YOUR BLAG?

Survey Results

Poor grammar/
mispronouncing words

Distracting Habits

Survey Results

High pitched voice

Distracting Habits

Talking too fast

Survey Results

Warm-up Activity

Distracting Habits

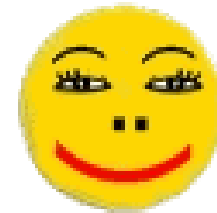**Survey Results**

2

Talking too loudly

Warm-up Activity

Distracting Habits

Survey Results

Monotonous, boring voice

Paralanguage

What is paralanguage?

The non-verbal elements of communication by speech used to modify meaning & convey emotion, for example intonation, pitch and speed of speaking, hesitation noises, loudness, and etc.

"Not only what say, but how you say it also matters!!!"

Activity 1: Answers

- Tone (rising/falling)
- Volume (loud/soft)
- Uses of Pauses
- Pitch (high/low)
- Pace /Speed/Rate (fast/slow)
- Stress/Emphasis (word)

Paralanguage	Importance
Pitch Variation	*help determine if utterance* *- statement* *- question* *- serious comment* *- simple sarcasm*
Volume/Loudness	❖ *Voice projection can show speaker's desire to be/ not to be heard.* ❖ *In oral speech, you should vary your volume. A quiet part can be contrast with a louder part.*

Paralanguage	Importance
Pace Variation	*Pace variation can help enhance presentation. Speed up if you want to excite audience & slow if you want to emphasize sth.*
Tone	*Tone can help determine* - *speaker's feeling/mood* - *friendliness/unfriendliness* - *attitude toward topic discussed/talked about*

Paralanguage	Importance
Uses of pauses	*Pause when you want to* - *get audience to think about certain points* - *create more attention from audience*
Stress/Emphasis	*Good presenter will stress / emphasize important words to highlight key words/message*

8. BODY LANGUAGE

"Be natural and relax!"

What is body language?

Eye contact, facial expressions, posture, movements, gestures

Why is it useful?

to clarify meaning; it is very visual
to vent nervousness
to maintain interest
to emphasize and regulate

8. BODY LANGUAGE

Positive body language   *Negative body language*

eye contact

facial expressions

posture

movement

gesture

PRACTICE

REHEARSAL

REHEARSAL

PRACTICE

PRACTICE

REHEARSAL

REHEARSAL

PRACTICE

PRACTICE

REHEARSAL

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REHEARSAL

English for Public Speaking and Academic Conference Presentation

Thank you very much